

Effective Pre-Show Promotion: Using Guest Tickets — The Underestimated Tool

Your show objectives and sales goals will be significantly impacted by your pre-show promotion.

Show management is in charge of producing traffic. Your efforts will increase the odds of producing traffic specifically targeted to your company's market. All efforts have a pay-off. Even those on your target list who will not be attending the show will have an increased awareness of your company and your products as a result of your publicity efforts.

Pre-Show Promotional Tools Offered By Most Show Sponsors

Guest Tickets

Guest tickets are supplied by show management for most shows. Distributing guest tickets with your name and booth number encourages attendance. Everyone likes something for free or at a discounted rate.

Develop a campaign that ensures widespread distribution of this traffic-inducing tool. Here are some techniques:

- ☑ Direct mail with letter. Consider buying the show registration list.
- ☑ Inclusion with hospitality function invitations
- ☑ Enclosed with correspondence and invoices
- ☑ Hand delivered by the sales force

Show Logos

Camera-ready logos are available through show management. Plaster the show logo with your booth number on ads, correspondence, newsletters, invoices, envelopes.

Card Packs

Many shows sell advertising in pre- and post-show card packs. They are distributed to extensive data bases usually compiled from previous show registration lists. This provides you with publicity to a large audience.

Mail Lists

You may be able to buy previous show registration lists for your direct mail campaign.

Show Newspapers

Often special newspapers are published immediately prior to and during major shows.

Show Directory

Be sure you meet the deadline for inclusion.