

Tradeshow Tip Sheet

This month: The Presentation Pros

- > 1865 Beach Ave NE
- > Salem, OR 97301
- > 503-371-9411
- > Fax: 503-371-9402
- > www.interpexhibits.com
- > info@interpexhibits.com
- > Editor: Tim Patterson

Hiring a Presentation Pro

There may come a time when it makes sense to bring in a 'hired gun,' so to speak, to do the work of attracting an audience at a tradeshow. But who should you hire? How much to pay? What are the expectations? And who makes a good fit for your product or service? And why not just have one of your sales folks give a demonstration?

By hiring a professional tradeshow presenter, he or she is experienced at drawing people in, at distilling a company's message to its essence and at publicly communicating your message. According to Heidi Miller, one reason to hire a specialist is to keep your salesperson from having to give 10 or 15 presentations when their time could be better spent doing follow up and selling.

A pro is also going to have the experience to organize the presentation with your company honchos and make it the best it can be in each particular show. They are skilled communicators who know how to connect with your audience.

In this edition of Tradeshow Tip Sheet we're going to feature a few professional tradeshow presenters that we've had the pleasure of meeting and talking with. You can also search online for 'tradeshow presenter,' 'tradeshow magician' or 'tradeshow speaker' and see what pops up.

Magic Seth

Known as the "technological magician," **Magic Seth Raphael** of Portland, Oregon, draws on his experience as a magician and his interest and skill in computers, cell phones and the like to create crowd-pleasing demonstrations. As Seth says, "magic never ceases to bring people to a tradeshow booth." Once the audience has been drawn to the booth, he engages them with tricks and gathers leads for the client.

Magic Seth also uses technology to interact with prospects as they watch, using laptops and cell phones to tap into the curiosity of magic



using those technologies. Seth also works with companies to help their creative folks think differently to come up with new products and new ways to market current products. He's worked with companies such as Hallmark, Disney and Bank of America, presenting workshops called "Do the Impossible" and "How to Do Anything" and more.

Seth Raphael, known as **Magic Seth** is available at <http://magicseth.com/> or at 1-888-MGC-SETH or via email at seth@magicseth.com.

A professional presenter at your trade show booth takes the pressure off your sales folks to do demos all weekend long



Who's on our latest tradeshow podcast?

Find out today at interpexhibits.com/podcast

Heidi Miller Presents

Heidi Miller is a personable and engaging presenter and has done hundreds of tradeshows for dozens of clients. So that makes her pretty adept at drawing crowds, engaging them and pitching a client's wares. Heidi is convinced (as are her clients) that a professional presenter can work wonders in a down economy or a slow tradeshow. One of her clients is quoted as saying "In a down market, at a poorly-attended show, we were able to draw. I think, more than any other booth at the show."

Not only is Heidi a professional tradeshow presenter, she's a podcaster (check out her "Diary of a Shameless Self-Promoter" at <http://www.heidimillerpresents.com>), blogger and social media expert.



Search online for presenters, make some inquiries and decide who might well for your product or service



Anders Magic

Anders Boulanger of Winnipeg, Manitoba in Canada knows how to draw a crowd with his interactive magic show. With Anders in your booth, chances are you'll see traffic flow increase from 5 to 10 times your normal amount. Anders' show is a blend of high-impact magic, street theater and salesmanship. His

flexibility allows him to entertain at large dinner parties, or sell a client's services and products at a tradeshow using magic tricks.

We chatted with Anders awhile back on our podcast (<http://interpexhibits.com/podcast>) and found him to be an engaging entertainer. The video demos on his website show that he's got the skills and experience to make a big impact wherever he appears.

Anders Magic is at <http://andersmagic.com/>.

Bottom Line—There's More!

Don't feel limited by just these folks, even though we like them a lot and think you'll get a great experience with them. We also ran across **Bob Garner** (<http://www.bobgarner.com/>), **Jill Monaco** (<http://www.jillmonaco.com>), **CC Carr** (<http://www.cccarr.com/>), **William Hall** (<http://www.williamhall.net/>), and **Tim Buche** (<http://www.windycitymagician.com/>) which are all worth a look.

Putting a corporate spokesperson into your tradeshow booth may not be the right thing for you, but by doing so you'll definitely stand out from the crowd. And for that reason alone, we feel it's worth the consideration. If you're still unsure, we'd suggest contacting a few of the presenters we mention in this issue and seeing how they might fit into your plans.