

Trade Show 101

A guide to help consumer goods entrepreneurs bring their products to market.



Things to Know



Trade shows facilitate connections between brand owners, manufacturers, suppliers and retailers.



At trade shows exhibitors can effectively showcase their products and services to a large number of target customers.



Networking events and expert speaker sessions provide added value for trade show attendees.



Trade shows specialize into a product category or consumer segment to maximize their impact for all participants.



It is helpful for brand owners to find trade shows with the focus, size, events and participants that align with their product and stage.



Attending or exhibiting at trade shows can be expensive and it is important to balance total costs vs. expected benefits.

Getting Started

Plan Ahead

Trade shows are typically held annually and being an exhibitor requires sign up and preparation months in advance.

Research Options

Look for shows that attract the customers, suppliers, experts and retailers that match your product and business needs.

Prioritize

Consider being an exhibitor once your brand, product and production capacity are ready to meet increased demand.

Be Prepared

Make a great first impression by having business cards and product information ready .

Make the Most of It

Preview the exhibitor list to plan booth visits and events. Introduce yourself and keep track of new contacts for easy future reference.

Finding Trade Shows

These insights will help you get started.
Continue to research to find the best fit for your business.

- Check with industry organizations related to your product category, target consumer and retail sales channels for upcoming trade shows.
- Review the exhibitor list, sponsors, speakers and networking events to determine if a show is aligned with the contacts and resources you need.
- To help balance the cost and time required vs. the potential benefits, reach out to past attendees or exhibitors for insights on their experience.
- Early stage brands can benefit from attending trade shows before investing time and money to be an exhibitor.
- Industry conferences that do not have a trade show booth component are also a good way to learn and make important connections.

Exhibitor Tips

These insights will help you get started.
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- Showcase your brand through creative booth design. Use custom signage and take inspiration from previous shows to be organized and look professional.
- Impress visitors with product demos or samples to give away or try at your booth. Be sure to highlight product benefits with handouts, signage and talking points.
- Have product sell sheets ready and be prepared for questions related to production capacity, order lead times, current sales, market potential and pricing.
- Bring a support team to help with samples, demos, and communications.
- Be clear and transparent with potential new customers and avoid the temptation to over promise.
- Set goals for outcomes you can measure such as; booth visitors, samples given, potential customer leads, and review the results post trade show.

Places To Look

click the links below



Canadian Trade Shows

[Advanced Design & Manufacturing Expo](#)

[PACKEX](#)

[Graphics Canada](#)

[Beauty X](#)

[Canadian Health Food Association: CHFA NOW](#)

[SIAL Canada](#)

[Gluten Free Expo](#)

[Grocery and Specialty Food Show](#)

[Gordon Food Service Show](#)

[Restaurants Canada](#)

[Grocery Innovation Canada](#)



Places To Look

Canadian Trade Shows

[Vancouver Health Show](#)

[Bakery Showcase](#)

[Planted Expo](#)

[BC Local: From the Ground Up](#)

[Benefiq: Quebec Food Innovation](#)

[Halal Products Expo Canada](#)

[Bellavita Italian Food Expo](#)

[Canada Seafood Show](#)

[Canadian Pet Expo](#)

[Provincial Organic Associations](#)

**These industry leads will help you get started.
Continue to research to find the right match for your business.**



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