

EXHIBITOR2010 22ND YEAR

Planning your participation at EXHIBITOR2010 and successfully executing your marketing plan will give you an edge over those exhibitors who do not take full advantage of the opportunities available to them.

In order to make this exhibit investment pay, we know you begin planning months in advance on how you will attract qualified buyers to your booth. Because you begin working now, here is some information and tips on how you can get your message in front of qualified buyers at EXHIBITOR2010, resulting in increased booth traffic and sales.

EXHIBITOR2010 22ND YEAR PROMOTIONAL PROGRAM

PROMOTIONAL BENEFITS

As an exhibitor, you are already part of this aggressive attendance promotion program conducted on your behalf:

- Advertisements and Press Releases placed in key industry publications.
- Conference Brochures sent to more than 800,000 known buyers with identified trade show, marketing, advertising, sales, management, and event planning responsibilities.
- Weekly e-mails sent to over 20,000 exhibit and event professionals who specifically requested the latest information on EXHIBITOR2010.
- Newsletters and e-mail reminders sent to 3,000 candidates and graduates of the Certified Trade Show Marketer (CTSM) Program, alerting them to new seminars and highlights of the Show.
- A press relations staff works closely with the trade and business media to convey the importance of EXHIBITOR2010 and to increase attendance.
- A toll-free phone number is publicized for Show registration information.
- The EXHIBITOR2010 Web site, www.EXHIBITOR2010.com reaches thousands of potential attendees daily with up dated Show and Exhibit Hall information, as well as online registration.

PRE-SHOW PROMOTIONAL TOOLS

Buyers come to EXHIBITOR2010 with a pre-set agenda of companies to visit. Utilize the following pre-show promotion tools and information to assure that your company is on the "must see" list of exhibitors.

FREE VIP EXHIBIT HALL REGISTRATION

Invite your customers and prospects to visit EXHIBITOR2010 as your special guest. Your free customized VIP invitation invites them to attend both the exhibit hall and networking reception with your compliments. Email them the customized pdf with your company name.

Your customers and prospects simply enter your VIP code to waive the \$75 fee when they register online. You will receive your unique pdf and VIP code shortly. If you have questions contact EXHIBITOR2010@heexpo.com.

MAILING LISTS

Exhibitors wishing to do a pre-show and/or post-show promotional mailing should contact CompuSystems (official registration contractor). Contact CompuSystems at 708.786.5565 for details and pricing.

DIRECT MAIL

Direct mail is the most important element you can use to attract buyers to your booth. Consider the following elements when planning your direct mail program:

- Objectives - Decide what you want to accomplish with your direct mail campaign.
- Target Audience - Mailing lists of your best customers, prospects, and the media are obvious audiences, as are those who have expressed interest in your product during the last year. You can also focus on specific segments of the EXHIBITOR2010 audience by request.
- Content - What is your message?
- Frequency - For optimal results, plan to send three separate mailings spaced at two to three-week intervals.
- Make it easy for your customers to find you. Remember to highlight your booth number and location in the exhibition. Always include the name, dates, and location of EXHIBITOR2010. It will increase the likelihood that your message will be read.

CONFERENCE BROCHURES – PROVIDED BY EXHIBITOR2010

Be a proponent of professional education – and highlight your participation in EXHIBITOR2010 – by making complete conference information available to your top prospects and customers.

HOW TO DISTRIBUTE YOUR CONFERENCE BROCHURES:

Send them to your best customers, prospects, distributors, and sales people with:

- A piece highlighting what you will be exhibiting.
- Your customized VIP Exhibit Hall Pass invitation in pdf form.
- A customized conference brochure in pdf form.

If you have questions contact:
EXHIBITOR2010@heexpo.com

QUESTIONS? Please call or e-mail KELLY BOEHNE at EXHIBITOR magazine:
(PHONE) 507.289.6556 • (FAX) 507.289.5253 • (E-MAIL) kboehne@exhibitor magazine.com

EXHIBITOR2010 22ND YEAR

BEST OF THE BEST

SHINE AMONG YOUR PEERS!

EXHIBITOR2010 will once again honor those exhibitors who demonstrate excellence in exhibit marketing and booth staffing with the Best of Show and Best Booth Staff awards.

BEST OF SHOW JUDGING PROCEDURES/CRITERIA

All EXHIBITOR2010 exhibits will be judged by a panel of corporate exhibit managers. Judging will take place on the first day of the show. Awards will be given in two booth size categories: exhibits 200 square feet and less, and exhibits more than 200 square feet.

EXHIBITS WILL BE EVALUATED ON FIVE CRITERIA:

1. **Corporate ID** – Can you tell at a glance who the company is and what it does?
2. **Layout** – Is the layout functional and accessible? Is the booth clean and orderly?
3. **Design** – Is the booth inviting and attractive?
4. **Graphics** – Are graphics well-placed and easy to read? Do they address product features and benefits?
5. **Product presentation** – Are products clearly identified? Is the presentation memorable?

NOTE: *The Best of Show designation is not a "best design" award. Equal emphasis is placed on all five criteria.*

BEST BOOTH STAFF JUDGING PROCEDURES/CRITERIA

All exhibitors are eligible. Exhibit personnel will be evaluated by a panel of corporate exhibit managers. Judging will take place on the first day of the show.

BOOTH STAFFS WILL BE JUDGED ON SIX CRITERIA:

1. **Proper booth etiquette** – Staffers should not be sitting, eating, or talking on the phone.
2. **Active engagement** – Do staffers stand at the threshold of the exhibit ready to engage passers-by? Do they make eye contact with and greet approaching attendees?
3. **Effective conversation-starters** – Do they acknowledge your presence in the booth? Do they ask open-ended questions?
4. **Adequate staff** – Is the booth sufficiently staffed to accommodate show traffic?
5. **Qualifying techniques** – Do staffers ask questions? Do they assess a prospect's needs before launching into a sales pitch?
6. **Knowledge/helpfulness** – Can they answer your questions? Do they take advantage of other resources in the booth (other personnel, literature, product displays)?

AWARDS PRESENTATION: *Best of Show and Best Booth Staff awards will be presented Tuesday, March 16. A list of the winners will be posted in the exhibit hall. Winners also will be recognized in post-show press releases and in the EXHIBITOR2010 post-show coverage in EXHIBITOR magazine.*

BUYERS CHOICE AWARDS

All products and services featured in the New Product Showcase will automatically be entered in the Buyers Choice Awards program. Winners are selected by a team of industry buyers and are announced at the Show.

PRODUCT DESIGN AWARDS

OVERVIEW / ELIGIBILITY:

EXHIBITOR Magazine's Product Design Awards honor superior product designs in the exhibit and event industry. The only product-design award for the industry, the competition is open to new three-dimensional products displayed in an exhibit at EXHIBITOR2010. Products must be launched between March 1, 2008, and March 1, 2010, and be available for immediate sale at EXHIBITOR2010.

AWARDS / PUBLICATION:

Winning products are featured in EXHIBITOR's August issue, read by 30,000 corporate marketing professionals who manage trade show exhibits, corporate events, and meetings. Winning entrants also receive a trophy and recognition at the following year's EXHIBITOR Show.

HOW TO ENTER:

Winners are required to submit an entry form (available online in December 2009), fee, product explanation, electronic visuals, and sales material (if applicable).

PRODUCT DESIGN AWARDS DEADLINES / FEES:

EARLY BIRD DEADLINE: Feb. 22, 2010, (\$50)

FINAL DEADLINE: March 1, 2010, (\$80)

CONTACT PROGRAM MANAGER:

Linda Armstrong at 1-972-317-1005 or larmstrong@exhibitormagazine.com for additional information. Or simply visit: www.exhibitorawards.com

QUESTIONS? Please call or e-mail KELLY BOEHNE at EXHIBITOR magazine:
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EXHIBITOR2010 22ND YEAR

EXHIBITOR2010 22ND YEAR CHECKLIST

INCREASE YOUR VISIBILITY

Publicity is a very powerful marketing tool when used to its full potential. We encourage you to work closely with the Show's press relations staff in developing a strong PR Campaign before, during and after the Show.

FREE PRE-SHOW PUBLICITY

- EXHIBITOR2010 maintains contact with more than 200 business and trade publications.
- News Releases are posted to the EXHIBITOR2010 Web site.
- If you have a special event or a new product release planned for the Show, be sure to notify Wayne Dunham at 630.963.4280 or dunhamcom@aol.com.
- The online Press Room provides exhibit and event managers with up-to-the-minute Show news. Take advantage of additional exposure before the Show to promote your exhibit and products on the Web – Free! News releases are posted daily in the online Press Room.

FREE POST-SHOW PUBLICITY

EXHIBITOR2010 press relations team also works with media after EXHIBITOR2010 closes, to facilitate "wrap-up" stories, provide final attendance figures, Best of Show Award winners, Best Booth Staff Award winners, Buyers Choice Awards (forms and additional information is included in this section of your manual), and floor survey information. If you have a special story to tell after the Show about how your product or service was received by attendees, and your success as a result of exhibiting, be sure to contact Wayne Dunham at 630.963.4280 or dunhamcom@aol.com

OCTOBER

- Exhibitor Registration/ Hotel Reservations Opens Online! **OPENS OCTOBER 20**
- Call the EXHIBITOR and Corporate EVENT ad sales department at 888.235.6155 or 507.289.6556 to discuss how sponsorships and advertising can fit your show objectives and provide increased brand and image goals at Show time.
- Order conference Brochures for distribution to your customers and prospects. Send 6-8 weeks before the Show. (Send Jan. 18 to Feb. 1)

NOVEMBER

- Call the EXHIBITOR and Corporate EVENT ad sales department at 888.235.6155 or 507.289.6556 to discuss how sponsorships and advertising can fit your show objectives and provide increased brand and image goals at Show time.
- Order Conference Brochures for distribution to your customers and prospects. Send 6-8 weeks before the Show. (Send Jan. 18 to Feb. 1)

DECEMBER

- Begin your Direct Mail Program for January & February.
- Return your New Product Showcase application, product description and photographs along with any sales literature or product brochures; for inclusion in the show issue of EXHIBITOR magazine, the official Show Directory and online at EXHIBITOR2010.com. **DEADLINE DECEMBER 4**
- Place ads in major trade publications, in the pre-show issue of EXHIBITOR magazine and in the Official Show Directory; include a Show logo, dates, and your booth number. **DEADLINE DECEMBER 15**

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EXHIBITOR2010 22ND YEAR

EXHIBITOR2010 2ND YEAR CHECKLIST

JANUARY

- Return your New Product Showcase application, product description and photograph along with any sales literature or product brochures; for inclusion in the official Show Directory and online at EXHIBITOR2010.com
- Jan. Pre-Show Mailer – Contact your sales representative for more information. **DEADLINE JANUARY 4**
- Review the show sponsorships – are you missing any valuable opportunities?
- FREE VIP Exhibit Hall Registration – Email your customers and prospects with your personalized VIP registration pass.
- Reserve your Ad placement for the show-site issue (Spring) of Corporate EVENT magazine. **DEADLINE JANUARY 12**
- Reserve your Ad placement for the show-site issue (March) of EXHIBITOR magazine. **DEADLINE JANUARY 12**

FEBRUARY

- Send news releases to all the major trade publications and Wayne Dunham, announcing new programs and/or products you plan to introduce at the Show.
- Send your company information or product announcement to CompuSystems for distribution to the registered attendee file for your pre-show promotion mailing.
- Return your New Product Showcase application, product description and photograph along with any sales literature or product brochures. Final entry date into the New Product Showcase at EXHIBITOR2010. Submissions received on this date will be posted online at EXHIBITOR2010.com. **DEADLINE FEBRUARY 4**
- Reserve post-show ads in EXHIBITOR magazine. Thank the attendees with post-show promotions in the April issue. **DEADLINE FEBRUARY 9**
- “New” – Enter the Product Design Awards; honoring superior product designs in the exhibit and event industry. **DEADLINE FEBRUARY 22**
- Prepare 25 Media Kits with information on your company, products, and services for placement in the Press Room at the Show.
- Send news releases to all the local business publications announcing what you plan to feature at the Show.
- Finalize arrangements for any social functions you plan during the Show and mail invitations to your guests.
- Conduct a telemarketing campaign to your best customers to confirm their Show attendance and set-up appointments.

MARCH

- Post any last-minute news release on the EXHIBITOR2010 Web site; www.exhibitoronline/news/submitnews.asp
- Schedule time to visit the EXHIBITOR Media Group booth while you’re at the show.
- Follow-up on the leads you collected at the Show with program and/or product information and a personal phone call.
- Send news releases to all the major trade publications reporting on how your program was received at the Show and your success as a result of exhibiting.
- Send direct mail or email blast to all EXHIBITOR2010 registrants.

APRIL

- Send direct mail or email blast to all EXHIBITOR2010 registrants.

For more details on these promotional opportunities, refer to the Exhibitor Service Manual.

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