

MAY 17-19, 2011
EASTERN STATES
EXPOSITION
WEST SPRINGFIELD, MA

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EXHIBITOR MARKETING KIT

Get the Most from Your Exhibit

You Have Your Booth – Now What?

What are your goals for participating in the **EASTEC** event? To introduce your products to aerospace/defense, DoD, and medical device manufacturers? Find new customers? Increase your visibility? Generate sales leads? *All of the above?*

Customers today are "crazy busy" – they will plan the time they spend at this event carefully. They come prepared with itineraries of exhibitors to see. How can you make their "short list"? **PROMOTE YOUR COMPANY BEFORE THE EVENT.**

An effective pre-event promotion strategy provides you with increased exhibit traffic, higher level attendees, and more informed and interested visitors. Your pre-event promotion can also raise your profile at the event and help you stand out from the crowd.

Take advantage of the marketing resources and tools SME has developed to get the maximum benefit from your participation. We are your resource.

Customize your strategy using multiple tactics:

- Social media
- Direct mail
- Web advertising
- Public relations
- Email
- Print advertising
- Sponsorship opportunities
- Telemarketing

Take some time to review the opportunities available – many are included with your exhibit participation. We can help you craft the best marketing mix to bring successful event results for you.

Questions? SME is here to help.

Contact us at exhibitorservicecenter@sme.org

800.733.3976 or 313.425.3000



Pre-show Planning

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Formulate a strategy.

As with any effective marketing strategy – keep your target audience in mind and answer a few key questions:

- Who is your target customer? What is their job title? Industry? Technology Interest?
- What are your customers' challenges right now? How can you address those?
- What can you deliver to customers and prospects at the show that will make their visit worthwhile?
- What will be unique at your exhibit that can't be obtained through other means (sales calls, web, brochures, open houses, etc.)
- What information can you provide to help your target customer's purchase decision? Technical specifications? Applications expertise? Case studies? Demonstrations?
- What is your product's advantage in the market? Performance? Flexibility? New Technology?
- How will your event promotion strategy align with your company's marketing strategy and goals?

What do you have that's NEW?

Over 90% of event attendees come to see what's new. What's the compelling new product, benefit or service that you will be featuring at the event? Emphasize that in your pre-event marketing.

Set Goals for Your Participation.

Goals should be Specific, Measurable, Achievable, Realistic and Timely (**SMART**). Design your pre-event marketing with these goals in mind. They should be straightforward and emphasize what you want to happen. Below are some examples:

*Medical devices, aerospace, defense, homeland security, rapid transit, alternative energy, and environmental are **growth industries**. At EASTEC, we want to meet VP-level contacts from these industries to discuss how our products can benefit their manufacturing operations.*

Job shops are the backbone of manufacturing. Another goal for this show is to get no fewer than 50 qualified leads from leading East Coast job shops. Job shops are always looking for technologies that help them cut costs, save time, and improve quality. Our goal is to generate 40 highly qualified leads at small-medium sized manufacturers for our multi-tasking machine tools out of a total universe of 400 visitors to the exhibit over three days."

We aim to meet 20 new companies at EASTEC who have never heard of our products and share our products' benefits with the goal of a follow-up visits to five of them following the event.

By spending some time laying out goals, your EASTEC exhibit will have a greater return on investment.

During EASTEC

At the end of each day, review all sales leads and set actions to ensure each lead is followed up as quickly and completely as possible. Assign someone at the office to help with product information requests.

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Pre-Show Action Plan

Don't hope...don't wing it...PLAN

Based upon your goals and budget, put together a plan that incorporates a mix of media, vehicles and formats. Here's a sample timeline with many tactics to choose from:



Target Date	Action	Date Done
12/30/10 - 1/28/11	Create your event marketing strategy	
	Prepare your marketing timeline and identify your budget	
	Identify key companies or executives to target	
	Place EASTEC banner ad on your company Website	
	Post EASTEC on your calendar of events—offer a link to schedule appointments at the event	
	Create company Twitter account and start to amass followers	
	Sign up to 'follow' EASTEC on SME's Twitter page	
	Become a fan of EASTEC's Facebook page —connect to attendees before the show	
	Create news releases on what you'll feature at the event and send to industry media	
	Complete event directory & web listing & order Show Tickets Show Manager Dashboard	
	Develop a print ad for placement in industry publications with event call-out	
	Reserve advertising space in the event directory	
	Choose Sponsorship opportunities	
	Upgrade your online company listing	
	Sign up for free promotional brochure mailing	
Sign up for the free Exhibitor promotion fax		
2/25/11 - 3/11/11	Develop an email campaign using our free X•Press Exhibitor Email service	
	Tweet ' newsworthy event activities	
	Re-tweet event information from SME's Twitter page	
	Purchase a promotional opportunity in the " Countdown to the Show " attendee e-newsletter	
	Prize drawing giveaway	
4/8/11 - 4/22/11	Send reminder emails with newsworthy information about your event participation to your customers and prospects	
	Mail show tickets to customers and prospects	
	Order pre-registered attendee list	
	Develop an electronic press kit	
	Plan your exhibitor news conference	
4/29/11 - 5/6/11	Begin a telemarketing campaign, inviting your customers and prospects to see you at EASTEC	
	Vehicle placement	
	Request your meeting room/hospitality suite	
Right after the event	Contact your leads after the event Link to post show	Back to Index

Post-show Plan

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When you return from the show, take time to schedule a meeting with your team to review the event.

Start by looking at your goals for EASTEC. Which ones did you achieve? Which fell short? Ask each person who worked the event what worked? What didn't?

Leads and Lessons Learned

A recent study found that on average, an astonishing 94% of leads are not being followed up by internal sales organizations.¹

Re-qualify leads by phone - A quick post-show phone conversation will ensure that your:

- "A" leads are still eager to buy
- "B" leads have a future buying interest
- "C" leads are less interested prospects

Match interest to expense

Send requested information and a personalized cover letter to your A and B list. Send a generic "thanks for stopping by our booth" letter to your C leads.

¹ Source: *SMM for Sales & Marketing Professionals*, www.salesandmarketing.com

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Included Promotion

Print and Online Directories

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Enhance Your Exposure to Buyers and Media!

As an exhibitor, updating your **event directory and online directory** listings are extremely important to the success of your event!

Help Buyers Find Your Booth at the Event

The event directory is available to all attendees at the event. Your event directory listing includes:

- Company information
- Product categories
- Principals and representatives

Help Buyers and Media Find You Year-Round:

The online exhibitor list is available to promote your company to buyers and media. The buyers attending **EASTEC** will use this tool to plan their “must see” exhibitor list. The exhibitor list remains available for nine months after the event for post show reference and follow-up. Your online listing includes:

- Company information
- New products (link to the new product description)
- Product categories
- Principals and representatives
- Company description

[Update Your Information](#)

[See Your Current Listing](#)

Banner Ads & Logo

Place the **EASTEC** banner ad and logo on your Website to announce your presence at the event. The banner ad links directly to the show Website.

[Get Banner Ads and Event Logo](#)

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Included Promotion

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Invite Buyers to Your Booth

In today's busy and technology-dependent society, more and more people predominately communicate via email and social media. The most effective communication is face-to-face. Invite buyers to see you at **EASTEC** via email and social media to increase attendance at your booth. Think about the last trade show you visited as an attendee. Did you receive a reminder with an interesting incentive to visit someone's booth? Did it make you take any action?

X•Press Exhibitor Emails

X•Press Exhibitor Emails is included with your booth and allows you to send multiple promotional email blasts before the event to your company's customer and prospect lists. Choose from professionally designed email layouts that showcase your unique message and include information about the event. There are templates designed for increasing booth traffic, promoting products, and building brand recognition. All the templates promote attendance with event information and links to registration.

X•Press VIP Evite

The X•Press VIP Program allows you to invite top prospects and clients to **EASTEC**. An online administration area is given to exhibitors allowing them to track responses and acceptances from their VIPs.

These two programs are available through our registration company, Convention Data Services.

[More...](#)

Exhibitor Show Tickets

Use the exhibitor show tickets for your customers, prospects and distributors who you do not have an email addresses. This customized, self mailer is an attention-getting ticket full of important information about **EASTEC**. More importantly, your customers can use the ticket for free registration. Order your tickets, at the [Show Manager Dashboard](#).

A focused mailing is an effective promotion you can conduct before the event.

- **Each exhibitor can order up to 3,000 Event Tickets**
- A high-resolution, press-ready show ticket (PDF) is available online if you require additional tickets.

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Included Promotion

Social Media

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Drive attendees to your booth by using social media, including Twitter, YouTube, FaceBook, and Wordpress. Be sure to add your social media information to your email correspondence, Website, and any other communications where appropriate.



Twitter is an instant message made available to the public. Use Twitter to post updates about your company, new products and industry news. You can also connect and engage with customers using Twitter. [More...](#)



YouTube is an inexpensive way to use video to connect with customers. Exhibitors can use YouTube during the event to capture interviews with customers, footage of your booth and the event floor. [More...](#)



FaceBook allows you to connect to your customers and prospects and let them know about your company, products and news.



WordPress another component of EASTEC's social networking efforts is the EASTEC blog on WordPress.com. This is where you'll find stories about the EASTEC event, manufacturing, and more. Join the discussion! Leave your comments or start your own company blog. [More...](#)

Custom Brochure Mailing

We want you to be successful at **EASTEC** and we would like to help by printing and mailing an all inclusive show brochure to your customers! It's easy: just provide our bonded and licensed third party mail house a list of up to 2,000 of your customers and we will send an official EASTEC event brochure with a **custom imprint** of your company name or logo.

[Order Now](#)

Exclusive Fax Invitation

If you want to be sure your customer will be at **EASTEC** send them a fax! At no charge to you, SME will send a fax broadcast as an exclusive invitation to 2,000 of your customers with your company name or logo!

[Order Now](#)

Prize Drawings

Get more traffic at your EASTEC 2011 exhibit by offering a prize drawing. And, SME will help with the promotion.

[Order Now](#)

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Additional Opportunities

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Event Directory and Manufacturing Engineering Magazine Advertising

The event directory helps attendees locate your exhibit and provides a list of the products and services your company offers. **Advertise to generate more traffic to your exhibit.** Buyers arrive with limited time to spend on the event floor. The directory is their guide and provides valuable information as they make their way around the event floor.

Special bonus – Purchase an ad in the EASTEC issue of *Manufacturing Engineering* (ME) and the same ad will run in the event directory at no charge.

[Directory Information](#)

[ME Information](#)

[Order Form](#)

2011 SME Exhibiting/Advertising Rebate Program

SME continues to offer the most cost-effective, collaborative solutions to support and strengthen your marketing presence. Use *Manufacturing Engineering's* 2011 Rebate Program to earn money back on the exhibiting space and net advertising dollars you spend.

- Maximize your marketing dollars
- Capitalize on your SME exhibit and net advertising dollars spent
- Keep your marketing costs more affordable
- Earn FREE ads in the SME event directories

[Rebate Program Information](#)

Sponsorship Opportunities

Custom sponsorships tailored to your corporate goals are available. Contact Randy Josey, SME sales manager, at 800-733-3976, ext. 3097, or email rjosey@sme.org for further details.

Pre-Registered Attendee List

Grab the attendee's attention before the event begins.

- Get a head start on your competition
- Send your product information to qualified prospects
- Get people thinking about *your* product before they get to **EASTEC**

Send your mailing at least three weeks prior to the event, so attendees receive your message before their show plans are complete.

[Order Now](#)

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Additional Opportunities



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Increase Your Online Exhibitor Directory and Interactive Floor Plan

You currently receive the basic package included with your booth. This new interactive floorplan features three enhanced package options to provide your company maximum exposure. Below is the list of features for each package. Don't miss this chance to customize your message to attendees before, during and after the show.

Contact event sales to upgrade at 800.733.3976, 313.425.3000, or email to exposales@sme.org.

PACKAGE FEATURES	BASIC	CLASSIC	PREMIUM	ULTRA
Company name, booth number, mailing address, active web link, phone and fax numbers	*	*	*	*
Company logo		*	*	*
Featured exhibitor icon in exhibitor search results		*	*	*
Product category listings	*	*	*	*
Product or company description and booth highlighted with a turned up corner on floor plans		*	*	*
You will also be given access to valuable leads generated through the MyShow agenda planner, and access to traffic activity stats		*	*	*
Featured exhibitor icon with preferred placement in exhibitor search results		*	*	*
Company name highlighted within product category section		*	*	*
2 Customizable interactive panels that include graphics and text			*	*
Featured icon for multimedia/presentation show features on all search results				*
3 Customizable interactive panels, 2 panels of which can be video/multimedia Flash presentations				*
Price per package	Included with Booth	\$495	\$750	\$1799

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Additional Opportunities



Print Advertising

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EASTEC is running advertising campaigns in various media. Meet your event objectives through a strong public relations and advertising program that supports your exhibit at **EASTEC**. **View the list of recommend publications.**

“Countdown to the Show” Attendee e-Newsletter

As an exhibitor, you have the opportunity to be featured in one or more of our five Countdown to the Show Attendee e-Newsletters being sent to over 20,000 pre-registered and prospective attendees on a weekly basis leading up to the show. Being featured is a highly effective way to tell the entire attendee audience about your new products, special promotions or corporate news. Attendees can even add your exhibit to their agenda planner right off of the e-Newsletter. Announcements start at \$300 per edition. [See pricing and additional information.](#)

Advertising opportunities are available by contacting: Heidi Campbell at IndustryConnect by [email](#) or phone, 1.800.288.1440 ext. 703.

Target Mailing List Rental

Target serious prospects from the continually updated SME Masterfile mailing list. These lists offer the ability to select by areas such as:

- Technical interest
- Job title or function
- Plant size
- Geography (state or zip code)
- Industry (SIC or NAICS codes)

Targeting your audience you need for an effective direct mail campaign. If you have any questions, need counts, or want to rent the SME Lists, contact Mary Venianakis at (800) 523-0922 or by [email](#).

[Order Form](#)

Vehicle Placement

Place your vehicle (mobile selling units, service vans, company branded vehicles) in a high pedestrian traffic area.

[Order Form](#)

Meeting Rooms/Hospitality Suites

Planning a meeting while at **EASTEC**?

Submit an exhibitor request form to obtain approval for:

- Hospitality Suites at Hotels
- Meeting Rooms at Hotels/Convention Centers
- Literature Distribution at Hotel

[Request Form](#)

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A Great Opportunity to Shine a Light on Your Products

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The power of the press is frequently overlooked by exhibitors. Trade reporters are looking for things to write about that will be of interest to their readers – but only about 10% of exhibitors reach out to the media. Make sure they know about your company and your products and services with press materials before, during and after **EASTEC**.

There are many ways to reach the media:

- Send press releases to [Recommended Media](#) 2-3 months *before EASTEC* – especially
- publications planning a special **EASTEC** issue. Make sure the release emphasizes the *problems the product solves or how the product will benefit the user.*
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a [press conference](#) during the show.
- Provide a *digital** press kit to the **EASTEC** Media Center. We're going green and reporters don't like lugging press kits around.

***All Digital Media Center (no paper)**

To further reduce the use of paper products and move toward a greener EASTEC, the Media Center at this year's show will only accept press releases and other documents in digital formats. This includes CD, DVD's, USB drives or any other form of digital storage for distribution to the media. Paper press releases, product and marketing brochures or any other printed information will not be accepted in the Media Center.

We hope you understand the need to move toward a paperless Media Center to help reduce your printing costs and waste often associated with paper documents.

Recommended Media List

[Click here](#) for a list of recommended media for **EASTEC**. For the best results, update your list before you send a press release. Exhibitors may request a list of registered media after April 15, 2011, by sending an email, including their booth number, to: communications@sme.org.

Advertising

To help promote EASTEC, advertising campaigns are being run in these [Publications](#). Help meet your show objectives through a strong public relations and advertising program that supports your exhibit at EASTEC.

Press Conferences

If your company's news is of interest to many trade media, a press conference may be the way to go. Host these in your booth so reporters can see your products up close.

Press conferences are scheduled on a first-come, first-served basis, so get your request in early!

Press Conference Request Form

Pre-Show and Post-Show Press Conferences

You need clearance to hold a press conference before or after regular hours of trade show operation. Please notify the show office to make special arrangements for early or late access.

Food & Beverage for Press Conferences

All food and beverage items must be purchased through ESE at the Eastern States Exposition, which has exclusive food and beverage rights within the facility.

Representatives From EASTEC's PR Agency May Contact You

In our efforts to promote EASTEC, SME has engaged Garvey Communications Associates, Inc., to handle public relations. We often need comments or interviews from exhibitors—especially those in and around West Springfield, Mass., so someone from Garvey Communications may contact you prior to/or during the show.

Catering Menu & Order Form is located on the [Freeman](#) website.