



Marketech Memos  
Issue 9

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 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. If you know of other professionals that might benefit from receiving this electronic periodical, e-mail us at [info@marketech360.com](mailto:info@marketech360.com). so we can add them to our distribution list

Exhibiting is a marketing communication tool. It is a strategic weapon that we use to support our organization's marketing mission. Bill Quain, PhD, of Florida International University ([www.quain.com](http://www.quain.com)) at the Mid-Year IAEM conference spoke on conducting a **45 Minute Marketing Workout**. Every time we begin to think about an upcoming event, we need to conduct an exhibit marketing planning workout. Dr. Quain outlined 10 steps. You might consider this approach the next time you begin the planning process.

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- **Step 1** – Define your target. What do you want to accomplish? Pick one target and work it before identifying and developing a second.
  - **Step 2** – Define the uncontrollable variables that impact your exhibit program – budget, technology advances
  - **Step 3** – Define the controllable variables that impact your exhibit program – product, price, physical distribution (place) and promotion. How do these controllable variables impact achieving the target?
  - **Step 4** – Brainstorm the “what-if” questions – “what if we could get our top 10 customers to the exhibit?”
  - **Step 5** – Select an exhibit strategy – what will you do to achieve your target?
  - **Step 6** – Define your market position and how you will communicate it.
  - **Step 7** – Define your basic selling idea – what are your competitive advantages? What solution do you provide?
  - **Step 8** – How will you use your marketing communications mix to support your trade show strategy?
  - **Step 9** – Write the show plan
  - **Step 10** – Execute, measure and report the results.
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**Quick tips on Installation and Dismantle:**

Budget 1 hour for each 8 square feet of custom island or peninsula exhibit for set-up and dismantle.

Send a copy of the as-builts to your I&D company so they can (1) prepare an estimate and (2) get familiar with the property before arriving at the show.

Have your I&D company assign a permanent “lead” to travel with your exhibit to supervise the set-up and dismantle.

Make yourself totally accessible to everyone involved in the transportation and installation of your exhibit, including your exhibit house.

Take photos of the exhibit as it arrives, while it is being set, during the show and as it is being dismantled and packed.

Have a Polaroid affixed to the inside of your crate to show what it looks like repacked.

Know where the local Staples, Home Depot, Radio Shack, Wal-Mart or K-Mart are located. You never know when you’ll need something in a hurry.

These tips were compliments of Christie Calhoun, 31 Implant Innovations, Palm Beach Gardens, FL.

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When you travel, pack for comfort.

Don't skimp when it comes to luggage. Even if you never check your bags, you need one that will hold up to the rigors of regular travel. Make sure it has a good manufacturer's warranty. Reduce the strain on your back, arms and shoulders by purchasing luggage with wheels.(My Hartmann roll-aboard has been back twice in 6 years – all under warranty)

Simplify your wardrobe. Three-season-weight clothes work great. Select wrinkle resistant fabrics and colors that are easily combined for multiple wearings.

Always take an extra of everything. (Remember our mother's advice – always have a clean pair of underwear.)

Reduce the amount of paper you are carrying by using electronic files. If you need hardcopies of records, FAX them in advance to your attention at the hotel.

Use travel sizes of toiletries. Reduce space and weight.

Make use of the “free” toiletries and amenities such as irons and hair dryers to avoid carrying them.

Use plastic zip-lock backs for liquids when packing.

To keep your suits and dresses wrinkle-free, pack them in dry cleaner's bags. Bring an extra bag for soiled clothes. Pack dried fruit, nuts, and healthy snacks for flights where there is no meal service – and that is getting quite common.

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Do you like stats? Here's what is new:

CEIR reported in SM36 "The Extended Reach of the Exhibit Sales Message" that 64% of exhibit attendees will share the information they received at your exhibit with 6 or more individuals in the company upon their return from the show. What's to learn from this? Ask who else in their office might be interested in your message – get their names, mail and e-mail addresses and send them a packet of material.

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Our friend, Natalie S. Friend at Acer America shared this budgeting info:

Until you have established an average square foot cost for your Shows, use \$200 in secondary cities and \$275 in major venues.

Provide travel arrangements for your vendors and save their mark-up which is normally between 20%-30%

Decide on a show uniform for the year and save up to 45%

Order your promotional products in bulk – save between 40%-65%. Have your supplier store them and ship as needed.

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Thanks and Good Exhibiting.

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