

#TradeShow

HOW TO MAXIMIZE
BRAND IMPACT AT YOUR
NEXT TRADESHOW.



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CONTENT IS KEY

What Do You Have to Say?

- Promoting your company, brand, and presence
- Offering articles and relevant items of interest
- Following a cadence of outgoing communication



Delia Associates @DeliaAssociates · 7 Nov 2016

Interested in talking about integrated #marketing and #branding at #PackExpo? We are walking the floors, DM us to set up a time to meet!

Get to your next.

CONTENT IS KEY

Hashtags

- If the show has a show hashtag, use it!
- Do show partners/sister companies also use a unique hashtag? Use that, also.
- BE *part of the conversation*.

Shoutouts

- If the show's organizer is on social, tag their handle.
- Often the show itself will like or retweet your posting.
- Tag all exhibiting companies when discussing them.



Delia Associates @DeliaAssociates · 8 Nov 2016

We want to express our #thanks to @PMMIorg and @packexposhow for putting on another GREAT #PackExpo this year! Impressive as always!

UNDERSTANDING YOUR TARGET

What are your goals for the show?

- Feature a new product/innovation
- Generate leads
- Distribute information

Who is attending?

- Names
- Titles
- Specific Companies



UNDERSTANDING YOUR TARGET - INFLUENCERS

The importance of influencers: creating a domino effect

Who is on your side?

- Work with past contact points
- Assemble brand champions
- Set up strategies for cross promotion
- Hire services to promote your presence



PRE-SHOW RESEARCH: THE COMPETITION

- Who are your main competitors at the show?
- Where are they located on the floor?
- Watch them before, during and after the show
- What are they doing on website, social, or other marketing channels to promote their presence?

YOUR SHOW STRATEGY

You have your goals.

Achieving them starts with . . .

Your Theme.

YOUR SHOW STRATEGY - THEME



Pre-show communications generated interest for a new product introduction with:

“The Next is Coming.”

At the show, the new product debuted with the message:

“The Next Is Here.”

YOUR SHOW STRATEGY - THEME



Using the theme "Experience," Zip-Pak offered numerous zipper samples for attendees to interact with, and literally "Experience the Difference."

It is imperative to have a cadence of communications before, during, and after an event.

YOUR STRATEGY – **BEFORE THE SHOW**

- Leverage the show website directory
- Run a pre-show trade advertising campaign
- Secure the attending media list
- Secure the attendee list if available
- Prepare and deploy a pre-show press release
- Prepare and deploy pre-show emails and hard copy mailers

YOUR STRATEGY – **BEFORE THE SHOW**

- Develop a “See Us At . . .” banner on your brand’s website
- Craft a landing page to explain key reasons why attendees should visit you at the show; include a simple form to schedule a meeting during the show



YOUR STRATEGY – BEFORE THE SHOW

BIHLERMED About Products Resources News Room Contact [MY ACCOUNT](#)
Together, healthier happens.

view
MEDICAL

**BihlerMED to Debut Surgilight,
Flexible Surgical Lighting Solution, at
AAOS 2017**

LEARN MORE

**BIHLERMED TO DEBUT SURGILIGHT, FLEXIBLE
SURGICAL LIGHTING SOLUTION, AT AAOS 2017**
February 27, 2017

(Phillipsburg, NJ – February 2017) BihlerMED, a leading provider of medical illumination technology and devices, in partnership with View Medical, will introduce the Surgilight surgical lighting system at the annual meeting of the American Association of Orthopedic Surgeons (AAOS 2017), at the San Diego Convention Center, March 14-18. Attendees will have the opportunity to experience demonstrations of the lighting device in person at BihlerMED Booth #4914. "AAOS 2017 is the ideal place and time to introduce Surgilight, considering the critical importance that precision lighting plays in today's orthopedic procedures," commented Dan Coppersmith, Sales and Marketing Manager for BihlerMED.

SURGILIGHT OVERCOMES TRADITIONAL SURGICAL LIGHTING CHALLENGES
Surgilight provides versatile and safe illumination, which can be focused on specific surgical procedures. The device overcomes the limitations of traditional overhead surgical lighting by allowing the LED light source to be precisely directed above the patient via a long, flexible and maneuverable shaft. Overhead mounting is easily achieved by replacing the light handle; mounting to side rail clamps is another essential option. The result is the safe illumination of a precise surgical area from virtually any angle. "When surgeons are working with overhead lighting, their head and hands often create unwanted shadows," explains Coppersmith. "With Surgilight's highly maneuverable and adjustable illumination, shadows are nix'd and easily mitigated."

CONTACT US

Name*

Email*

Phone*

Company*

Additional comments...

Enter Text Below **Q VKZ**

Home page banner leading to a page of supporting information, with contact form.

YOUR STRATEGY – **BEFORE THE SHOW**

- Consider a paid search program to make the most of top search results
- Deploy social “see us at” messages to corporate social pages as well as personal pages of employees willing to share
- Prepare a press kit to deliver the press room upon arrival, including all ad materials, press, and high quality photos
- Use a temporary “See us at” email signature



YOUR STRATEGY – DURING THE SHOW

Strategically position takeaway items and simple handouts in your booth, which also supports your show theme



YOUR STRATEGY – **DURING THE SHOW**

- Schedule evening entertainment opportunities (that align with your brand) for VIP customers and prospects
- Live-Tweet and make social posts daily, with real time reasons to visit (ex: a demo going on)
- Expand your visibility and advertising opportunities in the exhibit hall with signage, show dailies, sponsored areas, etc.

YOUR STRATEGY – **DURING THE SHOW**

- Take advantage of a speaking and panel discussion opportunities
- Share candid photos of customers and VIP visitors who come to your booth
- Capture live candid video of any willing customers
- Use interactive displays
- Provide really good, readily available food and drink; everyone loves that!

YOUR STRATEGY – **AFTER THE SHOW**

- Debrief with your team, strategize about a full team approach for lead outreach, and share any valuable learnings from the show for post-show materials and social media posts.
- Distribute an e-mail out to all visitors the week following the event.
- Reach out to all leads no later than two weeks following the event.
- Create a “Thank You” e-blast & landing page
 - Include photos, videos, any other elements captured from the show
 - Use a “social aggregator” to display all of your show posts on a specific page on your website.
- Write a post-show blog and always put it out to social channels!

ENHANCING ENGAGEMENT – YOUR THEME “#”

You have your show goals and theme.

Now brand them *socially* with your own unique hashtag.

#DeliaLovesSocial

ENHANCING ENGAGEMENT - PARTICIPATION

Increase probability of engagement with your audience around show communications by inviting them to participate in the conversation.

Surveys: Setting up a landing page or building a simple survey with an online tool such as SurveyMonkey or Google Apps.

Contests: Creating a microsite with all contest elements and rules

Querying the Audience on a Topic: A single question out to the audience. Make sure to give them a hashtag to reply with so you can aggregate their responses.

Ask for Feedback: Are you presenting something new? Ask people what they think!

MEASUREMENT & ANALYTICS

DATA: A key component of a successful tradeshow marketing strategy

Reach: How many impressions did your communications garner?

Engagement: How many likes, comments, shares, etc... did you receive?

Acquisition: How many new followers did you acquire?

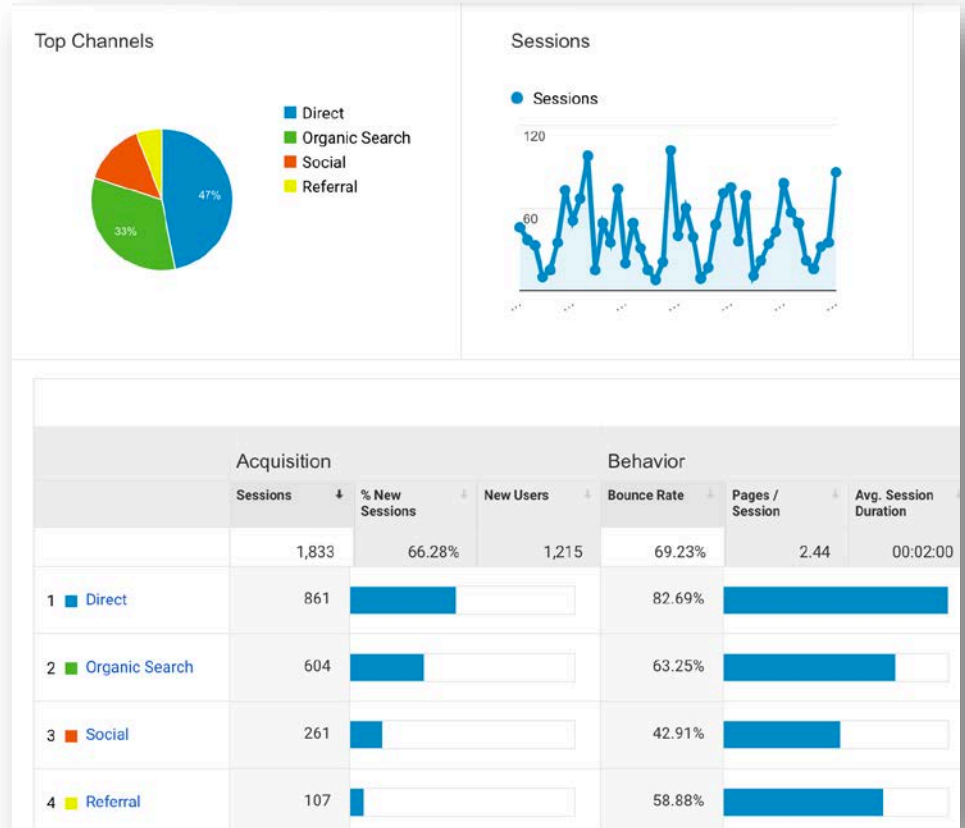
Conversion: If you gave the audience an actionable item, how many participated?

Activity: How did the communications affect other elements of your online ecosystem? Specifically your website traffic and referral sources.

MEASUREMENT & ANALYTICS

Make the most of your analytics

- Set up Referral Links
- Organize your analytics dashboard for optimal viewing
- Create custom dashboards just for the event
- Annotate your analytics timeline with your campaign communications



HOW TO USE THE DATA

- Build a baseline
- Compare to previous campaigns
- Direct your follow-up communications
- Enhance your next program's strategy
- Learn about your audience



#ThankYou



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