

Sample Preview

Finding Your Drop Ship Treasure at a Trade Show

Practical Methods to Find Product Suppliers for Your Online Business

by

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Hienote, Inc.

<http://www.hienotedirectory.com>



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About The Author



Brad Beiermann, Ph. D.

Dr. Brad Beiermann brings more than fifteen years of consulting and business experience to Hienote Inc. Dr. Beiermann's studies have covered many facets within e-commerce, new technology, product development, sales, marketing, supply chain and management. He has managed and marketed the implementation of information systems in both wired and wireless internet environments. He has hands-on management experience in a variety of industry verticals including manufacturing, telecom, automotive, healthcare, e-commerce, retail, grocery, government and military. Dr. Beiermann has consulted for many of the top organizations in the world including: Oracle, Pepsi, Quaker Oats, Walgreen's, Illinois Tool Works, Honeywell, Maytag, Baxter and many more.

He has placed a focus on small business e-commerce since its early years on the Web. In addition, he has helped both small and large organizations increase revenues, cut costs, improve service, and maximize productivity. Dr. Beiermann is an authority on using technology to enable winning home business strategies.

Home businesses have learned from Dr. Beiermann how to gain strategic benefits and competitive advantages by implementing solid simplistic business practices and improving their business processes. As a graduate of Southern Illinois University with degrees in Management Information Systems and Manufacturing Systems, his experience in the design and implementation of advanced business management systems, Dr. Beiermann is acclaimed for his thought provoking informative articles and writings.

Foreword

After looking everywhere for literature about how to attend trade shows to find wholesale drop shippers, I came to a solid conclusion: The literature did not exist. It seems no one has focused on this particular topic for a publication. Yet, thousands of small online business entrepreneurs are continuously looking for wholesale suppliers to drop ship products for them.

Many of small online retail business owners are trying to find their suppliers via a search engine. This leaves them with a potential problem. Their business is now strapped to the performance of a search engine. It is a fact that no search engine is capable of covering one-hundred percent of the Web during a routine search. Another fact remains that most people read no further than the first page on a search result. As a result, there are many things being completely missed.

Another thing I noticed during my search: There were no “focused” experts on this topic. I found many experts on trade shows. I also found some knowledgeable people on wholesale drop shipping programs. It seems no one had actually focused on explaining how wholesale drop shippers could be found at a trade show. To date, our company, Hienote, Inc. has been the only company to focus on finding wholesale drop shippers, at trade shows, for people wanting to retail products online. I can say we are the only company who does this with a certain degree of confidence. Why? I have been to hundreds of shows over the past couple of years, and I have never actually met a wholesale exhibitor who

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has met face-to-face with a drop ship directory creator. I have met wholesale drop shippers who have been emailed by the drop ship directory creators, but they have never actually met. It seems virtually every “valid” directory of wholesale drop shippers has concentrated on finding their drop shippers online via search engines. As a result, they have missed out on some of the best wholesale drop shippers and products **NOT** found on the Web today. So, I wanted to create this publication for you...the online retailer. Whether you sell products online with stores such as eBay or Yahoo!, or you have created your own hosted online store, you will find the publication valuable as an online retailer. It presents a new avenue for you to find products for your online business. As for those readers who do not have the time or money to attend trade shows, I encourage you to check out our online directory of wholesale drop shippers. Many of the listings in the directory were found by us attending the trade shows and meeting with the wholesale drop shippers.

As a final word, I have tried to keep this publication short as your time is precious and extremely valuable. This publication is a guide as well as an education tool for you. Finding products for your online store is a necessary task as an online retailer. Finding *great* product wholesale drop shippers at a trade show gives you the extra edge in this highly competitive market.

Sincerely,

Brad Beiermann, Ph. D.

Chapter 3

Attending a Trade Show

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Attending a Trade Show

This chapter is about getting yourself into the show. This might seem like a no-brainer topic to cover, but surprisingly many people come to a show unprepared. The lack of preparation makes them return with nothing in their hands or minds. You are going to a show to find a wholesale company who offers products you are considering to sell for your online store. You want to make sure you meet the right people, and get the information you need when you find the product(s) you are interested in selling.

Finding a trade show

Many of the major metropolitan areas, with a convention center, sports complex, and international airport are frequent hosts to trade shows. Some the more popular hot spots for the larger shows can be found in the following cities:

New York, NY

Detroit, MI

Las Vegas, NV

New Orleans, LA

Chicago, IL

Orlando, FL

Los Angeles, CA

San Francisco, Ca

Houston, TX

Dallas, TX

Indianapolis, IN

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Atlanta, GA

Virtually every major city has some kind of trade show. The Web has been a good place to find many trade show listings. Some of the following sites can assist:

Trade Show Exhibitors Association - <http://www.tsea.org>

NOTE: There are more links listed in the actual ebook.

If you are looking for a particular type of product, you will need to find a show that carries that theme. For example, if you are trying to locate jewelry to sell on your online business, your best bet will be to find a jewelry trade wholesale show.

Getting registered

If you ever plan on attending a wholesale trade show, you will need to show proof you are a retailer or reseller of wholesale products. Most wholesale shows do not allow general public admission. You must be a retailer. To show proof of your retailer business, you will need either a tax ID number or a state reseller's number. You can get a reseller's number through your secretary of state office. Most secretary of state offices have an online form you can electronically file to get your number sent. If you have employees to bring along, they will need to have a business card with their name and the company name printed on it. In addition, they may need to show a corporate credit card with the company name and their name on the card.

Registering for a show ahead of time is preferred as it could save you money. Some shows charge an extra fee for not registering before hand. The fee is sometimes used to offset the cost of supplying registration personnel for the trade show. Registering ahead of time also helps the trade show coordinators set up the facilities better to handle the wholesale exhibitor booth traffic.

What should I bring?

You are going to the show to discover, collect, meet, speak, and have an enjoyable experience. Here is a check list of things to consider bringing or toting along with you as you cruise the booths;

1. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. Wear good walking shoes. I can't say this one enough. You could be walking the equivalent of several 18 hole golf courses made of concrete. Save your feet, knees, hip, and back.
2. Refer back to #1. Seriously folks, when it comes to shoes and trade shows, go for comfort, not fashion. We have seen people wearing bright white sneakers with dark suits and dresses. You might not make the cover of Vogue. However, you will not be sitting off to the side in a metal

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- folding chair rubbing your swollen feet as you stare at your \$150 dress shoes like a bitter enemy.
3. Bring pen and paper. If you are state of the art, consider bringing a PDA or micro voice recorder. You may need to write down information and take notes about a discussion you have with a wholesale supplier. Also, we have found some vendors who actually ran out of business cards and literature by the last day of the show. At least you can be prepared to take down their information.
 4. Get one of those plastic trade show bags. These are good for carrying around the literature and brochures you will collect. Trying to carry the stuff like a set of high school notebooks is cumbersome. Also, if you drop the bag, the brochures and loose leaflet flyers will not go flying everywhere.
 5. If you are cruising the show with other people, bring a cell phone or two-way radio phone. If you lose each other, at least you can call each other. Although trade shows in large convention centers are notoriously bad for cell phone reception. The enormous steel frame structure of the building is not always friendly to cell phone signal reception.
 6. Bring money. Most trade shows will not allow you bring beverages and food into the show. Also, there is typically not an ATM available inside the show. So, if you need something to drink, you will have to buy it in the designated vending or food courts at the show. Be prepared to spend at

least three times the “normal” price for food and drinks. This even includes a bottle of water!

When should I attend?

Mid-morning or mid-afternoon seems to be the best times to go to the trade show. As an observation, many wholesale vendors seem to be more energetic during these periods. If the show lasts for more than three days, try to go during the second day. The exhibitors are not as likely to be tired and possibly out of literature.

Show Coverage

Although you might not know the show layout before you arrive, there are some various types of booth layouts that are fairly common as we mentioned in Chapter 2.

Conclusion

Remember to be consistent in all your efforts. That is one of the main keys to success. I would like to wish you the best of luck in all your ventures.

Sincerely,

Brad Beiermann, Ph. D.

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If you would like to use the Hienote Drop Ship List Directory please visit www.hienotedirectory.com, or email info@hienote.com for details and we will be happy to help you. Also, please be sure to visit our Articles pages and FAQ pages if you have any questions regarding drop shipping, retailing online, and niche marketing.

- Hienote Staff

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