

COURSE OUTLINECOURSE NAME TRADE AND CONSUMER SHOW MARKETINGCOURSE NUMBER MKTG 1342 DATE SEPTEMBER 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared AUGUST 1994 Option Term ALL Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1102 or equivalent (see MKTG 3218/Introduction to Media)

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

- 1) Understand the principles of marketing through the medium of trade or consumer shows as an exhibitor.
 - 2) Become familiar with the show industry in general, and the associations and job functions that exist within it.
 - 3) Understand the growth that will occur in the trade and consumer show industry in the next few years and be better prepared to compete for positions in the industry.
 - 4) Positioning trade and consumer shows as an active marketing tool as part of the overall marketing strategy.
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EVALUATION

| | | |
|-------------------|------------|---|
| Mid-Term Final | <u>25</u> | % |
| End-Term Final | <u>25</u> | % |
| Projects | <u>20</u> | % |
| Participation | <u>10</u> | % |
| Other (fieldwork) | <u>20</u> | % |
| | <u>100</u> | % |

REQUIRED TEXT(S) AND EQUIPMENT

Exhibit Marketing - A Survival Guide for Managers (Author-Edward A. Chapman, Jr., McGraw Hill Inc.)

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

W.A.E.M. (Address: #523-409 Granville St., Vancouver, V6C 1T2)
(Phone: (604)669-3177 Fax: (604)669-5343)

Trade Show Bureau (Address: #2080-1660 Lincoln St., Denver, Co., USA 80264)
(Phone: (303)860-7626 Fax: (303)860-7479)

I.E.A.M. (Address: #200-5510 Backlick Rd., Springfield, Va., USA 22151)
(Phone: (203)941-3725 Fax: (203)941-8275)

C.A.E.M. - tapes, video, Barry Siskind, Fred Foxx, Larry Helms, John Cleese - How not to exhibit yourself, Exhibitor Magazine.

COURSE SUMMARY

The ten classes sessions will focus on being a successful exhibitor in trade and consumer shows. There will be a mid-term and a final exam, as well as visits to shows, and project assignments relating to these shows.

COURSE OUTLINE - MKTG 1342
(continued)

| Week Lecture or Lab Number | Material Covered | Reference |
|-------------------------------------|--|------------------------|
| Week One | <p>Introduction to Trade/Consumer Shows</p> <p>Objective: What to Expect in this course</p> <ul style="list-style-type: none"> ● Show Industry History ● What is a Trade Show? ● What is a Consumer Show? ● How do they Work? ● Where does the Budget Come From? ● What Professional Associations are Involved Within the Industry/Shows? Value of those Associations? ● What re the Jobs Involved? ● What are the Benefits to the Community? ● Description of the Various Elements that go into the Planning and Production of a Show. | Exhibit Marketing Text |
| Week Two | <p>Trade Shows: A Vital Marketing Tool</p> <ul style="list-style-type: none"> ● The Marketing Mix ● Sales Process ● Bottom Line Shows ● Soft Ball Shows ● Trade Shows as a Marketing Communications Tool | |
| Week Three | <p>Introduction to Exhibiting Companies</p> <ul style="list-style-type: none"> ● Setting Objectives - Corporate/Show ● Research for Selection of Shows for Your Corporate Needs ● Sponsorships | |

COURSE OUTLINE - MKTG 1342
(continued)

| Week Lecture or Lab Number | Material Covered | Reference |
|---|---|------------------|
| Week Four | Marketing Strategies <ul style="list-style-type: none">● Credibility● Features● Demonstrations● Educational Seminars● Co-Ops and Contrasts | |
| Week Five | Communications and Budgeting <ul style="list-style-type: none">● Advertising● Promotions● Public Relations● Agencies● Sponsorships● Partnerships | |
| Week Six | EXAM | |
| Week Seven | Show Management <ul style="list-style-type: none">● Role● Responsibilities● Contracts● Services● Rules and Regulations● Facilities● Exhibitor Manual | |

COURSE OUTLINE - MKTG 1342
(continued)

| Week Lecture or Lab Number | Material Covered | Reference |
|-------------------------------------|--|-----------|
| Week Eight | Exhibit Strategy <ul style="list-style-type: none">● Design● Location● Drawing Power● Display Hardware● Layout● Interactive vs Static | |
| Week Nine | Pre-Show Planning to Reach Objectives <ul style="list-style-type: none">● Methods to Attract the Audience to your Location● Checklists● Selection of Staff● Literature● Demonstrations● Hospitality Planning Meeting | |
| Week Ten | Training <ul style="list-style-type: none">● Exhibition Sales Staff● Selection, Training & Management | |
| Week Eleven | Follow up and Evaluation <ul style="list-style-type: none">● How to calculate ROI● How to Turn Leads into Sales● Post Show Marketing● Evaluation Methodology | |
| Week Twelve | EXAM | |