

Trade Show Promotions



Getting More of the
RIGHT PEOPLE
Into Your Booth

Skyline®

Trade Show Promotions

Your presenters:



Jon Althoff

Sr. Director of Global
Marketing at
Skyline Exhibits



Sofia Troutman

Sr. Digital Marketing &
Product Innovation
Manager at Skyline Exhibits

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



Twitter: @SkylineExhibits



Please include us in your tweets about the webinar

Relax! We will email you links to:

- PDF of presentation slides
- Recording of this webinar session

Poll: Why Do You Use Trade Show Promotions?

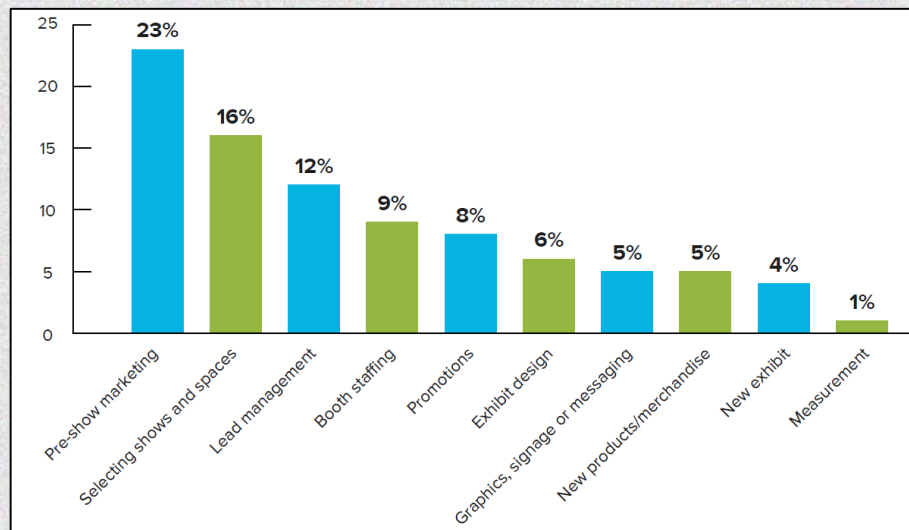
- To create awareness about a new product or service
- Get new leads who will be at the show
- Nurture existing clients
- Other
- We don't use promotions

AM Session

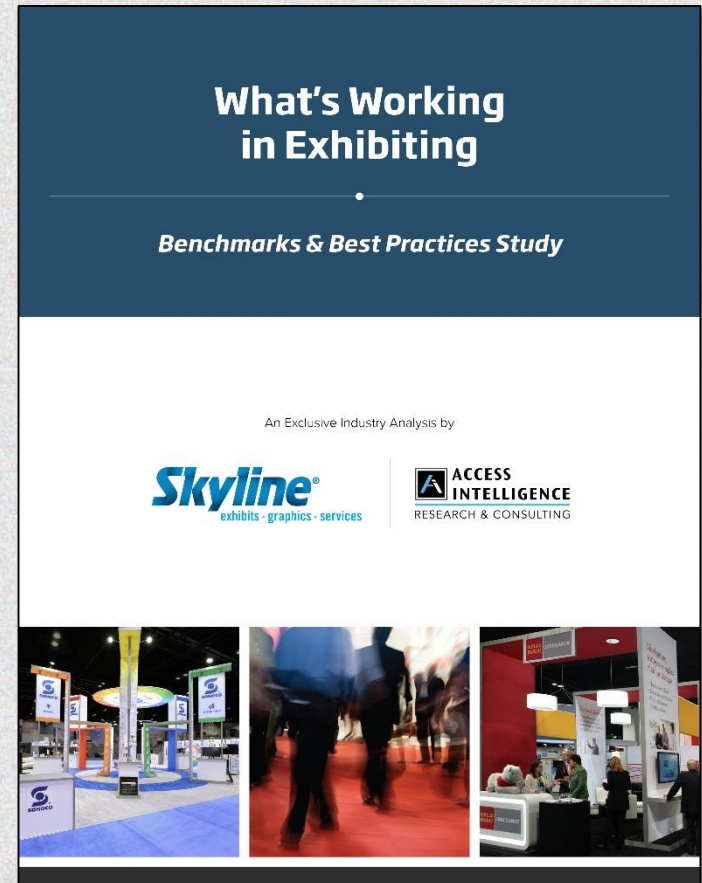
PM Session

Pre-Show Marketing

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



Source: "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?

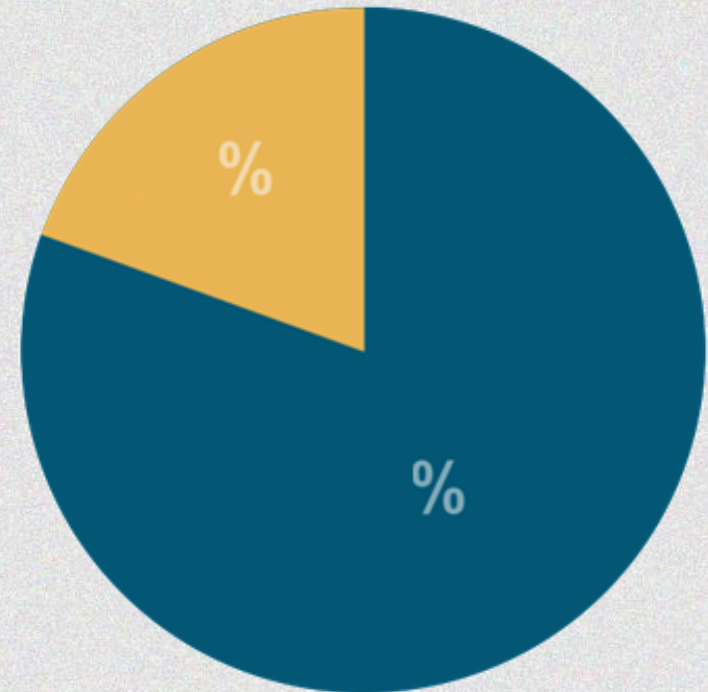
- Generate leads
- Increase awareness
- Strengthen client relationships
- Something else



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

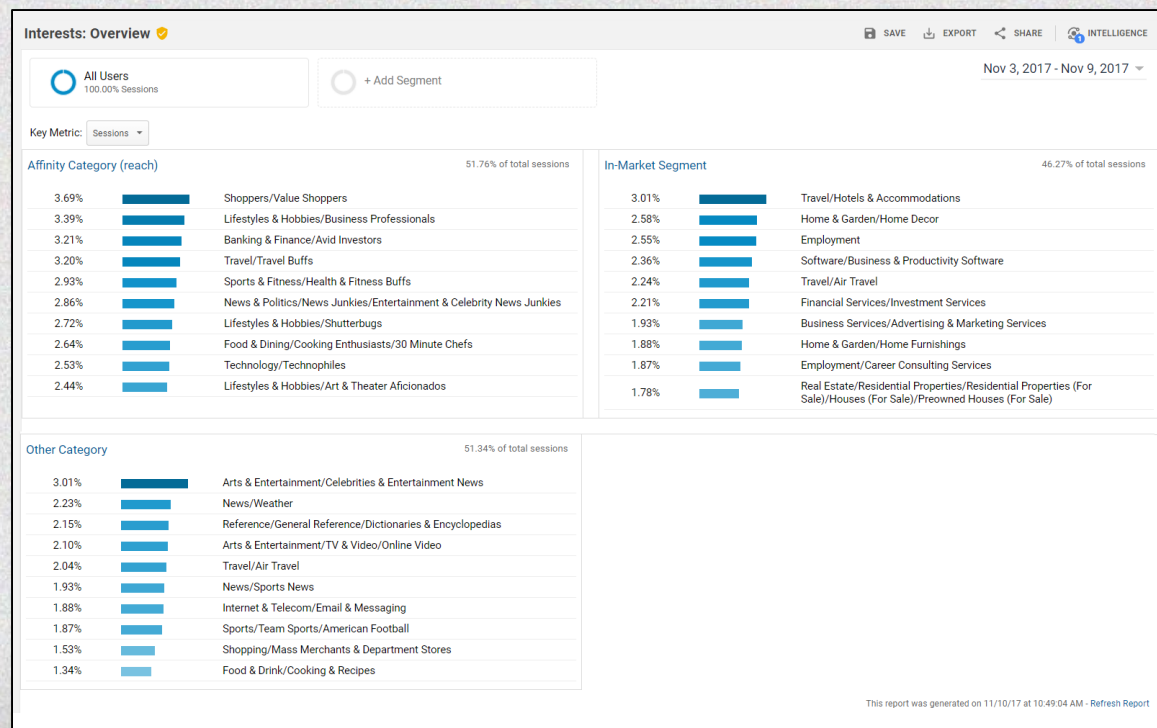


3. What Promotions Will Appeal to Your Target Market?

Start with your main marketing messages

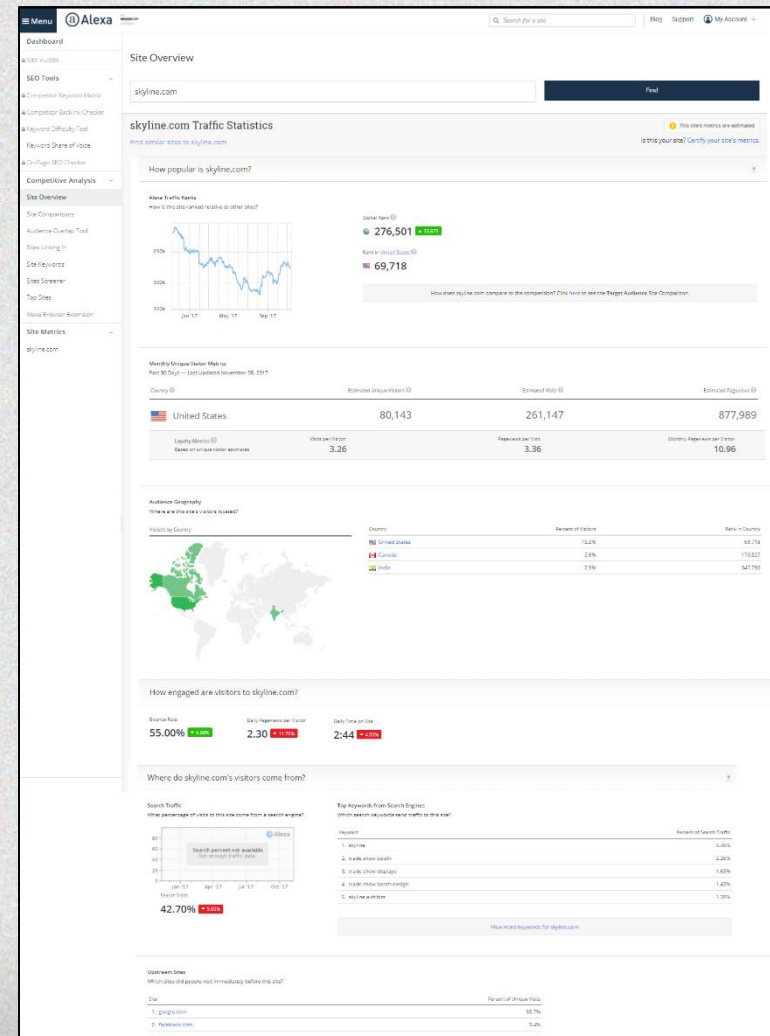
3. What Promotions Will Appeal to Your Target Market?

- 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



Who visits skyline.com?

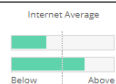
?

Audience Demographics

How similar is this site's audience to the general internet population?

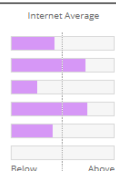
Gender

Male
Female



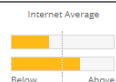
Age

18-24
25-34
35-44
45-54
55-64
65+



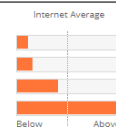
Has Children

Yes
No



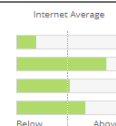
Education

No College
Some College
Graduate School
College



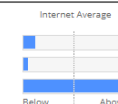
Income

\$0 - \$30K
\$30K - \$60K
\$60K - \$100K
\$100K+



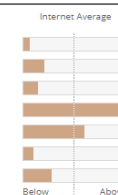
Browsing Location

Home
School
Work



Ethnicity

African
African American
Asian
Caucasian
Hispanic
Middle Eastern
Other



Who visits exhibitoronline.com?

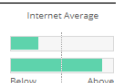
?

Audience Demographics

How similar is this site's audience to the general internet population?

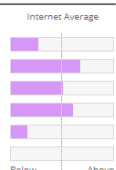
Gender

Male
Female



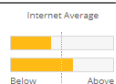
Age

18-24
25-34
35-44
45-54
55-64
65+



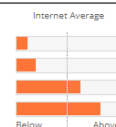
Has Children

Yes
No



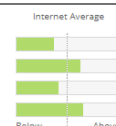
Education

No College
Some College
Graduate School
College



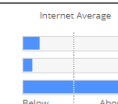
Income

\$0 - \$30K
\$30K - \$60K
\$60K - \$100K
\$100K+



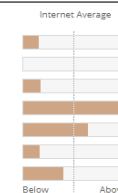
Browsing Location

Home
School
Work



Ethnicity

African
African American
Asian
Caucasian
Hispanic
Middle Eastern
Other



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

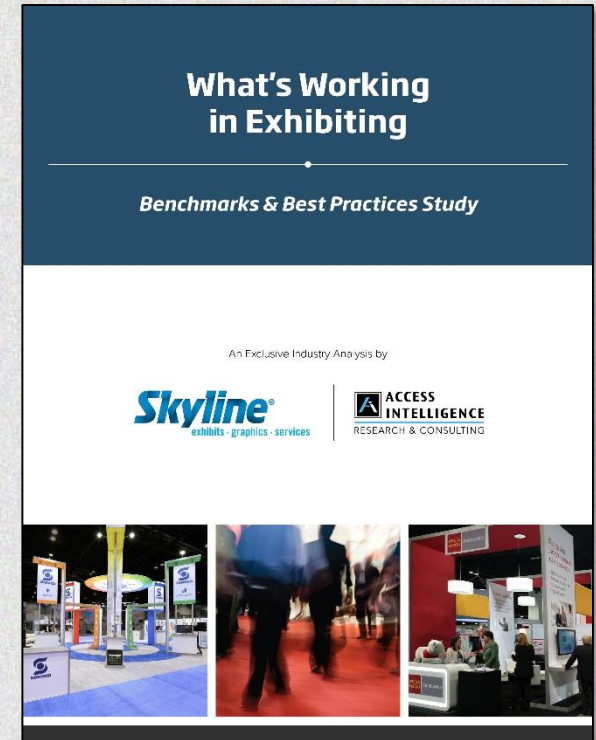
Skyline



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

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%
- Ad magazines /Websites 29%
- **Mailers** 21%
- Post-Cards 20%
- Other event mgmt. tools 17%
- Other social media 13%
- YouTube 8%
- Dimensional mailers 1%
- Other 10%



Source: "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

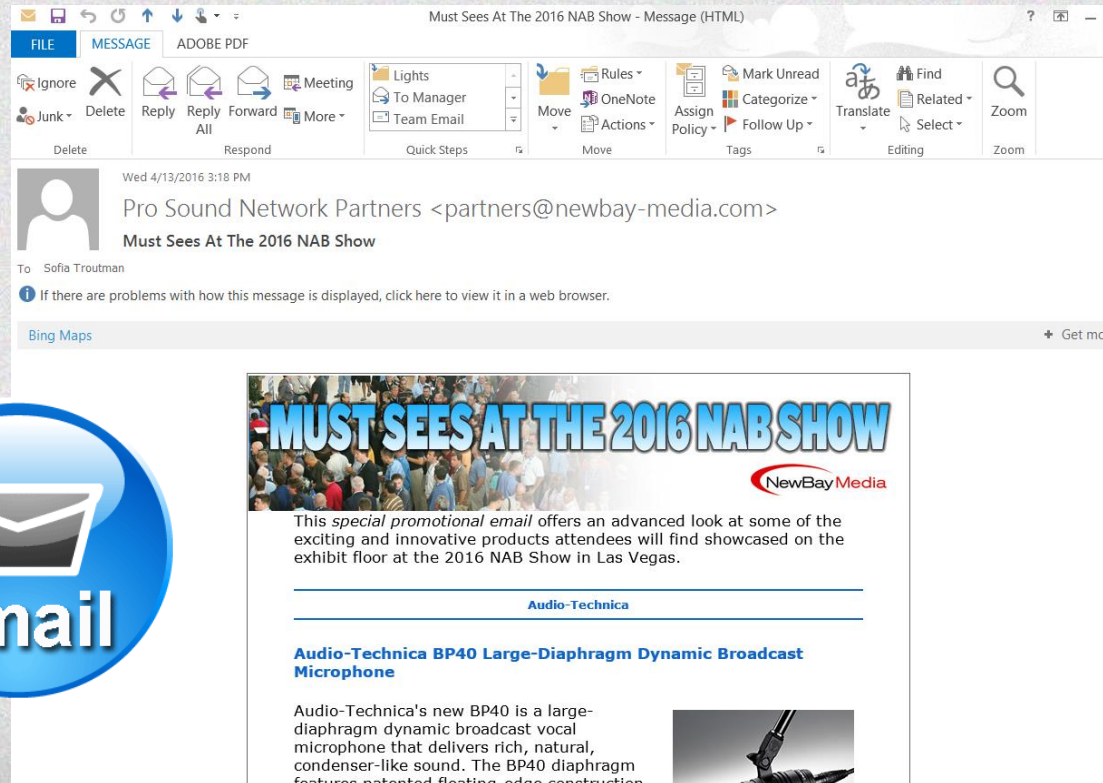
1. Post your **trade show schedule on your website** with a link to sign up for appointments

The screenshot shows the St. Jude Medical website's Events Calendar. The header includes navigation links for NEWSROOM, CAREERS, INVESTORS, and a language selector set to English (United States). Below the header, the 'EVENTS CALENDAR' section features a map of the United States with three red location pins. To the right of the map are filter options: 'Filter Options', 'A-Z', 'Date', 'Calendar', and 'List'. A search bar is also present. The calendar lists three events:

- NOVEMBER 11 2017**: Dallas, TX. **Neuromodulation 201**. This two-day program is designed for fellows committed to pain management and practical applications of spinal cord stimulation after fellowship completion. Includes 'Add to Calendar' and 'Event Details' links.
- FEBRUARY 07 2018**: Webinar. **Advanced SCS Cases and Procedures**. This webinar course is designed to present best practices, management options and considerations for complicated patient pathology and/or symptomology. Includes 'Add to Calendar' and 'Event Details' links.
- FEBRUARY 23 2018**: 334 Meeting St., Charleston, SC. **Women in EP Arrhythmia Symposium**. The 2018 Arrhythmia Symposium for Women in Electrophysiology offers women in electrophysiology a forum to discuss ground-breaking technologies and leading-edge questions in electrophysiology. Join St. Jude Medical experts and key opinion leaders on Feb. 23-24, 2018. Includes 'Add to Calendar' and 'Event Details' links.

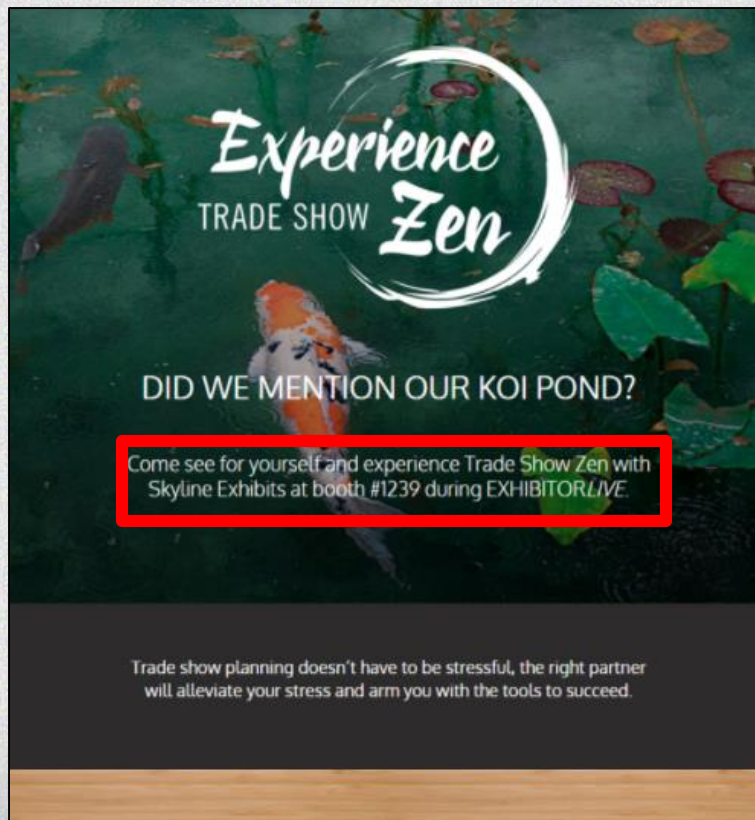
Inexpensive Pre-Show Promotions

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



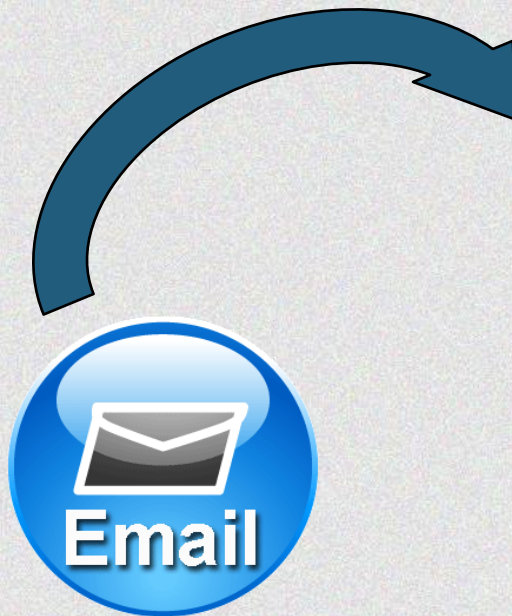
Inexpensive Pre-Show Promotions

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



Inexpensive Pre-Show Promotions

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



Verifone

Smart Commerce for the Connected World:
Payments Today, **Smarter Commerce Tomorrow.**

ETA: TRANSACT 2017
BOOTH #510

May 10th-12th, 2017
Mandalay Bay Hotel
Las Vegas, NV

EMV, Mobile Payments, Mobile POS,
Payment Security, Payment
Management ... Whatever your
payment needs, Verifone has a
solution.

Want to meet to discuss
Payment Solutions?

First Name*

Company*

Email*

Briefly describe
what you would like
to discuss

*For meeting requests, please specify
proposed time and date.

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



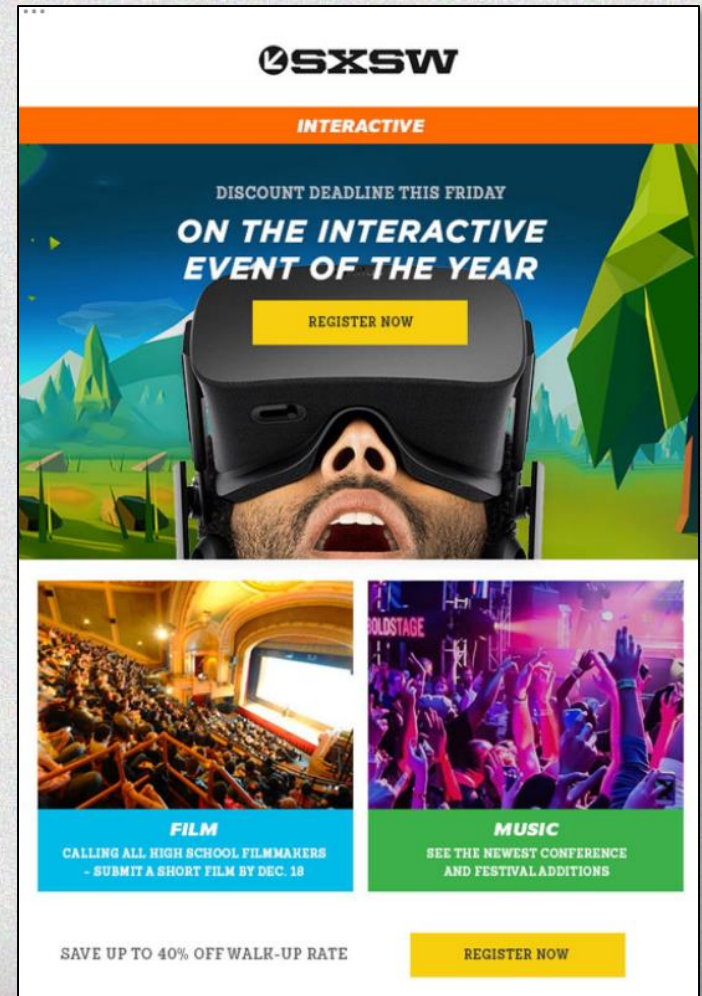
Inexpensive Pre-Show Promotions

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

	<u>Pre-Show</u>	<u>At-Show</u>	<u>Post-Show</u>
			
			
			
			
			

Inexpensive Pre-Show Promotions

8. Use social media to reach more attendees

Social Media webinar recording:
skyline.com/social-media-webinar

 **PRG** @PRGLive

#USITT2016 is now! Visit booth #1515 & you could win PRG swag in the 5PM raffle
bit.ly/1LF2kY7 @usitt



Which Social Media Show Promotions?

Pre-Show

facebook



twitter



LinkedIn



WordPress



YouTube



Inexpensive Pre-Show Promotions

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

ETC to unveil new products and new booth design at LIGHTFAIR International



ETC is set to make a big impact on stand #525 at the LIGHTFAIR International tradeshow, May 9th through 11th, 2017, in Philadelphia. The company will have a new stand at the show that will be full of new architectural-lighting products, including some that will make their debut at LIGHTFAIR.

Emergency lighting

Attendees to this year's LIGHTFAIR tradeshow will be able to see the newest products in ETC's emergency-lighting family. The SC1008 Branch Circuit Emergency Lighting Transfer Switch (BCELTS) helps venues meet fault-current rating and endurance requirements, as it is the first UL-Listed BCELTS product to meet 2017 NEC requirements.

Mimaki USA to Showcase UCJV Series Cut-And-Print Devices at SGIA 2017

[Share](#) [in](#) [Share](#) [Tweet](#)

9/28/2017

At the upcoming Specialty Graphic and Imaging Association (SGIA) annual exhibition, scheduled for October 10-12 in New Orleans, Mimaki USA will be demonstrating a number of new products against the backdrop of the Mimaki Microfactory. Visitors are invited to stop by the Mimaki USA main booth 1231 to explore the following:

UCJV Series cut-and-print devices

The new UCJV Series UV-LED cut-and-print devices are the only 64-inch UV printers offering in-line cutting capability and models featuring white ink to enable four-layer printing. The UCJV Series is available in two models: the four-color UCJV150-160, and the UCJV300-160 that can accommodate up to seven ink colors. Each can produce a wide variety of print-and-cut applications offered by many signage, commercial and packaging print service providers. UV-LED curing technology enables print service providers to utilize an expanded range of media including many thin film substrates that may be too sensitive for latex or other high heat fixation systems.

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

The screenshot shows the SEMA Show website. At the top, the header includes the location "LAS VEGAS CONVENTION CENTER | LAS VEGAS, NEVADA" and dates "OCT 30 - NOV 2, 2018". A navigation bar contains links for "ABOUT", "EXHIBITORS", "ATTENDEES", "MEDIA", "EVENTS", "FAQS", and "CONTACT US". Below this, there are buttons for "BUY A BOOTH", "ATTEND SHOW", and "REGISTER". A banner ad for UPS is highlighted with a red box and a red arrow pointing to it. The ad text reads "Visit us at SEMA Booth 32233". Below the banner, the "SEMA Show Education Days" section is visible, featuring a large graphic with the text "SEMA EDUCATION" and "SEMA SHOW OCT 30-NOV 3, 2017 LAS VEGAS, NV". A calendar icon is present, and a message states: "Make time for education. Click the calendar icon to search by date. Thank you to everyone who attended a seminar at the 2017 SEMA Show. Stay tuned for the 2018 schedule." Below the message, there are five red calendar icons labeled "Monday", "Tuesday", "Wednesday", "Thursday", and "Friday".

More Expensive Pre-Show Promotions

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

















Continue the relaxation with a visit to BATHHOUSE Spa in Delano, next to Mandalay Bay. Too busy at ExhibitorLIVE to go to the BATHHOUSE? You get a local spa gift certificate to use in your hometown instead! Visit our website to register to win one of three gift certificates valued at \$200.



More Expensive Pre-Show Promotions

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

 <p>Wenger Men's 'Urban Metropolitan' Swiss Quartz...</p> <p>★★★★★ 9</p> <p>\$54.99</p>	 <p>Swiss Precimax Men's SP13040 Verto Pro Black...</p> <p>★★★★★ 8</p> <p>\$149.25</p>	 <p>SONGDU Unisex Multifunction Chronograph Watch...</p> <p>★★★★★ 39</p> <p>\$24.99</p>	 <p>SONGDU Men's Rubber Watch with Arabic Numerals...</p> <p>★★★★★ 8</p> <p>\$13.99</p>	 <p>Frederique Constant Mens Classic Yellow Gold...</p> <p>\$299.99</p>	 <p>Armitron Sport Men's 40/8391BRD Red Accented...</p> <p>★★★★★ 11</p> <p>\$18.89</p>	 <p>Victorinox Men's 241675 Analog Display Swiss...</p> <p>★★★★★ 37</p> <p>\$135.50</p>
 <p>Fossil Men's FS5151 Grant Chronograph Stainless...</p> <p>★★★★★ 49</p> <p>\$78.98</p>	 <p>Fossil Men's FS4774 Machine Smoke Stainless...</p> <p>★★★★★ 172</p> <p>\$67.98</p>	 <p>Invicta Men's 6981 Pro Diver Analog Swiss...</p> <p>★★★★★ 1,162</p> <p>\$89.99</p>	 <p>Fossil Men's FS4835 Grant Chronograph Leather...</p> <p>★★★★★ 142</p> <p>\$73.98</p>	 <p>Voeons Men's Watches Classic Black Steel Band...</p> <p>VOEONS</p> <p>★★★★★ 898</p> <p>\$15.99</p>	 <p>Diesel Men's DZ4318 Mega Chief Black Ip Watch</p> <p>★★★★★ 68</p> <p>\$142.98</p>	 <p>Aposon Men's Digital Sports Wrist Watch LED...</p> <p>★★★★★ 2,420</p> <p>\$12.99</p>

More Expensive Pre-Show Promotions

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

Case sent to top prospects
2 weeks before the show



Sunglasses are waiting for top prospects
to claim at your trade show booth



More Expensive Pre-Show Promotions

17. Ask the show for additional promotional opportunities



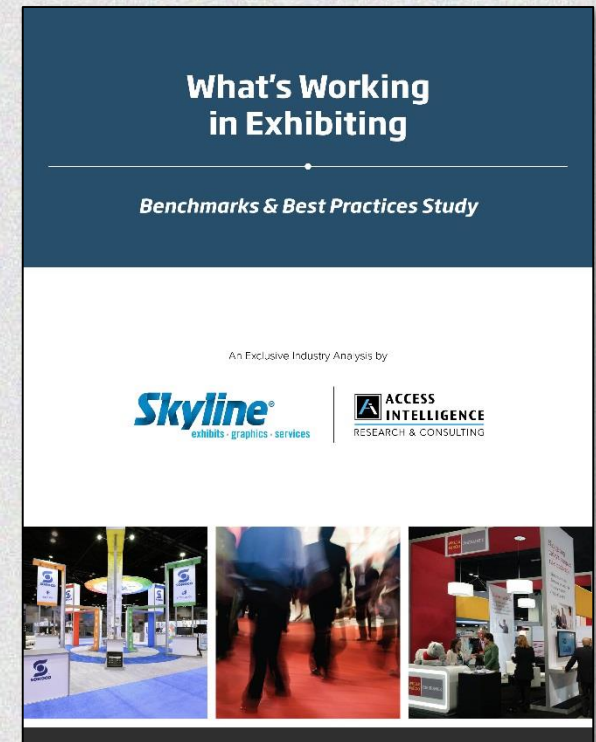
Scholarship Winners at EXHIBITORLIVE Show 2007

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%



Source: "What's Working In Exhibiting" 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



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, tradeshowbobsblog.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

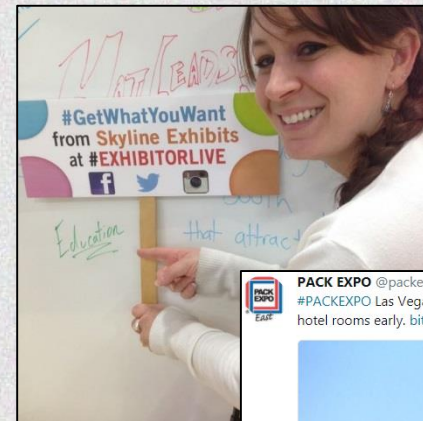
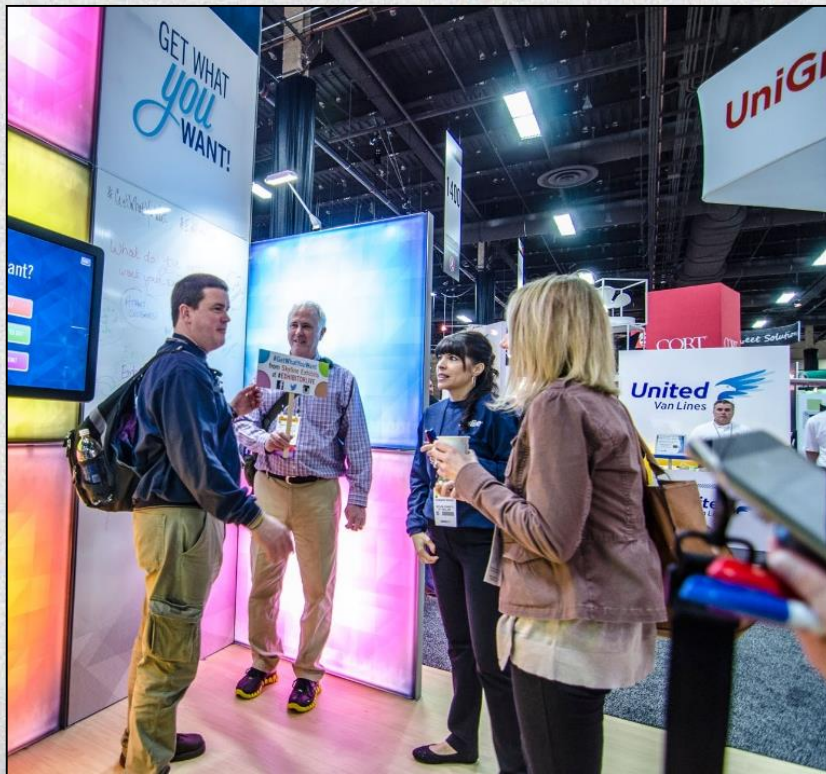
8. Add interactivity



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

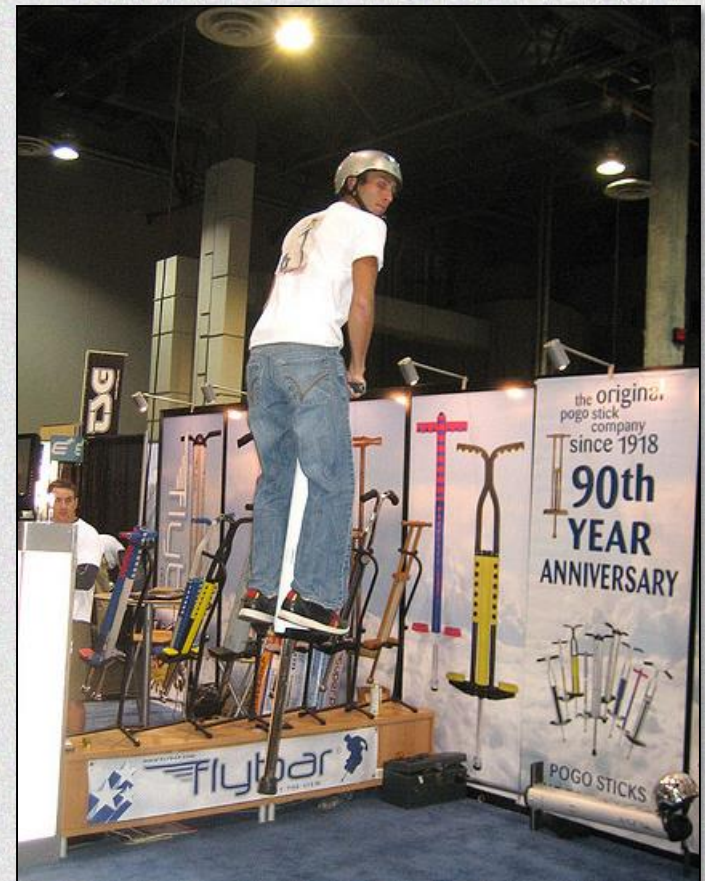
11. Have an engaging demo in your booth



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>

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

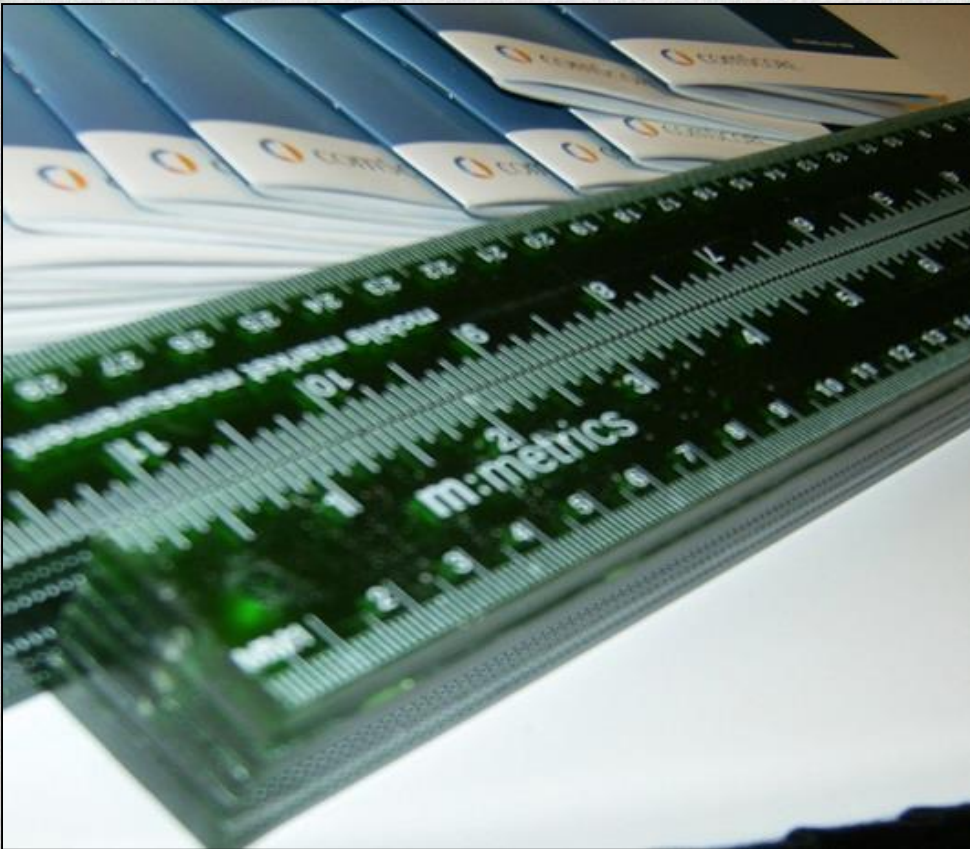


Mistake #3: Offer Giveaways that Have No Tie-In to Your Message



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

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



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

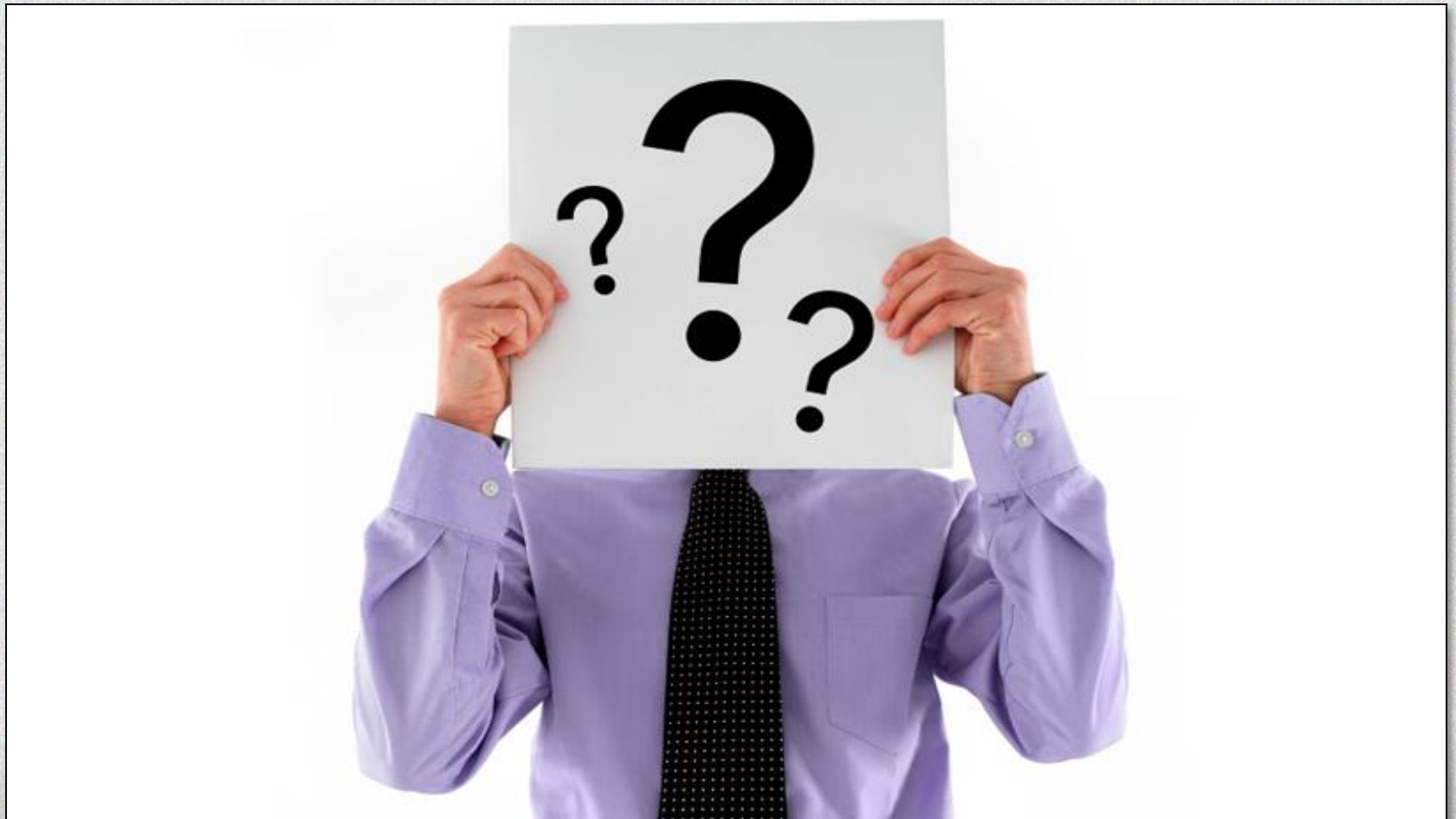


Mistake #5: Offer a Prize or Raffle Without Qualifying Entrants



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:



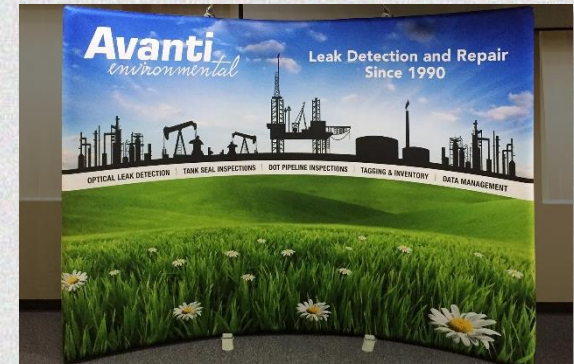
North America's leading designer and builder
of custom modular exhibits and portable displays



Island Exhibits



Modular Inline Exhibits



Portable Displays

Your presenter:



Provider of free trade show education



Live Seminars



E-Newsletter



Blog

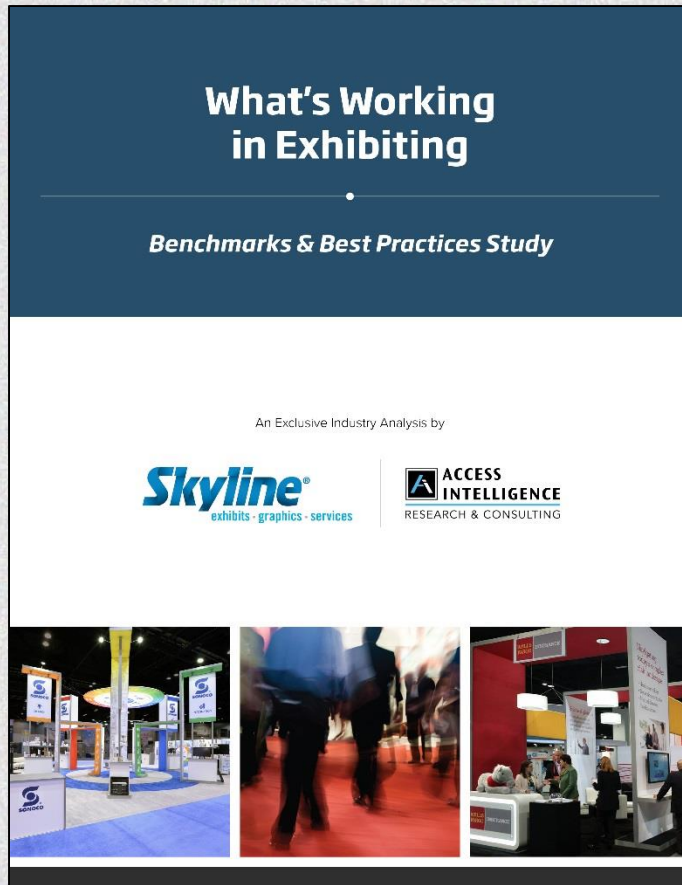


Books &
White Papers

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

Skyline

What's Working In Exhibiting



Skyline Exhibits and Access Intelligence Research & Consulting have worked together to develop this exclusive report on what is working best in event and exhibit marketing.

What's Working in Exhibiting digs into core themes endemic to event and exhibit marketing to find the latest strategies and most effective approaches. This report provides an inside look at the current practices of successful exhibitors.

Skyline® Curved PictureScape®

The PictureScape fabric framing system now has the capability to create curved angles and rounded corners to compliment everyone's brand. Nearly unlimited possibilities!



- Custom-Shaped Frame
- Clean, Custom Graphics
- Layered Look
- Unique Kiosks
- Accent Product Shelving
- Unbeatable Workmanship

Q&A

A hand is reaching up towards the 'Q&A' text. The background is a blurred crowd of people, suggesting a public event or conference.

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

Skyline



Thanks for Attending!

More Information:

Website: skyline.com

Blog: skynetradeshowtips.com

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

Skyline®
exhibits • graphics • services