



Marketech Memos **Issue 22**

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, so we can add them to our distribution list.

I recently attended Steve Schuldenfrei's EOS (Exhibition Operations Society) conference in Chicago. I was reminded in one of the sessions that we who are in marketing imitate those that do well. The program was 60 Ideas in 60 minutes. Here are some ideas that you might find useful as well.

- Check out your exhibit builders "attic" for thematic props.
- Use your theme for more than one year.
- Time your pre-show mailings to take advantage of bulk mailing rates.
- Use e-mail to communicate with attendees.
- Use receptions vs. dinners for customer hospitality.
- Focus on Key Buyers – increasing share of customer.
- Consider the paper stock being used for pre-show mailers- cost of mailing.
- If you have a complaint for a supplier or show management, have a solution that may satisfy the issue.
- Communicate at which conferences representatives of your company are speaking.
- Ask for rebates if you don't use chairs and tables, if provided. If you don't ask, you don't get.
- Employ viral marketing – the pass along value of your pre-show promotions.
- Conduct a nightly post show meeting- recalibrate your show tactics every day.
- Make show's organizer your partner.
- Remember to pack your sense of humor.

HCEA Reports: Healthcare Exhibits Have a Positive Impact on Physicians

An Exhibit Survey study of 197 physicians at the Pri-Med South Conference and Exhibition reported:

49% of physicians said they are more likely to recommend/prescribe a company's drug after visiting the exhibit hall.

80% of the physicians reported they learned something new as a result of visiting the exhibits. These physicians had an average of 19 years experience.

Just how many trade shows and events are there in North America (US & Canada)?

Answer: 13,185

Exhibition/Convention Center	4983
Conference Center/Seminar Facility	1070
Hotel	4870
Other/Not Classified	2262

Source: CEIR Exhibition Industry Census

Jim Gilmore and Joe Pine wrote an outstanding book – The Experience Economy. Whenever I have a chance to hear Jim speak, I do. He gave a presentation at FastTrack last fall in which he spoke about exhibit design. These are some points that I think are worth repeating:

- Theme the experience with a dominant idea. This is not a tagline, but one thought that is easily remembered and becomes the link back to the experience the visitor had in your exhibit.
- Harmonize the impression you deliver. Make sure it all fits together. Then, ask yourself what's left after you peel away the facts – PERCEPTION!
- Use text as a design element – it is an integrated part of your visual solution.
- Imagine and energize all five senses.
- The exhibit is the set, the experience is the memory.

In today's environment, we need all the energy we can muster to remain competitive and creative. In the November/December, 2001 Meeting Management magazine, Russell Wild made us all aware of ***Hidden Energy Drains**.

1. Dehydration – drink eight cups of water a day, every day. Alcohol and caffeinated beverages don't count.
 2. Low Blood Pressure – if you are frequently tired and listless, you might have low blood pressure – seek medical advice.
 3. Disturbed Sleep – Sleep apnea – frequently awakening during the night – occurs more than people think. If you are sluggish and feel as though you have no energy, check your sleep habits.
 4. Low Testosterone – if you are a senior – have your testosterone level checked – it may be low.
 5. Thyroid Problems – 10-20% of adults produce too little thyroid hormone.
 6. Anemia – low iron is the common cause of anemia. A blood test will tell the tale.
 7. Eyestrain – check your eyeglass prescription if your eyes are blurry or your eyes just feel tired.
 8. Your medication – make sure your medications are not in conflict with one another. Get your primary care physician to cross-check them all.
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Thanks and Good Exhibiting.

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

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