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Business Strategy | Marketing Communications

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Market to the Max at AAPEX/SEMA

By Tom Marx

The AAPEX and SEMA Shows in Las Vegas are right around the corner. The key to success in 2003 is to start taking action now. So, in the short amount of time leading up to the show, how can you maximize your marketing investment?

Here are some simple solutions that will go a long way when paired with your current trade show marketing program. Though these steps are rather basic, you'd be surprised at how few companies take them.

Define Obtainable Goals

- * Determine what you REALLY want to achieve, both quantifiably and qualifiedly

Introduce Something NEW

- * A new product
- * Refresh the promotion of a best seller
- * Generate excitement by customers, prospects and staff

Pre-show Telemarketing

- * CALL and WRITE and EMAIL your key prospects and customers and tell them about the NEW products or services
- * Follow-up and get specific appointments (either times or day-parts)

Train Your Staff

- * At your pre-show briefing get everyone on board with the same story
- * Develop specific goals for what YOU want to find out from customers and prospects (email addresses!)
- * Hand out a brief questionnaire to survey customers and prospects about your products, service, warranty, and advertising (see **Leveraging AAPEX/SEMA** in this month's issue)
- * Set-up hours for staff to be in the exhibit or walk the floor

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Post-Show Follow-Through

- * Plan your follow-through strategy BEFORE the show
- * Prevent your leads from falling into a hole after the show
- * Follow-up to prospects and customers should be integrated, inclusive and PROMPT – use mail, email, and phone calls

Post-Show Assessment

- * Set-up your post-show assessment process BEFORE the show
- * Include field sales people by teleconference within 5-10 days of the show
- * Document what you find and assign the document to someone that will be sure to bring these points up prior to next year's show.
- * Determine your ROI criteria so you can accurately evaluate your trade show investment vs. gains in sales and customers

END