



NORTH AMERICAN FARM SHOW
COUNCIL

Build a Better Farm Equipment Show

Step Three - Show Promotions Worksheet

A) Determine your promotional goals

- Communications Goals
 - Affect perceptions
 - Establish/enhance awareness
 - Reinforce/change or create a position (i.e. market leader, dominance etc.)
 - Generate a specific message
 - Identify capabilities
 - Differentiate your company from competitors

- Logistical Goals
 - Attract attention to those not familiar with your organization
 - Generate excitement in the exhibit and around the show floor
 - Increase pre-show awareness of your participation
 - Educate customers/prospects about solutions offered at your display
 - Generate desirable traffic flow around the exhibit

- Measurable Goals
 - Total number of prospect vs. *qualified* prospects
 - Percentage increases/changes in number from previous shows
 - Total number of quality leads you need to generate through the promotion
 - Establish qualified leads
 - Build database
 - Establish new distributorships/suppliers/ reps
 - Recruit employees
 - Press coverage

B) Determine your pre-show, at-show and/or post - show promotions:

Pre – show:

- Pre-show mailer
- Room drops
- Website ads
- Email invitations
- Sponsorships
- Speakers
- Public relations
- Advertising
- In booth meeting planning
- Pre-show surveys
- Other _____



NORTH AMERICAN FARM SHOW
COUNCIL

Build a Better Farm Equipment Show

At - show:

- Program/exhibit guide
- Premiums/give-aways
- Prizes
- Live presentations
- Games/educational activities
- Demonstrations
- Videos
- Specific product/service/promotional graphics
- Booth surveys/exit interviews
- Sales promotion offers
- Staff attire
- Press conference(s)
- Convention center advertising/banners,/signage etc
- Airport/hotel/transit/outdoor advertising
- Shuttle bus wraps
- Other _____

Post – show:

- Post-show public relations (PR) and PR analysis
- Post - show surveys
- Post - show advertising
- Sales promotions
- Other _____

C) Questions to ask yourself/team when setting promotional objectives:

1) Is the show vertical or horizontal?

- Vertical - high percentage of attendees are your target prospects
- Horizontal - wide variety of audience members, smaller percentage of target audience

2) Where are you going to get the list from which to target your promotion?

- Show management
 - pre-registered list for this year's show or list from last year's final?
 - can you select by title, business size, or industry?
- In-house
 - Get from sales or marketing team?
 - Check quality of list.



NORTH AMERICAN FARM SHOW
COUNCIL

Build a Better Farm Equipment Show

3) How many and what type of staffers do you need to implement, qualify and measure the performance of your promotion

- Technical
How many _____
- Marketing
How many _____
- Sales
How many _____
- Demonstrators
How many _____
- Other _____
How many _____

4) Booth and show logistics

- What size is your space _____
- Where are you located in the hall _____
- How long are the show hours _____
- Are there dedicated hours for special attendees _____

D) Develop a proposal for each promotional idea to include:

- Show name and date
- Your major message
- Theme/tagline
- Target audience
- Briefly describe the promotion idea
- How will it be applied before, during and after the show
- Explain why it will appeal to your target audience

Questions?? Contact: Susan Brauer — susan@marketech360.com — 612.374.6002 (p) — 612.805.4190 (c)



marketech, inc - 19 powder hill way - westboro, ma 01581