

## **The contemporary trade show's "killer app": The themed event.**

A bit of creative thinking coupled with an industry trade show can turn a typical "come up to my suite for a drink and a pitch" session into a high impact, impossible-to-forget event that's talked about in industry circles long after it's over. By piggy-backing a themed event onto a well respected and well attended industry event, this distinctly customized approach offers you the opportunity to deliver the ultimate sales pitch - to a captive audience - in a controlled setting.

### **Let the trade show organization do the tough stuff.**

Let it build, market and promote the event and capture your target audience. That's what trade shows do and, for the most part, do well. Meanwhile, you know your industry. You know the one big annual industry show you must attend every year (or will if you're a newcomer who needs to build an industry presence and compete for market share).

### **Hold hostages for 3 + days.**

Just think - what if you could command the attention of your best prospects? Or grab the lowest hanging fruit? Guess what? You can. Your target audience is held hostage for 3 days. Think beyond the trade show floor and make the most of your trade show investment.

### **Use your tools.**

The attendee list. Program. Website. They're all available to you as a trade show exhibitor. Take advantage of these tools and optimize your efforts. After all, you invest your time, resources, travel and expense. It only seems reasonable to make the most of your investment and yield a stronger ROI. Remember, this is YOUR opportunity.

### **Think far outside the box.**

A well-themed off-site event will provide the ultimate setting - the quality time to present your technology or services, fully engage with your prospects, build credibility, develop relationships (and all the while, have fun). A creative theme, fully aligned with your value proposition, represents a huge opportunity on today's trade show circuit. Loosen up. Relax. Take the lead in transforming *business as usual* at your next big event.

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**Or think *inside the box* - just more creatively.**

If your budget doesn't allow for a full-blown off-site event, there's no need to repeat last year's lukewarm performance. Or the year before that. Or the year before that. Good creative thinking applied to trade show activity can reap significant benefits - during trade show hours - on the trade show floor. Simply put, aligning and presenting your value proposition - within a high impact creative framework - promises to attract attention, increase booth traffic and build valuable visibility in a highly competitive trade show arena - whether the event is overcrowded or under-attended.

**“Push” the PR**

Strong, newsworthy opportunities can be had both pre and post event. High impact creative events live on long after the event is over. In addition, it's safe to say that the press is always on the lookout for hot and unusual topics. Give them something to talk about.

*To make your next show one that really pays off, call Mark Litos at 401.435.8900.*