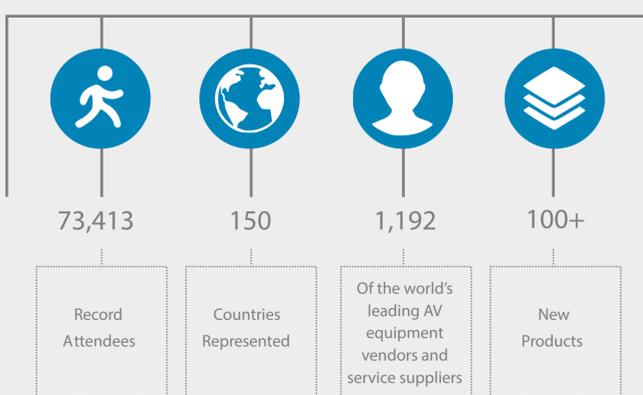


**HOW TO ENSURE A
SUCCESSFUL EVENT**

ISE, the largest most exciting audiovisual event for EMEA, is your once-a-year opportunity to see all the latest AV tech for both the residential and commercial markets, as well as learn the skills that will advance your career, and grow your professional network.

ISE 2017 By the Numbers:



Across 14 halls, ISE 2017 delivered four record-breaking days of product launches, press briefings, awards, conferences, seminars and networking opportunities.

AND 2018 IS EXPECTED TO BREAK ALL RECORDS ONCE AGAIN!

With ISE just around the corner, you need to make the most of your investment. After all, a tradeshow is a powerful marketing tool that reinforces your brand and provides an optimal launch pad for your latest and greatest products, while at the same time allows you to foster new business relationships, connect to the media, and source quality sales leads.

Here are some quick tips to ensure a successful ISE.

PRE-EVENT

SET GOALS

KEY OUTCOMES

- What is your big picture theme?
- Who is your target visitor? End-users, service providers, consultants, etc.
- What do you want people to do after they visit you at the show?
- Do you have new technology or product introductions significant enough to warrant a press conference?

PLAN

CHECKLISTS

- ✓ Give yourself ample time to get it all done, start early, 3-months ahead for promotions
- ✓ Create or refine your guest lists for targeted messaging: existing customers, prospects, the media
- ✓ If you're holding an event, track RSVPs and send reminders closer to the event
- ✓ Plan your SWAG to match your theme
- ✓ Make sure you design a cohesive and engaging booth experience for your visitors

PROMOTE

INTEGRATED MARKETING COMMUNICATIONS

- Send invites in advance of the event
- For the media, use the pre-registered press list to invite key journalists
- Take advantage of free exhibitor marketing opportunities as well as evaluate paid ones
- Advertise in print and electronic media
- Put your PR machine to work — send in product previews and key news for pre-show issues of trade magazines and the Show Daily
- Consider direct mail
- Send HTML campaign content at least 3X
- Ask your sales team to reach out to key customers and prospects ahead of the show to preset meetings
- Get social and promote your participation, new launches, special events, education and training, and more across all your social networks: #ISE2018

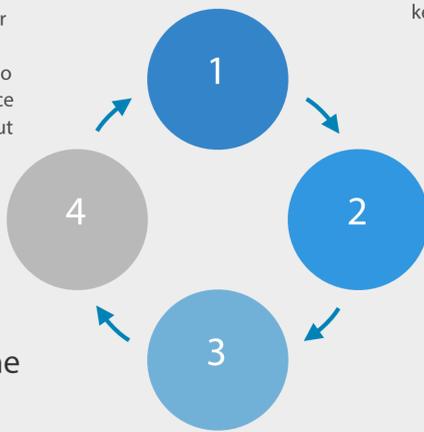
AT-EVENT

Promotions & Giveaways

Draw booth traffic with contests, raffles, and giveaways. But remember your ultimate goal is to generate qualified leads so plan to gather intelligence via surveys, scans, and input cards.

Take Photos And Videos

Perfect for social media but also a great opportunity to keep those who were unable to attend up to speed on your company's latest introductions.



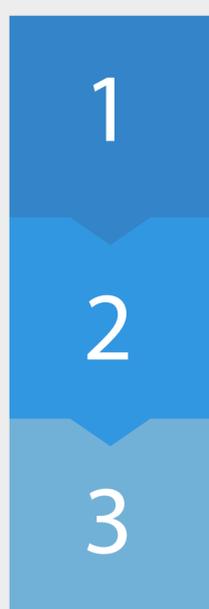
Pump Up The Social Live At The Show

Keep the momentum going with live tweets, Facebook live videos, Instagram booth photos, product demos on YouTube, and more.

Be Engaging

Talk to all booth visitors, write notes on the back of business cards to ensure proper follow up, survey attendees on their booth experience.

POST-EVENT



FOLLOW UP

Send thank you notes to all visitors and recap the event by sharing photos and great content.

CONTINUE TO PROMOTE

Share additional social media content, key news from the event like award wins and special events, and any significant media coverage.

MEASURE SUCCESS

Debrief and analyze what worked and what didn't; survey attendees to your booth; keep all of these in mind when planning your next event.

The InGear team is made up of seasoned professionals who understand the AV industry. Put us to work for your next event or get in touch to setup a no obligation consultation at ISE 2018.

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