

# 20a Editorial Submissions

## How to Submit a Case Study to EXHIBITOR magazine

The editors of EXHIBITOR magazine are always searching for case studies of successful trade show marketing efforts. Case studies should feature the efforts of an individual exhibit manager or exhibiting company, not suppliers, show management, or show producers. Past case studies have featured integrated promotional programs, exhibit redesigns, promotional giveaways, in-booth presentations/demos, traffic builders, direct-mail campaigns, experiential in-booth activities, etc.

EXHIBITOR case studies explore the corporate objectives the exhibit program hoped to achieve, the marketing strategies that helped the company achieve those objectives, the individual tactics that supported the strategy, and the measurable results of the featured exhibit(s).

Our readers are exhibit managers from a variety of industries, ranging from technology and electronics to sporting goods and health care. They read the magazine to learn how to improve performance and to find ideas that they can use in their own exhibit programs.

The best way to submit a case study to the editors of EXHIBITOR magazine is to e-mail Travis Stanton (tstanton@exhibitor magazine.com) with a summary of the exhibit program.

### PLEASE BEGIN BY PROVIDING THE FOLLOWING DETAILS:

- ▶ Name, date, and location of the show
- ▶ Name, location, and brief description of the exhibiting company
- ▶ Name, title, and contact information for the exhibit manager
- ▶ Measurable corporate objectives for the exhibit (i.e. sales leads, ROI, number of booth visitors, etc.)
- ▶ Exhibit summary (What was the marketing strategy behind the exhibit? What activities took place in the exhibit?)
- ▶ How is this exhibit different from the exhibiting company's past exhibits?
- ▶ What specific measurable results did the exhibit achieve?
- ▶ What, if any, photography and/or video is available from the exhibit?
- ▶ What makes this exhibit unique? What will EXHIBITOR readers learn from this case study?

**EXHIBITOR**

206 S. Broadway, Suite 745, Rochester, MN 55904-6565 T 507.289.6556 F 507.289.5253 [www.ExhibitorOnline.com](http://www.ExhibitorOnline.com)

# 20b Editorial Submissions

## Additional Editorial Options

### EXHIBITOR NEWS NETWORK

ENN is an online-only feature at [www.ExhibitorOnline.com](http://www.ExhibitorOnline.com) that keeps our subscribers and site visitors up to date on news and happenings in the industry. ENN includes promotions and new hires, new-product press releases, supplier news, and more. ENN is updated weekly. To submit a story to ENN, send your press release to [news@exhibitor magazine.com](mailto:news@exhibitor magazine.com).

### NEW TOOLS

EXHIBITOR magazine's New Tools column features some of the industry's hottest new products. It is a monthly feature within the pages of EXHIBITOR magazine (except for the annual EXHIBITOR Show issue, which features our New Product Showcase, made up of Buyers Choice Award entrants). To submit a product for consideration, contact Janet Van Vleet at [jvanvleet@exhibitor magazine.com](mailto:jvanvleet@exhibitor magazine.com). For additional information on entering your product in the Buyers Choice Awards, visit [http://www.exhibitoronline.com/awards/newproducts\\_award.asp](http://www.exhibitoronline.com/awards/newproducts_award.asp).

### HELP!

Our monthly Help! column features questions from our readers along with answers from industry experts. Topics range from exhibit design and graphics to international exhibiting and staff training. If someone at your company is a subject-matter expert on a particular topic, contact Linda Armstrong about writing an answer for a future installment of the column. You can e-mail Linda at [larmstrong@exhibitor magazine.com](mailto:larmstrong@exhibitor magazine.com).

### PLAN B

Have you – or one of your clients — saved the day after encountering a snafu on the trade show floor? From missing freight to damaged exhibit properties, trade show managers encounter everything under the sun, and the best of them come out smelling like a rose. Share your story of how you overcame an exhibiting obstacle by sending a brief summary to Brian Todd at [btodd@exhibitor magazine.com](mailto:btodd@exhibitor magazine.com).

### PHOTO GALLERY

Want to show off your company's best exhibit designs? Our semi-regular Photo Gallery column features interesting and innovative exhibit designs from trade shows around the world. For consideration, send high-resolution photos of the exhibit to Charles Pappas at [cpappas@exhibitor magazine.com](mailto:cpappas@exhibitor magazine.com).

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