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Trade Shows and Beyond

Volume 1 Issue 1

OUR INAUGURAL NEWSLETTER

This is the first edition of our newsletter. Three times each year my intention is to create a vehicle that is different than anything else you get through the internet. My goal is that we can bring you information on trade shows and events as they happen

This newsletter will attempt to unravel the secrets that less than 20% of all exhibitors use and put them in the category of companies who produce a positive return on their exhibiting investment. During the coming months you will get tips from the experts, be on top of the latest trends, source the best products, learn about new opportunities and much, much, much more.

*But, I can't do this in a vacuum. I invite your questions, comments and tips and I will pass them along to our readers. I am really excited about **Trade Shows and Beyond** and I hope you are as well.*

Thanks

Barry Siskind

TRADE SHOWS AND BEYOND THE CONFERENCE

So far, hundreds of companies have taken part in the one day conference on exhibiting excellence called *Trade Shows and Beyond*

Don't miss this great opportunity

February 13, Vancouver
February 27, Toronto
March 6, Montreal
April 28, Fredericton
June 17, Mississauga

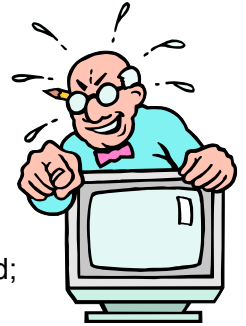
For more information visit
www.tradeshowsandbeyond.com

Trade Show Quiz

Here is a quiz to test your trade show savvy. The following is a list of major exhibiting venues in North America see if you can rank them in order of the number of shows that each city hosts each year.

- Atlanta
- Dallas
- Chicago
- New Orleans
- Las Vegas
- New York
- Orlando
- Washington, DC
- Nashville
- Toronto

The answers are on page 3.

Feature Article:**Gaining senior management support**

A real obstacle many managers face is running a trade show program without the full support your organization. Through lack of understanding or apathy, members of your company look at trade shows as a necessary evil and not worthy of much more attention. But with management support the world of possibilities opens; staff are better motivated; cross-promotion opportunities are doable; integration with the overall marketing objectives is assured; senior executives can get into the trenches and participate in the marketing process; ...you get the picture.

So what can you do to attain greater commitment from your entire organization? Start at the top with your senior management. If you can show them the rationale of the show plan, how this show fits into the overall goals and objectives of the corporation and how the show will provide a positive return on investment, a commitment should follow.

Trade shows are a marketing exercise. The decision to participate therefore needs to compliment the corporate marketing objectives. Having a clear handle on these objectives is the first step. Doing a show because you always have or because everyone else is there is not real justification. However, understanding that exhibits are an opportunity to meet lots of prospects face to face in a short period of time gives you a new broader prospective. Think of a marketing objective that can be accomplished at a show. It could be gathering qualified leads, creating a company image, sampling, recruiting, reinforcing relationships, introducing new products and so on. In fact there are over one hundred realistic and measurable objectives achievable at trade shows.

Now that you have found a justification for the investment your next job is to develop a rational show plan. Look at the plan from your manager's point of view. Be prepared to tackle some of the following questions. What message is my company conveying and how does the trade show involvement help?

Is there a positive return on my show investment? Do I have the resources (human and other) to achieve my trade show goals? Who are the attendees who we will have a chance to meet at the show? How will senior management commitment enhance my plan? Add other questions you feel are relevant to your own situation.

Your next job is to find reasonable answers to all these questions and communicate them to the people who need to hear them. If you are just doing the show because someone dumped the file on your desk and you were reluctant to say "No," then you can't expect to find much value in the experience for either your company or yourself. However, if you see organizing a show as a tremendous opportunity for personal growth and satisfaction and crave to make a real difference in your organization your chances of success are greatly enhanced. The key to achieving this goal is senior management.

Taking on the responsibility of running a show is like running a business for a finite period of time. Like any business there are costs and there are rewards. First convince yourself that this business makes sense and then convince senior management.

Industry Trends

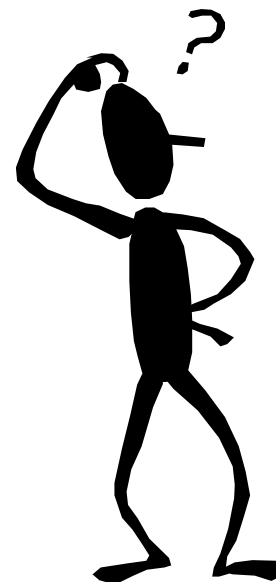
- 46% of companies polled say event marketing gives them the greatest return on investment. Of these events, one third are trade shows.
- In terms of overseeing the coordination or implementation of event marketing, 65% cite "corporate" marketing while 28% indicate that regional and divisional product groups are responsible.
- A company holds an average of 21 events of some type annually. Of that number, 57% of companies indicate that they currently use the support of an outside agency or agencies in some area of planning, coordination or organizing events.
- The average number of suppliers that may be used by a company is six. However, 69% of companies indicate a preference for increased consolidation of event marketing suppliers.
- The factors considered most important in evaluating a supplier are experience, cost, flexibility and internal dynamics.

Source: CEIR report RCSR 18.02 Trends in Event Marketing

Answers to the quiz from page one

Top Ten cities	Number of shows
Orlando	625
Las Vegas	589
Toronto	582
Chicago	493
New Orleans	447
Atlanta	422
Dallas	382
New York	346
San Diego	331
Washington,DC	323

Source: CEIR



WE ARE THE TRADE SHOW SPECIALISTS

For the past twenty years ITMC has helped thousands of exhibitors improve their bottom line at shows and conferences around the globe. To learn more about how we can help you visit www.siskindtraining.com or call us at 1-800-358-6079.

INTERNATIONAL TRAINING AND MANAGEMENT

16436 Shaws Creek Road
Terra Cotta
Ontario, Canada
(800) 358-6079

FAX:
(800) 358-6084

E-MAIL:
Info@siskindtraining.com



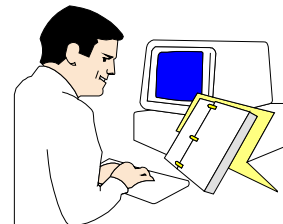
HELPFUL SITES

- Center for Exhibition Industry Research – www.ceir.org
- Trade Show Exhibitors Association – www.tsea.org
- Government of Canada – www.infoexport.gc.ca
- Shows and Exhibitions – www.showsandexhibitionsonline.com

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Call 1-800-358-6079

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