



# Trade Shows 101:

## A Sales Update

Presented by  
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## Purpose of Attending Trade Shows

Visit McKinney strategically selects trade shows that align with our sales goals and foster strong partnerships.

## Goals when Attending Trade Shows

- Secure Requests for Proposals (RFPs)
- Forge strong working relationships
- Build brand awareness for McKinney



# Types of Trade Shows

that Align with Visit McKinney's Sales Goals



Reverse  
Trade Shows



Industry-Focused  
Trade Shows



Consumer  
Trade Shows





# Reverse Trade Shows

## What are they?

Reverse trade shows invert the typical trade show model, placing buyers at booths and allowing suppliers (like Visit McKinney) to circulate and present their offerings. Educational components remain an integral part of this type of trade show and bring awareness to trends, travel forecast/projections and consumer expectations.

## Why do these shows work for Visit McKinney?

Reverse trade shows provide a unique and highly efficient approach for McKinney, guaranteeing **pre-qualified**, direct meetings with **key** event planners, resulting in **superior ROI** compared to traditional methods, despite the higher cost.







# Industry-Focused Trade Show

## What are they?

An industry-focused trade show is a gathering of sales professionals within a specific industry (hospitality) showcasing their products and services to a targeted audience of industry event professionals.

## Why Do These Work for Visit McKinney?

These shows facilitate networking, business deals, and knowledge sharing. Again, education is a high priority for this type of trade show while allowing our sales team to connect with industry peers, potential clients, and even competitors between informational sessions.





# Consumer Trade Shows

## What are they?

These consumer-focused trade shows, such as Home & Garden and Travel & Adventure Shows, offer direct product and service exposure to the general public.

## Are they good for Visit McKinney?

They present significant challenges in accurately measuring return on investment. Consequently, Visit McKinney's participation in these shows is minimal, typically limited to collaborative ventures with Team Texas (shown here).





# 2025-26 Trade Shows

The following shows are either booked or under consideration for the 2025-2026 fiscal year. This list is “fluid” and is adjusted as new opportunities are presented.

- **Unity Conference & Dinner**, Texas Travel Alliance, February
- **DFWAE A-D**, Dallas-Fort Worth Society of Association Executives, April
- **Sports Symposium**, Sports ETA, April
- **Meetings Today LIVE!**, Meetings Today Live, April and/or November
- **S.P.O.R.T.S. Invitational**, SportsEvents Media Group, May (***We are hosting this in 2026!***)
- **Small & Boutique Meetings**, Northstar, June and/or October
- **New Ideas Conference**, Texas Society of Association Executives, September
- **Small Market Meeting Conference**, Small Market Meetings, September
- **TACVB Sales Blitz**, Texas Association of CVBs, November
- **Connect Texas**, Connect Meetings, November
- **Texas Education Conference**, MPI Texas Hill Country Chapter, November
- **Destination Southwest**, Northstar, December
- **Holiday Celebration Networking**, Texas Society of Association Executives, December
- **Team Texas, Texas Association of CVBs** – Trade show opportunities all year

**SOUTHWEST  
SHOWCASE**  
JANUARY 29, 2025 | AUSTIN, TX

We look forward  
to seeing you  
in Austin this week.

  
visit  
**McKinney**  
Marie Woodard  
Sales Manager

  
Mandy Reid  
Director of Sales  









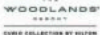

I look forward to seeing you  
you in Lake Tahoe May 14-16.  
Alisha Holmberg  
Assistant Director  






**S.P.O.R.T.S.  
The Invitational**  
LAKE TAHOE | MAY 14-16, 2025



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# Q&A

