

**COURSE OUTLINE**COURSE NAME TRADE SHOW MARKETINGCOURSE NUMBER MKTG 1342 DATE JANUARY 1995Prepared by Donna Serviss Taught to PART TIME STUDIESSchool Business Program Date Prepared OCTOBER 1994 Option Term ALL Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36

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**PREREQUISITES**

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

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**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>	%

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## **REQUIRED TEXT(S) AND EQUIPMENT**

The Successful Exhibitors' Handbook - B. Siskind, Pub: South Council Press

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## **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.

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## **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.

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

**COURSE OUTLINE - MKTG 1342**  
(continued)

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

**COURSE OUTLINE - MKTG 1342**  
(continued)

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