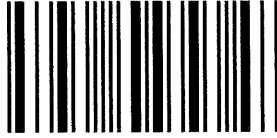


BCIT



9049

Course Code: MKTG 1342

Course Name: Trade Consumer Show Marketing

Instructor:

Date: 199810

SEP 08 2003

MKTG 1242

Day 1

Introduction to Trade/Consumer Shows

BCIT Binder

Objective: What to expect in this course

- Show industry history
- What is a Trade Show?
- What is a Consumer Show?
- Where does the budget come from?
- What Professional Associations are involved within 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.
- Industry Associations
- Show and Tell

Trade Shows: A Vital Marketing Tool

- The Marketing Mix
- Sales Process
- Bottom Line Shows
- Soft Sell Shows
- Trade Shows as a Marketing Communications Tool
- Why enter a trade show
- Exhibitor sharpen your skills
- How integrated marketing aids the Exhibitor
- An integrated marketing quiz
- Integrated marketing

Introduction to Exhibiting Companies

- Setting objectives - Corporate/Show
- Research for selection of Shows for your corporate needs
- Sponsorships
- Establishing trade show goals and objectives
- Using multiple objectives
- How to use sponsorships

Day 2

Marketing Strategies

- Credibility
- Features
- Demonstrations
- Educational Seminars
- Co-ops and Contras
- Taking charge with technology
 - Visiting a trade show
 - Show selection
 - Technical presentations
 - 20 ways

Communications and Budgeting

- Advertising
- Promotions
- Public Relations
- Agencies
- Sponsorships
- Partnerships
- How to improve sales success
 - Live presentations
 - Working with an ad agency
 - Three part system

Show Management

- Role
- Responsibilities
- Contracts
- Services
- Rules and Regulations
- Facilities
- Exhibitor Manual

Day 3

Exhibit Strategy

- Design
 - Location
 - Drawing Power
 - Display Hardware
 - Layout
 - Interactive vs. Static
 - Planning guide
 - Budgeting
 - Floor Plan
 - Selecting the right booth location
 - Space selection
 - Study laps
 - Product space
 - Exhibit design
-

Pre-Show Planning to Reach Objectives

- Methods to attract the Audience to your location
- Checklists
- Selection of staff
- Literature
- Demonstrations
- Hospitality Planning Meeting
- Promotion articles
- Press releases
- Using hospitality suites
- Hospitality makes a comeback

Day 4 Training

- Exhibition Sales Staff
- Selection, training and management
- Power selling for exhibitors

Follow-up and Evaluation

- How to calculate ROI
- How to turn leads into sales
- Post Show Marketing
- Evaluation methodology
- Results worksheets

Day 5 Lab

Presentation

Exam

Evaluation:

Project	40%
Exam	50%
Participation	10%