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I. Vital Statistics

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Candidate Profile

My path towards becoming a certified trade show and special events expert began by earning a Bachelor of Public Relations degree in May 2005 from Mount Saint Vincent University (MSVU). My focus was on internal marketing communications with an interest in special events management. While working towards my degree, I participated in the co-operative education (co-op) program.

During my co-op term with the Nova Scotia Centre on Aging (NSCA) as a communications coordinator, I worked directly with the executive director of the centre, planning and managing a number of special events. This was my first official introduction into the world of events management. The one event that stood out most was a tribute dinner in honour of Dr. F.R. MacKinnon, a key figure in the formulation and reform of social policy for Nova Scotia, Canada (see appendix A, pages 36 - 37 - Tribute Dinner Brochure).

The objective of the event was to raise at least \$8000 for the *Dr. F.R. MacKinnon Endowment Fund* established in 1996 by the Senior Citizens' Secretariat for the NSCA. By the end of the evening we raised over \$10,000.

The day after graduation from MSVU, I was hired as the marketing/public relations coordinator for a local real estate company. I was a one-person marketing team working alongside a graphic designer. During my time with the real estate company, I expanded my special events experience further by volunteering as a member of the organizing committee for the third annual fundraising event called the *Courage to Give Back Awards* (see appendix B, pages 38 - 39 – CTGBA Event Brochure).

The event was to help raise money for a local Halifax, Nova Scotia non-profit organization called *Family SOS*. Although the main objective was to raise \$20,000 during the event, it was also setup to honour the courage, conviction and contribution of extraordinary individuals in our community. We raised more than \$26,000.

In addition to being involved with special events during my employment at the real estate company, my responsibilities included coordinating the logistics for the annual real estate trade show. The show was my first introduction to the trade show world. Basically, my role was to personally transport a small 10 x 10 booth to the show, assemble it, provide the marketing materials to distribute, and then dismantle the booth at the end of the show.

Unfortunately, there was very little preparation for the show as the company followed the same routine every year, and the only direction booth staff received was the time they were scheduled to work at the booth. Looking back, based on **session 21315 “Beyond the Basics of Booth Selling”, ELC # 5 - 85% of your show success depends upon your staff by MIM Goldberg, CME**, without providing clear objectives and instructions for booth staff to follow; it explains why the post-show results were unfavourable.

In June 2009, I entered the natural health industry by joining Ascenta as a marketing assistant. Two years later I was promoted to marketing coordinator. Although my official title is Marketing Coordinator, I refer to myself as a “Storyteller”.

Basically, I promote Ascenta’s story, creating awareness about who we are, what we offer, and how our product is the better choice among a vast selection of omega-3 supplements currently available in the market. I am a member of the company’s five-person marketing team.



My responsibilities include assisting the other members of the marketing team on special projects, managing our product labels, supervising the marketing material inventory, and managing all national and international trade shows. In addition to my marketing tasks, I am a member of the company’s social committee, planning special events for the staff.

Besides working closely with the other members of the marketing team, other key players I have the privilege of working with include our Human Resources Director, North American Sales Manager, two graphic designers, exhibit house vendor, transportation vendor, label vendor and printing vendor.

Before becoming aware of the Certified Trade Show Marketer (CTSM) program, I coordinated the logistic aspects of all our national and international trade shows. Eventually I had a desire to become more involved in the strategic planning process. Two years ago, my introduction to the CTSM program was from a promotional post card I received at work. After researching the program further, and receiving approval from my boss, I decided to enroll.

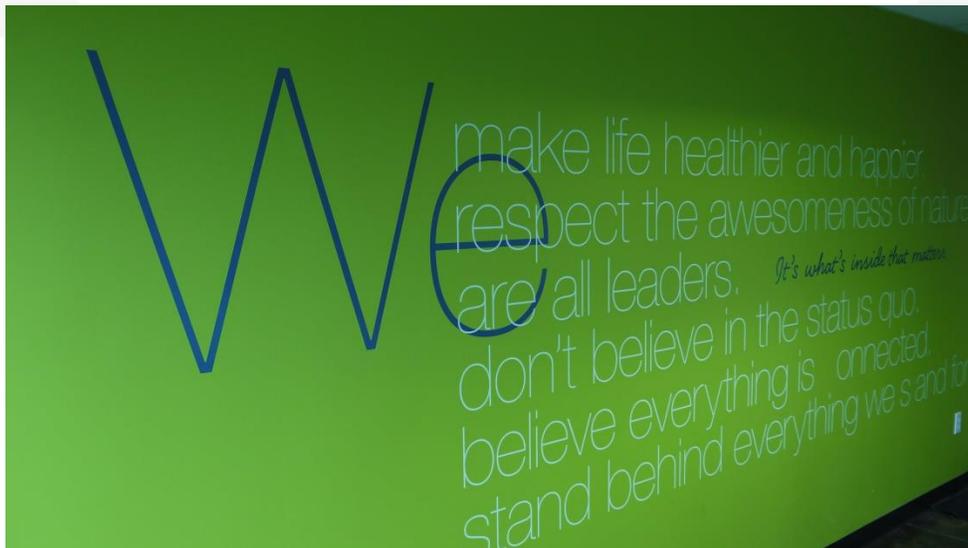
My target date is November, 2015 to complete the remaining requirements towards earning a CTSM certification, and become the first person in Nova Scotia, Canada to receive this distinction.

Company Profile

Motivated by a desire to overcome the deficiencies in dietary omega-3 consumption, Marc St-Onge developed a new line of great-tasting, all natural omega-3 fish oil supplements called NutraSea. In June of 2003, Ascenta arrived on the scene in the Natural Health Market as a manufacturer of omega-3 supplements unsurpassed in quality and purity, committed to sustainably producing supplements that improve health and promote optimal wellness. The head office is located on the east coast of Canada in Halifax, Nova Scotia.

Ascenta started with five employees utilizing a small office space with one room designated as the production area. Today, Ascenta has 60 employees with three separate units: one housing the sales, marketing and finance departments, one designated for its own production facility that exceeds GMP standards, and one used as a warehouse for storage and shipping. In addition, the company's research team is renting space within one of the local Halifax area universities Dalhousie, which is fitting as the members of the research team, including the owner and founder of Ascenta, are Dalhousie University graduates.

Ascenta's values are based on the belief, "It's what's inside that matters", which has guided us over the past 12 years. It's at the core of everything we do from how we treat people to the way we conduct our business, and most importantly, what we put in our bottles and bodies. It is the external expression of our living manifesto, which is actually written on the walls at Ascenta's head office.



Even the logo is a representation of Ascenta's values. The three green dots symbolize the three core brand values Pure Science, Pure Happiness, Pure Health. The upward configuration of the circles signifies the ascent towards better health.

Ascenta ®

Creativity, integrity and love are at the heart of Ascenta's culture. Creativity represents creating a spirit of fun, inspiring new ideas. Integrity characterizes expressing our intent and values through our actions. Simply stated, "Doing is better than saying". Love signifies we love what we do.



Ascenta manufactures omega-3 supplements for the retail, animal health and professional channels.



One of the key benefits is every product lot is third party tested for quality, purity and label claims through a quality assurance program called Pure Check.

Pure  TM The Pure Check program guarantees that every lot of product meets label claims. This means that the amount of EPA+DHA in the bottle is equal, or greater than what is indicated on the label. The program **Check for yourself.** provides a unique level of transparency assuring consumers the product is of the highest quality and safe to ingest. The test results are posted online, and can be reviewed at www.purecheck.net.

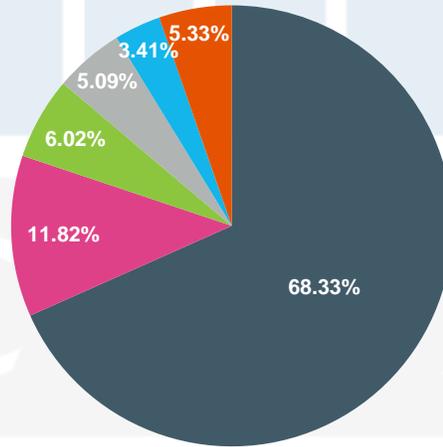
Pure Check is the only program where every lot of product is third-party tested and posted online. No other competitor in the omega-3 fish oil market offers a similar program allowing consumers to receive immediate information about label claims and test results.

Another important characteristic of Ascenta's corporate culture is its commitment to protecting and restoring the health of our planet. Some of Ascenta's environmental strategies include donating 1% of our annual sales to environmental organizations (*1% For the Planet* member), using 100% clean, renewable energy through Bullfrog Power (Canada's leading green energy provider), and obtaining non-GMO (Genetically Modified Organics) status for our products. Recently eight of Ascenta's products received the official certification from the Non-GMO Project (North America's only third-party verification and labeling organization for non-GMO food and products).



According to the AC Neilson report released in 2014, Ascenta's NutraSea brand reached number one in omega-3 liquid sales in Canada, earning 68% of the market share. In 2014, Ascenta's NutraSea liquid brand was responsible for \$2,964,582 out of the total \$4,338,332 Canadian sales volume for omega-3 liquids (see appendix C, page 40 - AC Neilson Stats on Omega-3 Category).

CDN Market Share Percentage for Omega-3 Liquid Brands Performance



■ NutraSea ■ Webber Naturals ■ Herbal Select
■ Genuine Health ■ Treehouse ■ Remaining Brands

Compared to the Canadian market, we are experiencing slower growth in the United States, but it may be due to being a new "Fish" in the United States omega-3 market. Unfortunately, during the writing of this portfolio, I was unable to obtain statistical results concerning Ascenta's market share percentage of omega-3s within the United States.



II. Overview

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When I joined the Ascenta family, the company's trade shows were selected by the sales team, but coordinated by the purchasing agent and office administrator. Between the two individuals, they looked after the logistics for every trade show such as shipping, packing materials, ordering show services and signing contracts. Marketing's involvement included creating the promotional materials, and the marketing VP would participate at the booth during the shows.

After a few months with Ascenta, both the purchasing agent and office administrator moved on from the company, and I was assigned the responsibilities of coordinating the company's national and international trade shows.

By the end of my first year at Ascenta, I mastered the understanding of trade show logistics, knowing when to take advantage of the early bird discount rates for show services, building excellent relationships with shipping and exhibit house companies, and assembling every booth in the company's trade show arsenal, yet something appeared to be missing. I started to question why we were attending certain shows every year.

When I started the CTSM program, it felt good to discover a common trade show practice we performed well involved conducting meetings before and after our trade show in accordance with what I learned from [session 20414 “Don't Skip the Meetings – Pre-, At-, and Post-:Guideposts to Success”, ELC # 1 - Why conduct a preshow meeting? Taught by Marc Goldberg, CME](#). An important aspect of planning Ascenta relies on for a trade show is organizing pre-show meetings to discuss our target audience, staff responsibilities and product features. Within a week after a show ends, post-show feedback is obtained from booth staff.

Despite having a good grasp on coordinating pre-show and post-show meetings, other areas important to having a successful trade show program were lacking such as creating specific and measurable objectives as discussed in [session 10814 “How to measure the value of trade show participation – Basic Concepts: Part 1”, ELC # 3 - Measurement Depends Upon Good Objectives by Ed Jones](#).

Without setting specific trade show objectives, it was difficult to determine whether or not a show was successful. Although we were on the right track, our objectives were too broad without a clear action being specified. For example, an objective would be to improve awareness about Ascenta and omega-3s.

As part of showing the knowledge and overall expertise gained from the CTSM program, my portfolio will focus on The Canadian Health Food Association West (CHFA West) conference and trade show that took place in Vancouver, BC April 10th to 12th. The event is one of the two largest Canadian natural health retail shows that provide manufacturers and distributors

an opportunity to meet face-to-face with national and international decision-makers and influencers within the natural health industry.

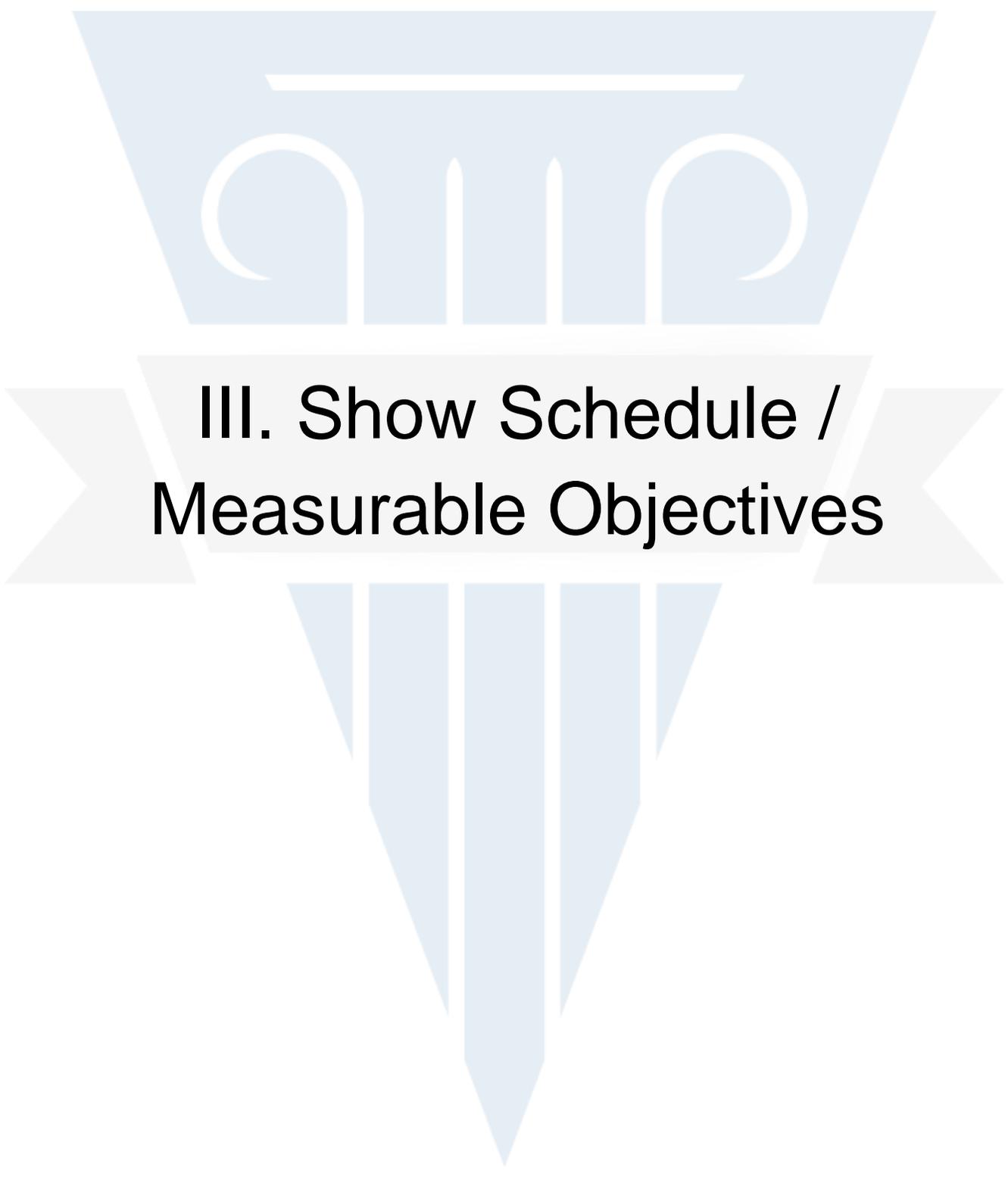
From Ascenta's 2015 trade show schedule, CHFA West was one of our more important events. The show played a crucial role in helping to launch our new complete brain health supplement in Canada, making it the perfect event to showcase my CTSM training, improve my ability to better manage Ascenta's trade shows, and offer an opportunity to experience a leadership role.

CHFA West Demographics

- ▶ **640** attendees visited the conference program on Thursday and Friday.
- ▶ **2,879** attendees (unique names, not including exhibitors) attended on Saturday and Sunday.
- ▶ **834** stores (unique address) sent representatives to the trade show.
- ▶ **894** attendees visited the show on both days, taking full advantage of the time provided to explore the thousands of products on display.
- ▶ **75%** of the audience indicated that they have purchasing authority or make recommendations on purchases for their business.



Overview of CHFA West Show Floor

The image features a large, stylized logo in light blue and white. The logo is composed of several geometric shapes: a top trapezoidal section with a white horizontal bar, a central section with two white circular shapes and two vertical lines, and a bottom section with four vertical lines of varying lengths. A grey banner with a ribbon-like shape is positioned across the middle of the logo, containing the text. The text is in a bold, black, sans-serif font.

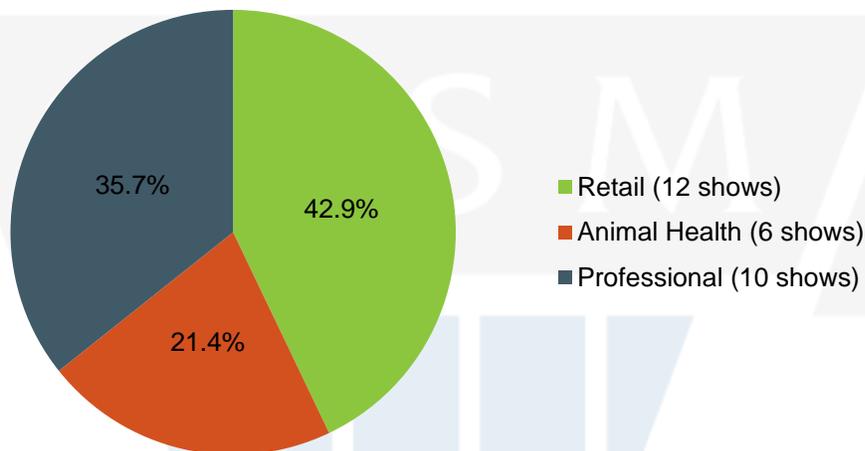
**III. Show Schedule /
Measurable Objectives**

III. Show Schedule/Measurable Objectives

On average, Ascenta typically exhibits at 25 shows annually, but in 2015, the company committed to participating at 28 trade shows between January and November. The increase in show participation can be attributed to the launch of three new products throughout the year, plus a growth in distribution for our professional line of omega-3 supplements among the optometrist field.

The trade shows we attend are divided into three specific markets: retail, animal health and professional. Below is a pie chart illustrating the percentage of shows where Ascenta was an exhibitor for each specific market.

Trade Show % for each Channel



When the budget was being reviewed for the 2015 trade show season, the cost for each show was calculated using the formula **cost of the booth space x 3**. I incorporated the “Ball Parking Technique” after learning about it in [session 20314, “The Nuts and Bolts of Budgeting for Results”](#), *ELC # 2 – The Absolute Basics*, by Kimberley Kee.

The formula was a simple method to provide management with an immediate calculation of what a show will cost, which was helpful in determining the 2015 budget. In the past, the show cost was determined by either basing it on the previous year’s expenses, or searching for the actual costs. Calculating show expenses used to be time-consuming, taking anywhere from 30 to 60 minutes. However, now figuring out a budget for a show is accomplished in a matter of seconds.

On the following page is a list of Ascenta’s top five trade shows for 2015 (see appendix D, page 41 - Ascenta’s 2015 Full Tradeshow Schedule). The proposed cost for each show was calculated using the formula mentioned above.

Show: Natural Products Expo West

Date: March 6th – 8th, 2015

Location: Anaheim, CA

Booth Size: 10 x 20

Channel: Retail

Target Audience: North American natural health retailers with purchasing power

Proposed Cost: \$34,170.00 (\$US)

Show: Canadian Health Food Association West

Date: April 11th – 12th, 2015

Location: Vancouver, BC

Booth Size: 10 x 20

Channel: Retail

Target audience: Canadian natural health retailers with purchasing authority

Proposed Cost: \$12,900.00 (\$CDN)

Show: Ontario Association of Optometrists Symposium

Date: April 17th – 19th, 2015

Location: Toronto, ON

Booth Size: Banner

Channel: PRO

Target audience: Canadian optometrists

Proposed Cost: \$1000.00 (\$CDN)

Show: Canfit PRO

Date: August 8th – 10th, 2015

Location: Toronto, ON

Booth Size: 10 x 10

Channel: Retail

Target Audience: Canadian Fitness Professionals

Proposed Cost: \$12000.00 (\$CDN)

Show: Canadian Health Food Association East

Date: September 19th – 20th, 2015

Location: Toronto, ON

Booth Size: 20 x 20

Channel: Retail

Target audience: Canadian natural health retailers with purchasing authority

Proposed Cost: \$25,800.00 (\$CDN)

As best described by **Jerry Gerson in session 20214 “Basic Project Management and Reporting Skills”, ELC # 3 - Understanding Corporate Objectives**, a person must understand the corporate objectives to better guide the exhibiting process, which can be accomplished by answering four questions.

Why are you exhibiting at trade shows? Ascenta's focus over the next 3 – 5 years is to concentrate on developing innovative products currently unavailable in the natural health market. One of Ascenta's corporate objectives for 2015 involved launching three new products, and having them available to purchase in natural health food stores like Loblaws, Shoppers and Lawtons by the end of the year.

Exhibiting at tradeshow provides a perfect venue to reach a large number of our target audience in a face-to-face setting, where they learn about the product and can sample it for the first time. The specific corporate goal for CHFA West was to create awareness among Canadian natural health retailers about our new product Spark by officially launching it at the show.

Who are your show targets? Specifically for CHFA West, Ascenta's target audience were Canadian retailers, both existing and new clients, with purchasing authority.

What must be communicated to the different targets? At CHFA West, we focused on three key messages with supporting points for the Canadian retailers.

- 1) Ascenta Spark was designed to support brain health.
 - a. Develop: omega-3 + PS, the key building blocks for a healthy brain
 - b. Maintain: phosphatidylserine to help maintain healthy brain cells
 - c. Protect: powerful antioxidants to help protect the brain as it ages
- 2) A complete brain health formula in just 1 teaspoon a day. (6 key ingredients)
 - a. EPA – 150 mg
 - b. DHA 350 mg
 - c. Phosphatidylserine 100 mg
 - d. Lutein 2mg
 - e. Zeaxanthin 1 mg
 - f. Vitamin D – 1000 IU
- 3) Now available in Canada for a suggested retail price of \$32.99 (150 ml bottle) in a tangerine flavour liquid.

What do you want to accomplish and bring home? To have retailers place orders for Spark and have the product available for consumers to purchase right away. The measurable objectives section below lists the specific outcomes we hoped to achieve at CHFA West.

With an overwhelming amount of products being offered at CHFA West exhibitors had to be creative at persuading attendees to stop and try their products. I introduced booth staff to the 3-30-60 technique I learned about in [session 21315 “Beyond the Basics of Booth Selling”, ELC # 6 - Think, work and communicate differently by Mim Goldberg, CME](#). You have 3 seconds to grab someone's attention, 30 seconds to determine if the person is a potential prospect, and 60 seconds to provide short, concise, clear messages.

To use the technique effectively, staff would need to first grab an attendee's attention. This was accomplished by asking an open-ended question, *"What brings you to the show today?"* to open up a dialogue. The next step was to find out if the individual was interested in learning more about how he/she could "Spark" his/her brain in "Just one teaspoon a day", followed by a brief description about Spark. The final step was to invite the person to sample our product while we communicated the key messages described earlier on page 10.

Measurable Objectives

According to **Katherine Chestnut Klang, CTSM, Diamond Level**, objectives can be classified into four categories: awareness, comprehension, conviction and action (**Session 31514 "Integrated Marketing Communications", ELC # 1 - Defining Show Objectives**). Although the main objective at CHFA West was to create awareness about our new Spark product, I was able to set measurable objectives that addressed all four categories for the show.

Objective 1 – Have the entire booth staff knowledgeable about Spark by opening day of the show.

Objective classification - Conviction

Strategy – Train staff to have a full understanding about Spark and its benefits.

Tactic 1 – Ascenta's education team developed an informative training presentation about Spark that was reviewed by staff.

Assessment method - Staff completed a quiz after the training and had to achieve at least a 70%.

Objective 2 – Fill 85% of the seating capacity for the Product Education Seminar (PES) about Spark.

Objective classification - Comprehension

Strategy – To provide retailers with in-depth information about Spark the day before the trade show opening.

Tactic 1 – Promoted the PES details on the CHFA West website to invite attendees.

Tactic 2 – Sent out invitations to attend the PES with the show promotion either by email or arranged for sales reps to deliver them in person to their accounts.

Objective 3 - Increase awareness by having 15% of show attendees sample and learn about Spark onsite by the end of the show.

Objective classification - Awareness

Strategy – Increase awareness about Spark by inviting attendees to visit our booth to sample and learn more about the new brain health product.

Tactic 1 – Notified clients by either email or in person about the show promotion prior to the show, letting them know about our *Spark Intro Offer*, buy 5 bottles of Spark and receive 1 free (Spark is available in cases of 6).

Tactic 2 – Setup a sign in the “New Showcase Display” located at the show entrance, promoting Spark with a call-to-action to visit our booth to sample and learn more about it.

Tactic 3 – Broadcast a series of 10 second ads featuring Marilu Henner promoting our new brain Health product Spark on a 32” TV at our booth.

Tactic 4 – Displayed a large pyramid of Spark branded Rubik cubes on the table at our booth to help grab attendees’ attention.

Tactic 5 – Demo Spark in the booth while at the same time summarizing the benefits of taking our product.

Objective 4 – To meet with at least 50% of our Canadian key accounts during the trade show.

Objective classification - Action

Strategy – Convince our top key accounts across Canada to list Spark in their stores.

Tactic 1 – Booked a room away from the show floor to meet with each of our Canadian key accounts separately, to provide an in-depth presentation about Spark including sampling and giving them free product to take with them for staff to taste.

Assessment method – Sales managers provided the number of meetings conducted at the end of the show.

Objective 5 – Collect at least 25 orders for Spark from retailers onsite by the end of the show.

Objective classification – Action

Strategy – Persuade retailers at the show to place their order onsite rather than wait.

Tactic 1 – Sample the product at the booth so retailers have first-hand knowledge of the great taste.

Tactic 2 – Setup a table-top display promoting our *Spark Intro Offer* promo.

Tactic 3 – Order forms were available onsite to be completed by booth staff to take orders on the spot.

Assessment method – Counted all order forms collected at the end of each show day.

Objective 6 - Sell at least 2000 units of Spark across Canada during the *Spark Introductory* promotion from April 10th until May 31st, 2015.

Objective classification - Action

Strategy – To sell a large volume of Spark within the first couple of months after the brands official launch in Canada.

Tactic 1 - Offered a *Spark Introductory Offer* promo to buy 5 bottles of Spark and receive 1 bottle free based on purchasing a full case of 6. The promotion started 2-weeks prior to the CHFA West show, lasting until May 31st.

Tactic 2 – Use CHFA West as the venue to officially introduce Spark to Canadian retailers, so they have an opportunity to taste the product and learn more about the product benefits.

Tactic 3 – Updated the Canadian order forms to include Spark that would be sent out at client requests.

Tactic 4 – Promoted Spark on Ascenta’s website and e-commerce site.

Tactic 5 – Used Ascenta’s various social media networks to further promote Spark.

Tactic 6 – Featured Spark in our April/May marketing calendar promotion. (Every two months Ascenta focuses on one product to promote at stores, so all marketing materials concentrate on the one product. This process is referred to as our bi-monthly “Marketing calendar”).

Assessment method – Arranged for Ascenta’s finance department to track and report the total units of Spark sold across Canada from April 10th to May 30th, providing a break down per province.



IV. Management of Exhibit Design / Productions

IV. Management of Exhibit Design/Production

The main focus at CHFA West was to introduce Canadian retailers to our new complete brain health supplement called “Spark”. The theme was “Spark your brain”. In addition to introducing a new product, we also wanted to announce receipt of an official “Non-GMO” (Non-genetically modified organics) certification for seven of our NutraSea products and create awareness about the David Suzuki Blue Dot Tour.

Our booth space was a “Split Pavilion” setup, meaning we shared a common back wall with another exhibitor, but the remaining three sides were wide open (see appendix E, page 42 - Split Pavilion Booth Layout Definition). We had a 10 x 20 area that consisted of a 4’W x 20’L x 10’H backdrop structure with custom ecologic lighting and three circle graphs featuring our new Spark brand, 8’ powder coated table with 3 built-in lights, podium style table with a Spark branded table cloth used to hold a 32” flat screen TV, and a 3’ w x 7’ tall pull-up banner promoting our non-GMO certification status for a number of Ascenta’s products.



Over the years we developed strong relationships with the following four vendors that we have come to rely on for specific trade show services:

1. **Design Company** – develops the artwork for all of our marketing pieces and booth layouts.
2. **Exhibit House** – builds and repairs the booth graphics and structures created by the design company.
3. **Print Company** – prints all of our marketing pieces on FSC approved paper and banners.
4. **Carrier** – ships our booth to the shows, and they provide us with a loyalty shipping discount.

By building a good relationship with the four vendors, they are considered to be a part of our trade show team. From my experience working with each vendor over the years, they can be relied on to be available during times when we are faced with last minute emergencies.

In preparation for CHFA West, working with the four vendors discussed above, I felt it was unnecessary to send out “Request for Proposals” to other competing companies. Instead I generated the following needs list:

Needs List

1. Develop a booth layout that feels comfortable for both show attendees and staff.
2. Design new circle graphs for the backdrop display to promote Spark.
3. Design a Spark branded tablecloth for our podium table.
4. Create a new pull-up banner to announce our “Non-GMO” certified products.
5. Order one shelf in the new product display case section located in the show venue’s lobby, to promote our new complete brain health product, inviting attendees to visit our booth to taste and learn more about Spark.
6. Hire a local demo person to help with sampling product at the booth.
7. Identify a Spark branded give-away that fits with our show theme, “Spark your brain”.
8. Keep booth costs down by ordering show services before the discount deadline.
9. Transport our 10 x 20 booth structure to Advance warehouse, so all the crates are at our booth when I arrive to set up.
10. Reduce our environmental impact from transportation of our booth to the type of materials used during the show.
11. Purchase a 32” LCD Smart TV to broadcast a series of Spark ads on a continuous loop.
12. Create an 8.5” x 11” table top sign promoting the show deal, “Buy 5, receive 1 free bottle of Spark.”
13. Sponsor one of the CHFA West Product Education Sessions (PES) to help promote Spark the day before the opening of the trade show.
14. Arrange for our Spark brand ambassador Marilu Henner to present at our sponsored PES.

15. Coordinate with another team member to help me with the booth setup (I assemble and dismantle Ascenta's 10 x 20 booth).
16. Rent a room at the venue on the second level to meet with key accounts away from the distractions of the trade show main floor.

Production Strategies

To achieve our objectives of increasing awareness among at least 15% of show attendees (objective 3), and sell at least 2000 bottles of Spark across Canada by June 1, 2015 (objective 6), we used our booth at CHFA West as the driving force in the launch of our Spark campaign.

A. Layout

During **session 61914 “Exhibit Design – from Concept to Completion”, ELC # 6 - The Human Factors**, by **Jim Andersen**, I was intrigued by his discussion about how trade shows are built for people, and they should feel comfortable within the confines of an exhibit structure. An important rule of thumb I learned, when people do have a small zone of approximately 18” of personal space, they begin to feel uncomfortable. After taking session 61914, my personal goal was to make certain an individual's experience at Ascenta's booth was comfortable and enjoyable, for both clients and staff.

To ensure everyone's physical comfort, I reviewed our booth layout to determine how much space would remain after all the furniture was placed. The following is a quick calculation I used to assess how much open space would be available.

Booth space	200 sq.ft.
Backdrop	80 sq.ft.
Large 8' table	16 sq.ft.
Podium table	4 sq.ft.
Pull-up banner	3 sq.ft.

Remaining space..... 97 sq.ft.

Knowing there would be 97 sq.ft. of open space available, I used Lisa Gentilin's average measurement of “One person for every 17 sq.ft.” to estimate how many people would fit comfortably within our booth space at one time (**session 40915 “Formulas That Can Save You Money”, ELC # 2 - Room set-up – Learn the formulas to determine how much space you will need in a room based on your preferred set-up**). Although the 17 sq.ft. calculation is based on a classroom style setting, the setup is similar to our linear style booth layout.

As a result, I concluded approximately 5 people could fit comfortably in our booth at one time. There were at least 2 to 3 staff working the booth at all times, leaving room for only 2 to 3 visitors.

To avoid overcrowding, I decided to place our 8' sampling table at the front edge near the aisle, so attendees could sample product at the front of the booth rather than having to come into the limited booth space.



In addition, the area behind the 8' sampling table had custom carpet padding placed where staff would be standing for long hours each day, providing support to the lower back and legs.

With limited space at our booth, we booked a vacant room located on the second level to conduct meetings with our key accounts. A room away from the show floor was perfect for privacy, yet still within the trade show venue to visit our booth afterwards to sample product. Renting the extra space played an important role in helping us to meet with at least five of our Canadian retail key accounts during the show (objective 4).

B. Lighting

To bring attention to our booth we used three lighting techniques known as “Up-casting”, “Down-casting”, and “Backlighting” ([session 61914 “Exhibit Design – From Concept to Completion”, ELC # 7 - Nineteen Things You Need to Know About Lighting, by Jim Andersen](#)). We used the “Up-ward casting” technique on the 8' table where circular LED (Light-Emitting Diode) bulbs were installed inside the table unit allowing the light to shine in an upward direction. There were three table lights installed approximately two feet apart. We displayed a bottle of Spark at the location of each table light source to illuminate the product.

For the “Backlighting” technique, we used sixteen linear energy-saving fluorescent lamps inside the backdrop graphic. To control the amount of light shining through we applied the “Pierce cut” technique (light source placed behind a wall or opaque surface) by placing a light diffusing acrylic sheet in front of the lamp. This provided enough light to brighten the backdrop graphic without the appearance of a shadow from the backdrop frame shining through.

To grab a person's attention as he/she approaches our booth from a distance, we applied the down-casting technique by using two spotlights to highlight the graphics promoting our Spark brand and show theme.

The purpose of having our product and show theme "Spark your brain" highlighted was to "Spark" people's curiosity, hoping they would be intrigued enough to visit us and try our new product.

C. Electrical

Prior to ordering electrical services for our booth, I first calculated how much wattage would be required to handle the lights and all other electrical devices. I followed the electrical power plan template, and the formula **Amps x volts = Watts**, provided by **Candy Adams in session 20915 "Show Operation Basics – Part II: On-Site Implementation", ELC # 4 - Show Utilities**. The following is a copy of the power plan template I created to determine the total amount of power needed to operate the booth. Based on the total amount required, I knew to order the standard circuit of 1500 watts (see appendix F, pages 43-44 - CHFA West Electrical Order Form).

Canadian Health Food Association West Expo 2015 Power Plan Booth # 721

Exhibit Space	Total # Outlets	Total wattage	Total # of Lights	Total # of Spotlights	Laptops	LCD TVs	Extra Outlets
Backdrop	21		16	2			3
wattage		610	560	50			
Info Table	2				1	1	
wattage		317			17	300	
Demo Table	1		3*				
wattage		150	150				
Total	24	1077					

* Although three light bulbs in the table, only one electrical cord required to plug in the entire table.

D. Video Ads

During the CHFA West show a series of 30-second ads were broadcast on a 32" television at our booth, featuring actress, author, and memory expert Marilu Henner promoting our new brain health product *Spark*. Marilu's celebrity status, expertise on memory, and her enthusiasm in the ads, helped to grab the attention of attendees as they approached our booth, enticing them to stop at our booth to sample and learn more about our new brain health product.



E. Display Case

Located in the lobby area before entering the trade show floor, the product display cases were setup to provide exhibitors a chance to showcase any new products. Purchasing a display case spot was based on a first-come, first-serve scenario. On Ascenta's shelf, we displayed a double-sided display sign promoting our new Spark brand, with a "call-to-action" message inviting people to visit our booth to sample our new complete brain health product.



F. Environmental commitment

Protecting and restoring the environment has always been at the heart and soul of Ascenta. One of the company's corporate goals is to ensure all of our practices are environmentally sound: from energy conservation in the office to using recyclable packaging. Ascenta incorporated similar practices at the CHFA West show to keep in alignment with its corporate environmental goals by following some simple tips and tricks I learned about from **Glenda Brungardt in session 62414 "Green Trade Shows", ELC #2 - Greening of your trade show program – tips/tricks.**

Below is a list of steps we took to support our corporate environmental commitments by "Greening" our trade show program.

1. Our booth ships in seven crates, so we made one simple adjustment to help reduce fuel consumption and transportation costs. Prior to CHFA West, Ascenta participated at a tradeshow in Anaheim, California. Instead of shipping our booth from California to Nova Scotia, and then back to British Columbia, we decided to ship the booth directly from California to the CHFA West advance warehouse in British Columbia.
2. We used 1 oz. biodegradable/compostable cups to sample our new product.
3. After we finish a bottle of product the bottle is placed in a recycle bin.
4. The quantity of printed materials we took to the show was cut in half from what we normally take. Instead, we offered to email electronic versions of our show materials to attendees.
5. The materials we did bring to the show were printed on FSC approved paper.
6. Sylvania Ecologic energy saving linear 35-watt fluorescent lamps were used for lighting at our booth (see appendix G, page 45 - Sylvania Light Fixture Details).
7. The carpet tile and padding come with our booth, so we do not require new carpet to be cut at every show where our 10 x 20 booth is used.
8. Before the opening and after the close of each show we use Green Works cleaning supplies to keep the table area clean.
9. During CHFA West, we sponsored the David Suzuki Blue Dot Tour. The Blue Dot Tour, now the Blue Dot Movement, is a grassroots movement that aims to see the right to a healthy environment including the rights to fresh air, clean water, and safe food enshrined in our Canadian constitution.

During the show volunteers from the David Suzuki foundation were present to provide information about the movement, and invite people to join the cause. Ascenta is a big supporter of the David Suzuki Foundation, and sponsor of the Blue Dot Movement. You may learn more about the movement by visiting www.bluedot.ca.



Budget

As mentioned earlier in section 3, our estimated budget for CHFA West was \$12,900. Despite being a company experiencing continued growth, we have a limited trade show budget that has to be split among 28 shows in 2015. Even though the estimated budget for CHFA West was \$12,900, to make sure we kept within budget I defined which expenses we could consider as “Free” stuff. In **Kimberley Kee’s session 20314 “The Nuts and Bolts of Budgeting for Results”, ELC # 3 – Hard costs, soft costs, “Free” stuff,** I learned it is better to find alternatives to cover costs rather than cut items out. A good practice is to find funds elsewhere such as using other corporate budgets to help finance items for a show.

Some of the costs we classified in the “Free” stuff category include travelling expenditures, designing graphic artwork, printing marketing materials, advertising, staffing, and purchasing product to sample. I handle the assembling and dismantling of our booth, so my labour costs are considered “Free” stuff as well. The graph below illustrates our “Planned” versus “Actual” budget for CHFA West.

Canadian Health Food Association West 2015 Budget

Category	Planned	Actual	Variance
Booth Space	\$4,300	\$4,300	\$0
Shipping	\$4,000	\$2,000	\$2,000
Material Handling	\$1,700	\$1,780	-\$80
At-Show Services	\$1,600	\$1,487	\$113
Other Exhibit Related Costs	\$1,300	\$1,360	-\$60
Total	\$12,900	\$10,927	\$1,973

Please note all costs exclude tax.



**V. Management
of IMC**

V. Management of Integrated Marketing Communication

After finalizing the booth design and establishing a production plan, the next important step involved developing a communication strategy to introduce *Spark* to our target audience. According to **Ed Jones**, in **session 10814 “How to Measure the Value of Trade Show Participation – Basic Concepts: Part I”**, **ELC # 7 - Two Key Planning Questions**, knowing who you want to see at an event, and what you wish them to do as a result of being there should help define your messages and measurable outcomes. The following chart provides details about our integrated marketing communications plan.

Based on **session 31514 “Integrated Marketing Communications”**, **ELC # 2 - Matching Show Objectives to the Right Tactic**, by **Katherine Chestnut Klang**, I categorized the communication methods, described in the chart below, as Pre-, At-, and Post-show occurrences.

Management of Integrated Marketing Communications					
Communication Method	Choice Rationale	Target Audience	Measure Method	Measurable Objectives	Section 3 Goal
Pre-Show					
Face-to-Face visit	Sales reps met with our clients in person to personally deliver the following items: PES invite, Spark Intro Offer, and complimentary pass to the show.	Current clientele	Perform a head count during the PES.	Fill the seating capacity (75) at the PES by 85%.	Objective 2
Email	Sales reps emailed copies of the PES invite, Spark Intro Offer, and complimentary passes to clients that were unable to meet in person, but requested the information to be emailed.	Current clientele	Perform a head count during the PES.	Fill the seating capacity (75) at the PES by 85%.	Objective 2
Trade Publication <i>Integrated Health Retailers</i> magazine	A full-page ad announcing the launch of our new product, inviting natural health retailers to visit our booth during CHFA West to try a sample and learn more.	All Canadian natural health retailers	Count the sampling inventory at the end of the show and compare it to the quantities at the start of the show.	Have 15% of target audience visit our booth.	Objective 3
Website	Direct retailers and consumers to our company website to learn more about our new brain health product.	All Canadian natural health retailers and consumers concerned with brain health	Review number of impressions determined using Google Analysis.	Have our Spark page receive at least 200 visits during the weekend of the show.	Objective 3

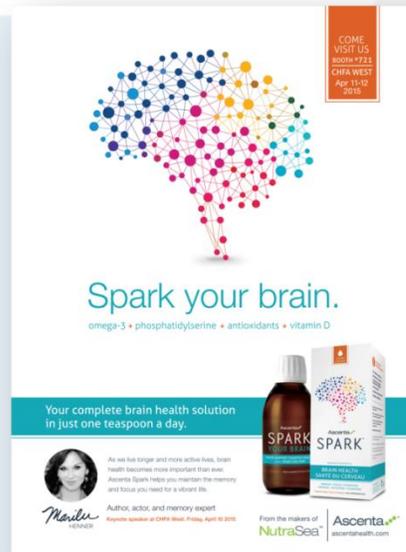
Management of Integrated Marketing Communications					
Communication Method	Choice Rationale	Target Audience	Measure Method	Measurable Objectives	Section 3 Goal
At-Show					
Product Education Seminar (PES)	Provide an opportunity for attendees to learn about our new product from a famous actress, author and memory expert Marilu Henner.	All attendees	During communication with attendees inquiry if attended the PES.	Have 50% of PES attendees visit our booth during the show.	Objective 3
Celebrity	Marilu Henner is a memory expert with a Highly Superior Autobiographical Memory (HSAM), making her a credible source to promote our new brain health product.	All attendees	During communication with attendees inquiry if attended the PES.	Have 50% of PES attendees visit our booth during the show.	Objective 3
Show Directory	Attendees learn who was exhibiting, and where each company was located.	All attendees	Conduct post-show survey.	Increase awareness by having 15% of target audience visit our booth.	Objective 3
Show Program	Provide details about those exhibiting, where they are located, and PES topics.	All attendees	Count the sampling inventory at the end of the show and compare it to the quantities at the start of the show.	Increase awareness by having 15% of target audience visit our booth.	Objective 3
Meeting Room	Meet with key accounts for a more in-depth presentation about our new product away from interruptions on the show floor.	Our Key accounts	Obtain final tally of meetings with key accounts from sales team.	Increase Spark sales by meeting with 50% of our key accounts.	Objective 4
TableTop Sign	An in-booth display to promote our <i>Spark Intro Offer</i> deal.	Attendees with purchasing authority.	Count number of order forms received at the booth.	Increase Spark sales by receiving at least 25 orders at the booth during the show.	Objective 5
Branded Giveaway	Give something fun, Rubik Cubes, a popular 80s puzzle that fit well with our "Spark your brain" theme. Attendees could share the Rubik Cubes with family and friends, further promoting our new product to others.	All attendees who sampled our new product.	Count remaining giveaway inventory at the end of the show and compare it to the inventory quantities at the start of the show.	Increase awareness by having 15% of target audience visit our booth.	Objective 3

Management of Integrated Marketing Communications					
Communication Method	Choice Rationale	Target Audience	Measure Method	Measurable Objectives	Section 3 Goal
Post-Show					
Product Video Promotion	Continue promoting our new product after the show to be broadcast on <i>National Nutrition's</i> YouTube account where their consumers find out about new natural health products.	General Canadian consumers interested in natural health products.	Check video views on YouTube.	Increase awareness about Spark by having at least 200 video views.	Objective 6
Consumer Publication (<i>Alive</i>)	After the retailer show, the next step was to inform consumers about our new product.	Natural health retailers and consumers interested in a natural brain health supplement.	Obtain total Spark sales from start of show to end of May.	Sell at least 2000 bottles of Spark by end of May.	Objective 6
April/May Marketing Calendar	Further promote <i>Spark Intro Offer</i> in our bi-monthly product promotion to retailers.	Current Canadian clientele	Obtain total Spark sales from start of show to end of May.	Sell at least 2000 bottles of Spark by end of May.	Objective 6

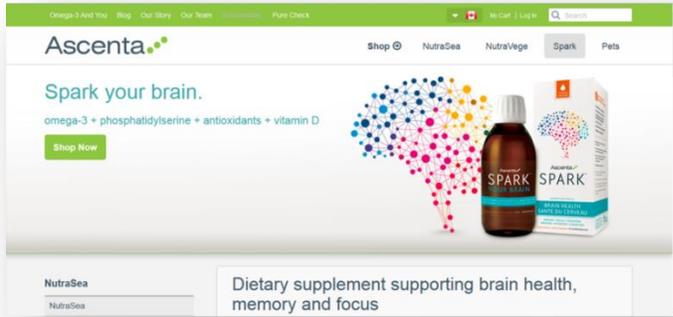
Below are sample images of the communication methods described in the above chart.



PES Invite



IHR Ad Trade Publication



Spark Web Page



Table Top Display



Product Education Session - Marilu Henner



April/May Marketing Calendar



Branded Giveaway Pyramid



Video Promotion

Relative to our marketing communication strategy, show management provided exhibitors with a couple of bonus communication tools to help increase the number of attendees at the show. The two items included complimentary guest passes and a CHFA West Smartphone App. Every exhibitor received 50 complimentary passes (\$55 value), as well as electronic copies, so they may invite their clients to the show free of charge. We incorporated the passes in our pre-show marketing communication strategy to be presented either in person, or by email, to our clients along with our show deal and Product Education Session (PES) invite.

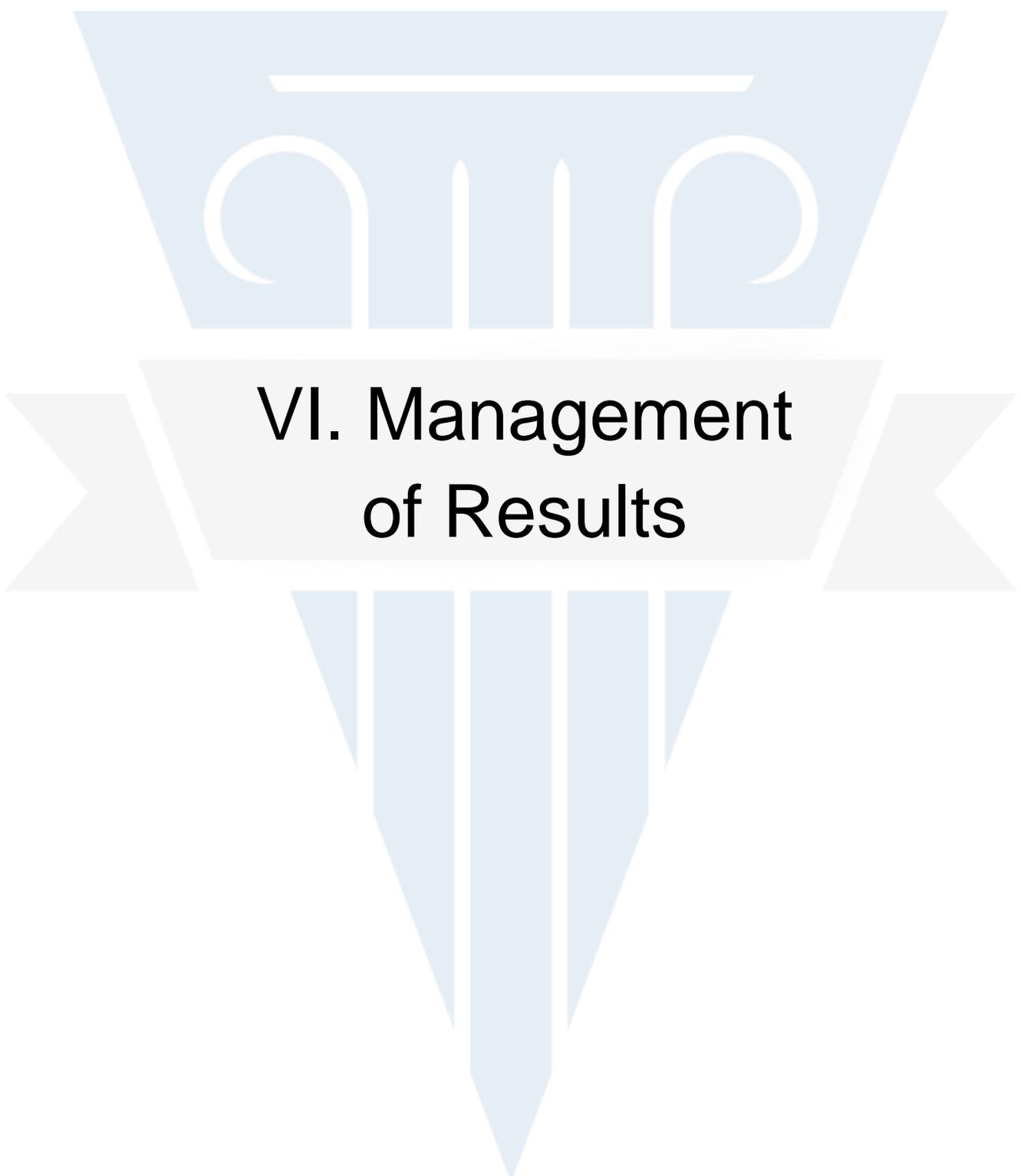


The CHFA West Smartphone App allowed attendees to create their own unique schedule.



Additional functions of the APP include ...

- Check dates and times for conference and networking events.
- Find exhibitors quickly on their phone and map their location on the floor plan.
- Share and view photos taken during the show.



VI. Management of Results

VI. Management of Results Reporting

Results

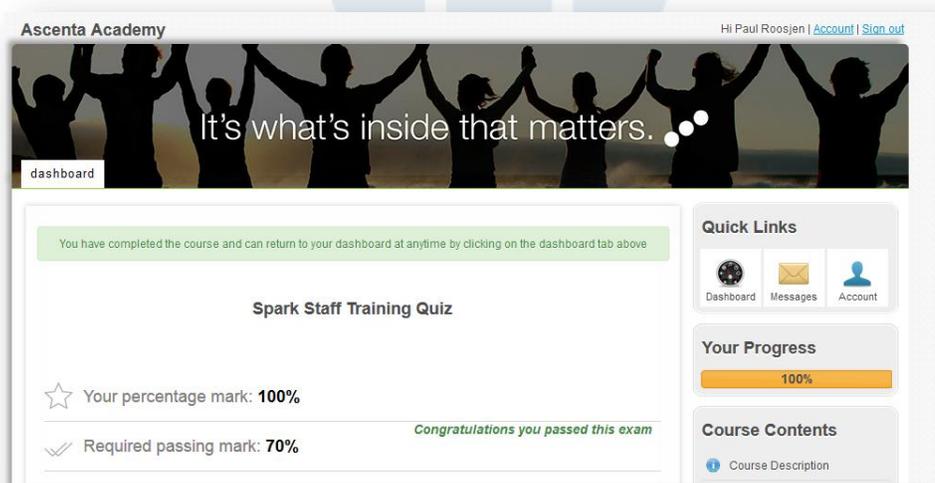
At the close of CHFA West, the implementation phase ended and the evaluation of the show was initiated. The chart below is a summary of our objective results.

CHFA West Objective Results

Show Objectives	Classification	Target	Actual	Variance
Obj. 1 - Booth staff to be knowledgeable about Spark before show opening.	Conviction	100%	100%	0
Obj. 2 - Fill 85% of seating at Product Education Session.	Comprehension	64	68	4
Obj. 3 - Have 15% of attendees sample and learn about Spark at our booth.	Awareness	432	500	68
Obj. 4 - Meet with at least 50% of our key accounts at the show.	Action	4	6	2
Obj. 5 - Collect at least 25 Spark orders onsite at booth during the show.	Action	25	29	4
Obj. 6 - Sell 2000 units of Spark between April 10th - May 31st.	Action	2000	3637	1637

Assessment Methods

Objective 1 (Conviction) – All booth staff completed a quiz about our new Spark product after the training, and they had to achieve at least a 70%. Everyone who completed the quiz received confirmation of his/her mark. I am happy to report that all booth staff passed the quiz. The following is a sample of the quiz confirmation.



The screenshot shows the Ascenta Academy dashboard for user Paul Roosjen. The main content area displays the results for the "Spark Staff Training Quiz":

- A green notification bar states: "You have completed the course and can return to your dashboard at anytime by clicking on the dashboard tab above".
- The quiz title is "Spark Staff Training Quiz".
- The user's performance is shown as: "Your percentage mark: 100%".
- The required passing mark is: "Required passing mark: 70%".
- A congratulatory message reads: "Congratulations you passed this exam".

The right sidebar contains:

- Quick Links:** Dashboard, Messages, Account.
- Your Progress:** A progress bar showing 100% completion.
- Course Contents:** Course Description.

Objective 2 (Comprehension) – We used the simple method of counting each individual as they entered the room to see our Product Education Session. After everyone had taken their seats and the presentation by Marilu Henner started, I double checked the attendance numbers by performing a second head count. In addition to 68 attendees, we had 8 staff members who watched the presentation as well. I did not include them in the count as they are not part of our potential audience; so technically we exceeded the seating capacity if we included staff in the count.

Objective 3 (Awareness) – At the end of each day we calculated the number of visitors based on the number of sample cups used and the number of Spark-branded Rubik cubes handed out. We relied on our ability to manually track attendees visiting our booth rather than purchase a digital lead scanner. I figure the number of attendees who visited our booth ranged between 485 and 515, based on the possibility of a +/- 3% variance in our estimation.

According to [Ian Sequeira](#) in [session 10514 “Selecting the Right Shows: The Critical Decision”](#), [ELC # 4.3 - Post Show Attendee Survey Methodology](#), the Exhibit Survey Inc. National Average, approximately 82% of attendees who visit your booth are considered to be a potential audience. Based on 82% of the 500 attendees who dropped by our booth to sample our new product Spark, 410 were considered to be our potential audience.

Objective 4 (Action) – I relied on the feedback from our sales team about the number of key accounts they met with during the show on Saturday. It was the only day we scheduled to meet with our key accounts to avoid taking the focus away from our booth.

Objective 5 (Action) – At the end of each show day we counted the number of Spark order forms received. Yes, we are still old school using paper order forms. We did try using electronic order forms on a tablet at previous shows, but we have experienced difficulties with the order being submitted due to interference with our wireless connections.

Until we are able to find an alternative solution, we find the paper form currently works best for us. We discovered the majority of the retailers at the show prefer to write their order on the paper forms. At the end of the show our local sales reps submitted the orders electronically when they arrived home (see appendix H, pages 46 - 47 - *Spark Introductory Offer Order Form*).

Objective 6 (Action) – I obtained details from our Finance Department about the number of Spark units sold, including the revenue value. The results were tracked during the *Spark Introductory Offer* campaign that took place from April 10th to May 31st.

The following chart on page 29 displays the breakdown of units sold, and the value of the orders, per province across Canada during the time of the campaign.

Ascenta Spark Unit Sales April 11th - May 31st

Province	QTY Sold	Value
Alberta	289	\$4,466.88
British Columbia	889	\$14,827.12
Manitoba	60	\$550.00
New Brunswick	6	\$110.00
Newfoundland	6	\$110.00
Nova Scotia	136	\$501.25
Northwest Territories	24	\$440.00
Ontario	1617	\$26,303.10
Prince Edward Island	24	\$440.00
Quebec	496	\$9,108.77
Saskatchewan	90	\$1,650.00
Total	3637	\$58,507.12

In addition to the Spark unit sales during the entire time of our *Spark Introductory Offer* campaign, I received a breakdown of the Spark unit sales from our Sales and Marketing Analyst for the week immediately after CHFA West (April 13th – 17th).

Ascenta Spark Unit Sales April 13th - April 17th

Province	QTY Sold	Value
Alberta	30	\$550.00
British Columbia	90	\$1,650.00
Manitoba	24	\$440.00
Ontario	192	\$3,409.00
Quebec	48	\$880.00
Saskatchewan	66	\$1,210.00
Total	450	\$8,139.00

By combining the 29 orders* received during the show and the number of Spark units sold within the first week after CHFA West, the sales value for Spark was \$11,329. The amount of revenue earned in the first five days following CHFA West was more than enough to cover the show's budget.

$$\mathbf{\$11,329 - \$10,927 = \$402}$$

*Based on one case per order – 29 (orders) x \$110 (case value) = \$3,190.

Reporting the Results

Usually within a week following a trade show, I obtain feedback from all booth staff, and then compile a “Post-Show Summary” (see appendix I, pages 48 - 50 - Ascenta’s Post-Show Feedback Summary Form) to determine our level of success at a trade show.

The show results are normally reported to the company President/CEO, National Sales Manager, Chief Sales and Marketing Officer, and Marketing Director. For the CHFA West show, the report would be delayed until after June 1st, so the quantity of units sold from April 10th to May 31st (objective 6) could be included in my report.

In early June Ascenta was purchased by another company. While Ascenta works through the transition, reporting the results was set aside to be reviewed when we start planning for the 2016 trade show season.



CTSM



VII. Conclusion

VII. Conclusion

After starting the CTSM program, I immediately began practicing what I learned by determining show budgets and objectives. As I progressed through the CTSM sessions, the timing of the CHFA West show provided a perfect opportunity for me to showcase my expertise as a trade show specialist. With approval from the Director of Marketing, I took on the lead role in preparing for CHFA West including using the show as the focus of my portfolio.

The show was an opportunity for me to further develop my leadership skills. In relation to **Dan Lumpkin's** theory of power and influence in **session 512 "Leadership: How Would I Know It If I See It?" ELC # 5 - The Nature of Power**, a person needs to understand the different types of power to use it effectively when trying to influence others. Based on my trade show experience and training through the CTSM program, I was able to lead the Ascenta trade show team through all the stages of planning, executing, and evaluating, using what Dan Lumpkin described as "Expert Power". Dan described "Expert Power" occurring when an individual has special knowledge or skills in the area or project a group is working on.

CHFA West was an excellent venue to launch our new complete brain health supplement. After introducing Spark to our target audience (Canadian health food retailers with purchasing authority), the results we received were positive. We were close to doubling our target number of units sold during the *Spark Introductory Offer* campaign between April 10th and May 31st.

(Target = 2000; Actual = 3637; Variance = 1637)

"Front loading" our pre-show marketing communications, backing it up with at-show messaging and attendee interaction, helped us to achieve our show objectives.

Despite the positive outcomes we experienced at CHFA West, there is opportunity for improvement with our booth design and post-show performance evaluation.

Booth Design – Improving our booth's messaging hierarchy

Through the CTSM training program, there were two sessions that highlighted how to best incorporate a company's message in its booth design. In **session 61714 "Graphics Boot Camp: The Basics Every Event Manager Should Know", ELC # 7 - Messaging Hierarchy, Brian Baker** refers to the "Messaging Hierarchy" method. In **session 61914 "Exhibit Design – From Concept to Completion", ELC # 6 - The Human Factors, Jim Andersen** refers to the method as the "Messaging Zone". Basically, both sessions explain how the design of a booth should follow a pyramid style messaging structure that visually informs an individual who is exhibiting, what is being presented and why.

The hierarchy format starts with the corporate ID/company name at the top (WHO), followed by a slogan or tag line about what is being promoted (WHAT), and ending with a demonstration of the product (WHY).

By comparing our booth to the graphic hierarchy pyramid, our company name needs to be placed higher so our corporate identity can be seen from 100 feet away, making it easier for attendees to locate our booth among the sea of exhibitors. Currently, our booth design has our company name and product promotion on the same level, located in the “WHAT” section of the graphic hierarchy.

As an attendee approaches our booth and is within 10 feet they are able to identify the product we are offering, but I find the company name becomes lost as the focus is on the product at the middle level of the graphic hierarchy. This would explain why our brand name is more recognized than our company name. Now that our 2015 tradeshow season is reaching its end, this is the perfect time to start redesigning our booth graphics in preparation for the 2016 trade show season.

Post-Show Performance Evaluation – “Survey says!”

Knowing how well we perform at a trade show is equally important as achieving our show objectives. Conducting a survey is a basic, yet highly effective method that can be used to measure an exhibitor’s performance. Unfortunately, it is an under-utilized tool in our trade show program.

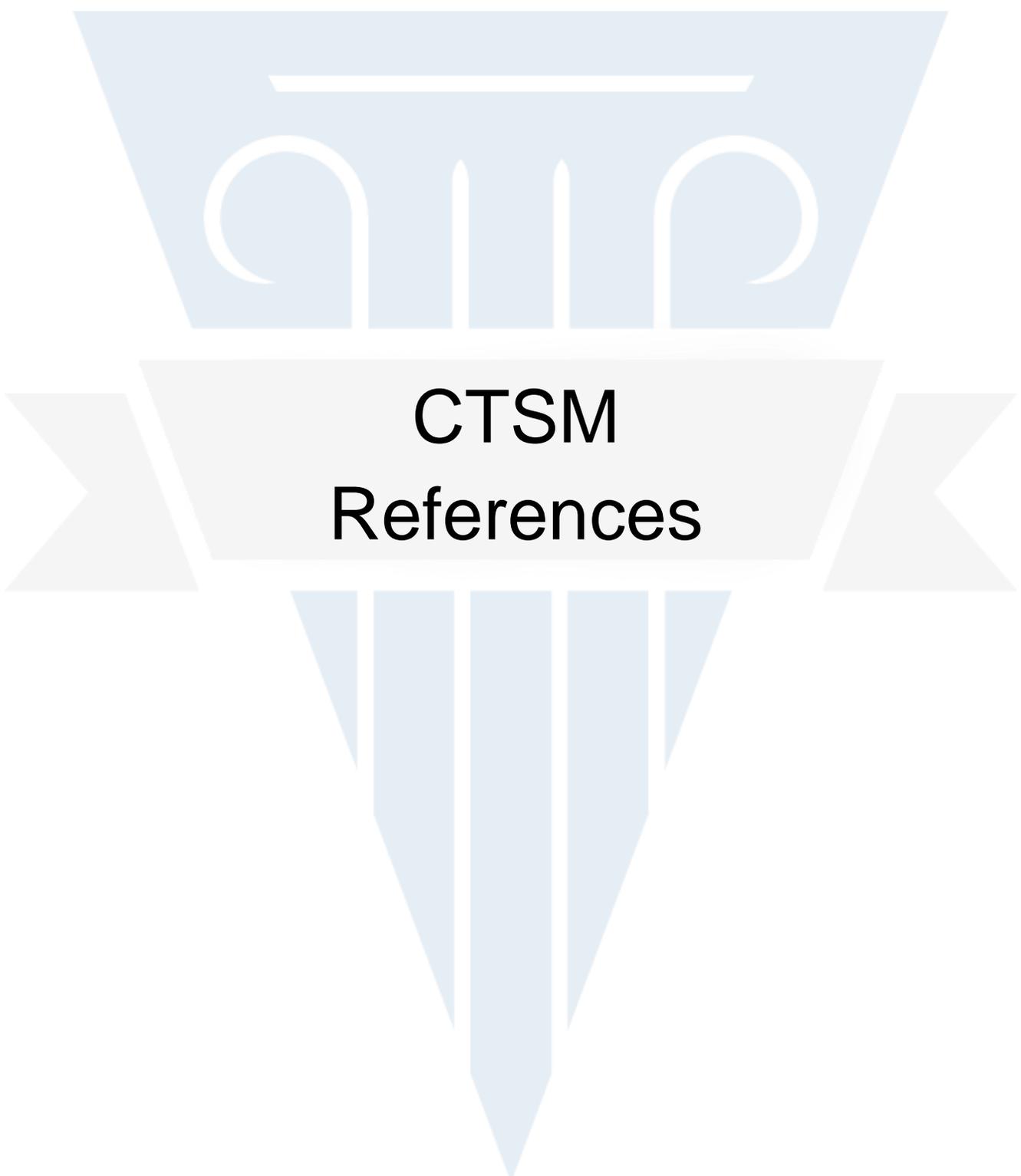
Ian Sequeira explains in **session 10514 “Using Surveys to Measure Your Performance in Trade Shows and Events”, ELC # 4 - Post-show Attendee Surveys**, the post-show attendee survey is one of the most comprehensive measures of audience quality and exhibit performance. The key measurements for analyzing an exhibitor’s performance include the potential audience, exposure rating (Exhibit survey’s All-show National Average – 82%), engagement (Exhibit survey’s All-show National Average = 50%), personnel performance, and a salesperson’s closing rate (Exhibit survey’s All-show National average = 10/hr number of visitors handled per salesperson per hour).

Another survey option is the “On-site” survey. According to **Joe Federbush, session 117 “You Know What to Measure – But How Do You Actually Measure it?” ELC # 2 - Know your measurement options and benefits**, the on-site survey is a good way to perform an exit interview to focus on both experience and marketing communications.

Another Post-Show Measurement Improvement Opportunity

Improve measuring trade show results by addressing the elements (revenue impact, cost savings, promotion value, and customer relationship management) of the payback model described by **Ed Jones** in **session 10814 “How to Measure the Value of Trade Show Participation – Basic Concepts: Part I”**, **ELC #18 - Reporting Results**. The reporting structure described by Ed Jones will help to improve justifying our participation as an exhibitor at any trade show.

As I described earlier in section 2, Ascenta’s trade shows were managed by the company’s Purchasing Agent and Administrative Assistant. Shows would be selected by the sales team and marketing’s only involvement was to create promotional pieces when requested. The program lacked setting objectives, reporting post-show results, and justifying why the company exhibited at certain shows. Now, despite the booth design and post-show measurement improvements needed, the company’s trade show program continues to progress as a result of using what I learned from my CTSM training.



**CTSM
References**

CTSM Session References

10514 “Using Surveys to Measure Your Performance in Trade Shows and Events”	
<i>ELC # 4: Post-show Attendee Surveys</i>	32
<i>ELC # 4.3: Post Show Attendee Survey Methodology</i>	28
10814 “How to measure the value of trade show participation – Basic Concepts: Part 1”	
<i>ELC # 3 Measurement Depends Upon Good Objectives</i>	6
<i>ELC #7: Two Key Planning Questions</i>	22
<i>ELC #18: Reporting Results</i>	33
20214 “Basic Project Management and Reporting Skills”	
<i>ELC #3: Understanding Corporate Objectives</i>	9
20314 , “The Nuts and Bolts of Budgeting for Results”	
<i>ELC # 2 – The Absolute Basics</i>	8
<i>ELC # 3 – Hard costs, soft costs, “Free” stuff</i>	21
20414 “Don’t Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success”	
<i>ELC # 1 – Why conduct a preshow meeting?</i>	6
20915 “Show Operation Basics – Part II: On-Site Implementation”	
<i>ELC # 4: Show Utilities</i>	18
21315 “Beyond the Basics of Booth Selling”	
<i>ELC # 5 - 85% of your show success depends upon your staff</i>	1
<i>ELC # 6: Think, work and communicate differently</i>	10
31514 “Integrated Marketing Communications”	
<i>ELC # 1: Defining Show Objectives</i>	11
<i>ELC # 2 Matching Show Objectives to the Right Tactic</i>	22
40915 “Formulas That Can Save You Money”	
<i>ELC # 2: Room set-up – Learning the formulas</i>	16
61714 “Graphics Boot Camp: The Basics Every Event Manager Should Know”	
<i>ELC # 7: Messaging Hierarchy</i>	31
61914 “Exhibit Design – from Concept to Completion”	
<i>ELC #6: The Human Factors, by Jim Andersen</i>	16, 31
<i>ELC # 7: Nineteen Things You Need to Know About Lighting</i>	17

CTSM Session References

62414 “Green Trade Shows” <i>ELC #2 - Greening of your trade show program – tips/tricks</i>	20
117 “You Know What to Measure – But How Do You Actually Measure it?” <i>ELC # 2 - Know your measurement options and benefits</i>	32
512 “Leadership: How Would I Know It If I See It?” <i>ELC # 5 - The Nature of Power</i>	31



Appendices

Dr. F. R. MacKinnon Endowment Fund

In 1996 the Senior Citizens' Secretariat, and friends of Dr. MacKinnon, established the Dr. F. R. MacKinnon Endowment Fund for the Nova Scotia Centre on Aging (NSCA), Mount Saint Vincent University. The fund was established to honour Dr. MacKinnon's contributions to social policy and aging.

The endowment fund is used to support the mission and mandate of the Nova Scotia Centre on Aging. The NSCA Advisory Board has the flexibility to determine how the fund will be used: to support research, promote education on aging issues, or provide community outreach and consultation.

All donations to the Dr. F. R. MacKinnon Endowment Fund are tax deductible. Donation cheques should be made payable to Mount Saint Vincent University, indicating designation to the Dr. F. R. MacKinnon Endowment Fund, and sent to:

**Dr. F. R. MacKinnon Endowment Fund
c/o University Advancement Office
Mount Saint Vincent University
Halifax, NS B3M 2J6**



Directions and Parking

The Rosaria Student Centre is located on the south side of the Mount Saint Vincent University Campus (a map of the campus is provided on the registration form).

The parking areas for the Rosaria building can be accessed from Seton Drive. Handicapped parking is available in the Assisi lot (shown in front of building 4 on the map), beside the Rosaria Centre.

If the parking areas in front of the Rosaria Student Centre are full, parking can be found at Evaristis Hall located above the Rosaria building.

Parking permits are not required on the evening of the dinner event.

Please register by Friday, April 23

Contact Information

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The Nova Scotia Centre On Aging Mount Saint Vincent University Invites You to Attend a Tribute Dinner in Honour of Dr. F. R. MacKinnon



**Thursday, April 29, 2004
6:30 p.m. until 9:00 p.m.
Mount Saint Vincent University
Rosaria Student Centre
\$80 per person**

A Tribute Dinner in Honour of Dr. F. R. MacKinnon

Dr. Fred R. MacKinnon

Fred MacKinnon has been hailed as the outstanding public servant of his generation in Nova Scotia. During a 55-year career in government, he was a key figure in the formulation and reform of social policy for the province. In particular, he was chiefly responsible for an emphasis on the important role of private agencies and volunteerism, the introduction of a modern system of social assistance, the extension of the child welfare service through the Children's Aid Societies, the development of a human rights program that led to the Human Rights Commission, and the establishment of the Senior Citizens' Secretariat.

Dr. MacKinnon graduated from Mount Allison University with first-class honours in mathematics and went on to study in mathematics at Harvard and in social policy administration at the University of Chicago. Among many other awards and distinctions, he holds honorary doctorates from Dalhousie, Mount Allison and Saint Francis Xavier universities. On his retirement as Deputy Minister of Community Services, he was made an Officer of the Order of Canada.

- Guy MacLean, President Emeritus, Mount Allison University

"After the experience of fifty-five years in the field [social work], I am left with no personal doubt that I had found the vocation for which my temperament and personality were best suited."

- Dr. MacKinnon



Dr. F. R. MacKinnon in his late 20s

The guest speaker on April 29th is **Jack MacIsaac**, former Minister of Community Services, and the first Minister responsible for the Senior Citizens' Secretariat.

Nova Scotia Centre On Aging

The Nova Scotia Centre on Aging, established in 1992, is one of 12 university based centres on aging in Canada. Its mission is to establish standards of excellence in the areas of research, continuing education, and community outreach and consultation on age-related issues.

Dr. Fred R. MacKinnon is a founding member of the Nova Scotia Centre on Aging, having facilitated its inception in response to the need for a university-based center that could blend academic strengths with community involvement in age-related issues.

"The center will be the loom that, through consultation with seniors, research and study, will weave social policy, as it relates to aging and the aged, into a fabric."

- Dr. MacKinnon

One of the Nova Scotia Centre on Aging's valuable assets is the Caregiver Resource Library. The library contains over 1,000 books and videos on topics related to caregiving and aging.

To Raise Funds for the Dr. F. R. MacKinnon Endowment Fund

In Support of Family SOS

Family SOS, a non-profit social service agency, was established in the HRM in 1978, to address concerns regarding child abuse and neglect.

Family SOS was based on the principle that if parents are supported during times of crisis, the incidence of abuse and neglect could be reduced.

“Our objective is to strengthen families by providing in-home family intervention, support services, and parent education, to help families keep their children safe and in their own homes.” – Monique Auffrey, MSW, RSW, Executive Director

Our agency provides a Healthy Kidz after-school and summer program that promotes healthy relationships, self-esteem, and pro-social choices in children and youth. Our Healthy Kidz programs are located directly in public housing units. These social promotion programs contribute to a sense of security and well being for over 100 children and youth in the area.

*“Helping Kids
Thrive by building
stronger families”*



Tickets

I wish to honour the
Courage to Give Back Award
Recipients by purchasing:

Tickets _____ x \$100 each = \$ _____

Table of 10 _____ @ \$1,000 = \$ _____

Donations

I am unable to attend, but enclosed is a
tax deductible donation
\$ _____.

All Donations provide Family SOS with the support to carry out Family Intervention, Support, and Parent Education Services to vulnerable families and children within our community. Help us strengthen families to fight child abuse and neglect. We rely on the generosity and support of our donors to continue our programs and services to at risk families. We ask that you consider a gift of financial support so that we can continue to help kids thrive by building stronger families.

Total Enclosed: \$ _____



Family SOS
Suite 337-7071 Bayers Road Shopping Centre
Halifax, NS B3L 2C2
Tel: 455-5515 / Fax: 455-7190
Familysos.ca / familysos@hfx.eastlink.ca

3rd Annual Courage To Give Back Awards



Thursday, January 22, 2009 - Cunard Centre
Tickets: \$100 each or Table of 10: \$1000

**TICKETS CAN BE
PURCHASED BY CALLING
FAMILY SOS AT 455-5515**

3RD ANNUAL COURAGE TO GIVE BACK AWARDS

Key Note Ambassador



*Eleanor D. Humphries,
Vice Chairperson
Transportation Appeal
Tribunal of Canada*

Ms. Eleanor Humphries is currently the Vice Chair, Transportation Appeal Tribunal of Transport Canada with InNova corp. Her career can be traced back to when she served as Assistant General Manager of the Bank of Nova Scotia, at the branch, regional, and district office levels prior to becoming the President and Chief Executive Officer of Credit Union Atlantic. Being head of the largest Credit Union in the Province, Eleanor's strengths and attributes merely began to emerge.

Ms. Humphries developed her leadership style by becoming diversified enough to have the flexibility to cope with the changing demands of today's business while inspiring others to follow her vision. "Team Work" is her number one priority, which is exemplified through her accreditations. With all of her awards, designations, and achievements, she has always attributed her success to "The Team" and getting people to develop that level of trust as she supports them in their choices and decisions.

Eleanor holds her Bachelor of Science and Masters in Business Administration from Dalhousie University. She obtained the Executive Management designation from McGill University and her FICB (Honours).

She has been honoured on five occasions as one of the Top 50 CEOs in Atlantic Canada, and was inducted into the Top 50 CEO Hall of Fame in 2007. In 2006, Eleanor was honoured for her outstanding contributions to the field of Management and the Professions with a Women of Excellence award from the Canadian Progress Club, and in 2004 she received a Distinguished Alumni Award from Armbrae Academy.

Ms. Humphries is an active volunteer in our community in which she has held several board positions with business, charitable and educational organizations such as Nova Scotia Community College Foundation, InNOVACorp, and the Nova Scotia Mental Health Foundation.



The Courage To Give Back

Family SOS established the Courage to Give Back Awards to recognize extraordinary individuals in our community who have overcome adversity in their personal lives, and have inspired others by giving back to their families and communities. Family SOS wants to share their unique stories as well as formally honour their courage, conviction, and contribution to others. On Thursday, January 22, 2009, these unsung heroes will be honoured during the 3rd Annual Courage To Give Back Awards being held at the Cunard Centre. The recipients of the awards have exemplified the courage to meet and overcome one or more of the following obstacles:

- * Family Functioning Adversities
- * Mental Health Adversities
- * Addiction Adversities
- * Physical Adversities
- * Abuse Adversities
- * And/or Financial Adversities

True Grit Award
TBA

Guts & Grace Award
TBA

Indomitable Spirit Award
TBA

Unsung Hero Award
TBA

Thank You For Helping Us Recognize The Unsung Heroes of Our Community

Sponsors



Canadian Omega3 Category Review - AC Neilson GB +DR+MM: Last 52 Weeks - September 20, 2014

	\$ Vol	\$ Vol YA	\$ Vol % Chg	\$ Shr Liquids	Units	Units YA	Units % Chg	Units Share Liquids
NutraSea	2,964,582	2,730,350	9%	68.33	97,605	87,570	11%	54.44
Webber Naturals	512,718	563,063	-9%	11.82	32,402	34,420	-6%	18.07
Herbal Select	261,343	318,902	-18%	6.02	8,691	11,313	-23%	4.85
Genuine Health	220,997	244,330	-10%	5.09	7,618	9,118	-16%	4.25
Treehouse	147,824	40,297	267%	3.41	16,491	4,216	291%	9.20
Vega	111,362	114,818	-3%	2.57	5,209	5,562	-6%	2.91
Jamieson	81,100	190,916	-58%	1.87	7,075	14,950	-53%	3.95
Other	66,144	60,123	10%	1.52	2,803	2,730	3%	1.56
Sealicious	57,939	3,558	1,528%	1.34	2,393	147	1528%	1.33
Nordic Naturals	52,751	36,480	45%	1.22	1,926	1,352	42%	1.07
Barleans	40,346	74,572	-46%	-0.00	1,073	2,195	-51%	-0.00
Nature's Harmony	36,086	79,584	-55%	0.83	1,947	4,590	-58%	1.09
Swiss Natural	4,482	119,461	-96%	0.10	522	12,791	-96%	0.29
Liquid Total	4,338,332	4,298,652	1%		179,279	182,042	-2%	

2015 Trade Show Schedule

Show name	Channel	Location	Date	Size	Proposed Cost	Currency
Canadian College of Naturopathic Medicine Show	PRO	Toronto, ON	Jan 14th	Banner	\$ 1,000.00	CDN
North American Veterinary Conference	AAH	Orlando, FL	Jan. 18th - 21st	10 x 10	\$ 7,950.00	USA
Victoria Health Show	Retail	Victoria, BC	Jan. 24th - 25th	Banner	\$ 3,858.00	CDN
Ontario Veterinary Medical Association	AAH	Toronto, ON	Jan. 29th - 31st	10 x 10	\$ 9,000.00	CDN
Canadian Health Food Association Quebec	Retail	Montreal, QC	Feb. 6th - 7th	10 x 10	\$ 6,150.00	CDN
Practice Opportunity	PRO	Toronto, ON	Feb. 19th	Banner	\$ 500.00	CDN
Natural Products Expo West	Retail	Anaheim, CA	March 6th - 8th	10 x 20	\$ 34,170.00	USA
National Women's Show - Montreal	Retail	Montreal, QC	Mar. 13th - 15th	10 x 10	\$ 6,030.00	CDN
Expo Mange Sante - Montreal	Retail	Montreal, QC	Mar. 20th - 22nd	10 x 10	\$ 5,685.00	CDN
Green Living Show (shared space)*	Retail	Toronto, ON	Mar. 27th - 29th	10 x 10	\$ 1,350.00	CDN
Canadian Health Food Associatio West Expo	Retail	Vancouver, BC	Apr. 11th - 12th	10 x 20	\$ 12,900.00	CDN
Atlantic Provinces Veterinary Conference	AAH	Halifax, NS	Apr. 17th - 19th	10 x 10	\$ 3,600.00	CDN
Onatria Association of Optomitrists Symposium	PRO	Toronto, ON	April 17th - 19th	Banner	\$ 1,000.00	CDN
Canadian Association of Optomitrists Congress	PRO	Fredericton, NB	July 15th	Banner	\$ 2,000.00	CDN
Canfit PRO	Retail	Toronto, ON	Aug, 8th - 10th	10 x 10	\$ 12,000.00	CDN
Pet Food Experts Chicago	AAH	Chicago, Il	Aug ?	10 x 10	\$ 8,250.00	CDN
Atlantic Eye Symposium	PRO	Halifax, NS	Sep. 12th	Banner	\$ 1,200.00	CDN
Chiropractor of Canada	PRO	Toronto, ON	Sept. 17th -20th	10 x 10	\$ 7,500.00	CDN
Canadian Health Food Association East Expo	Retail	Toronto, ON	Sep. 19th - 20th	20 x 20	\$ 25,800.00	CDN
PIJAC National	AAH	Toronto, ON	Sep. 20th - 22nd	10 x 10	\$ 3,300.00	USA
Nova Scotia Naturopathic Conference	PRO	Halifax, NS	Sep. 21st	Banner	\$ 1,200.00	CDN
Nova Scotia Chiropractor Conference	PRO	Halifax, NS	Sep. 25th -26th	Banner	\$ 500.00	USA
Ontario Association of Naturopathic Doctors	PRO	Toronto, ON	Sep. 25th - 26th	Banner	\$ 1,350.00	CDN
Nutter's Show	Retail	Calgary, AB	Sep.?	Banner	\$ 840.00	CDN
Pet Food Experts Connecticut	AAH	Connecticut	Sep?	10 x 10	\$ 3,000.00	CDN
Nova Scotia Association of Optomitrists	PRO	Halifax, NS	Nov. 14th	Banner	\$ 1,200.00	CDN
National Women's Show - Toronto	Retail	Toronto, ON	Nov 7th - 8th	10 x 10	\$ 848.00	CDN
Vancouver Health Show	Retail	Vancouver, BC		Dbl Banner	\$ 3,150.00	CDN

SPLIT PAVILION BOOTH

DEFINITION: Peninsula Booth which shares a common back wall with another Peninsula Booth.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from show management at least 60 days prior to the show.

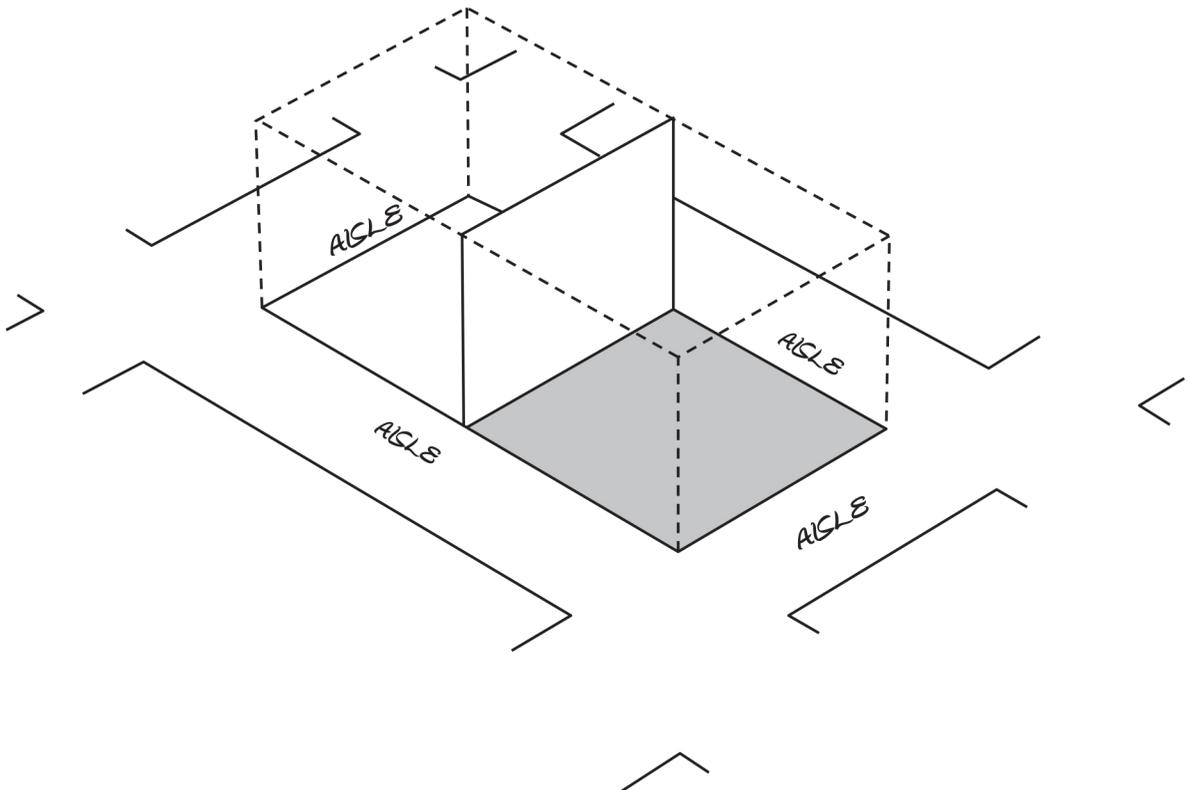
Intent: When a split pavilion booth exceeds 8'3" (2.5m) in height, it does not interfere with other exhibitors because it backs up against another exhibitor's back wall with the same height restriction. The extra height is often required in a split pavilion booth exhibit to permit the open walk-through approach normally used in this type of location.

Depth: Because a split pavilion booth is automatically separated by the width of an aisle from neighboring exhibits, full use of the floor space is permitted.

IMPORTANT:

Double-sided signs, logos and graphics shall be set back 10 ft. (3.05m) from adjacent booths. Approval for sign hanging is required. Please complete the necessary forms and submit to show management 60 days prior to the event.

SPLIT PAVILION BOOTHS MAY HAVE SOLID BACKWALLS BECAUSE THEY BACK ON TO A BOOTH OF EQUAL SIZE.



EVENT INFORMATION:

EVENT NAME: CHFA 2015

EVENT DATES: APRIL 11-12 2015

BOOTH NUMBER:

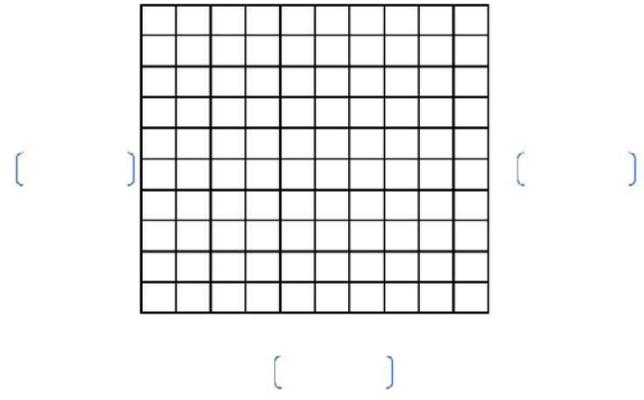
CUSTOMER INFORMATION:

COMPANY NAME: _____

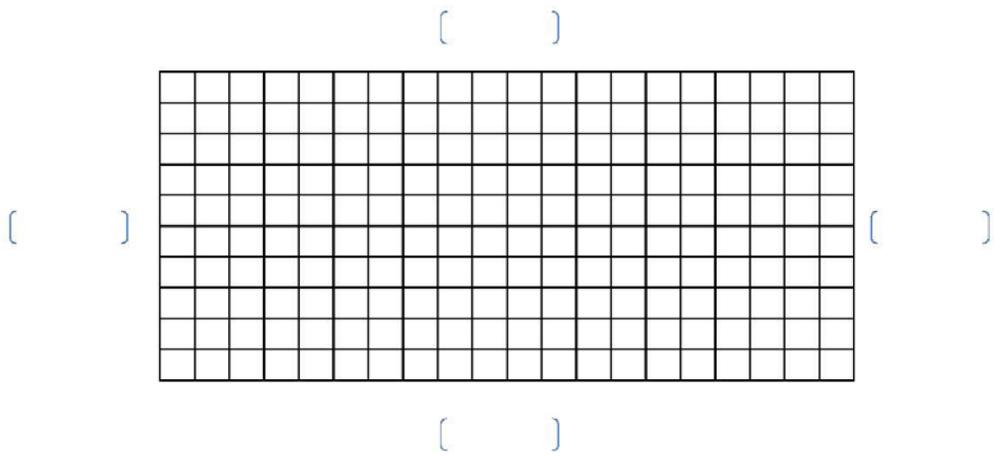
Please Note: ALL POWER WILL BE PROVIDED AT THE REAR OF THE BOOTH UNLESS A FLOOR PLAN IS PROVIDED.
PLEASE SUBMIT ANY FLOOR PLANS WITH SERVICE ORDERS.

PLACE INSIDE THE GRID	
Electrical 750w	e
Electrical 1500w	E
Wired Internet	I
Fax or POS	F or P
Place surrounding booth # in brackets (i.e. 100)	

For 10x10 20x20 []



For Booth Size 10x20 Only



PRODUCTION & COMMERCIAL POWER – Additional Information	
PLEASE INDICATE THE PLUG TYPE (for 20A and/or 30A)	
TYPE OF EQUIPMENT THAT REQUIRES THE ELECTRICAL	
PLEASE CONFIRM THE TYPE OF FLOORING IN THE BOOTH	CIRCLE ONE : CARPET OR HARDWOOD
QUOTE REQUEST (For 200A and Above or Overhead Power)	
PLEASE INDICATE THE SERVICE REQUIRED	

PENTRON® HO SUPERSAVER® ECOLOGIC®

High Output, Energy Saving T5 Linear Fluorescent Lamps



PENTRON HO SUPERSAVER T5 lamps operate on standard T5 HO programmed rapid start systems, in order to save energy over existing T5HO systems. When compared with existing 54W T5HO lamps, the 47W lamp offers energy savings of up to 13% while maintaining 92% of light output and the 50W lamp offers up to 7% energy savings with no loss in lumen output. At \$0.11/kWh and 4,000 hours of operation per year, the 7 to 13% savings translates to savings of \$7.04 to \$12.32 per fixture per year for a 4-lamp fixture. The 93% mean lumen rating of PENTRON HO SUPERSAVER lamps assures that light levels are maintained while energy is saved, over a very long life of up to 40,000 hours (12 hours/start). For maximum system efficacy and performance, consider pairing PENTRON HO SUPERSAVER lamps with QUICKTRONIC QHE high efficiency electronic ballasts.²

² For compatibility with QUICKTRONIC ballasts, please refer to the latest ballast specifications.

Key Features & Benefits

- Energy saving replacements for T5HO lamps
- Up to 13% energy savings with similar light levels
- Long life on programmed rapid start ballasts
 - 45,000 hours at 12 hours per start (FP54)
 - 40,000 hours at 3 hours per start (FP54)
- Lead-free glass, TCLP & RoHS compliant¹
- 85 CRI
- Made in USA
- High efficacy
 - 21W: 95lm/W
 - 35W: 100lm/W
 - 50W: 100lm/W (5000K: 96lm/W)
 - 47W: 97lm/W (5000K: 93lm/W)
- QUICK 60+® system warranty when paired with QUICKTRONIC® electronic T5HO PROstart® ballasts

ECOLOGIC® is a comprehensive program of OSRAM SYLVANIA focused on addressing environmental issues at all stages of lamp life.

SYLVANIA PENTRON SUPERSAVER HO ECOLOGIC lamps pass the Federal Toxicity Characteristic Leaching Procedure (TCLP¹) criteria for classification as non-hazardous waste in most states.

¹ TCLP test results are based on NEMA LL Series standards and are available on request. (Regulations may vary, check your local and state regulations.) Complies with European Union Restriction of Hazardous Substances Directive (Directive 2002/95/EC)



Product Offering

Description	Wattage	CCT
FP24/21W/800/HO/SS/ECO	21	3000K, 3500K, 4100K
FP39/35W/800/HO/SS/ECO	35	3000K, 3500K, 4100K
FP54/47W/800/HO/SS/ECO	47	3000K, 4100K, 5000K
FP54/50W/800/HO/SS/ECO	50	3000K, 3500K, 4100K, 5000K

Application Information

Applications

- Canopy
- Cove
- Facade
- High bay
- Security
- Signage
- Suspended direct/indirect

Fixtures

Contact your local fixture agent for available fixtures.

Application Notes

1. All PENTRON lamps are about 2" shorter than T8 and T12 bi-pin lamps.
2. Miniature bi-pin bases cannot be installed into T8 and T12 sockets.
3. Miniature bi-pin bases require UL Listed 600 Volt rated sockets.
4. PENTRON HO lamps require programmed rapid start electronic ballasts for T5 HO lamps, equipped with end-of-lamp life sensing circuit.
5. For compatibility with QUICKTRONIC ballasts, please refer to the latest ballast specifications.
6. Contact ballast manufacturer for compatibility with reduced-wattage lamps.

Spark your brain.

Your complete brain health solution in just one teaspoon a day.



Unit Size	150 ml
Serving Size	5 ml (1tsp.)
Servings/unit	30
Units/case	6
Flavor	Tangerine
UPC	8 80860 00533 5
Placement	Brain Health section (if applicable)



*Sharp-PS® GREEN

Brain health is an emerging need.

- By 2050, the number of people age 65 and older with Alzheimer’s disease may nearly triple, from 5 million to as many as 16 million.¹
- Among adults over 50, “staying mentally sharp” outranks Social Security and physical health as the top priority and concern.²

The product experts:



Marc St-Onge, founder of Ascenta Health and the scientist behind Ascenta Spark wanted to use his omega-3 expertise to formulate a product specific to the needs of a healthy brain. To develop Ascenta Spark, he partnered with well-known memory expert, Marilu Henner.



Marilu Henner is one of only a handful of people in the world with a Highly Superior Autobiographical Memory (H-SAM) and she is passionate about helping other people retain their memories and maximize their overall health.

Spark Introductory Offer

**BUY 5
GET 1
FREE**

\$110.00 (17.7% Discount*)

Units/Case: 6

Case Cost: \$132.00

Wholesale: \$22.00



Order Spark today! Offer valid March 2–April 30, 2015

Order date: _____ PO#: _____
Company name: _____ Contact: _____
Shipping address: _____
City: _____ Province: _____
Postal code: _____ Email: _____
Phone: _____ Fax: _____

* All discounts are off the regular wholesale price. Must be in good credit standing to receive discount.

The purpose of this form is to evaluate whether or not a show is successful and worth continuing to participate in the future. The more details provided, the more accurate a decision is able to be made. The marketing coordinator is responsible for completing this form, by obtaining feedback from the assigned show owner and all staff who work the booth. Details about a show are to be collected within a week after it ends, while the information is still fresh on the minds of all staff who worked the event. Photos are to be included with the form. The form is to be reviewed by senior management.

Trade show/event name: Canadian Health Food Association West Expo (CHFA West)

Location: Vancouver, BC

Date of show: April 10th - 12th, 2015

Overall goal (reason for attending): To officially launch our new complete brain health supplement "Spark"

Outcome objectives:

1 - Entire booth staff to be knowledgeable about Spark by the start of the show; 2 - Fill seating capacity of PES by 85%; 3 - Increase Spark awareness by having 15% of attendees sample product during the show; 4 - Meet with 50% of Canadian key accounts at the show; 5 - Collect 25 orders at the show; 6 - Sell 2000 Spark units by May 31st.

Summary of show highlights both positive and/or negative (if any):

Overall, good show with a lot of interest in our Spark product. The branded Rubik cubes were a good attention grabber. Our booth location should be better. Although our booth design needs to be updated, a number of exhibitors liked the design and requested information about who designed it for us, the cost, and materials used.

Describe the booth traffic flow for each day:

The flow of traffic started slow, probably due to the location of our booth too far from the front entrance. After a slow start our booth was busy non-stop; having at least three staff at the booth was very helpful.

Describe the interest in our featured product(s) from attendees at the show:

A lot of retailers expressed that they attend CHFA West to find new products to carry in their store; so our new complete brain health product created a lot of interest as it is currently one of kind in the omega-3 industry (at the time of the show).

Describe the booth experience for booth staff (i.e. was it comfortable working long hours):

Having the extra padding was great for staff having to stand all day. Placing the table at the front edge of the booth space allowed attendees to sample and learn more about Spark at the front without having to enter the small amount of open space. Either limit the furniture or increase space.

Describe the booth experience for attendees based on observation and/or through conversation:

The attendees appeared to be interested in our new product. Staff engaged with attendees very well. Feedback I personally received from my interaction with attendees: they enjoyed playing the quiz game to answer a question about our product to demonstrate how much they remembered about our new product, and then receive a Rubik Cube.

What was the show's final unique attendance count? 2879

How many attendees visited our booth (best guess)? 500

of samples handed out? 500 How many orders were placed onsite (if applicable)? 29

Which retailer did we partner with (if applicable)? N/A - retailer show unable to sell product on site at this show.

Amount of product sold at the show whether at the booth or through our onsite retailer (if applicable):

Value: \$3,190 Quantity: 29 cases (estimate)

Was the booth location ideal? No if not, what would you recommend?

It was not bad, but closer to the entrance is our preference.

Did we have the right amount of materials and product to sample? Yes

If not, what would you recommend for next time?

What would you rate the show on a scale of 1 to 5? (1 - Poor; 5 - Excellent) 4

In your opinion, why should we attend the show again?

We were successful at accomplishing our objectives, and the new product was well-received. As long as we have a new product this is a great venue to engage retailers who look for new items at these shows. Without something new, you would definitely need to be creative about promoting your product that retailers already have.

Describe the condition of the booth (helpful in determining if repairs or cleaning are required):

The backdrop graphic has reached its life span; time to update it.

Photos included? Yes Quantity: 10

Please submit the completed form by **email** to proosjen@ascentahealth.com.

Additional comments:

A post-show attendee survey would be great to better understand how our performance as an exhibitor is perceived by the attendees. Although we achieved our objectives, we need to improve measuring our performance at shows.

To be completed by Marketing Coordinator only

Evaluation of outcome objectives:

1 - 100% of our booth staff passed the Spark quiz, and were well-informed about the product before the show opening. 2 - 68 attendees were at our PES. If we include staff we exceeded our capacity. 3 - Exceeded 15% of attendees sampling our product (500). 4 - Met with 6 of our Canadian key accounts. 5 - 29 orders received on site.

Recommendation: Yes

Marketing Coordinator: Paul Roosjen

Date: April 18, 2015

Completed: _____

Remarks:

Consider using a post-show attendee survey to help determine our level of performance at the CHFA shows both CHFA West and EAST (taking place in September).

The backdrop has passed its time and needs to be updated. I recommend the company name being placed higher up, even look at incorporating either a hanging sign or attached header piece so attendees are able to locate us better especially from further away.

Storage space needs to be considered for staff's personal items. The backdrop has limited room.

We have enough sales and marketing staff, I recommend replacing the use of hiring demo personnel and assigning more staff to help out at the shows. Staff are more knowledgeable about our products. Although we provide details about our product to demo personnel, I find some of them either don't bother reviewing the materials, or they wait until the morning of the show and they are unprepared by the time the show opens. An alternative: select specific demo personnel who have already performed demos for us and are familiar with our brand. Provide them with information and training at the same time as staff.