

LEVERAGING TRADESHOWS BEYOND THE BOOTH

"We choose marcomArt to manage our participation at SUPERCOMM2005. The time frame for preparing the show was very demanding. Nevertheless, we were able to utilize all the available marketing tools. As a result we met with our customers, demonstrated our circuit emulation solution to new prospects, got high level of exposure in the press as well as placing a feature article in a leading on-line magazine. Liora Bar took the load off our shoulders providing marcom management services to enable us to benefit from all the different aspects of a tradeshow"

*Daniel Bar-Lev, VP Marketing
Resolute Networks Ltd.*



The two key objectives a company seeks to achieve from participating in a tradeshow are to generate qualified SALES LEADS and to create or sustain market AWARENESS.

Making the right mix between tradeshows and trade-conferences while wisely using their different promotional platforms, give a company the best opportunity to attract alliances, partners, potential buyers, and to penetrate new regions.

CREATIVE MARCOM MANAGEMENT uses marketing and media relation tactics to promote the company and its product solutions in the market to generate qualified leads and get valuable coverage in the press.

Maximizing tradeshow return on investment (ROI) means thinking about the tradeshow as a process. This paper explains the marcom management role in developing a tradeshow project roadmap as well as providing Marketing Managers key guidelines on how to best utilize their participation in a tradeshow.

1. Tradeshows and The Corporate Marketing Plan

Based on the company's strategy, product roadmaps, target markets, as well as the company's marketing budget frame, marcomArt assists hi-tech companies in choosing the perfect mix of tradeshows and conferences, booth location and size, as well as providing guidelines on how to make the best use of the booth functional areas.

Tradeshows nowadays offer different platforms to discuss new market and technology trends. Speaking regularly on the company industry establishes it as an expert and can lead to more business opportunities. marcomArt helps in identifying those that meet the company's objectives. Then, when a decision is reached, assist in registration and in the creation of abstracts and presentations targeting to convey the company's vision.

2. Pre-show Marketing Tactics

Drive for qualified leads. First of all, make sure that your customers - as well as potential show attendees and prospects - know you are going to be exhibiting at a specific show. Use pre-show promotional teasers to stimulate their interest and desire to learn about what you are promoting. Use active promotional tools or traditional passive ones. All of these are valid, and depend on your target markets or what you are offering. Active promotional tools include:

- a) e-mailing and phone follow up.
- b) Web adverts
- c) Company's web banner

Traditional promotional tools include:

- a) Printed / electronic invitation
- b) Printed advertisement
- c) News alert



Active promotional tools

marcomArt collaborates with the company's Marketing Manager or Business Development Manager to define the content and the lead time for the release of each promotional tool. Advertising placement and release dates are synchronized with media planners while the ad production is coordinated with graphic designers, web-masters and/or other creative outsource service providers to create a visual and text that distinguish the company solutions from competition and *always call for action* to get the BETTER RESPONSIVENESS.

3. Corporate Website

Use your website to increase qualified leads and achieve better press coverage. marcomArt offers its support in updating and maintaining your website prior, during and after the show including:

- Create a banner on your site home-page
- Include show details in the event calendar
- Create links to the company's relevant products
- Enable pre-show registration on your website or setting-up meetings with prospects and customers.
- Add download option for the complete press kit and follow up with insertion of valuable press clips.

4. Media Relations – News Releases, Feature Articles and Interviews

Time big announcements and product launches to coincide with your most important tradeshows. Use the trade media as a vehicle to leverage awareness to your company and its product solutions.

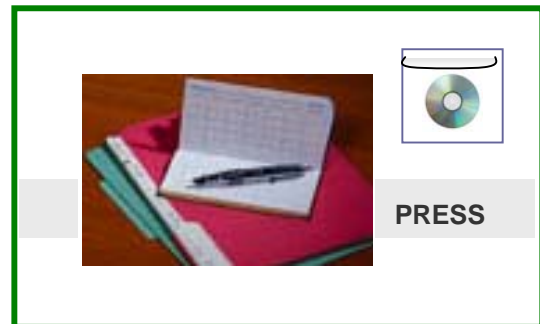
Trade-shows and trade-conferences offer a meeting platform also for your targeted media. As much as you are looking for a medium to promote your products, the editors are seeking for news and information to fill in their editorials. marcomArt works in advance to coordinate face-to-face meetings with key industry editors for purposes of building editor relationships, and contributing to on-going media relations initiatives. Make your meeting with the press effective. For this purpose, marcomArt supports in clients to compose a professional press kit that includes:

- a) Corporate Identity Kit
- b) Product/Partner News releases

- c) Technology Backgrounder
- d) Case Studies or Feature Articles
- e) Introduction Presentation

More...

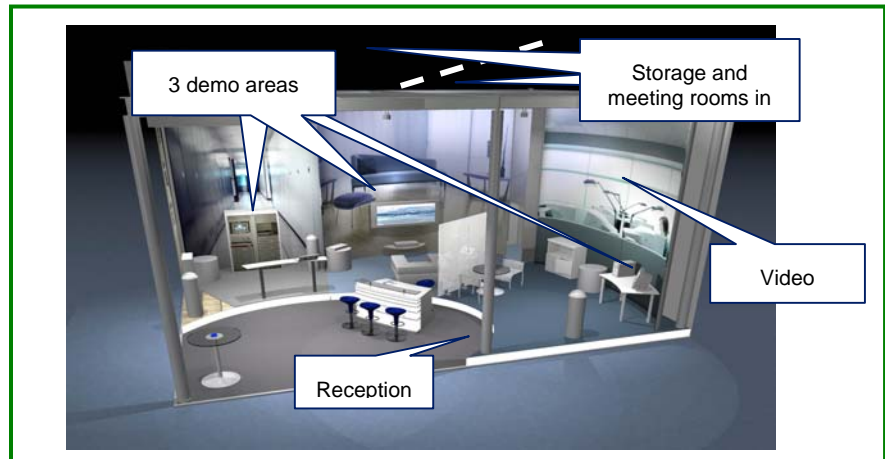
In addition to pre-show media briefing, marcomArt offers its clients coaching in the “dos and don'ts” in a Press Interview to get your message across.



5. The Booth – Design, Production and Shipment

Create an effective booth. Work on your booth/logo visibility, it should be seen both from the entrance and also when standing closer. It should be comfortable in addition to being well designed. Use marcomArt experience in working with creative designers and writers to develop an inspiring booth at the best price. marcomArt services include:

- a) Definition of booth design requirements: i.e. product display & demos, presentations, meeting point, storage and lead-time.
- b) Demo wrapping: marcomArt offers methods of demonstration and creating supportive material. We coordinate with outsource service providers to make the demo simple to use and easy to understand.
- c) Signage text and visual management: Working with the company's representatives and managing the designers as well as copywriters. Make sure that the three basic design elements - Clarity, Constancy and Consistency - are taken into consideration to meet with the company's brand design characteristics.
- d) Logistics and other services: marcomArt takes the responsibility to work with the organizers and other 3rd party service providers from registration through to installation up to dismantling of the booth and shipping it home for the use in your next tradeshow.



Booth functional areas

6. Wrap-up – Beginning of the Next Show

- a) Pre-show guidelines: marcomArt meets with all the company representatives to the show to discuss the corporate objectives, method of presentation and align corporate messages so that the company convey the same message across any communication.
- b) Post-show follow up and evaluation: Although the booth has been returned home the show is still going on. Mailing a letter with a reference to lead request is essential step to intensify a business relationship. Then, either in a meeting or using an evaluation form, marcomArt helps you evaluate all the marketing activities and elements to improve your participation in following events.
- c) ROI calculation: Although marketing events do not lead to direct sales, ROI can be measured by potential revenue values to each type of lead i.e.: existing customer, new customer, new alliances, new contact in new region, editor, number and value of press coverage. Try to define these values prior to the show to make the evaluation after the show more accurate.

7. Conclusion

A tradeshow is not typically the place for selling. It is however, the place to learn about the market trends and your competition. It is the place to build trust in your company people and its solutions for long after the show. Using the right mix of marketing tools enables a company to leverage its participation at a tradeshow to gain market awareness and open new business dialogues that lead to more revenue.