



Marketech Memos  
Issue 4

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.

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### **Small Exhibiting is Not A Microcosm of Large Exhibiting**

You've got 3 seconds to make an impression, capture a visitor's attention and get something going at a trade show. Being a small exhibitor makes this task more challenging. Recognizing that being a small exhibitor (under 400 square feet) is not a microcosm of a large exhibit is part of the solution. What works in a 30x40 won't work in a 10x10 or 10x20. The success of a small exhibit is to recognize that it is a partnership between the staff and the property. There is no substitute for a prepared and trained staff, but consider these "small exhibit" solutions to create high impact and visibility:

- **Select your property to fit the space** – Too much exhibit property gives it a cluttered look. Property that is too crowded makes it look clumsy and awkward. It also limits the amount of space for visitors. Having an open, inviting space attracts visitors.
- **Invest in an exhibit that is flexible.** Your exhibit should be the backdrop against which you use customized graphics to communicate who you are, what you do and what you offer to the audience. The more flexible, the more adaptable to vertical audience needs.
- **Give yourself instant identity-** Make sure visitors instantly know Who you are, What you do and What is your offer so they can self qualify themselves.
- **Brainstorm** with others in your organization to present yourself in a novel and unique approach. Create an exhibit theme that complements the show's theme or gives you a unique identity at the event. You don't have size on your side. You need to be creative to attract attention!
- **Make colorful graphics** the visual magnet that attracts the visitor's eye to your exhibit. The larger the graphics, the better. A few larger than life graphics create a mental buzz for visitors and have a higher impact than many smaller photos attached to your back wall. Mount your graphics at eye level. They should be at least 3 feet off the ground. Make the copy visible. Visitors start reading your graphics 15-30 feet away.

- **Keep tables with literature, handouts and giveaways to a minimum.** Have a design that makes all of these tools accessible to staff, but not such that visitors can “hit and run” you. When this happens you get nothing in return for your investment.
- **Plan your lead management process before leaving for the show,** so that your HOT leads are followed in an expeditious manner eclipsing your larger competitors who have more cumbersome processes and systems.

Small exhibiting works when you plan completely, execute aggressively and follow-up thoroughly

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On CBS Sunday Morning, Robert Reisch, commented that this is an economy where you cannot relax. You have to constantly learn and expand your knowledge base. If you don't, the economy will pass you by. This is good advice for us in the exhibit industry. In the “old economy” we were logistics specialists. We could get a truckload of exhibit property to a show, install it, on time and under budget. We got our kudos by being experts in logistics. In the “new economy” we need to be strategists. We are custodians of our organization's capital. Are we investing in the rights shows? Are we employing appropriate objectives? Can we measure those objectives? What messages are we delivering and are they being remembered? These are the issues of the “new economy” exhibit professional.

In order to achieve this state of mind, you have to educate yourself. Attend the Exhibitor Show and TSEA's TS2, join TSEA and utilize the tools they provide as a member. Avail yourself of the Center for Exhibit Industry Research (CEIR) reports. Read Exhibitor Magazine, Tradeshow Week and Expo. Yes, Expo. Be familiar with what your suppliers (exhibition managers) are reading. What's important to them. Visit industry websites frequently – Exhibitornet.com, tsnn.com, tweek.com, expoweb.com, ceir.org, tsea.org. No one is going to spoon feed you. Most exhibit professionals, who are making a difference, are those that are expanding their minds, exploring new ways to accomplish the tasks, which then become second nature. As learners, it is we who need to change in order to adapt to the changing environment.

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Want more stats, you'll have to wait until the next issue. We are always on the lookout for statistics that will help sell the case for Exhibit Marketing.

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The Book Corner...

In order to stay ahead of the wave, we need to make learning a lifelong objective. What better way to stay abreast of what works and what doesn't than by reading what others are doing. Try this one:

The One-to-One Future, by Don Pepper and Martha Rogers, PhD. If you can translate this landmark book into “exhibiteze,” you find the secret to the next generation of exhibiting. The One-to-One gurus focused their first book on the importance of share of customer vs. market share. Why is this important? Most of us are focused on moving from 35% market share to 38% market share. Rather, we should be focused on

generating more business from existing customers. Sell more products to fewer people. (It is important from an economic standpoint – it takes 5-10 times more investment to find new customers than to maintain existing customers.) Why is this important to exhibiting?

Combine what Seth Godin delivered in Permission Marketing and Pepper and Rogers' guidepost, and you have a new recipe for your exhibit marketing program. Technology is driving this change. How we, and when we communicate with our clients is changing. It's important because it takes exhibiting to a new level. We can no longer be satisfied with show and tell. We need to show and sell by focusing on existing customers. Make the time you have together on the trade show floor a time for effective communications, not just 3 minutes of show and tell. One hour of concentrated time with your customers, your executives and your ability to fill their needs. When we learn how to collaborate with our customers, we can build loyalty and create a bridge for increased profitability. Expanding your relationships with existing customers is the basis for increasing share of customer.

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Thanks and Good Exhibiting.

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