



Depending on the size of the show, your PR strategy can include:

- > Send releases to local editors and television reporters covering the event - 4 weeks prior
- > Prepare media packets to trade pubs (4 months prior) or local media (4 weeks prior)
- > Call specific editors (1 week prior)
- > Send media invitations to your booth - consider inviting them 1/2 hour before the show opens for photo opportunity
- > Demonstrate at the booth
- > Schedule press interviews
- > Contribute to a forum or on-line conference room
- > Followup with media after the show - offer to write an article on the show and your participation
- > Put media releases about the show, your participation and surprises they will see at the booth on your web site
- > Announce your booth number and show location on your voice mail and add it to your email address

Suggested materials include:

- > A one sheet highlighting your new product/service
- > Fact sheet on the company
- > Company brochure and other materials
- > Media packet or folder with contact information
- > Media invitation
- > Product samples and color photos
- > Small promotional items imprinted with company information
- > A fill-in-the-blank news release that leaves out key information. They have to come to your booth to get the scoop.

When you measure your results 6 months after the show (you are doing this aren't you?), measure the value of your PR campaign. Did people who could not attend learn about your company through the media? Did the "implied endorsement" of the media add so much to your credibility that customers bought sooner or in more volume? The best way to measure this is to ask customers how they found you. You are doing this too..right? I suggest using PR to increase your trade show ROI.

2. \*\*\*\*\* RESOURCE REVIEW \*\*\*\*\*

I recommend the following book on Trade Show Marketing. Want it now? Just click to buy it, get it fast and pay a great price from Amazon.

How To Get The Most Out Of Trade Shows by Steve Miller - Hard cover  
<http://www.amazon.com/exec/obidos/ASIN/0844223476/custommarketings>

paperback

<http://www.amazon.com/exec/obidos/ASIN/0658009397/custommarketings>

3. \*\*\*\*\* TIPS, TRENDS, STATS AND STRATEGIES \*\*\*\*\*

Year 2000 trends in trade shows include

- \$ Large bold full color graphics on booths
- \$ Booth staff wearing "wearables" (matching shirts or clothing with the company logo, not a business suit)
- \$ Fewer paper handouts - offer to send them to interested attendees.
- \$ More demonstrations and events to keep people at the booth longer - chefs cooking, pipers piping and games
- \$ Using direct mail to lure them to the booth for a free gift or great experience

Stats of the month

According to a study by Tradeshow Week Magazine, from 1990 - 2000, senior executives at Integrated Marketing Companies have seen exhibit space revenue increases of 53%, a 33% increase in conference and seminar events and 28% increase in attendance.

Marketing strategy idea #101

The Marketing Coaches offer trade show seminars and consulting. We have custom designed a 1-3 hour seminar entitled "Trade Show Success.. Don't Roll The Dice On Marketing" for business groups and chambers. Reserve your 2001 date by calling me at (847) 895-6449.

4. \*\*\*\*\* INSIDER IN-SITE - "Insider" site of the month \*\*\*\*\*

Want to find more shows to visit or places to exhibit?

Here are some sites to try.

<http://www.exponet.com>

<http://www.eventsource.com>

<http://www.EXPOguide.com>

5. \*\*\*\*\* QUOTE OF THE MONTH \*\*\*\*\*

"I learned that the only way you are going to get anywhere in life is to work hard at it. Whether you're a musician, a writer, an athlete or a businessman, there is no getting around it. If you do, you'll win, if you don't, you won't."

Bruce Jenner, Olympic Gold Medalist, Decathlon

"If you can't respond to customers expectations in real time,

you run the risk of becomming e-toast."

Albert Langenskamp, Chairman, Sigma Micro Corp.

6. \*\*\*\*\* FUNNY STUFF - Topical Humor \*\*\*\*\*

Is your company using time consuming, dead end projects?

While planning your next trade show, don't use this "Dead Horse Theory"

Dakota tribal wisdom says that when you find you are riding a dead horse, the best strategy is to dismount. However, in the world of business, we often see other strategies such as:

1. Whip harder
2. Change riders
3. Appoint a committee to study the dead horse
4. Harness several dead horses together for increased speed
5. Promote the dead horse to a supervisory position
6. Remind them that "this is the way we have always ridden this horse"

7. \*\*\*\*\* SURVEY ON LINE \*\*\*\*\*

What has worked for you at your trade show booth? Email me with your trade show success story and I may include it in the next issue.

Carol Coram of Newport Promotions emailed her response to last month's survey. She said that her biggest marketing challenge is assuring that clients spend their marketing dollars on an item that fits their marketing objectives. She encourages them to be creative. Thanks for the feedback Carol.

8. \*\*\*\*\* Monthly Rant \*\*\*\*\*

Don't you love exhibitors who accost you in the aisle, stuffing literature and a "gift" in your hands? They don't know if you are interested in what they sell. Their company spent big bucks to send them to this show, and their goal is to get in your face. What happened to the conversation and exceeding customer's expectations?

9. \*\*\*\*\* Marketing speak \*\*\*\*\*

Marketing definition of the month

"NICHE" TRADE SHOW - A niche show is one attended only by people who have an interest in that business or topic. We are seeing more and more of these. They are often sponsored by a trade publication in that industry.

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