

Tradeshow Marketing

Situation – The current economic environment is hitting tradeshow exhibitors particularly hard. The cost of exhibiting is rapidly increasing as freight and travel costs rise with the price of oil. Concurrently, companies facing rising costs are reducing the number of attendees at shows. Driving a greater percentage of attendees to the booth is going to be the key challenge in meeting ROI targets.

How the Promotion Works

Step 1 – Include the card's image in all pre-show communications, driving attendees to visit the booth. Cards are handed to the attendee at the conclusion of the sales pitch.

- Increase appeal by varying the number of songs on each card. Adding a few high value cards or an iPod instant win component, will increase the attendees motivation to stop by the booth.
- Use an in-booth banner to draw attention.



Step 2 – Drive show attendees to the company's website. Attendees click on the music download link to begin the process.

Step 3 (Optional) – Collect show attendees contact and marketing information.

- Data collection is quick, easy to complete, and inexpensive to set up and administer.
- Data collection can be made optional or mandatory in order for cardholder to download their FREE music or ringtone.



Step 4 – Attendee selects from over 3 million songs to download to their iPod, MP3 Player or cell phone. PC and MAC compatible.