



2010 Int'l LCT Show
January 25-27, 2010
Las Vegas

**PRE-SHOW
MARKETING
IDEAS**

UTILIZE SHOW MANAGEMENT'S CONTACT LIST

The attendee list is available for rent from Show Management. Use this list to promote your exhibit via email or direct mail and target these pre-qualified leads. Check the exhibitor resources section at www.lctshow.com for the List Rental Agreement.

UTILIZE YOUR INTERNAL CONTACT LIST

No doubt you have done your homework and have an impressive database of leads already at your disposal. Make sure you send email and direct mail promotions to remind people that they can find you at the International LCT Show. Include a call to action or incentive. For example, "Bring this postcard/email with you to our booth and redeem it for a \$20 Starbucks gift card", or "Stop by for a free live demo and get 25% off your order."

Be sure to outline the reasons why they should stop by YOUR booth. What do you have to offer? What can they expect to see? What can they gain by an in-person meeting rather than waiting to call you post-show?

CREATE AN INTEGRATED MARKETING CAMPAIGN

Don't just exhibit with your usual literature and giveaways. Combine all of your promotional mediums into one cohesive and catchy campaign. Define your message ensuring that it is specific to the target audience. Then convey that message through all of your promotions including; emails, direct mail, public relations efforts and giveaways. If you are launching a new product make a BIG DEAL of it with integrated marketing.

CREATE STRATEGIC PARTNERSHIPS

Don't forget, you can leverage your fellow exhibitors to extend your market reach. Review the exhibitor list to find another company that compliments yours. Combine your promotional efforts for even more marketing power. You can increase exposure with ideas like reciprocal web hyperlinks, integrated marketing, referrals, and product compatibility.

IDENTIFY LEADS IN THE AREA

Comb through your leads and make sure companies within driving distance of the tradeshow know about it and are registered to attend. Give them a special invite to visit your exhibit, and offer to orient them to the show.

CALL AHEAD

Now is the time to step up your efforts. Call your existing leads from the "hottest" to the "warm" and make sure they know that you will be there. Give them an incentive to meet you at your booth, bring their questions, and invite any colleagues involved in the decision-making process.

MAKE A SHOW SPECIFIC LANDING PAGE

Create a special page on your website just for the Show. You can add your show marketing campaign, list of products on display, printable coupons, and soft copies of your show literature. Leave this live after the show for those who don't like to carry heavy stacks of literature around the exhibit hall.

LOOK FOR SOCIAL NETWORKING GROUPS

Check social networking website like Facebook and LinkedIn for show related groups. You can connect new industry leads, get the latest news, spot show trends, or find someone already looking you're your particular product or service.