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Forerunners Forum

A First Time Experience

Like most small business, we are constantly looking to expand our customer base and enter new segments of our industry. One of the best ways to do this is by exhibiting in trade-shows. Although having a booth never guarantees sales you are sure to learn something new about your business and that of others. With the current economic conditions, however, exhibiting in a tradeshow with all its costs (\$300 for 10x10 rug rental!) is something that must be considered before signing up for a show. This decision is especially difficult when you are a newcomer to the organization hosting the show.

When Maxiforce was deciding to sign up for this year's ADS International Convention & Tradeshow we weighed the costs and potential benefits, as I am sure everyone else did. We consulted with a few customers and friends in ADS, all of who raved about the convention. After returning from the show I can see why. As an internal engine parts brand, our main concern was whether there would be enough interest in our products to warrant exhibiting. While we knew that our pencil nozzles and turbo cartridges would garner some interest, our core product offering could be overlooked. However, we were pleasantly surprised to meet so many buyers and business owners interested in expanding their product offering away from their core business.

As a new member of ADS and first time exhibitor, I can say that our expectations were exceeded. Not only were we able to introduce our brand to many new potential customers, we were also able to meet with existing customers and old friends (always the best part of any show).

Another highlight of the tradeshow was the opportunity to join and attend the Forerunners

event. This was something I really enjoyed and appreciated. As an exhibitor in seven to eight tradeshow a year it's refreshing to see an organization highlighting the importance and thoughts of its young up-and-coming members. This is the only organization we are a part of that does this and it's something ADS should be really proud of!

Thank you to all the ADS members and staff for making our first ADS tradeshow a success. See you next year! ■

Here are what some other ADS Forerunners had to say:

"Yet again, the 2009 ADS Convention was an extraordinary experience for us. We were able to have invaluable opportunities to network with those in attendance especially within the Forerunners community. The annual Forerunners event was an excellent opportunity to connect with old friends and to network with the other people who will be the future of our industry. We look forward to the 2010 ADS Convention!"

Steve Loetterle & JT Pitcher
D&W Diesel
Auburn, NY

"The Forerunners social gave new attendees an opportunity to network with other young professionals in the industry in addition to providing a great escape from a long day working the show - Thanks Forerunners!"

Courtney Stewart
Cummins Turbo Technologies
Columbus, IN