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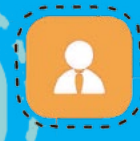
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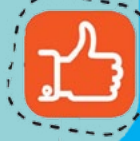
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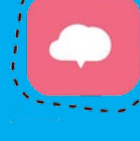
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intro

You've created an amazing product or service. Put time and financial investment into developing the perfect solution that a customer will be amazed by and can't live without. Now what?

All the time and energy spent in developing the product is wasted without the right marketing to promote your product and get the word out.

Tradeshows are a crucial part of your marketing of a product as they allow you face-to-face contact between you, your customers and your products to develop and grow strong business partnerships.

Like your product, you must market your trade show events to let your customers know the who, what, when and where of your plan! A complete tradeshow marketing strategy should cover pre-show, on site and post-show solutions.

The marketing in this book is simple but highly effective! Take a little time to put some or all of these steps in motion and you will see the benefits of your efforts in your increased booth traffic, lead generation and sales.



e-mail



E-MAIL BLAST

Send an e-blast to your customers and prospects announcing your event participation. Important items to include in your e-mail.

- >> Show name, dates and times
- >> Booth number
- >> Link to the show's floor plan
- >> Products and services you will be showing
- >> Any show specials or new product announcements
- >> Quick link to registration

If you do not have an e-mail service that you use for your marketing, a cleanly drafted e-mail with the above information will work as well.

Many shows offer assistance with your e-mail marketing for your booth. Ask the show's marketing team if they offer any of these services:

- >> HTML E-mail Template
- >> Exhibitor Invites Program
- >> PDF Invitation

The show marketing department is a great resource to assist you in this information.

E-MAIL CONTEST

Send an e-mail that contains an offer for a contest that awards the winners with various prizes such as a gift card, iPad, discount on your product, etc. You can do a random drawing of those who come to visit you in your booth from your e-mail.

E-MAIL SIGNATURE

Your company sends out e-mails daily, if not many times a day during the course of your regular business. Place the show logo, a show banner or simply a line of text in your e-mail signature. Link the "Register Now" to the show's registration page for easy access by your customers.

Example: Join Us At "Show Name" in Booth # - [Register Now!](#)

Ask your show if they offer:

- >> Pre-made banners, buttons or have a logo for Exhibitor use
- >> Special Exhibitor registration discounts and URL registration links

EXHIBITOR INVITES E-MAIL PROGRAM

Save time and energy when sending your e-blast to your customers and prospects announcing your event participation. Exhibitor Invites is an independent, third party company contracted by the event to assist you in your marketing program.

The event designs several e-mail blast templates within the Exhibitor Invites system that match the current year's event brand, are pre-populated with:

- * All the important & pertinent show information
- * Exclusive discounts and offers for your customers
- * Direct links to registration

Utilizing a program offered like this will keep you within the event branding and assist you in capitalizing off the large scale marketing program the event implements annually to support the event.

- >> You simply log in to the COMPLIMENTARY program
- >> Choose the template(s) you would like to use
- >> Add your company logo, product information or any show specials
- >> Upload your contact list to the secure 3rd party server
- >> Schedule the dates to release your blasts

IT'S THAT SIMPLE!

Take advantage of added-value marketing opportunities such as this if your event provides them as they are only offered to support your experience at the show.

NOT ALL SHOWS MAY OFFER THIS SERVICE

Not all shows may offer this service, but it doesn't hurt to ask. They may have a similar program or opportunity to assist you.



e-mail



web

WEB BANNER

Place a web banner on YOUR website. Also add the banner to your Linked In and Facebook profile pages. Link the banner to the registration page for the show or use the custom registration URL provided by the show for your customers to receive the special discounted rates.

The show should have a banner library available for your use with a log of sizes to choose from to fit your needs. If it is not listed on the show website, the marketing person for the show will provide one to you.

ADD THE OFFICIAL SEAL

Place the official exhibitor seal on YOUR website. Also add to your Linked In and Facebook profile pages. If possible, hyper link the image to the show registration page for easy access by your customers.

WEB PAGE

Create a special page on your website dedicated to your booth at the show. Include the following items:

- >> Show info including logo, dates, location and a link to the show website for more info
- >> Your booth number link to the show's floor plan
- >> Products and services you will be showing
- >> Show specials and new product announcements

If you are presenting a workshop, clinic or demo, include the title, date, time, description and benefits. Add a link to the show website page for your clinic (if available).

>> Add a Registration Button

Make sure to offer an easy way for your customers to register for the show. Ask the show for a web banner, button or logo to match your page to the show branding. They may also be able to provide you a custom URL hyper link to the show registration page which may offer your customers discounted registration. If offered discounted registration, call that out on the page as well. Here is an example:

>> **Register Now & Receive a 15% discount**

ADVERTISEMENT

Branding your company and your show participation in trade magazines can be a great way for high visibility and perceived value. Many of the magazines live online after their print dates in a virtual book format extending the life of your print ad. An attractive and eye catching ad can leave a lasting impression on your customers.

Purchase an ad in a trade publication that promotes your booth. For a list of trade magazines affiliated with the show, check the show website or contact the show marketing staff as they have the pulse on advertising to the industry.

THE SHOW PROGRAM

The show's program guide is a great resource handed out to every attendee of the show. These guides are a tool for attendees during the show; as well as, a resource for products and services throughout the following year. Some shows turn the show program into a virtual guide available all year long on the show website, extending the life of your advertisement.

Purchase an ad in the Show Program that promotes your booth and/or ask the show what other show program advertising options are available such as exhibitor profile ads, booth profile logo highlights, etc.



WHAT TO INCLUDE IN YOUR PRINT ADVERTISEMENTS

- >> Brand Your Company
- >> Feature Your Products & Services
- >> Provide Your Company's Contact Information
- >> Add a "See Us At The Show" Call to Action with show name, dates & your booth number.

- >> Provide a web address for the show or your website
If you provide your web address, ensure that a "Register for the show" message is available in a high visibility area on your website home page.

- >> Include a QR code
Link the QR code to your website, to the registration page of the show website, or using the custom provided registration URL from the show. Highlight any discount registration offer.



direct
mail

POSTCARD

Create a postcard to mail to your customers and prospects promoting your participation at the show. Suggested items to include:

- >> Show info including logo, dates, location
- >> Show website link with directing to go for more info
- >> Your booth number
- >> Products and services you will be showing
- >> Show specials
- >> New product announcements

Offer a promotion for mentioning or bringing the card to your booth to incentivize registration and booth traffic.

ENVELOPES

Your company undoubtedly sends out mailings and information to your customers. Post a message about your participation at the show and your booth number on your company envelopes. Suggested ways to easily implement this solution:

- >> Pre-printed Labels
- >> Pre-printed Stickers
- >> Produce an Inexpensive Custom Stamp
- >> Hand Write a Quick Message

VIP INVITATION

Send a personal invitation to your customers and prospects about your booth. Keep it brief, but include:

- >> Show info including logo, dates, location, website
- >> Booth number and pertinent special events / offers

If you are hosting a VIP event or something special for your key customers, this is a great opportunity to announce that and make them feel very valuable. Ask your show marketing for any special offers.

INVOICE MAILINGS

For the 3-4 monthly mailings prior to the show, include a message about your participation in the show.

INSERT COLORED FLYERS

It is best to include a colored flyer with your invoice mailings with an alert to “Please provide to marketing & sales staff” so this information can be passed over to the appropriate person.

DIGITAL INVOICING

For digital invoicing, post a call to action message with the register now linking to the show’s registration.

**Join Us At “Show Name”,
“Show Dates” in “Loca-
tion” Booth # - Register
Now!**

COLLATERAL

One great tool is to request collateral pieces. The show develops and launches a full marketing campaign to ensure a successful show for their exhibitors. Piggyback on this incredible exposure and resource by utilizing the show marketing and management team to assist you in your marketing efforts for your exhibition.

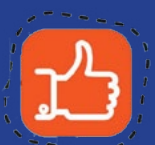
BUYER INVITATION

Request a customized buyer invitation from Show Management that includes your company name and in a digital format such as a PDF, although some shows may offer printed pieces for support in your direct mail efforts. The piece should match the show branding campaign, provide all the important information about the show including dates, locations, key events and highlights and a method to register for the show. Many times these invitations will also offer special discounted registration offers that you can pass on directly to your customers and prospects.



COMPREHENSIVE BROCHURE

Most all shows produce a comprehensive brochure. This piece is an all encompassing snapshot of the entire show with the new and most important highlights. Some shows direct mail this piece to a large prospect database. Other shows may only have digital versions. In either case, this piece is a great collateral marketing tool in your show marketing efforts. Here are some ideas on how to use this piece.



- >> Hyper link a digital version from your website (PDF or Virtual Book)
- >> Ask the show for printed copies for your own direct mail campaigns
- >> Attach to, or hyper link from, your e-mail blasts



telemarketing

ON HOLD MESSAGING

If you have an on hold messaging system, add the show to your message alerts to see you at the show. If you do not have an on hold system, update your out of office voice mail with a quick note about you being at an upcoming show and invite them to join you.

VOICE MESSAGE DROPS

A cost effective way to get your message out is to book a voice mail drop to your phone list of customers. A short thirty second script is written and recorded (just like a voice mail) and then mass distributed to your customers over night so it is waiting for them in their voice mail boxes in the morning.

PRE-SHOW TELEMARKETING

Call your best clients and prospects to personally invite them to the show and your booth. The personal touch will go a long way in developing long standing business relationships.

If you do not have the man power to do your telemarketing in house, consider budgeting for an outside company to make the calls for you. Write a quick script and provide an excel spreadsheet of names and phone numbers and the telemarketing or temp agency can get started quick and simple.

This marketing will promote your show participation; however, it will also bring your company front and center in the minds of your key customers - a win, win. Ask the show for a special discounted registration offer to support your calling effort.

POST-SHOW TELEMARKETING

A crucial mistake of tradeshow marketing is to forget the follow up marketing. These are active new leads and relationships for you company, make sure to reach out to them in a timely manner. Telemarketing methods are a great way to achieve your post - show follow-up.



media relations press

WRITE A PRESS RELEASE

Write a press release about your participation at the show. Include products, events, any sponsorships you are part of, awards, show specials and any pertinent information about the show, dates, how to register, etc. The show can provide you a list of press who attend the show for you to distribute your press release to. Many shows also have the option for you to post your press release on the show website to reach the show's audience.

PREPARE A MEDIA KIT

A presentable press kit, preferably in a digital format, that covers your company, its features and key products, photos and key information should go into a media kit. Most shows allow you to put a media kit in the press room for participating press to pick up.

REQUEST THE PRESS LIST

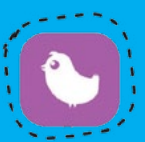
The show is most likely very connected to the press in your industry. Request a list of press to contact prior to the show.

PRESS ROOM INTERVIEWS & PRESS CONFERENCES

The press room at the show is available for your company to host a press conference to announce changes, product launches and more. It is also a great place to schedule interviews with the press while at the show to get editorial coverage. The show can provide you a list of press to contact prior to the show.

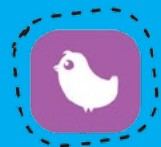
POST-SHOW NEWS - LATHER, RINSE, REPEAT

Don't miss your opportunity to capture the post-show wave of news! Media and press come to the show to secure great editorial copy, products, features and industry news for their upcoming editions of their magazines, blogs and news outlets. Don't drop off after the show. Write a post-show press release, prepare to follow up with the press on your media kits, etc.





sponsorships



SPONSORSHIPS

Sponsorships at the show are the most cost-efficient method for completing your tradeshow marketing plan. Work with your show team to find the right opportunities at the show that will meet your goals for your exhibition (product launch, brand exposure, audience building) and within the budget you have set for the show.

Event-related sponsorships and promotions are an effective way for your organization to stand out and catch the attention of both potential prospects and current customers. While you're planning your participation, consider expanding your exposure and increasing your impact before, during, and after the show through targeted promotional opportunities, online, in print, and in person.

Many shows offer the following categories of sponsorships:

- >> Digital Marketing - Website, E-mail and Mobile App
- >> Education & Conference
- >> Exhibit Hall Sponsorships
- >> On site Show Promotions
- >> Print Advertising & Show Program

The 365 Day Sponsorship Approach

Sponsorships are the key to extending the life of your exhibit beyond the three days in the exhibit hall. As an exhibitor, you will want to work with your show representative to provide you the very best, most effective opportunities to optimize your exposure while staying within your budget.

Many show platforms can offer you a 365 day approach to branding your company and products to the marketplace. Digital sponsorships such as exposure on the show website are great opportunities to get visibility beyond the three days of the show.

While it is crucial for you to market your booth while at the show to successfully lead generate from your investment; a 365 day addition to your on site promotional campaign will provide you a all encompassing marketing strategy and the biggest return on your exhibition investment.



Quick Tip Shorten and track the usage of your URL links in your social posts using a Bitly link: <https://bitly.com>

CHOOSE THE PLATFORM THAT FITS YOUR BUSINESS

Social Media is a valuable medium to create unique, highly targeted customer groups and is a necessary part of a complete marketing program. Each social media platform is created with different features and uses so it is important to evaluate what platforms match your targeted audience and then use those.

Don't try to have them all if you can not keep up with them. An unkept social network is like having a red stain on a white shirt, very noticeable and can reflect poorly on your business.

WHAT TO MARKET THROUGH SOCIAL

- >> Send registration messages and extend registration discounts from the show to your customers and prospects
- >> Send "See What We Are Presenting at the Expo" notices with links to the products on your website. If you do not have direct links to product pages, then include photos of the products instead of a link in your post.
- >> Invite your customers to join you at the show for a special party, event or show special
- >> Include your booth number and provide a link to your booth profile on the show website

FACEBOOK

Add numerous status updates on your company's Facebook page promoting your booth to engage them to attend the show. Interact on the show's Facebook page as well by posting updates and info about your booth, products, show specials and more.

TWITTER

Tweet on your company's Twitter page promoting your booth to engage your Twitter audience to attend the show. Use the show's Twitter handle as well in your tweets to the show's Twitter audience and promote you at the show.

LINKED IN

Add a discussion on the show's group linked in page that promotes you and your booth.

PINTEREST

Post products and pin pictures of your products to your Pinterest page including the information to it at the show. Include the name of the show and a link to the show's registration. Also visit the show's Pinterest pages and make comments on the show's exhibitor pins to promote you and your booth number at the upcoming show.

YOU TUBE

Post products videos on your You Tube page including the information to join you at the show. Include the name of the show and a link to the show's registration. Also visit the show's You Tube page and make comments on the show's promotional videos to promote you and your booth number at the upcoming show.



USE A SOCIAL MEDIA HASHTAG & HANDLE

Create a personal hashtag (#) to create a conversation about your company.



ALWAYS INCLUDE THE SHOWS HANDLE & HASHTAG

Take advantage of the social media audience the show has built by including the show's social media handle (@) call name.



Benefits of including the @ handle:

- >> Pulls your social media chat into your actual Twitter home page feed
- >> Using others @ symbols includes them in the conversation



How and why to use a # handle:

- >> People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search
- >> Clicking on a hashtagged word in any message shows you other Tweets marked with that keyword
- >> Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end
- >> Hashtagged words that become very popular are often Trending Topics
- >> Hashtags are organically created by you and are searchable in the Twitter search bar

SOCIAL MEDIA PLATFORMS PRIMARY USES

All of the platforms below offer the listed marketing benefits in some degree. The **X** marks the PRIMARY function.



	f	Twitter	YouTube	in	Instagram	P
Awareness / Brand	X	X	X		X	X
Promotions	X	X	X	X		
Press / Media		X		X		
Distribute Content		X	X		X	X
Build a Community	X	X				
Lead Generating					X	
Direct Sales						X



miscellaneous

HOST A SPECIAL EVENT

Generate on-site buzz by hosting a special event at the show.

PRODUCT DEMONSTRATION

Host an educational product instruction on the show floor in conjunction with a Product Showcase placement.

Show Specials

Take advantage of this FREE opportunity to promote your show specials to attendees! Show specials include discount on-site pricing, contests/giveaways, drawings, food samples, celebrity/ special guest appearances, and/or any other activity in your booth. Send the show special description along with your company name and booth number to the show's marketing manager.

Coupon

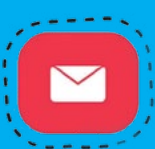
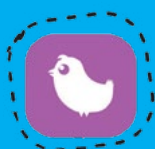
Provide attendees a coupon that can be turned in at your booth for a free gift/promotional giveaway. Consider providing a premium gift targeted to your best customers or key potential prospects.

Discounts

For those who attend the show and visit your booth, provide an exclusive special show pricing offer that will not be available to those who did not attend the show.

Hands-on Contests

Various contests can be held where attendees can engage with your staff and products. Consider having them dismantle and put a product back together such as a piece of equipment, have them plumb a pool/spa, perhaps an in booth ring toss with O rings, etc.





conclusion

There was a lot of information in this book. Pick out the simple items and do those as soon as you book your booth such as posting the information on your website, adjusting your voice messaging and adding information to your e-mail signatures, etc.

Then, choose the key bigger pieces that fit your budget and your business and prepare to launch those. As time permits, continue to fill in the remaining pieces of your marketing as you draw closer to the show.

The main goal of this book is to impress on you the importance of marketing your tradeshow and to organize the marketing options to assist you in easily implementing the strategies.

You have made the right key first step in booking your face-to-face marketing event! We wish you a successful exhibition and business!

ONE EPIC FAIL DO NOT MAKE MISTAKE

Once you do all the work to market people to your booth, make sure your booth presence and your staff are educated on your business, professional, presentable and engaging. Bring your best foot forward and your top team to interact and engage your current and potential customers!

