



Marketech Memos
Issue 7

This is Marketech's move from print to electronic transmittal of our quarterly newsletter - Marketech Memos. We hope that you find this helpful in dealing with the daily challenges that this unusual marketing communications medium offers. If you know of other professionals that might benefit from receiving this electronic periodical, e-mail us at info@marketech360.com, so we can add them to our distribution list.

If you do not want to receive this newsletter that focuses on the staffing issues of tradeshow marketing, then just e-mail us to remove your name from our distribution list.

At TSEA's TS2- 2000, a panel of expert exhibit professionals in rapid fire format gave us **60 Ideas in 60 Minutes** – Wow! Some great ideas. Here are a few:

- If you are still hand-writing your service orders – have all of your information on an Avery #5160 to stick on the bottom of the service order.
- Instead of ignoring the service kit – take out what you need in the way of order forms – keep the binder until after the show, but focus on what you need rather than the whole thing.
- Trade shows are a sales function, not an advertising function. You can apply the adage – Good, fast and cheap – you can only pick two. -If you want fast and good, it won't be cheap. If you want good and cheap, it won't be fast. Got the idea?
- Get everything in writing and SAVE IT!
- Keep a running list of everything you personally pack in your suitcase and carry-on. If it gets lost that might be the only proof you have to avoid just getting the minimum insurance rebate.
- Remind your staff regularly and constantly to travel safely – don't take anything for granted.
- Keep building your skills – be a lifelong learner

The panel was comprised of: Lynne Parry,CME, Arthur Veale,CME, Christie Calhoun, Steve Syverson, Charles Alan

Color Marketing Group forecasts “blue” will become the most important color of the next decade. It will be supported by an array of neutral colors in cool and warm gray, clay, taupe, and pale brown. Also included are soft pale colors led by aqua and true lavender in response to the need for serenity in the environment. Consumer products will need energy colors to complement the blues and neutrals. What are energy colors? Spicy orange, reds and golden browns.

Techno-Colors – gray, taupe, black and white

Chromatic Adrenaline Colors – energetic hues that will brighten color combinations and add punch to product lines

Serenity Colors – Colors that relate to balance and harmony – pale, soft, and reassuring coming from nature – water

Mediterranean Culture Colors – rich, earthy, spice colors and tie-dyed.

Thanks and Good Exhibiting.

Mim and Marc Goldberg, Jerry Gerson, Susan Brauer and Betsy Ortolano

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