

TRADESHOW INFORMATION

by Tom Adams

As inventors, many of us think about going to a trade show to display our new innovative product to the market, dealers, and manufactures, etc. A big decision is whether or not to consider going to an INVENTION "Tradeshow" or an INDUSTRY RELATED "Tradeshow". Invention Tradeshows, Expo's and Showcases serve as a platform to be amongst other inventors with a wide range of ideas. It can be a proving ground and a great place to learn about new product introductions. If you are fortunate, you might connect with people in the industry or marketing agents to help get you there. Industry tradeshows require great preparation and more advanced knowledge of the segment of the market your product fits into. You should be striving to learn as much about this target market as possible. It's YOUR baby! You will be face to face to people who are well connected to your product's end user.

While you are thinking/making such plans, visit a show or two that is related to your type of product and "work/walk the floor". Prior to the show, go online and register: often it's free (or cheap) in advance! (If available online scan the list of exhibitors and make a list of the names & booth numbers you want visit;) or when you get there, you can make your list by thumbing thru the "Show Directory"(SH). Remember to bring home your copy of the SH for future reference.

You may want to visit a small-booth section of the show and look for an attractive small exhibit similar to one you may want to buy as a future exhibitor. Kindly ask the people the source, price, and if it the type that comes in a pair of ("large suitcases), is easy to put up and disassemble and that they can carry in themselves without any paid help!

Here is a list of some annual Trade Shows and approximate times of the year they are held.

International Housewares Show -- March @www.housewares.org

International Kitchen and Bath Show - April @ www.kbis.com

AHMA Hardware (Manufactures) Show -- April

National Hardware with Lawn & Garden Show-May--www.nationalhardwareshow.com

InventBay.com's national Inventor's Expo October 18-19, 2008 Las Vegas, Nevada Info@InventBay.com 888-265-9880

Minnesota Inventors Congress Invention & Idea Show June 13-14, 2008
MIC is the oldest and one of the most respected inventors group in the U.S.
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