

Don't Just Exhibit at a Trade Show...

Own it!

*Presented by
Mark Litos to:*



Presentation Highlights

- Tradeshow ROI
- Tradeshow Landscape
- Opportunities
- Awareness & Engagement Strategy
- Case-Studies
 - On-Site and Off-Site
 - The Tools
 - The Results
- ROI Beyond the Tradeshow
- Q&A



The Modern Trade Show

- Effective marketing & sales venue?
- Must-attend event?
- Increased ROI?

Yes. Yes. And oh yeah.



Your Next Trade Show

- Home to captive audience
- Full of potential prospects
- Genuine face-to-face opportunity

**That's why you're here.
That's great.**



The Landscape

- You're familiar with it
 - Trade associations set the stage, attract the players and fill the event schedule
 - Your target audience walks the aisles
 - Exhibitors fall into the same habit, doing the same thing, the same way

Your commitment. Your Investment.

- You've done the hard work
- You've invested heavily
- You're on site

**Now what? Sit idle?
Hope for the best?
I don't think so.**



The Makings of a Strategy

- Dare to shake things up
 - Develop a theme that aligns with your value prop
- Interact / engage with your audience
 - In a meaningful and memorable manner
- Think “leads” to maximize your investment
 - Take control



Awareness & Engagement Strategy

- The Opportunity
 - Increase booth traffic
 - Capture valuable and critical leads
 - Build brand awareness
 - Increase visibility and promote a stronger presence
 - Expand the footprint of your booth to fill an entire show

The beauty of it all



Anywhere. Anytime. Any Which Way.

- Commands attention and drives results
 - Regardless of the size, location, or type of tradeshow
- Generates leads like a well-tuned machine
 - Actively seeking out rather than passively standing by
- Creates a buzz
 - Displays creativity and innovation
 - A reflection of your company / brand



3 Simple Rules

- Rule 1: Know your target audience
- Rule 2: Fun is allowed
- Rule 3: Attendees are people first

A&E: Take 1

CLIENT: ICE ENERGY

INDUSTRY: ENERGY

EVENT: DISTRIBUTECH

SHOW SITE: SAN DIEGO, CALIFORNIA

TARGET: UTILITY MANAGEMENT



On-Site Event

- The Objective:
 - To introduce a new energy storage technology and turnkey utility program
- The A&E Strategy:
 - To intercept attendees on show floor
 - Direct prospects to booth
 - Capture qualified leads
- The Theme:
 - A technology pop-quiz to test your Ice-Q



Introducing...

**“What’s *Your*
Ice Q?”**



Campaign Logo



Themed Props



Ice-Q Test



BOOTH 733



Ice Energy's Official Ice-Q Test Administered at: DistribuTECH® Conference & Exhibition

Applicant: _____

1. Frederick Tudor – Boston's "Ice King" – made a fortune in the 1800s shipping ice to Europe, India and the Caribbean from fresh-water sources in New England. On one four-month delivery run in 1833, 180 tons of ice left Boston. How many tons arrived in Calcutta?

- 100 50
- just enough for a tall gin & tonic

2. Storing energy at night – when electricity generation is cleaner, more efficient and less expensive – and delivering it during the peak of the day to provide cooling to a building can reduce daytime energy demand from air conditioning by as much as 95%.

5. A Cool Data® Controller is:

- technology capable of delivering real-time measurement, verification and reporting of Ice Bear performance in the field, enabling integration of aggregated storage resources directly into utility operations for optimal dispatch & control.
- a weather-controlling weapon endorsed by mad scientists everywhere
- yet another smart-phone app you don't need

6. What is the round trip efficiency of an Ice Bear thermal energy storage system on an AC-to-AC basis?

- 75% 85% 100%



Ice-Q Professors



Ice-Q Professor Administering Test



Professor at the Ice-Q Scoring Station



CERTIFIED
ENERGY STORAGE
SEEKER

The Results:

- 428 qualified leads
- Engagement with sales reps
- Visibility and awareness
- Sales team slept well every night



A&E: Take 2

CLIENT: ELI

INDUSTRY: LIGHTING

EVENT: WORLD ENERGY ENG. CONFERENCE

SHOW SITE: ATLANTA, GEORGIA

TARGET: COMMERCIAL BUILDING
OWNERS, OPERATORS AND MANAGERS



Off-Site Event

- The Objective:
 - Introduce an unknown company and a break-through technology
- The A&E Strategy:
 - Invite prospects to an off-site event
 - Present the technology
 - Engage in a meaningful manner
 - Capture qualified leads
- The Theme:
 - A “speakeasy” gathering of the Mob



Introducing...

**“The Offer
You Can’t
Refuse”**



2D Invitation to Attendee List



ELI is ready to make you **The Offer You Can't Refuse.**

If you're smart, you'll be listening with both ears.

As the kingpin in the design and manufacture of controllable lighting systems, Electronic Lighting, Inc., has definitely got the goods. At this year's World Energy Engineering Congress (WEEC), we've prepared a special event to give you the inside track on patented breakthroughs, making it possible to leverage lighting technology into a **COMPLETELY LEGAL** competitive advantage. We're talking load management, daylight harvesting, superior ROI, big pay-offs, and bigger savings...the whole mazzila here. Hey, relax, willya? Like we said, IT'S 100% LEGIT. Do yourself a favor. Get the Message, and be there at The Tabernacle as ELI lays it all out for you. (You wouldn't want us to have to send **The Boys** after you, are we right?)



Print Ad / Poster

It Has 101 Uses.

You Want Us
To Show You
Number 56?



Be at
The Tabernacle
tonight at 6:30 sharp.
Or you may qualify
for this lovely
"parting gift".

Psst!

You are cordially invited to accept The Offer You Can't Refuse, tonight at The Tabernacle. You will also be able to dance, gamble, eat and fondle the merchandise. That's 6:30 tonight - until we say it's time to take a powder. Be there at 152 Luckie Street, you lucky son-of-a-gun you.



3D Hi-Impact Invitation



Building a Buzz on the Floor



Presenting the “Goods”



The “Speakeasy”



Custom Photo Frame



The Offer You Can't Refuse
"Shot" With The Family

October Twentieth
Nineteen Hundred & Ninety Nine

T h e T a b e r n a c l e
Atlanta, Georgia



Set-Up by Electronic Lighting, Inc.



Event Photo Op



Promo Take-Away Package

COMMISSION TO SHED LIGHT
ON SUSPICIOUS ACTIVITIES (CSLSA)

CONFIDENTIAL

BUREAU OF FEDERAL INVESTIGATIONS

File# WEEC-99

Alleged Perpetrator: ELI
aka Electronic Lighting, Inc.

Promo Take-Away Package

INVESTIGATION: Operation "LIGHTS-OUT"	
NAME: Joseph Desmond	
KNOW ALIASES: Joey Fedora, Joey "the Operator", Joe "the Fixer", "Killer App Joe", "Basooka" Joe Desmond	
D.O.B.: unknown	
HEIGHT: 5' 10"	
WEIGHT: 165 lbs.	
HAIR: brown	
EYES: hazel	
COMPLEXION: fair	
SCARS/MARKS/TATTOOS: birthmark resembling utility load profile on left wrist	
LAST KNOWN LOCATION: Newark, CA	
HISTORY, LIST OF CRIMES, MODUS OPERANDI, COMMENTARY:	
<p>1.) Syndicate kingpin behind "The Offer You Can't Refuse"</p> <p>2.) Masterminds (apparently legitimate) heists for client companies in the form of <u>controllable lighting solutions</u> that deliver unprecedented returns on investment.</p> <p>3.) Delivers enhanced worker productivity - without busting heads.</p> <p>4.) Enables the seamless enterprise-wide integration of lighting systems with <u>market-leading IT solutions.</u></p>	
PROBABILITY OF CONVICTION:	
Agent-in-charge thinks we've got Desmond stone-cold for "tax evasion."	
FINGERPRINTS: recorded 5/7/98	
 <p>LEFT RIGHT</p>	
<p style="text-align: center;">RECEIVED [10/6/99]</p> <p>SIGNED: <i>J. William Johnson</i></p>	

DON'T HAVE ANY IDEA WHAT THE UNDERLINES MEANS, BUT IT SURE SOUNDS ILLEGAL!

INVESTIGATION: Operation "LIGHTS-OUT"	
FILE#: 111178	
SITE: Jones Day Building, International Center Dallas, Texas	
	
ACTIVITY:	
<p>Latest field reports reveal Subject Organization moving into new-construction real estate in a big way.</p> <p>Harwood International is a mover and shaker in international real estate and investments, with developments throughout the world. Recently entered into an "agreement" with Subject Organization to install controllable lighting system in <u>every fixture</u> at the Jones Day Building, a hoity-toity business address.</p> <p>According to information assembled from <u>various</u> (legal?) wire tapes, deal will result in demand reduction of <u>78 kW</u> per month over the <u>66-watt</u> output alternative and a reduction in operating costs of nearly \$20,000 a year. Furthermore, the incremental cost of installing an ELI dimming system will be recovered in less than 2 years.</p>	
<p style="text-align: center;">RECEIVED [10/6/99]</p> <p>SIGNED: <i>J. William Johnson</i></p>	

GET FINGERPRINTS IN FORENSIC ADJUSTING TO LABORERS PRICING - THESE NUMBERS CAN'T BE RIGHT!

The Results:

- 500+ in attendance off-site
- 300+ promo take-away packages
- 200+ guests returned for photo keepsake
- Visibility and Awareness
- The Don was pleased



ROI Beyond the Event

- Create pre-show buzz
 - Initial outreach tools and tactics
- On-show
 - Event media, video / image capture
- Post-show
 - Lead follow-up
 - Leverage PR



Awareness & Engagement

- The possibilities are endless
- The opportunities are real
- The next show is *YOURS*

Own it!



Thank You for Your Attention

Questions?
Fire away.

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@LitosComm





STRATEGIC COMMUNICATION

litoss.com