

PRESIDENT'S REPORT

MAKING A LASTING IMPRESSION: TIPS FOR SUCCESSFUL EXHIBITING

Without a doubt one of the most cost-effective ways for Chamber Members to market their business is to exhibit at a trade show or networking event. By providing direct access to potential customers and an opportunity to showcase very specific products and services, exhibiting can be an important component of a larger marketing strategy, especially for small- and medium-sized businesses.

Members are encouraged to take advantage of the opportunities the Chamber offers to exhibit. First, we've partnered with the Culinary Conference Center at Hudson County Community College to offer Members the chance to exhibit at the **Center's Tuesday Cafés**. For just \$75, a Chamber Member can be the exclusive exhibitor to an audience of professionals that patronize the Culinary Center from 11:30 a.m. to 1:30 p.m. at a Tuesday Café.

Second, we've added exhibiting opportunities to the Chamber's calendar of events. Your next chance to exhibit with us will be our **Super Business-to-Business Networking Event** on Wednesday, September 12 at Liberty House Restaurant from 5 p.m. to 8 p.m. In addition to featuring our members, we will have speakers Kevin Cuskley, Vice President at the NYNJ Super Bowl Host Committee and Wayne Hasenbalg, President & CEO of the NJ Sports and Exhibition Authority.

Whether it's with the Hudson Chamber or another organization, be a master of exhibiting at your next event. We present our top tips for exhibiting:

1. Know Your Audience

Know who will be invited to the exhibiting event and how the event will be positioned. Is it a business-to-business or business-to-consumer event? Where will the audience be drawn from geographically? What are the needs of this audience? Who else will be exhibiting? If the event is a Hudson Chamber event, the target audience is easy to determine since it will be made up primarily of Chamber

Members and businesses from the region. Use the Membership Directory to identify which Chamber Members are your target customers and how to address your exhibit to meet their needs. Are there potential customers you'd like to invite to the event? If so, leverage the event by promoting it as well to potential customers.



Honor Guard Security is shown exhibiting at the Chamber's Annual Business Meeting held in January.

2. Know Your Goal

Is there a new product or service that you want to showcase? Are you trying to raise brand awareness? Identify your top 1 – 2 goals in advance. These may include:

- Capturing sales leads or selling to attendees and other exhibitors
- Promoting a new product or service
- Enhancing your corporate image as an industry leader (branding/awareness)
- Educating your audience as to why your products and/or services are the best solution to their needs
- Re-connecting to existing clients to garner repeat sales
- Performing competitive and market research

[Click here](#) to continue reading!

UPCOMING EVENTS

Wednesday, August 15th, 9am - 12pm

How To Do Business with Hudson County

Don't miss the next opportunity to learn how to increase both your understanding of the government contracting process and your bottom line.

The County's next free seminar on how local small enterprises can work with and for County government will be held August 15th at North Bergen Town Hall at 4233 Kennedy Boulevard from 9 am to 12 noon. Businesses interested in how the bidding process works, companies that provide professional services, construction trade work and goods providers and entrepreneurs interested in business opportunities should consider attending.

Those who attend will hear from a range of Hudson County departments and agencies that require outside contracting work, including representatives from the Departments of Engineering, Law, Finance and Purchasing. They will discuss how a contractor can become a successful bidder and walk attendees through the process from interpreting bid specs to receiving payment. [Click here](#) to learn more!

Wednesday, September 12th, 5pm - 8pm

Super Business-to-Business Networking Event

Liberty House Restaurant

Thursday, November 29th, 6pm - 9:30pm

Save the Date for the Chamber's Premier Gala Event!

5th Annual Legends Ball

Liberty Science Center

MEMBER PROMOTIONS

- **Kerry Massage** is offering a 10% discount to Chamber Members.
- **HealthFirst – The Health Awareness Fair from Head to Toe** is August 18th in North Bergen.
- The **PGA Tour/Barclays Playoffs** begin at Bethpage August 21st - 26th.
- **Jewel Electric** offers Chamber Members summer discounts!

See all of our Members' [August Promotions](#).

STAY CONNECTED

JOIN OUR GROWING ONLINE COMMUNITY!

-  **Like us** on Facebook today! See photos of our events, information on upcoming networking opportunities, read the Chamber Newsletter and find links to interesting business articles.
-  Stay abreast of Member Spotlights and read the latest President's Report on the [Chamber's WordPress blog](#).