



EXHIBITOR MARKETING TOOLBOX

Marketing ***BEFORE*** the Expo (*Getting Your Customers There*)

- ❖ If you send out a regular newsletter, make your BCA Expo booth the lead story – and do it more than once! Tell your readers how to get more information, and include other reasons for them to come see you there (just pick 'em off of the BCA Expo Web site or include a link).
- ❖ Print a flyer on your computer and include it in your monthly invoices.
- ❖ Set up your free Exhibitor Profile in *BCA Expo Connect*. This includes all your contact information, your company logo and a link to your Web site.
- ❖ If you run print advertising, add a line or starburst in the issues leading up to the Expo with “See us at the BCA Expo booth #XXXX.”
- ❖ Your Web site is one location where you can tell the whole story cost-effectively. Point your customers there in your marketing and give them the [tools to register](#).
- ❖ Offer a free [BCA Membership](#), as an incentive for attending. You're promoting “Best Practices” for your clients, expanding their business opportunities and adding value to your relationship with them.
- ❖ Use the Expo's logo/link on your Web site's home page with text that includes your booth number and/or a link to any specials that you'll be offering to attendees. (Click this Expo logo for instructions how to do this. Go to the bottom of the connecting page.)
- ❖ Create a dealer sales or purchasing campaign leading up to the 2009 BCA Expo. Then promote your dealer incentives in your “dealer-only” sections.



Provide dealers that achieve certain sales goals prior to the show free hotel nights, free registration, additional show-only discounts or dinner on the town.

Or, create a purchasing incentive campaign whereby dealers that purchase products from you during the 2009 BCA Expo get the cost of attending (airfare, hotel, etc.) back in savings. (See more ideas under “Expo Only Specials” in the Onsite portion of this Marketing Toolbox.)

- ❖ For under \$200, you can have your company logo and link on the BCA Expo Web site. Visitors to our site spend, on average, about three minutes/visit. And 68 percent of them are new visitors. That's great exposure for you, at a nominal cost.
- ❖ Broadcast e-mails and fax blasts can be very cost-effective. They're most *marketing* effective if they're short, sweet and have a quick call to action (i.e., “Enter the Dealer Days Sales Contest and win two free hotel nights in Las Vegas. Visit [www.XXX.com](#) today”).



EXHIBITOR MARKETING TOOLBOX

Marketing **ONSITE** at the Expo
(*Make Sure That They Find You in the Exhibit Hall*)

- ❖ The [Official Expo Directory](#) ads are very cost-effective ways to help attendees find you. You can shade your listing, add your company logo or have a full page message, among other options. The Official Show Directory is a strong reference tool for attendees well after the event is over.

- ❖ [Sponsorships](#) are also a great way to capture marketing mindshare, and they set you apart from the 100+ other exhibiting companies. We have many new options this year, in many price points. From lanyards and shuttle bus signs to floor logos and registration bag inserts, we can help you reach your potential customers.



You can target your audience, too. Want to reach retailers? Consider sponsoring one of the [business seminars](#), like "Secret Shoppers Reveal Insights". These sponsorships are high exposure: in the seminar room itself, in the Official Show Directory, on the BCA Expo web site and much more.

- ❖ Have a new product this year? Check out the details of our [New Product Showcase](#). We're setting up a special display in the exhibit hall with the newest stuff for buyers to see, so you know it'll be a hot stop for attendees! You'll receive product exposure online, before, during and after the show, as well as onsite exposure to the attendees at the Expo Las Vegas. This is a very cost-effective way to help drive traffic to your booth.
- ❖ Create an "Expo Only Special" and tell your customers about it. Make the specials available **only** to show attendees to ensure that customers come by your booth. This is a good one for marketing before and during the BCA Expo (and for only \$100 our [Expo-Only Special](#) program is a great value!).

When attendees arrive, we'll give them a list of Expo-Only Specials that will include your company name, booth number and special offer details. A listing of Expo-Only Specials in the Official Expo Directory will also help them find your booth in the exhibit hall.

Here are some ideas to help you create a customize Special for the show:

1. **Special, or extended, terms** for buyers at your booth
2. **Co-op buying programs** for buyers at your booth
3. Package products together for "**package pricing**" for buyers at your booth
4. **Cash back incentives** for purchases over a certain amount (applied to future purchases) for buyers at your booth
5. **Timed coupons** for future purchases for buyers at your booth
6. Or the **choice between two** of the above!

NOTE: We know it's a tough year, and we're all inclined to make a sale whenever we can get it. However, if you offer your Expo Only Specials *before* the show, you won't be increasing your booth traffic, or your sales at the show. For information about getting more sales from your Expo Only Special, see the "After" section of this Marketing Toolbox.)



EXHIBITOR MARKETING TOOLBOX

Marketing **AFTER** the BCA Expo
(Make Sure That Attendees Remember You!)

- ❖ Follow up is critical, and the leads from your booth are the most valuable. A combination campaign can be very effective for closing the sale that was started in Las Vegas. A broadcast e-mail to those leads, with a phone call shortly thereafter, is very cost-effective. Follow that with a fax blast and you'll be on your way to a strong return on investment.
- ❖ Consider extending your [Expo-Only Special](#) for a limited time to those leads from the show. Expand it later to a larger audience. (That way, the customers who made the effort to see you in Charlotte get first dibs!)
- ❖ The Official Show Directory is a strong reference tool throughout the year. Be sure that [your listing is highlighted](#) to make it easy for them to find you, months after the show is over.

