

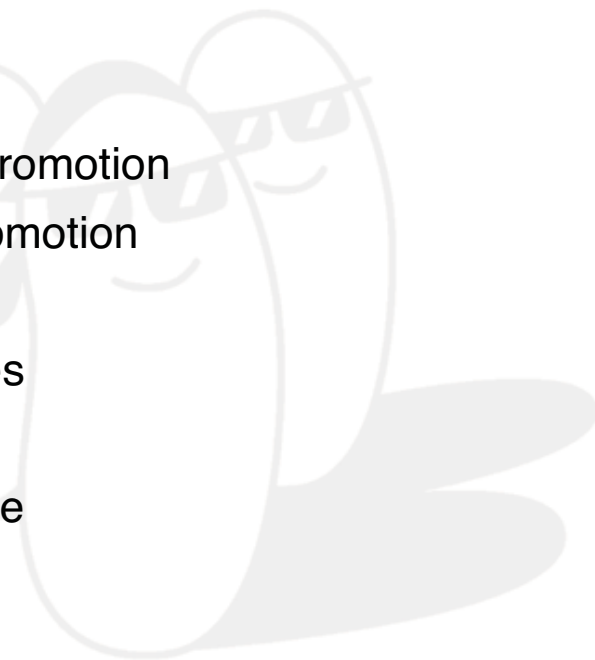
Boost Your Booth

Trade Shows Strategies That Work



The Topics

- Thinking
- The Booth
- Pre-Show Promotion
- In-Show Promotion
- Give-Aways
- Sweepstakes
- Events
- Data Capture
- Data Rules
- Follow-Ups



The Challenges

- Standing out is near impossible
 - Everyone looks the same
 - The pre-show postcards all blend together
 - Everyone will have an iPad giveaway
 - Your pens rarely inspire a call
 - Your competition has heavily invested in “silicon”
 - Drunk people follow booze, not your product

Our Focus Today

- The show is NOT about the booth
 - It's still about relationships
- Everything needs to build the relationship
 - Evaluate ALL communications in this light

Thinking



The Strategy Vacuum

We carefully plan our communications

Each communication builds on the last

We form brands and identities

Timing is critically examined

**So why do we forget all this
for trade shows?**

The Problem

Trade shows are controlled by sales objectives rather than marketing objectives

Planning Ahead

- Is there attendee overlap between shows?
- Do you really need to be there to compete?
- Does your message get drowned out?
- What are your show objectives?
 - Are you selling, educating or prospecting?
 - Is this the right show for your objectives?
- Does this invest in your brand presence?
- Does this fit in your communication plan?

Tactical Front

Three general types:

- Attendee meet the profile - get them all
- Cost effective way to meet face-to-face
- You have to be there for political reasons

Where It Fits

- How does this add to your message?
- How does this conflict with your message?
- Does it add value to your identity?
- What is the best way to communicate in this channel?
- How does the creative drive your objectives?
- Have you built up to this event?
- Do you have a plan for ramping down?
- Are you committing this to your overall plan?

The Booth



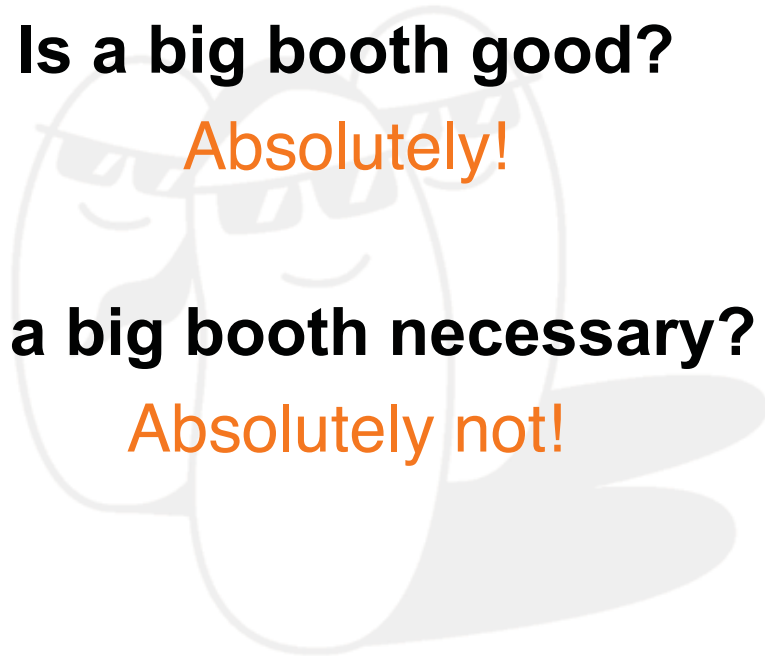
The Booth

Is a big booth good?

Absolutely!

Is a big booth necessary?

Absolutely not!



The Booth

A good looking booth does not close deals. It is simply a tool. And whether a booth is effective or not can only be evaluated by what happens in the booth.



The Booth

- Create a “destination”
 - Think like a theme park
 - Consider why the “guest” should stop in
 - Think about traffic flow
 - Keep up enthusiasm and excitement
 - No one remembers
Disney for great brochures



Old Warrior Tips

- Don't cheap out on carpet and padding
- Consider the conference room
- Remember shipping costs
- How often will messaging change?

The Booth

- Manufacture involvement
 - Pre-plan talking points
 - Consider the importance of every point of contact
 - Have things to do, not just things to say
- Think Retail
 - It's all about foot-traffic
 - Know what people are “buying”
 - Keep this item/promotion visible
 - Longer they stay, the more chance for relationship

Pre-Show Promotion



Pre-Show Promotion

- Know your goals
- Know your audience
- Stand out by any means
- Don't have the "name," have the "promotion"
- Use visual cues that match your booth
- Get your customer base mobilized to come
- Use every media available and reasonable

But there's a paradox to pre-promotion

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In-Show Promotion



In-Show Promotion

- Provide multiple opportunities to engage
 - It's all about capturing leads
 - Sweepstakes are the standard for name capture
 - Promise of coveted info even better
 - Use show-only booking discounts — but carefully
 - Make name capture necessity of involvement



In-Show Promotion

- Work with the hotel(s)
- Door hangers
- Hotel signage
- Sponsor show maps
- Be seen elsewhere on the floor
- Have recon teams
- Be flexible: test, evaluate, adjust
- Use products (if possible) in your promotions

In-Show Promotion

- Guerilla Tactics
- Pre-Show Scouting
- "Enhancing" the show
- Conflicting with the show



Digital Engagement



Digital Engagement

- Think beyond websites, banners and email
 - Not push, but pull
- Leverage participation, get them involved
- Engage customers via social networks
- Interact with them on discussion forums
- Go to THEIR blogs
- Draw them into a digital booth experience
- Get the talk happening that you want in your booth

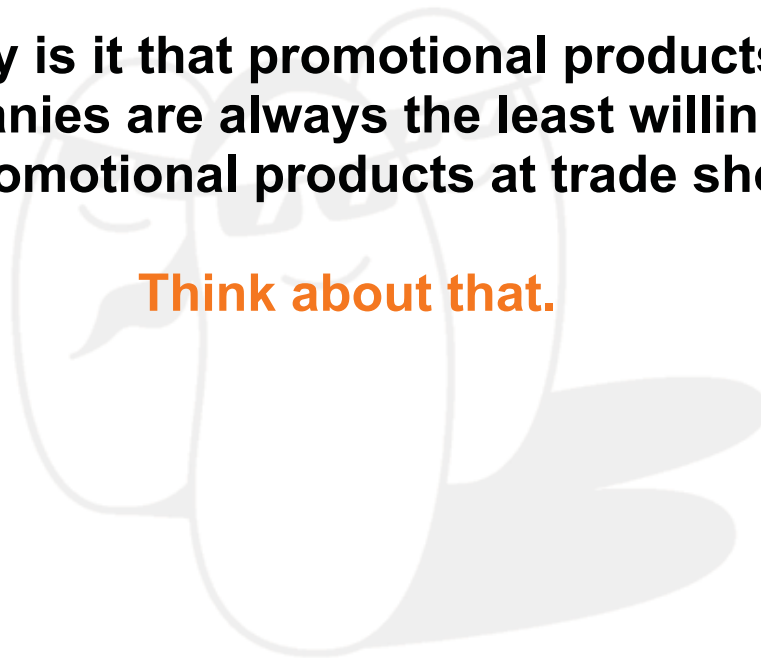
Give-Aways



Give-Aways

Why is it that promotional products companies are always the least willing to offer promotional products at trade shows?

Think about that.



Give-Aways

- Straight from the Far East to the Landfill
- Clothing the homeless
- On the other hand, don't cheap out at the last minute - if budget is a problem you shouldn't be going

Give-Aways

- Here are some litmus-test questions:
 - Will prospects immediately wear/use/display it?
 - Does it have lasting value?
 - Does it demonstrate my product/service?
 - Is it a sample of my product/service?
 - Does it provide valued information?
 - Does it tie in well with my product/service?
 - Is it part of my involvement strategy?
- Doesn't do any of the above, it's not worth it.



Sweepstakes



Sweepstakes

- Don't buck the trends
 - If everyone has iPads, do an iPad giveaway
 - Just realize it alone can't differentiate you
 - Consider what can be done to make prize unique
 - Be inventive on the method of winning
 - Always tie the prize to product learning
 - Be the time-share salesman of the trade show floor

**And don't forget partnering.
Partnership sweepstakes can be huge!**



Discover Metacam[®] at booth #239 and you could be a winner in more ways than one!

(metacam)

The WVC is your perfect chance to see how METACAM (metacam) is changing the lives of dogs across the country. Stop by booth #239 for all the facts!

And don't forget to fill out an entry form while at the booth. You'll be eligible to win a **FREE** Polaroid Spectra 1200i instant camera to document your own METACAM successes.

No purchase necessary. All licensed veterinarians who register will be eligible to win a Polaroid camera in three drawings during the WVC. Instant camera, accessories and entry request card will be eligible to win a Polaroid camera in a drawing that will take place on the last day of the exhibition show at the WVC. One entry per person. No fee required to be present to win. Prizes will be available at the show or can be shipped to the mailing address you provide. Registration cards only accepted during the WVC. All prizes will be awarded during the show. Polaroid is a trademark of Polaroid Corporation.

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Sample A
 PO Box 1
 Greensboro

Events



Events

- Most under-used and misused tool in the box
- Venue is extremely important
- Booth feeds to event, as event feeds to booth
- Create an experience to covet



Events

- Sponsored Speakers
- Driving traffic to sessions

Data Capture



Data Capture

- Plan out your system ahead of time
- Get personal
 - Attach learnings to data
 - Take notes on their business cards
 - Create profiles, not a second cold-call
- Get that email
 - Provide incentives for accuracy
 - Make it essential for “prize notification”
- Get more than one badge scanner
- Bring a good camera

Data Rules

Data Rules

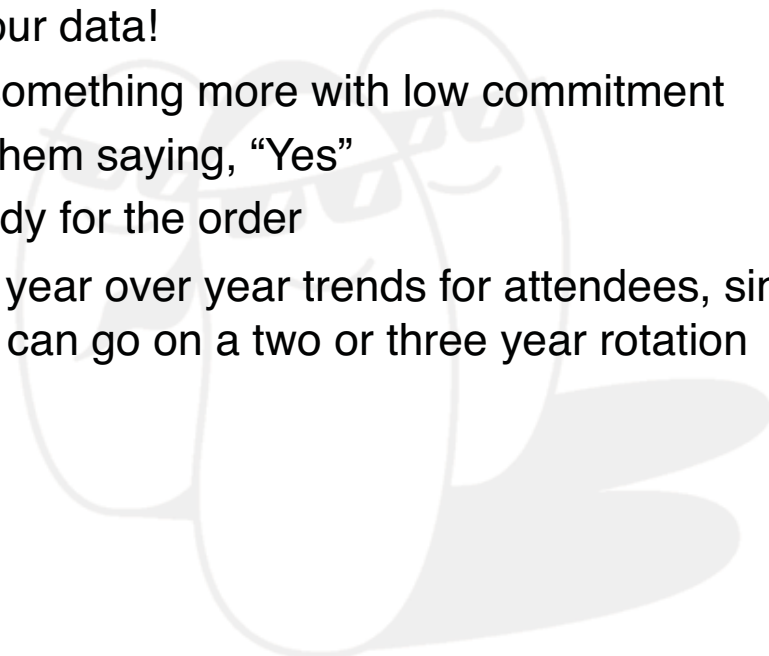
- Not all data is equal
 - Business cards are most reliable
 - Badges next most reliable
 - Sweeps entries last for reliability
- Prior to loading into your CRM:
 - Check for generic emails like sales@xyz.com
 - Consider a campaign prior to loading
 - Tag yours vs. partners'

Follow-Ups



Follow-Ups

- Use your data!
- Offer something more with low commitment
- Keep them saying, “Yes”
- Be ready for the order
- Watch year over year trends for attendees, since many shows can go on a two or three year rotation



stay in touch

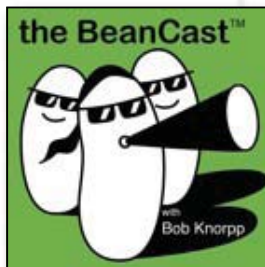
bob knorpp

bob@coolbeansgroup.com

336.549.0938

the beancast

<http://beancast.us>



marketing over coffee

<http://marketingovercoffee.com>

john j. wall

johnjwall@gmail.com



the cool beans group
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