

Trade Show Promotions

Getting More of the
RIGHT PEOPLE
Into Your Booth

Skyline[®]

Trade Show Promotions

Your presenters:



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and Industry Relations
Manager

Trade Show Promotions: Agenda

- 3 Questions You Need to Answer Before Choosing Trade Show Promotions
- A Grab Bag of Promo Ideas: 17 Pre-Show, 27 At-Show
- 8 Common Promotion Mistakes – and How to Avoid Them



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Relax! We will email you links to:

- PDF of presentation slides
- Recording of this webinar session

Poll: Why Do You Use Trade Show Promotions?

- To create awareness about a new product or service
- Get new leads who will be at the show
- Nurture existing clients
- Other
- We don't use promotions

Why do you use promotions?

Poll Results (single answer required):

To create awareness about a new product or service	23%
Get new leads who will be at the show	58%
Nurture Existing clients	9%
Other	5%
We don't use promotions	4%

AM Session

Why do you use promotions?

Poll Results (single answer required):

To create awareness about a new product or service	27%
Get new leads who will be at the show	57%
Nurture Existing clients	6%
Other	4%
We don't use promotions	6%

PM Session

Pre-Show Marketing

Exhibitors say pre-show marketing is the #1 method to increase trade show results!



From “What’s Working In Exhibiting” White Paper -
Benchmarks and Best Practices Study



3 Questions You Need to Answer Before Choosing Your Trade Show Promotions

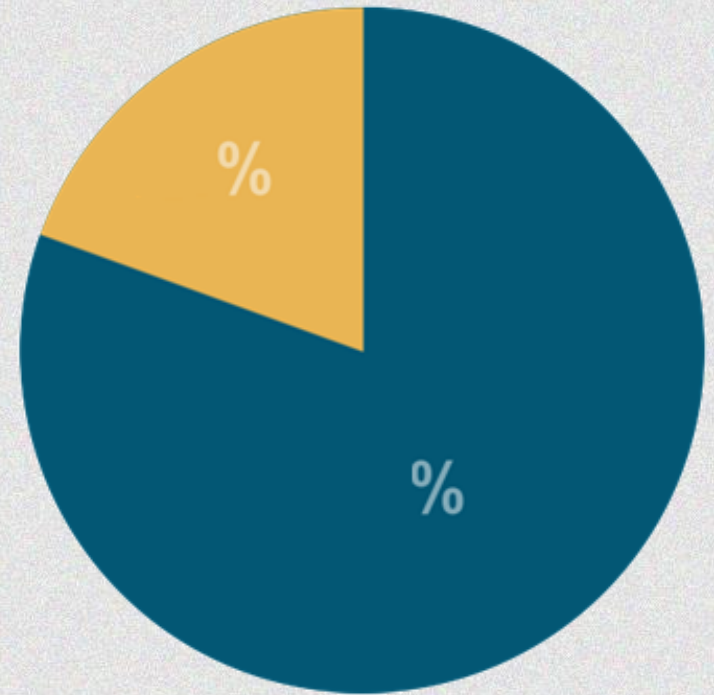
1. What is Your Main Exhibiting Goal?

- Generate leads
- Increase awareness
- Strengthen client relationships
- Something else



2. What Percent of the Audience Would You Like to Attract?

- HIGH Percentage:
Attract everyone with popular giveaways
- LOW Percentage:
Filter with offers only your buyers would want



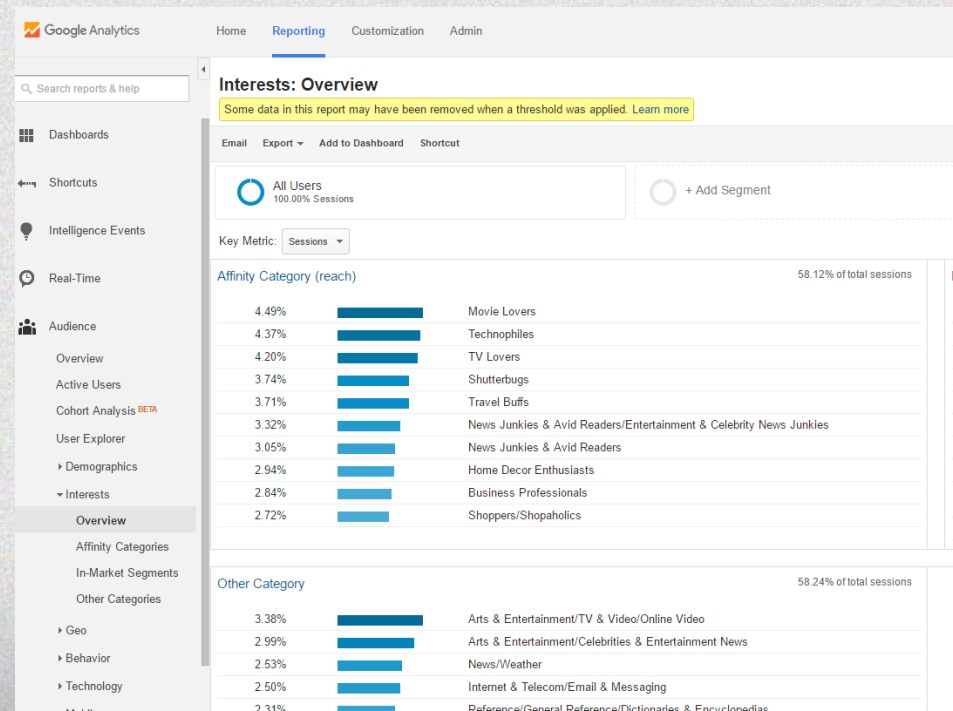
Thanks, Bob Milam

3. What Promotions Will Appeal to Your Target Market?

- Start with your main marketing messages

3. What Promotions Will Appeal to Your Target Market?

- Adapt to your target market's likes based on their demographics
 - Age
 - Gender
 - Education
 - Income
 - Ethnicity
- Psychographics
 - Interests
 - Attitudes
 - Values



3. What Promotions Will Appeal to Your Target Market?

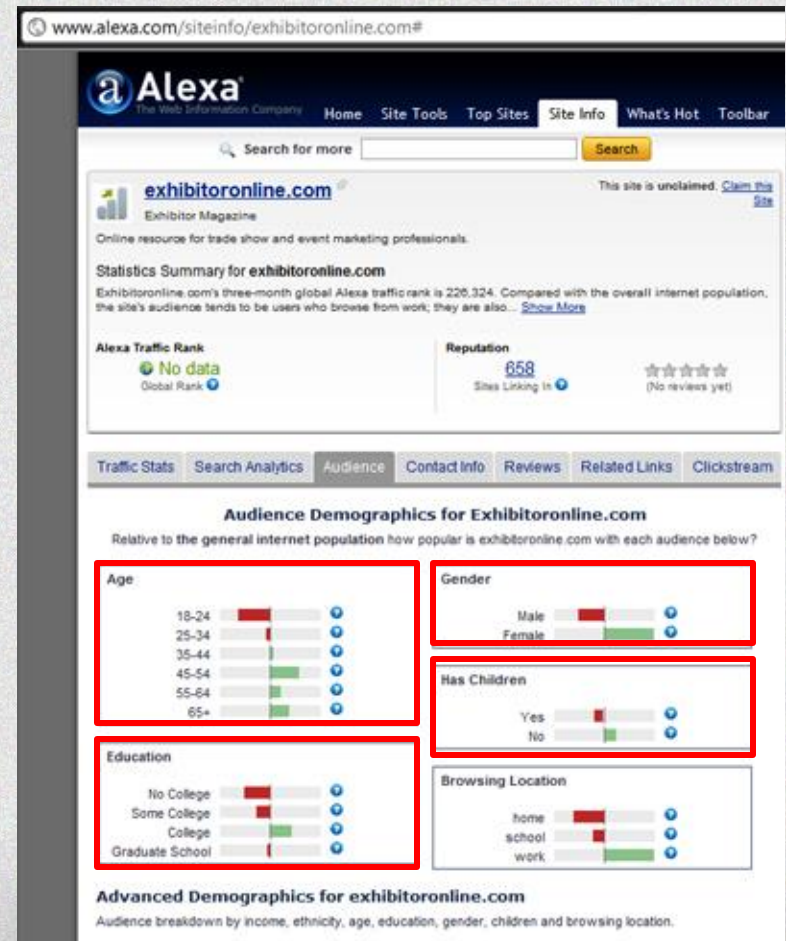
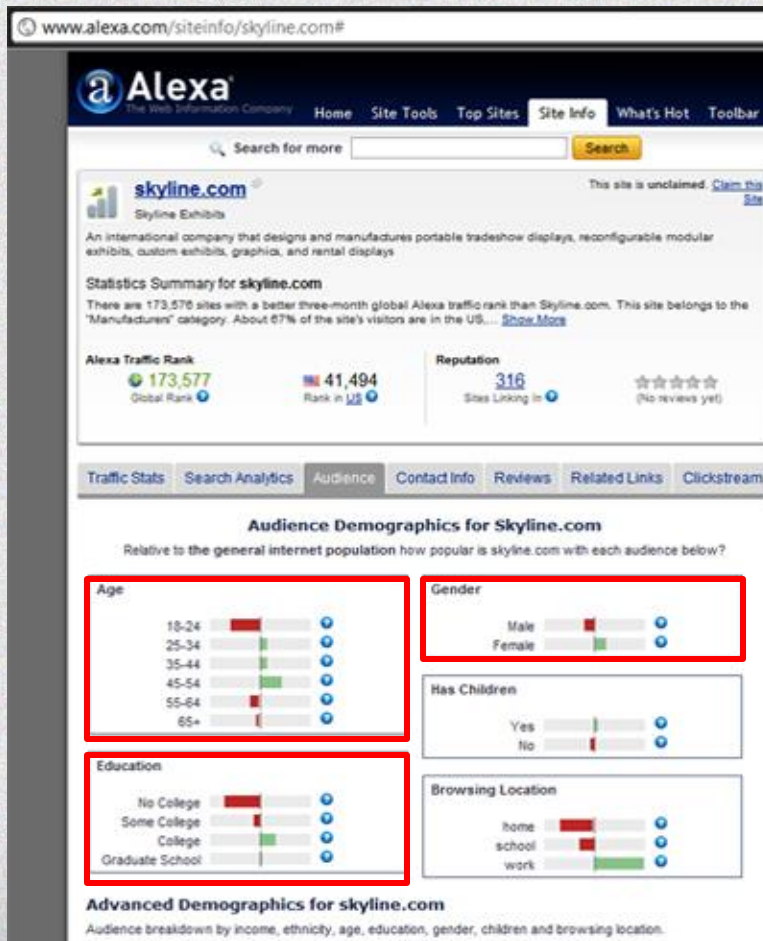
- Use Alexa.com to find your audience's demographics
 - Look up your website
 - Look up your shows' websites

The screenshot displays the Alexa.com interface for the website skyline.com. Key metrics include a global rank of 171,723 and a page rank of 40,793. A line graph shows the daily search volume over a 12-month period, with a 10% increase in searches over the last 3 months. The page also features a table of regional traffic ranks, an audience snapshot, and top search queries.

Country	Rank	Subdomain	Percent of Visitors
US United States	40,793	skyline.com	100.00%
FR France	95,114	search.skyline.com	0.18%
GB Great Britain	215,731	OTHER	0%

Query	Percent of Search Traffic
skyline.com	10.01%
skyline	1.89%
skyline.com/submit	0.83%
skyline.com/submit	0.99%
skyline.com/submit	0.99%
skyline.com	0.81%
skyline	0.80%
skyline.com	0.80%

3. What Promotions Will Appeal to Your Target Market?





**A Grab Bag of Promotion Ideas:
17 Pre-Show, 27 At-Show**

Audience Poll

How do you feel about trade show promotions:

- Promotions just don't seem to work for us
- We get some, but not a lot, of results from promos
- Trade show promotions are worth the effort
- Promotions are essential to our trade show success

How do you feel about trade show promotions?

Poll Results (single answer required):

Promotions just don't seem to work for us	10%
We get some results, but not a lot from promos	52%
Trade show promotions are worth the effort	22%
Promotions are essential to our trade show success	8%
We don't use promotions	9%

AM Session

How do you feel about trade show promotions?

Poll Results (single answer required):

Promotions just don't seem to work for us	12%
We get some results, but not a lot from promos	48%
Trade show promotions are worth the effort	27%
Promotions are essential to our trade show success	7%
We don't use promotions	6%

PM Session

Pre-Show Promotions Increased Booth Attendance

- **Email blast using own list** 74%
- Facebook 46%
- Twitter 39%
- LinkedIn 35%
- Email event producer list 34%
- Phone calls key clients 29%
- Advertising magazines 29%
- /Websites
- **Mailers** 21%
- Post-Cards 20%
- Other event mgmt. tools 17%
- Other social media 13%
- YouTube 8%
- Dimensional mailers 1%
- Other 10%



From "What's Working In Exhibiting" White Paper




17 Pre-Show Promotions

- 11 inexpensive promotions
 - Investment is 'effort'
- 6 more expensive promotions
 - Require greater investment

Inexpensive Pre-Show Promotions

1. Post your trade show schedule on your website with a link to sign up for appointments

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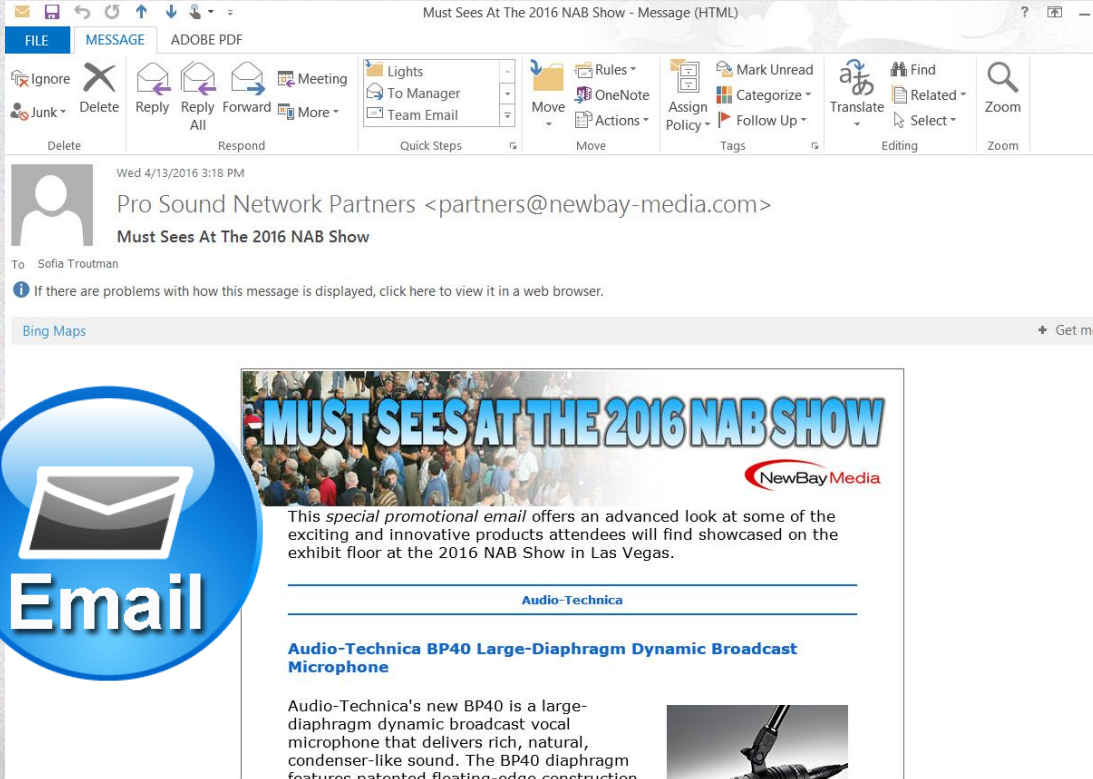
EVENT CALENDAR

Marvin Windows and Doors participates in many national and regional trade shows. We're always excited to talk with architects, builders and remodelers. Come visit with us at a show near you.

Event	Location	Dates	Brands Represented	Intended Audience
Dwell on Design	Los Angeles Convention Center Los Angeles, CA	05/29/2015 - 05/31/2015	Marvin	Architects, Builders, Remodelers
Pacific Coast Building Conference (PCBC)	San Diego Convention Center San Diego, CA	06/24/2015 - 06/26/2015	Marvin	Architects, Builders, Remodelers
Southeast Building Conference (SEBC)	Orange County Convention Center (OCCC) Orlando, FL	07/16/2015 - 07/18/2015	Marvin, Integrity	Architects, Builders, Remodelers
Missouri Main Street Revitalization Conference	St Louis, MO	07/29/2015 - 07/31/2015	Marvin, Integrity	Homeowners
Minnesota State Fair	Minnesota State Fair Grounds Saint Paul, MN	08/27/2015 - 09/07/2015	Marvin, Integrity	Homeowners
DesignDC	Washington Convention Center Washington, DC	09/23/2015 - 09/24/2015	Marvin	Architects, Builders, Remodelers
Remodeling Show	Navy Pier Chicago, IL	10/01/2015 - 10/02/2015	Marvin, Integrity	Architects, Builders, Remodelers
CONSTRUCT Show (CSI)	America's Center St. Louis, MO	10/01/2015 - 10/02/2015	Marvin, Integrity	Architects, Builders, Remodelers
Texas Society of Architects	Kay Bailey Hutchison Convention Center Dallas, TX	11/05/2015 - 11/06/2015	Marvin, Integrity	Architects, Builders, Remodelers
AIA Minnesota	Mpls. Convention Center Minnesota, MN	11/10/2015 - 11/13/2015	Marvin, Integrity	Architects, Builders, Remodelers
AIA / CSI Pacific Trade Building Conference	Hawaii Convention Center	11/17/2015 - 11/17/2015	Marvin, Integrity	Architects, Builders, Remodelers

Inexpensive Pre-Show Promotions

2. Send a pre-show email blast to your clients and top prospects located close to the show



Must Sees At The 2016 NAB Show - Message (HTML)

FILE MESSAGE ADOBE PDF

Ignore Delete Reply Reply All Forward More Meeting Lights To Manager Team Email Rules Move OneNote Assign Policy Categorize Follow Up Mark Unread Translate Find Related Select Zoom

Wed 4/13/2016 3:18 PM

Pro Sound Network Partners <partners@newbay-media.com>

Must Sees At The 2016 NAB Show

To: Sofia Troutman

If there are problems with how this message is displayed, click here to view it in a web browser.

Bing Maps Get mo

MUST SEES AT THE 2016 NAB SHOW


NewBay Media

This *special promotional email* offers an advanced look at some of the exciting and innovative products attendees will find showcased on the exhibit floor at the 2016 NAB Show in Las Vegas.

Audio-Technica

Audio-Technica BP40 Large-Diaphragm Dynamic Broadcast Microphone

Audio-Technica's new BP40 is a large-diaphragm dynamic broadcast vocal microphone that delivers rich, natural, condenser-like sound. The BP40 diaphragm features patented floating-edge construction.



Inexpensive Pre-Show Promotions

3. Put your booth number on all your pre-show promotions: email, direct mail, ads, website

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exhibits · graphics · services

VIP Experience

BOOTH 1239
NEW PRODUCT DEMOS
BOOTH 1138

YOU ARE INVITED TO ENJOY

EXHIBITOR LIVE FEBRUARY 29 - MARCH 2, 2016
MANDALAY BAY CONVENTION CENTER, LAS VEGAS

We build brands by creating brand experiences for our clients attending trade shows and marketing events. We maximize impact and ROI through creative content and promotions, innovative exhibit design, and cost-efficient products and services.

- PORTABLE DISPLAYS
- MODULAR INLINE EXHIBITS
- CUSTOM ISLAND EXHIBITS
- EVENTS & ENVIRONMENTS

Visit Skyline at EXHIBITOR!

Judge Skyline's new products and you could win one of them! This winner can select one of the new Skyline products shown below with your custom graphics. Drawing will be held on Wednesday.

Arrive™ Banner Stand Case
Convertible case/table system

Occasions™ Table
Custom modular table system

PictureCube™
Hanging/stacking graphic cubes

PictureScope™
Custom-shaped displays

Exciting New Products!

Visit Skyline at
Booths 1225 & 1323

www.skyline.com **Skyline**

Polaroid

Experience Skyline!

Create a buzz. Attract crowds. Reach your audience and speak to them loud and clear. This is who you are; this is what you offer; and this is where you are headed.

Successful exhibiting is far more complex than flying your colors at a trade show. As an exhibitor, you need to create an overall brand experience that impacts and sells.

Skyline Exhibits designs solutions that amplify your brand and target your objectives with custom modular systems, custom components and materials, and the latest in audio/video technology. We also offer education and training to help your team perform at their highest level.

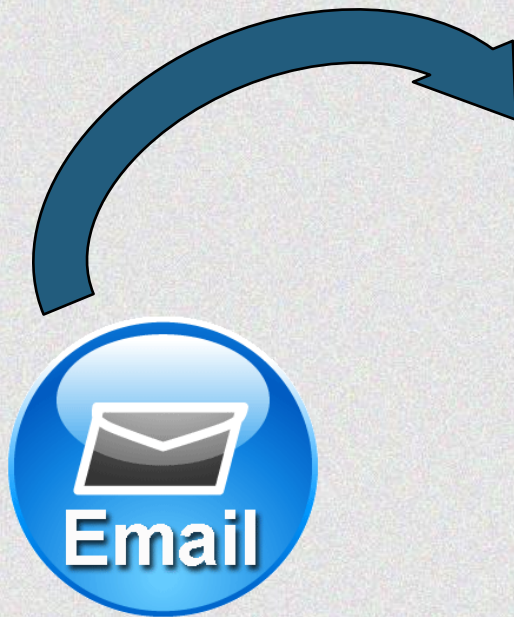
Visit Skyline at EXHIBITOR2011
Booths #1225 and #1323

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Inexpensive Pre-Show Promotions

4. Email invitation to a pre-show micro-site with targeted messages and offers



VeriFone
THE WAY TO PAY

Worldwide Locations Keyword Search: GO

INDUSTRY SOLUTIONS PRODUCTS SOFTWARE SERVICES MEDIA SOLUTIONS ABOUT US

Home :: ETA 2010

ETA 2010

The Evolution Begins April 13 Don't Miss it!

ETA Annual Meeting & Expo, Booth 221
April 13-15, 2010 Las Vegas, NV

There will be a lot to celebrate at this year's annual meeting. 2010 marks the 20th anniversary of ETA and VeriFone is celebrating outstanding contributions to the electronic payment industry - The PAYware Mobile revolution is sweeping the nation; we are leading the charge for PCI PED compliance. We have secure innovative solutions to serve nearly every vertical market...And we have some new products that are so exciting you will have to see them to believe it.

Visit us in booth 221 at the 2010 ETA Annual Meeting & Expo in Las Vegas, April 13-15. You won't be disappointed in what we have to share with you. 2010 is bound to be an exciting year...so don't miss out!

New Markets Are Calling.

PAYware Mobile For iPhone™

Bring payment to any merchant, anywhere.

The highly portable and affordable PAYware Mobile makes it easy to attract new merchants looking for mobile merchant opportunities.

One credit card encryption sleeve and a robust payment app allow the merchant to accept credit cards securely on their iPhone from anywhere.

SHOW INFORMATION

[Special Show Promotions and Partners](#)

SPEAKING AND APPEARING

ETAU: Introduction to Electronic Processing
Monday April 12, 9am
Presenter: Lori Breitzke

ETAU: Introduction to Technology
Tuesday April 13, 1:00pm - 4:00pm
Presenter: Randy Burnette

Prepaid Day

Inexpensive Pre-Show Promotions

5. Put stickers with booth location and show info on all outgoing mail



Inexpensive Pre-Show Promotions

6. Have your sales people invite their prospects to visit your booth and set up meetings in advance



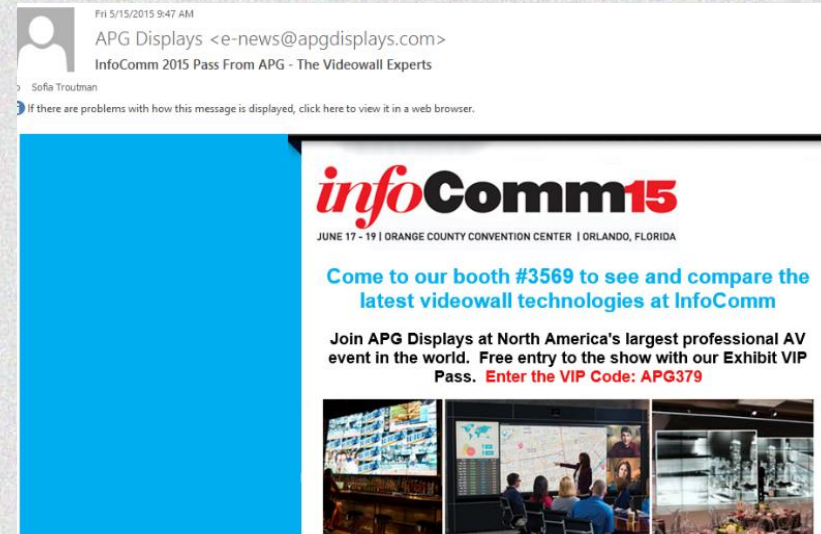
Inexpensive Pre-Show Promotions

7. Send an email invitation to:

- This year's pre-registered attendee list
- Last year's attendee list

12 Trade Show and Event Promotions to Avoid:

<http://bit.ly/show-hashtag-skyline>



Inexpensive Pre-Show Promotions

8. Use social media to reach more attendees



Inexpensive Pre-Show Promotions

8. Use social media to reach more attendees

Social Media webinar recording:

<http://bit.ly/Social-Media-TSP>



Which Social Media Show Promotions?

Pre-Show

facebook	♥
twitter	♥
LinkedIn	♥
WordPress	♥
YouTube	♥

Skylines Trade Show Tips



Inexpensive Pre-Show Promotions

9. Contact your industry press and tell them about the innovative new product you will be introducing at the show



Inexpensive Pre-Show Promotions

10. Invite top prospects to lunch or dinner at the show



More Expensive Pre-Show Promotions

12. Send a postcard offering a free gift in your booth



More Expensive Pre-Show Promotions

13. Run a banner ad on the show website

PROMAT 2015
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ProMat 2015
March 23-26, 2015
Chicago's McCormick Place - South

Discover the latest solutions to move your business forward as the industry's leading innovators showcase their latest manufacturing, distribution and supply chain equipment and systems at ProMat 2015 held March 23-26 at Chicago's McCormick Place.

At ProMat, you can:

- Discover the latest innovations from over 800 solution providers
- Learn the latest ideas driving productivity in ProMat keynotes and in more than 100 educational sessions
- Build strong business partnerships with suppliers
- Network with your peers

ProMat 2015 is the one show where you will see in person, in action the best solutions and innovations the industry has to offer and meet the leading providers face-to-face. There is no cost to attend the exhibits and conference sessions. [Register Today!](#)

Show Exhibit Hours

BREAK FREE WITH VAI F

More Expensive Pre-Show Promotions

14. Design more creative and compelling promotions to cut through the mailbox clutter



More Expensive Pre-Show Promotions

15. Send a promotion offering a more valuable gift in the booth, but only to your best prospects

The screenshot shows a search results page for watches on the website www.branders.com. The page displays eight different watch models arranged in two rows of four. Each watch is shown with its model number, a brief description, and its starting price. The watches are Swiss Army watches, featuring various dial colors (black and white) and case materials (stainless steel and two-tone).

Model Number	Description	Price
#100780	Swiss Army Small Black Dial with Blac...	As low as \$112.61*
#100787	Swiss Army Large White Dial with Blac...	As low as \$112.61*
#100781	Swiss Army Large White Dial Stainless...	As low as \$131.91*
#100782	Swiss Army Small White Dial Stainless...	As low as \$131.91*
#100783	Swiss Army Large Black Dial Stainless...	As low as \$131.91*
#100784	Swiss Army Small Black Dial Stainless...	As low as \$131.91*
#100785	Swiss Army Large White Dial with Two-...	As low as \$157.65*
#100786	Swiss Army Small White Dial with Two-...	As low as \$157.65*

More Expensive Pre-Show Promotions

16. Send half of something of value to attendees and promise to give the other half in your booth



More Expensive Pre-Show Promotions

17. Ask the show for additional promotional opportunities



27 At-Show Promotions

- 12 inexpensive promotions
 - Investment is 'effort'
- 15 more expensive promotions
 - Require greater investment

Which At-Show Promotions Work Well

- Giveaways 58%
- Experts in booth 46%
- Education/ Info in booth 46%
- Contests 24%
- Presentations 24%
- Social Media 22%
- Food & drinks 18%
- Specials and discounts 15%
- Entertainment 9%
- Celebrities in booth 4%
- Donations 4%
- Other 11%



From "What's Working In Exhibiting" Updated White Paper

Inexpensive At-Show Promotions

1. Offer a show giveaway, specials or discounts



Inexpensive At-Show Promotions

2. Offer candy to slow down attendees long enough to engage them



Getting More of the **RIGHT PEOPLE** Into Your Booth

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Inexpensive At-Show Promotions

3. Have someone from your company speak at the show



Inexpensive At-Show Promotions

4. Have in-booth presentations or educational sessions



Image from flickr.com/photos/jsutka/5146974327

Inexpensive At-Show Promotions

5. Have a contest for attendees in your booth



Image from Bob Milam, tradeshowsbobsblog.blogspot.com

Inexpensive At-Show Promotions

6. Have a press conference if you have important news



Image from [flickr.com/photos/terinea/182552114/](https://www.flickr.com/photos/terinea/182552114/)

Inexpensive At-Show Promotions

7. Give away something useful to your target audience



Image from [flickr.com/photos/interbike/5030967160/](https://www.flickr.com/photos/interbike/5030967160/)

Inexpensive At-Show Promotions

8. Add interactivity



Image by Erfon Elijah from cultofmac.com

Inexpensive At-Show Promotions

8. Add interactivity



Image by Erfon Elijah from cultofmac.com

Inexpensive At-Show Promotions

9. Use social media to extend the reach of your trade show



Inexpensive At-Show Promotions

10. Give attendees something fun or entertaining to do



Image from [flickr.com/photos/sadsnaps/2611821599/in/photostream/](https://www.flickr.com/photos/sadsnaps/2611821599/in/photostream/)

Inexpensive At-Show Promotions

11. Have an engaging demo in your booth



Photo credit: <http://www.flickr.com/photo/jasonbain/4382825665/>

Inexpensive At-Show Promotions

12. Get your client to hold your product



<https://www.flickr.com/photos/ashleyhatch/2891835470/in/photolist-3d5Tj7-5pxpWf>

More Expensive At-Show Promotions

13. Offer one grand prize to get more attention



Photo credit: <http://www.flickr.com/photos/44244119@N08/4076838962>

More Expensive At-Show Promotions

14. Put an ad in the show book



More Expensive At-Show Promotions

15. Do door drops that target only show attendees at their hotel rooms



Photo credit: <http://www.flickr.com/photos/avantard/4491972155/>

More Expensive At-Show Promotions

16. Pay to include an invite or a gift in the official show bag every attendee receives



Photo credit: <http://www.flickr.com/photos/9422878@N08/5969291462>

More Expensive At-Show Promotions

17. Get signage in the show hall promoting your presence



Photo credit: <http://www.flickr.com/photos/fabiosantana79/4697644653>

More Expensive At-Show Promotions

18. Sponsor something highly visible at the show



Photo credit: <http://www.cesweb.org/exhibitors/sponsorships/sponsorships.asp>

More Expensive At-Show Promotions

18. Sponsor something highly visible at the show



CES 2012 VIP Buyers Sponsorship: \$40,000

Photo credit: <http://www.cesweb.org/exhibitors/sponsorships/sponsorships.asp>

More Expensive At-Show Promotions

19. Hire a performer to attract attention to your booth



Photo credit: Jon Petz, Trade Show Magician

More Expensive At-Show Promotions

20. Have a raffle or sweepstakes



Photo credit: <http://www.flickr.com/photos/44244119@N08/4076838962>

More Expensive At-Show Promotions

21. Give a free sample of your product



Photo credit: <http://www.flickr.com/photos/barmano/3332052614>

More Expensive At-Show Promotions

22. Give a free sample of a product made with your product



Photo credit: <http://www.flickr.com/photos/insidethemagic/5186433060/>

More Expensive At-Show Promotions

23. Offer themed food, especially if it smells good



Image from [flickr.com/photos/komunews/4089507913/](https://www.flickr.com/photos/komunews/4089507913/)

More Expensive At-Show Promotions

24. Offer drinks to your booth visitors



Photo credit: <http://www.flickr.com/photos/eveos/5600348830>

More Expensive At-Show Promotions

25. Run presentations or video loops on large flat screens



Photo credit: <http://www.flickr.com/photos/eveos/5600348830>

More Expensive At-Show Promotions

26. Hire a celebrity that relates to your product or audience



More Expensive At-Show Promotions

27. Offer in-booth massages



Photo credit: <http://www.flickr.com/photos/spreeblick/35116837/>

Getting More of the **RIGHT PEOPLE** Into Your Booth

Skyline



8 Common Promotion Mistakes – and How to Avoid Them

Mistake #1: Get the Cheapest Giveaway Possible



Mistake #2: Pile Giveaways In Your Booth, And Then Ignore The People They Attract



Mistake #3: Offer Giveaways that Have No Tie-In to Your Message



Photo credit: <http://www.flickr.com/photos/foleymo/3975064118>

Mistake #3: Offer Giveaways that have No Tie-In to Your Message

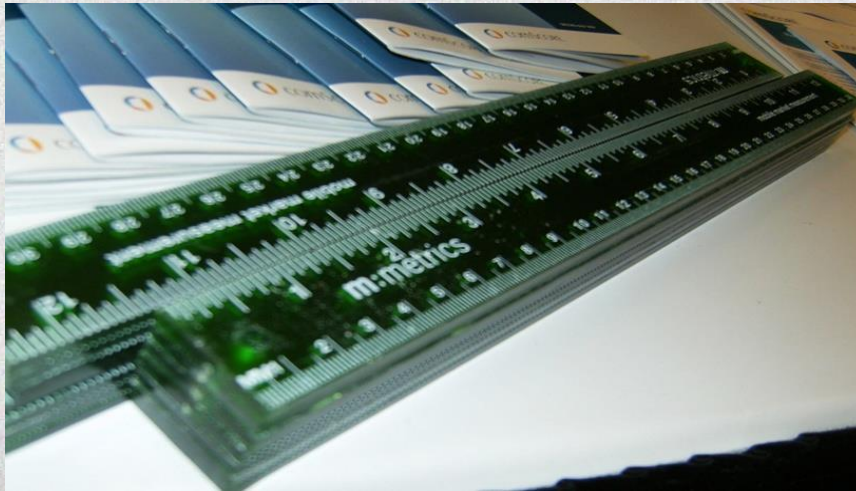


Photo credit: <http://www.flickr.com/photos/foleymo/3974299809>

Mistake #4: Don't Tell Your Staffers About Your Promotions



Mistake #5: Offer a Prize or Raffle Without Qualifying Entrants



Photo credit: <http://www.flickr.com/photos/acvbpr/3592312615>

Mistake #6: Treat Your Customers Like Strangers



Mistake #7: Hire a Celebrity, Then Ignore the Line



Photo credit: <http://www.flickr.com/photos/jasonbain/5786691657/>

Mistake #8: Give a Great Gift, Then Don't Follow Up



Let's Review

3 Questions To Ask Before You Choose Promos:

- What is your main exhibiting goal?
- What percent of the audience do you want to attract?
- What promotions will appeal to your target market?

Let's Review

Grab Bag of Promo Ideas

- Use email, mail, phone, ads, social media, and more to reach out to clients and attendees
- Consider which promotions you can do with personal effort and which take more financial investment
- Consider both pre-show invites and at-show activities to get more traffic and qualified prospects into your booth

Let's Review

8 Common Promo Mistakes – And How To Avoid Them

- Get quality promotions that will appeal to your audience and further your message, then train your staffers to use them to engage and persuade attendees.

Your Presenter

Skyline®

North America's leading designer and builder of custom modular exhibits and portable displays



Island Exhibits



Modular Inline Exhibits



Portable Displays

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What's Working In Exhibiting



- Updated 2015
- 43 -Page research report
- Best practices in trade show marketing
- How exhibitors are:
 - Increasing results
 - Stretching budgets

WindScape® Exhibit System

New WindScape air-powered exhibit system: light weight, ease, and speed reduces hassles, lowers costs



Q&A



Getting More of the **RIGHT PEOPLE** Into Your Booth

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Thanks for Attending!

More Information:

Website: skyline.com

Blog: skynetradeshowtips.com

Twitter: [@skylineexhibits](https://twitter.com/skylineexhibits)

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