

How to Use Theme-Related Activities to Attract Interest & Promote Company Image

Theme-related in-booth activities provide highly visible methods of attracting interest and projecting your message.

For example:

- ▶ A National Tourist Board from Latin America might dress its booth staff in the region's easily recognizable clothing.
- ▶ The exhibit of a vendor of tropical fruit juices might feature a tropical plant and tree display; and sales personnel might be dressed in tasteful costumes from the tropics.
- ▶ A company with an advertising campaign that touts "being the home run leader in the industry" might adapt a baseball motif for the show. Plan a special event around this theme, or buy a block of tickets to a major league baseball game that may be scheduled during the show and invite important prospects to attend.

Advance planning, execution and consistency are required for impact.

- ☑ Direct mail miniature samples of your products or an inexpensive novelty item that is consistent with your theme.
- ☑ Tie your pre-show advertising campaign to the same theme as your exhibit.
- ☑ Design show hospitality and entertainment events around the same theme.
- ☑ If you are participating in a series of shows in a fairly narrow time frame, develop an incentive program that requires attendance at each show. Attendees may collect a series of items that make them eligible for a prize or a discount. If the prize is a trip to Hawaii, adopt an island motif for the entire campaign.