

AAA awesome
80s!
ATLANTA APARTMENT ASSOCIATION

Ready to rock the 80's?

Stuff You Need to Know:

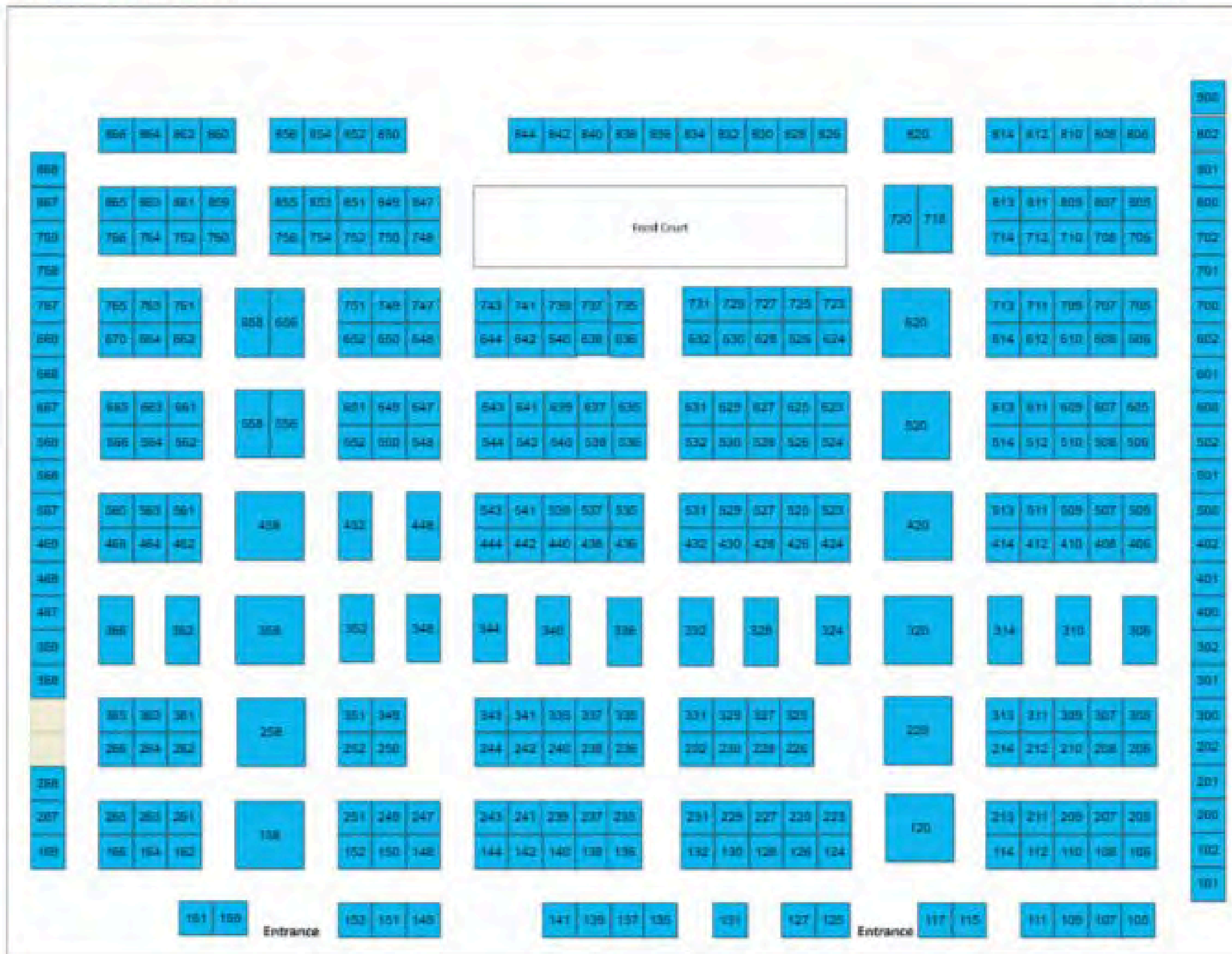
- **WEDNESDAY, MAY 13, 2026**
- **COBB CONVENTION CENTER**
- **MOVE-IN: 5/12 - 8:00 AM - 1:00 PM (BY BOOTH#)**
- **SHOW HOURS: 1:00 PM - 5:30 PM**
- **MOVE-OUT: 5/14 - 8:00AM-NOON!!!**



MOVE IN

- **BOOTH TYPE / LOCATION: TIME:**
- **ISLAND LOCATION (10X20) OR (20X20) 8:00 A.M. – 9:00 A.M.**
- **10x20 LOCATION (SIDE-BY-SIDE) 8:00 A.M. – 9:00 A.M.**
- **AISLES 100-200 9:00 A.M. – 10:00 A.M.**
- **AISLES 300-400 10:00 A.M. – 11:00 A.M.**
- **AISLES 500-600 11:00 A.M. - NOON**
- **AISLES 700-900 NOON – 1:00 P.M**





RULES, RULES, RULES

- NO ANIMALS; NOBODY UNDER 18
- NO LOUD MUSIC; BEING ANNOYING
- NO OUTSIDE ALCOHOL OR FOOD
- VEHICLE AS EXHIBIT
- WIN BEST BOOTH!
- HOW TO WIN? **STAND OUT**





WANT TO BE THIS GUY?

WHY EXHIBIT IN TRADE SHOWS?

- Advertising and PR are primarily one-way communication, from you to the customer, without much chance for information to flow the other way.
- In contrast, a trade show offers **FACE TIME!**

WHY EXHIBIT IN TRADE SHOWS?

- **90% of attendees rank trade shows as “extremely useful” as a source for product purchasing information.**
- **91% of attendees say that trade shows impact their buying decisions because the competition is in one place allowing for comparison shopping in real time.**
- **Trade shows are the #1 sales or marketing medium for quickly overcoming objections and accelerating the buying process. Why? HANDS ON!**

NEED MORE REASONS?

- **We get face time with our competitors and partners. We get the chance to see a broad spectrum of companies in our space and observe what they are all doing!**
- **We also get face time with some of our existing customers as they will be stopping by the booth to chat.**

WHO ARE THESE PEOPLE?

- **Who are the people who attend trade shows? The answer is simply people who have a need to be there, 80% have some influence on the ultimate buying decision and 55% will make a decision to purchase within the next twelve months.**
- **Our trade show is different than others in that EVERY attendee is employed in multifamily. The other Supplier Members who do not exhibit CAN NOT ATTEND!!!**



“I knew I should have started planning a week sooner..”

KNOW YOUR TARGET

- **What are they looking for? Don't sell ice to an Eskimo.**
- **Make sure your customers know you are going to be there, AND those that you have been trying to meet with!**



WHICH ONE ARE YOU?



THREE KINDS OF EXHIBITORS

- Proactive
- Reactive
- "No Pulse"

WHAT MAKES YOU SPECIAL??



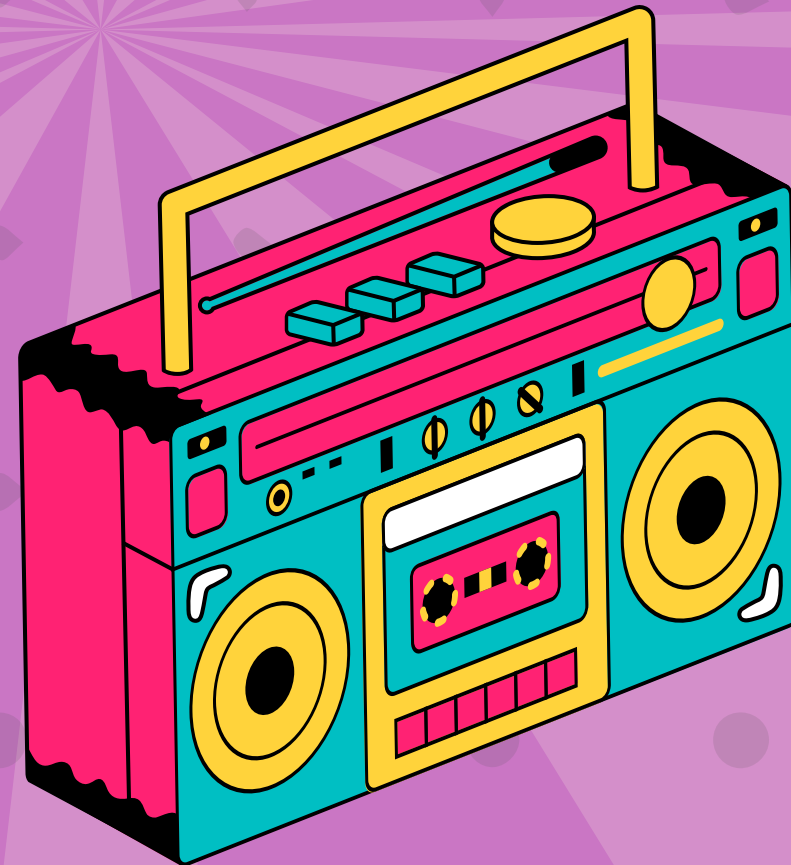
TIME MANAGEMENT



KEEP IT REAL...



USE THE THEME!!



80'S
vibes

WHAT NOT TO DO...

Take your break **AWAY**
from the booth!



Get a good night's
sleep before the show!

WHAT NOT TO DO...

It helps to BE THERE!



Trade Shows are
WORK, don't bring
other stuff!

80-20 RULE!!



IT'S SHOWTIME!!!

- **Don't sit down.**
- **Ask open-ended questions.**
- **Toot your own horn. LOUD.**
- **Make your handouts count.**



Piles of giveaways tend to attract bag-stuffers.

Display only one giveaway. It creates interest but reduces the "grab-and-run" effect.



WHAT NOT TO ASK!!



When a salesperson asks "May I help you?", the most common response is "No, just looking."

RECAP TIME

- **Set your goals & stick to plan**
- **Ask open-ended questions.**
- **Act excited to be there, enthusiasm is contagious**
- **Give them a good reason to stay in your booth within the first minute**
- **Know your competition and do not be caught off guard**



SUCCESS

Because this should be your post-show face

QUESTIONS??

AAA **wesome**
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