

# BEFORE THE EXPO, PRE-EVENT PROMOTION: WHY?

## #8 OF 36

EXHIBITOR TRAINING VIDEO



The importance of pre-show marketing cannot be stressed enough. Incomm Research showed that 76% of trade show visitors plan their schedule in advance, meaning they already know which exhibits they want to visit.

Meanwhile, a study carried out by the Trade Show Bureau found that 45% of attendees are attracted to a company's exhibition either through pre-event marketing or direct invitations. |

*'80 percent of companies do little or no promotion of their exhibition ahead of time'.*

# PROMOTION

In short, it's not a good strategy to appear at an exhibition expecting to rely solely on passing trade. If you aren't publicising your presence in advance, the chances are that you'll be missing out on some big opportunities.

In view of the importance of marketing, that's a depressing statistic. It means that 80% of exhibitors are adhering to a strategy that almost inevitably causes them to miss out on new business.

As we discussed in our previous post, one form of pre-event marketing is to approach businesses directly and invite them along. It's a tactic that we know works and it can play an important role in securing your return on investment. However, there are all sorts of other channels to consider, and we'll be examining some of them in our next presentation. But whatever media you use, bear in mind some important principles.



# BEFORE THE EXPO, PRE-EVENT PROMOTION: WHY?

## #8 OF 36

### COMMIT TO EVENT-SPECIFIC MARKETING

- Focus effort on promoting your attendance at the expo; don't make it sound like an afterthought, or a 'footnote' to other marketing activity
- Factor your expo promotions into your other marketing activities - e.g. social media, email footers, website news pages, adverts and customer communications
- The expo will have its own marketing platforms; be sure to use them to gain added exposure
- Importantly; always emphasise the benefits that customer will enjoy as a result of attending the expo and visiting your stand



### BENEFITS

- Promoting your attendance shows your markets that you're active
- It gives you newsworthy 'ammunition' to sustain your PR and social media campaigns
- It should increase footfall to the expo and ultimately your stand

### TIMING OF PROMOTIONS

- Start as soon as you book your stand
- Promote your attendance regularly
- Build the frequency - 4 weeks before the event
- Commit to daily activity on specific online media

### IN OUR NEXT PRESENTATION...

Our next presentation will concentrate on the different online platforms you can use, how best to exploit them, and how to make your promotional activity part of a concerted marketing communications plan.

### FOLLOW US...



1EventsMedia



@1EventsMedia



1EventsMedia



company/1-events-media-ltd

1 Events Media Ltd, The Business Development Centre, Blackburn, Lancashire, United Kingdom  
t: +44 (0) 1254 790786 • e: info@1eventsmedia.co.uk • w: 1eventsmedia.co.uk