

## **Value of Trade Show Representation**

by Docie Marketing <sup>TM</sup>

Here is what we typically achieve for clients whom we represent at major National and International Trade Shows. All this without necessarily revealing our client's invention to anyone at the show:

- Learn about not-yet-seen by the public, new products in your product category
- Find products that are complimentary and/or competitive to your invention, and the companies who sell them
- Identify manufacturers and marketing companies that fit the category of your invention
- Learn about which of these companies are interested in considering outside inventions
- Discover the company's track record for paying and honoring independent inventors
- Learn the company's invention submission procedure and initiate contact with the right decision-maker
- Learn the industry's interest in your invention - when you have appropriate protection to do so.
- Learn about the market, market trends, and sales potential for your product, and/or its category
- Discover red flags or other obstacles that may negate any need to proceed further
- Create a report for inventor detailing all companies contacted, and state of the industry
- Offer recommendations for next steps and potential strategies.

(Contact Ron Docie directly at [docie@docie.com](mailto:docie@docie.com) or phone 740-594-5200, and request FREE Sample Trade Show Report and FREE information about Trade Shows."

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