

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME TRADE / CONSUMER SHOW MARKETINGCOURSE NUMBER MKTG 1342DATE APRIL 1996Prepared by Donna ServissTaught to Part Time StudiesSchool BusinessDate Prepared OCTOBER 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total 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.

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 MATERIALS

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

REFERENCE TEXTS & 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.

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(continued)

SESSIONS	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 are 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 Communication 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	
Week Four	<p>Marketing Strategies</p> <ul style="list-style-type: none">• Credibility• Features• Demonstrations• Educational Seminars• Co-Ops and Contrasts	

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(continued)

SESSIONS	MATERIAL COVERED	REFERENCE
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	
Week Eight	Exhibit <ul style="list-style-type: none">• Design• Location• Drawing Power• Display Hardware• Layout• Interactive vs Static	

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(continued)

SESSIONS	MATERIAL COVERED	REFERENCE
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	