



# TRADE SHOW COLLECTIVE



**Comprehensive Trade Show  
Marketing Support Service**

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SERVICE	DESCRIPTION
<p>1 <b>Corporate Vision, Mission &amp; Value Proposition</b></p>	<p>In a world of rapidly evolving technology, companies can no longer rely on products and features alone to stand out. True differentiation comes from a compelling purpose that deeply resonates with your ideal customer profile. We work with executive teams to uncover and articulate the core elements that define your organization: your mission, vision, and value proposition.</p> <p>Through a combination of in-depth questionnaires and collaborative workshops, we guide your team in crafting statements that inspire, align, and energize. The final deliverable includes:</p> <ul style="list-style-type: none"><li>■ <b>Mission Statement:</b> A clear and concise articulation of your company's purpose and how it serves your customers.</li><li>■ <b>Vision Statement:</b> A forward-looking declaration of what your organization aspires to achieve.</li><li>■ <b>Practical Guidance:</b> Detailed recommendations on integrating these statements into your broader messaging and communication strategies.</li></ul> <p>By grounding your business in a strong, unified purpose, you'll create lasting connections with your audience and set yourself apart from the competition.</p>

2 **Values Definition**

<p>In today's competitive landscape, how a company operates can be just as important as what it offers. The way your business conducts itself – its principles, priorities, and behaviors – can serve as a powerful differentiator, shaping the perception of your brand both internally and externally.</p> <p>We use a tried-and-tested workshop process to engage your entire organization, from frontline employees to executive leaders. This inclusive approach ensures that the values we define truly resonate with everyone in the company, fostering alignment and authenticity.</p>	<p>Working closely with executive leaders, we distill the insights gathered from these workshops into a clear set of meaningful company values. These values reflect the collective perspective of your team, guiding decision-making, strengthening culture, and resonating with your customers.</p> <p>The outcome is a set of actionable, authentic values that unify your organization and set the foundation for long-term success.</p>
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## SERVICE

## DESCRIPTION

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### Message alignment

A cohesive company message is vital, but authenticity is key. Message alignment ensures that all team members can articulate your company's story and value proposition consistently, while staying true to their individual communication styles.

We work with your team to refine and align your messaging framework so it resonates both internally and externally. Through workshops and practical exercises, we help your people internalize

the core message – not as a script to memorize, but as a narrative they genuinely believe in and can share confidently in their own voice.

The result is a team that communicates with authenticity, clarity, and consistency, whether they're speaking to customers, partners, or stakeholders. Your message will feel unified and impactful, without ever sounding rehearsed or impersonal.

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### Product alignment / positioning

To stand out in a crowded marketplace, your products must do more than meet customer needs – they must align seamlessly with your company's overarching mission, value proposition, and market position. Product alignment ensures that your offerings tell a coherent story, while positioning identifies how to showcase their unique strengths in a way that resonates with your ideal customers.

Our process involves:

- **Analyzing Market Fit:** Evaluating how your products address customer pain points and align with industry trends.

- **Highlighting Differentiators:** Identifying the features and benefits that set your products apart from competitors.
- **Positioning Strategy:** Developing a framework to communicate the value of your products clearly and compellingly to target audiences.
- **Integration into Messaging:** Ensuring that product narratives align with your broader company messaging and vision.

The outcome is a product positioning strategy that doesn't just highlight what you offer, but why it matters – creating a connection that drives interest, trust, and loyalty.



## SERVICE

## DESCRIPTION

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### Market positioning analyses

Understanding where your company stands in the competitive landscape is crucial to defining your unique value and gaining a strategic edge. Market positioning analysis goes beyond identifying your competitors; it uncovers opportunities to differentiate your brand and products in ways that truly resonate with your target audience.

Our approach includes:

- **Competitive Benchmarking:** Analyzing key players in your market to identify strengths, weaknesses, and gaps in their positioning.
- **Target Audience Insights:** Evaluating your ideal customer profile to understand their needs, pain points, and decision-making drivers.

- **SWOT Analysis:** Identifying your company's strengths, weaknesses, opportunities, and threats to craft a positioning strategy that leverages your advantages.
- **Value Differentiation:** Defining how your offerings provide unique solutions to your customers' challenges, making you the obvious choice.

The result is a comprehensive analysis that not only shows where you fit in the market but also outlines how to stand apart. Armed with these insights, you can make informed decisions to position your brand for maximum impact and success.

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### Brand Positioning

Your brand is more than a logo or tagline – it's the perception customers have of your business and the emotional connection they form with it. Brand positioning defines where your company stands in the minds of your target audience and how it differentiates from competitors. It's the foundation for building a lasting, impactful presence in the market.

Our process focuses on:

- **Clarifying Your Unique Value:** Identifying the core attributes and benefits that set your brand apart and make it relevant to your audience.
- **Understanding the Competitive Landscape:** Evaluating competitors to identify opportunities to position your brand uniquely and effectively.

- **Target Audience Alignment:** Ensuring your positioning resonates deeply with your ideal customer profile, creating trust and loyalty.
- **Crafting a Clear Positioning Statement:** Developing a concise and compelling statement that captures your brand's essence and guides all messaging and marketing efforts.
- **Integration Across Touchpoints:** Ensuring your brand's positioning is consistently reflected in everything from your website to sales materials and customer interactions.

The outcome is a strong, consistent, and memorable brand identity that builds trust, drives differentiation, and positions your company as a leader in your industry.



## SERVICE

## DESCRIPTION

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### Creation of content such as reports, white papers, and other thought leadership to support positioning and lead generation

In today's digital landscape, self-published content is one of the most effective ways to grow and engage your audience. A content-led strategy ensures your brand remains visible, valuable, and relevant, positioning you as a trusted voice in your industry.

We help you develop and execute a robust content strategy tailored to your goals:

- **Strategic Planning:** Identifying the themes and topics that resonate with your target audience and align with your brand positioning.
- **Content Calendars:** Creating detailed plans for consistent publishing across social media, blogs, and other channels.

- **Thought Leadership:** Crafting high-value content, such as white papers, reports, and articles, to show case your expertise and drive lead generation.
- **Social Media Optimization:** Developing shareable content tailored to each platform to maximize reach and engagement.
- **Audience-Centric Messaging:** Ensuring your content speaks directly to the needs, pain points, and interests of your audience.

The result is a steady stream of high-quality content that not only builds your audience but also fosters deeper connections, drives engagement, and supports your broader marketing goals.





## SERVICE

## DESCRIPTION

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### Messaging

Effective media relations begin with a strong, cohesive message. It's not just about what you say, but how you say it – and ensuring it resonates with the media and your audience alike. Messaging forms the backbone of every press release, interview, and campaign, shaping how your brand is perceived in the public eye.

Our approach to media messaging includes:

- **Defining Core Narratives:** Identifying the key stories, themes, and ideas that best represent your brand.
- **Tailoring for Different Audiences:** Crafting variations of your message to suit different media

outlets, audiences, and platforms while maintaining consistency.

- **Media-Friendly Language:** Ensuring your message is clear, concise, and impactful, making it easy for journalists and editors to understand and share.
- **Alignment with Brand Positioning:** Integrating your message seamlessly with your overall brand strategy to reinforce your unique identity.

The result is a set of media-ready narratives that capture attention, build credibility, and drive engagement with your target audience.

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### Strategy

A well-crafted media strategy ensures your brand captures the right attention, at the right time, from the right people. It's about more than just securing coverage – it's about shaping narratives that elevate your brand and align with your broader business goals.

Our media strategy services include:

- **Audience Targeting:** Identifying the publications, journalists, and media outlets most relevant to your industry and ideal customers.
- **Story Development:** Pinpointing the newsworthy angles, trends, and stories that resonate with both the media and your audience.
- **Channel Optimization:** Tailoring your approach for

traditional outlets, digital platforms, and emerging media to maximize impact.

- **Timing and Planning:** Creating a timeline for announcements, campaigns, and media outreach to ensure consistent visibility and engagement.
- **Crisis Preparedness:** Developing a proactive plan to manage potential challenges, ensuring your brand's reputation remains intact under pressure.

The result is a strategic roadmap that positions your brand as a credible, go-to resource in your industry while fostering long-term relationships with key media players.



## SERVICE

## DESCRIPTION

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### Press Release Writing & Placement

A well-written press release is your opportunity to tell your story clearly, concisely, and compellingly – and effective placement ensures it reaches the right audience. Whether announcing a new product, celebrating a milestone, or sharing impactful news, your press release needs to stand out in crowded inboxes and newsfeeds.

Our press release services include:

- **Professional Writing:** Crafting sharp, engaging, and media-friendly press releases tailored to your brand voice and objectives.

- **Strategic Focus:** Highlighting the most newsworthy angles to capture attention and drive interest.
- **Media Targeting:** Identifying and reaching the most relevant journalists, editors, and publications to maximize visibility.
- **Distribution Management:** Leveraging trusted media distribution channels and relationships to ensure your press release lands in front of the right eyes.
- **Performance Monitoring:** Tracking placement and coverage to evaluate the reach and impact of your press release.

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### Media Training

Every interaction with the media is an opportunity to amplify your brand's message – but it can also be a risk if not handled well. Media training equips your company spokespeople with the skills and confidence to deliver clear, compelling, and on-brand messages while avoiding potential pitfalls.

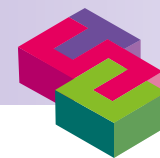
Our media training services include:

- **Message Refinement:** Helping spokespeople distill complex ideas into concise, impactful soundbites that align with your brand strategy.
- **Do's and Don'ts:** Coaching on what to say and what to avoid, ensuring messages stay focused and avoid missteps.

- **Interview Techniques:** Teaching effective strategies for handling tough questions, bridging back to key points, and maintaining composure under pressure.
- **Scenario Practice:** Conducting mock interviews and press briefings tailored to realistic scenarios, such as trade show interactions or breaking news.
- **Body Language and Delivery:** Providing guidance on non-verbal cues, tone, and pacing to project confidence and credibility.

The result is a spokesperson, or team of spokespersons who are prepared, professional, and effective at delivering your message – turning media engagements into powerful brand-building opportunities.





## SERVICE

## DESCRIPTION

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### Award Nominations

Industry awards are a powerful way to build credibility, enhance your reputation, and showcase your achievements. However, crafting a winning award entry requires more than just a list of accomplishments – it's about telling a compelling story that resonates with judges and highlights your unique strengths.

Our award entry services include:

- **Opportunity Identification:** Researching and identifying the most relevant awards to align with your brand, products, and achievements.
- **Crafting Compelling Submissions:** Writing persuasive, well-structured entries that showcase your successes, innovations, and impact.

- **Tailored Messaging:** Highlighting specific accomplishments and results that align with each award's criteria.
- **Supporting Materials:** Gathering and presenting additional documentation, testimonials, or visuals to strengthen your submission.
- **Deadlines and Management:** Keeping track of deadlines and ensuring submissions are completed and submitted on time.

The result is a polished, professional award entry that maximizes your chances of being recognized as a leader in your industry. Whether you're looking to enhance credibility or gain industry recognition, we help you put your best foot forward.

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### Face to Face Media Briefings

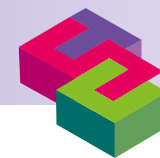
Personal connections are key to building lasting relationships with the media, and face-to-face press briefings at trade shows are an invaluable opportunity to tell your story directly. We ensure these interactions run smoothly, leaving a positive and professional impression on journalists.

Our services include:

- **On-Site Staffing:** Providing dedicated support to coordinate media briefings and ensure journalists are connected with the right spokesperson.
- **Scheduling Management:** Keeping briefings on schedule, minimizing delays, and accommodating last-minute adjustments where possible.

- **Spokesperson Preparation:** Ensuring your team is briefed and ready to deliver key messages effectively.
- **Real-Time Troubleshooting:** Handling unexpected changes or challenges to ensure the briefing remains seamless and professional.
- **Follow-Up Coordination:** Taking note of any next steps or follow-ups required to keep the conversation going post-event.

The result is a stress-free, well-organized press briefing experience that maximizes media engagement and enhances your brand's reputation.



## SERVICE

## DESCRIPTION

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### Summaries of Meetings and Follow ups

The value of a media briefing doesn't end when the conversation does. Providing detailed summaries of meetings ensures no key points are lost, while timely and thoughtful follow-ups strengthen relationships and keep the momentum going.

Our services include:

- **Detailed Meeting Summaries:** Documenting key discussion points, journalist questions, and spokes person responses to provide a clear record of each interaction.
- **Actionable Insights:** Highlighting opportunities for follow-ups, additional resources, or further engagement based on the meeting outcomes.

- **Post-Event Follow-Ups:** Crafting personalized thank-you notes, additional materials, or responses to any outstanding queries from journalists.
- **Media Tracking:** Monitoring coverage to assess the impact of the briefing and to identify any opportunities for future engagement.
- **Internal Reporting:** Sharing concise reports with your team to ensure alignment and next steps are clear.

The result is a comprehensive approach that ensures your media briefings lead to meaningful coverage, stronger relationships, and actionable next steps.

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### Advert placements, third party e-blasts

Strategic advert placements and third-party email campaigns are powerful tools to expand your brand's reach, drive booth traffic, and generate leads at trade shows or other key events. We manage every step to ensure your message is seen by the right audience at the right time.

Our services include:

- **Media Planning:** Identifying the most effective platforms and publications for your target audience to maximize impact and ROI.
- **Negotiation & Booking:** Coordinating with media outlets to secure prime placement and the best possible rates.

- **Targeted Email Campaigns:** Partnering with relevant third-party databases to craft and send email campaigns that drive traffic and engagement.
- **Performance Tracking:** Monitoring impressions, click-through rates, and conversions to evaluate campaign success and optimize future efforts.

The result is a carefully executed strategy that amplifies your brand visibility, attracts attention, and supports your overall marketing objectives.



SERVICE	DESCRIPTION
<p>16 <b>Social Media management both preshow and onsite</b></p>	<p>Social media is a vital tool for building buzz, driving engagement, and maximizing the impact of your trade show presence. Whether generating excitement before the event or capturing attention in real time, effective social media management ensures your brand remains front and center.</p> <p>Our services include:</p> <ul style="list-style-type: none"><li>■ <b>Pre-Show Campaign Planning:</b> Creating targeted content to promote your participation, highlight key activities, and drive booth traffic.</li><li>■ <b>Onsite Real-Time Engagement:</b> Sharing live updates, photos, videos, and stories from the event floor to amplify your presence and engage your audience.</li><li>■ <b>Platform Optimization:</b> Tailoring content for each social media channel to maximize visibility and impact.</li></ul> <ul style="list-style-type: none"><li>■ <b>Audience Interaction:</b> Responding to comments, messages, and mentions to foster connections and enhance engagement.</li><li>■ <b>Hashtag Strategy:</b> Leveraging event hashtags and creating branded tags to boost discoverability and align with the trade show conversation.</li><li>■ <b>Performance Tracking:</b> Monitoring engagement metrics to measure the success of campaigns and identify opportunities for improvement.</li></ul> <p>The result is a dynamic and impactful social media presence that keeps your brand top of mind, builds connections, and drives measurable results before, during, and after the event.</p>
<p>17 <b>Email campaigns to drive traffic to booth</b></p>	<p>Email campaigns are a powerful way to connect directly with your audience, build anticipation, and ensure a steady flow of traffic to your booth. Thoughtfully crafted campaigns can highlight your event participation, showcase what's on offer, and create excitement that translates to on-site engagement.</p> <p>Our email campaign services include:</p> <ul style="list-style-type: none"><li>■ <b>Audience Targeting:</b> Segmenting your audience to deliver tailored messages to key customer groups, prospects, and event attendees</li><li>■ <b>Compelling Content Creation:</b> Designing emails that capture attention with engaging copy, eye-catching visuals, and clear calls-to-action.</li><li>■ <b>Event Highlights:</b> Showcasing booth activities, product demos, speaking sessions, and incentives to encourage attendance.</li></ul> <ul style="list-style-type: none"><li>■ <b>Personalization:</b> Adding personalized touches, such as addressing recipients by name and offering exclusive invites, to boost engagement.</li><li>■ <b>Scheduling and Automation:</b> Planning and automating a series of pre-show, showtime, and post-show emails for maximum impact.</li><li>■ <b>Performance Analytics:</b> Monitoring open rates, click-through rates, and conversions to measure success and refine future campaigns.</li></ul> <p>The result is an effective email strategy that builds anticipation, drives booth traffic, and ensures your event participation generates tangible results.</p>



## SERVICE

## DESCRIPTION

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### Lead Generation Campaigns

Driving qualified leads is a cornerstone of successful event marketing. A well-executed lead generation campaign ensures your time and resources are spent engaging with prospects who are genuinely interested in your offerings, maximizing ROI from trade shows and events.

Our lead generation campaign services include:

- **Audience Profiling:** Identifying and targeting your ideal customer profile to focus efforts on high-potential prospects.
- **Content-Driven Campaigns:** Creating valuable, shareable assets such as white papers, case studies, and infographics to capture interest and generate leads.
- **Landing Page Development:** Designing optimized landing pages with compelling offers and easy-to-use lead capture forms.

- **Incentive Creation:** Developing offers such as giveaways, free trials, or exclusive demos to attract prospects and encourage booth visits.
- **Multi-Channel Outreach:** Leveraging email, social media, and targeted ads to amplify your campaign's reach.
- **Lead Qualification:** Implementing tools and strategies to capture detailed lead data, ensuring your sales team can focus on the most promising opportunities.
- **Post-Show Follow-Up Integration:** Ensuring leads are seamlessly passed to your CRM for timely follow-ups and ongoing engagement.

The result is a steady pipeline of high-quality leads, helping you build meaningful relationships, boost conversions, and achieve your event objectives.

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### Pre-Show Demo Training

A great technology demo can be the highlight of your trade show presence, showcasing your expertise and capturing the attention of potential customers. Pre-show demo training ensures your team is fully prepared to deliver engaging, effective demonstrations that resonate with the audience and leave a lasting impression.

Our pre-show demo training includes:

- **Message Refinement:** Helping your team simplify and structure complex technical concepts into clear, audience-friendly narratives.
- **Storytelling Techniques:** Teaching how to frame demos around real-world use cases and customer pain points to maximize relevance and impact.

- **Do's and Don'ts:** Coaching on best practices for delivering demos, avoiding common pitfalls, and maintaining professionalism under pressure.
- **Interactive Practice:** Conducting hands-on role-play sessions to refine delivery, handle unexpected questions, and troubleshoot on the spot.
- **Confidence Building:** Equipping your team with the skills to feel comfortable and confident, even in high-stakes scenarios.
- **Personalization Tips:** Ensuring every demo feels tailored to the specific needs and interests of each audience or customer.

The result is a team that's polished, prepared, and ready to showcase your technology in a way that captivates attendees, builds trust, and drives meaningful engagement.



## SERVICE

## DESCRIPTION

20

### Lead Management and post show follow up

Capturing and managing leads effectively is critical to turning trade show interactions into lasting business relationships. Our lead management process ensures that every lead collected is handled efficiently, setting the stage for meaningful follow-ups and conversions.

Our services include:

- **Lead Capture Tool Configuration:** Working with lead capture tools to configure and deploy them for maximum efficiency, ensuring all necessary data is collected accurately and consistently.
- **Onsite Deployment Support:** Providing guidance on how to use the tools effectively during the event, so your team can focus on engaging with prospects.
- **Real-Time Data Management:** Ensuring all captured lead

information is organized and integrated promptly into your CRM or tracking system for immediate follow-up.

- **Tailored Follow-Up Plans:** Crafting personalized post-show communications, such as emails or offers, to keep prospects engaged and nurture relationships.
- **Post-Show Campaigns:** Developing strategies to re-engage attendees and maintain momentum, guiding them toward your sales funnel.
- **Reporting and Insights:** Providing detailed reports on lead collection, follow-up actions, and campaign results to measure success and refine future approaches.

The result is a streamlined lead management process that maximizes your trade show ROI by turning event interactions into meaningful business opportunities.





## SERVICE

## DESCRIPTION

21

### Identify Fringe Event opportunities

Engage with a more targeted audience, and build deeper connections outside the hustle of the main event. Identifying and leveraging these activities can significantly enhance your trade show impact.

Our services for fringe event opportunities include:

- **Opportunity Research:** Identifying relevant industry meetups, networking events, partner gatherings, or sponsor-hosted activities occurring around the main event.
- **Event Fit Analysis:** Assessing which fringe events align with your brand goals, target audience, and overall trade show strategy.

- **Strategic Planning:** Advising on participation methods, from sponsoring or speaking at the event to hosting your own branded gathering.
- **Coordination and Promotion:** Assisting with event registration, logistics, and pre-show promotion to ensure your presence is known and valued.
- **Onsite Representation:** Providing support to maximize networking opportunities and create memorable brand interactions.

The result is a carefully curated fringe event strategy that extends your reach, deepens connections, and positions your brand as an active, engaged industry leader.

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### Secure speaking opportunities

Speaking opportunities at trade shows and industry events are invaluable for establishing thought leadership, increasing visibility, and connecting directly with your target audience. By placing your key executives or subject matter experts on stage, you position your brand as a trusted authority in the field.

Our services for securing speaking opportunities include:

- **Opportunity Identification:** Researching and identifying relevant panels, presentations, workshops, or keynotes where your team can showcase their expertise.
- **Proposal Development:** Crafting compelling speaker submissions tailored to the event's theme and audience, ensuring your pitch stands out.

- **Speaker Preparation:** Providing coaching and support to ensure your speakers deliver engaging, impactful presentations that align with your brand messaging.
- **Event Coordination:** Managing the logistics of the speaking engagement, including scheduling, equipment needs, and promotional efforts.
- **Content Amplification:** Leveraging the speaking opportunity by creating supporting materials, promoting the session on social media, and capturing the presentation for future use.

The result is a strategic speaking plan that elevates your brand's profile, builds credibility, and drives meaningful engagement with key stakeholders.



## SERVICE

## DESCRIPTION

23

### Video interviews

Video interviews offer a unique opportunity to amplify your brand through credible, external channels. These interviews can position your company as an industry leader, while reaching new and engaged audiences.

Our role in facilitating video interviews includes:

- **Opportunity Identification:** Identifying media outlets and production companies conducting video interviews at the trade show.
- **Pitching and Coordination:** Reaching out to these third parties with compelling pitches to secure interview slots for your key spokespeople.

- **Preparation:** Equipping your team with talking points and guidance to ensure they deliver polished and impactful interviews.
- **Scheduling Management:** Coordinating times and logistics to ensure the interviews fit seamlessly into your event schedule.
- **Post-Interview Follow-Up:** Liaising with the third party to obtain and share the final video content for use in your post-show marketing efforts.

The result is professionally produced video content, created by trusted third-party sources, that enhances your brand's credibility, extends your reach, and drives engagement with your target audience.

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### Customer video case studies on booth

Customer video case studies are an impactful way to showcase real-world success stories and demonstrate the value of your products or services. Capturing these stories directly on your booth at trade shows allows you to highlight authentic customer experiences in a dynamic and engaging format.

Our services for customer video case studies include:

- **Pre-Production Planning:** Coordinating with customers to identify compelling stories, secure participation, and prepare interview questions that align with your brand messaging.
- **Onsite Setup and Filming:** Managing all aspects of the video production process, including lighting, sound, and camera work, to ensure professional-quality results.
- **Customer Support:** Guiding participants through the

interview process to ensure they feel comfortable and can articulate their experiences effectively.

- **Real-Time Editing Options:** In some cases it is possible to provide same-day or quick-turnaround edits to share content during or immediately after the event.
- **Post-Production and Delivery:** Editing final videos with branding, captions, and graphics to create polished, shareable content.
- **Content Amplification:** Leveraging the completed videos across social media, websites, and email campaigns to extend their reach and impact.

The result is a collection of professional, authentic customer stories that build trust, showcase results, and support your sales and marketing efforts long after the trade show has ended.



## SERVICE

## DESCRIPTION

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### Event project management plan

Effective event execution requires meticulous planning and seamless coordination, especially for trade shows where multiple moving parts come into play. A well-structured project management plan ensures every detail is accounted for, keeping your event on track and stress-free.

Our project management services include:

- **Comprehensive Planning:** Developing a detailed project timeline that covers all phases of the event, from initial concept to post-show wrap-up.
- **Task Coordination:** Defining responsibilities and deadlines for each team member and vendor involved to ensure alignment and accountability.

- **Milestone Tracking:** Setting clear milestones and conducting regular check-ins to monitor progress and address potential challenges early.
- **Risk Management:** Identifying potential risks and creating contingency plans to handle unexpected issues efficiently.
- **Centralized Communication:** Acting as the primary point of contact for all stakeholders, streamlining communication to avoid confusion and duplication of effort.
- **Post-Event Review:** Conducting a thorough evaluation of the event's execution to identify successes and areas for improvement.

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### Vendor sourcing and management

Choosing the right vendors can make or break your trade show experience. With our extensive industry experience, The Trade Show Collective has unique insights into which vendors are best suited for your specific needs—and which can deliver the best value for each event.

Our vendor sourcing and management services include:

- **Expert Recommendations:** Leveraging our knowledge of trade show dynamics to identify vendors with proven expertise in your industry and region.
- **Strategic Selection:** Highlighting vendors who may already be working the show, such as booth builders or A/V providers, who can offer cost-effective solutions through shared onsite resources and economies of scale.

- **Vendor Negotiation:** Securing competitive pricing and terms by leveraging our relationships and understanding of the trade show landscape.
- **Coordination and Oversight:** Acting as your liaison to ensure vendors are fully briefed, timelines are met, and deliverables align with your expectations.
- **Quality Assurance:** Monitoring vendor performance throughout the event lifecycle to ensure everything runs smoothly and meets high standards.

The result is a streamlined, cost-efficient approach to vendor sourcing and management, ensuring your trade show presence is professional, impactful, and executed without unnecessary stress.





## SERVICE

## DESCRIPTION

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### Booth/Stand Design Brief Creation

A well-crafted design brief is the foundation of a successful trade show booth, ensuring the final product aligns with your brand, objectives, and budget. With our extensive experience, we know the right questions to ask to extract your vision and translate it into clear, actionable instructions for stand designers.

Our booth/stand design brief creation services include:

- **In-Depth Client Consultation:** Conducting detailed discussions to understand your brand, goals, and functional requirements for the booth.
- **Vision Translation:** Helping you articulate your ideas and priorities into a cohesive vision that designers can bring to life.

- **Comprehensive Briefs:** Developing detailed briefs that cover every aspect, from layout and branding to visitor flow and technology integration.
- **Focus on Accuracy:** Ensuring all key details are captured upfront, reducing the likelihood of costly rework and design revisions.
- **Designer Collaboration:** Acting as a liaison between you and the stand designers to clarify expectations and provide ongoing support throughout the design process.

The result is a clear, precise design brief that saves time and money by getting things right the first time, delivering a booth that meets your needs and exceeds your expectations.

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### Procurement of on both incentives to encourage visitors/leads

Attracting visitors to your booth and keeping them engaged requires thoughtful incentives that stand out. Whether it's branded giveaways, engaging activities, or a well-timed drink reception, the right incentives can create memorable experiences that strengthen your brand's impact.

Our on-booth incentive services include:

- **Strategic Planning:** Helping you select incentives that align with your brand and resonate with your target audience, ensuring maximum engagement.
- **Sourcing and Procurement:** Leveraging our network to source high-quality giveaways, promotional items, or materials that reflect your brand's values and goals.
- **On-Booth Experiences:** Organizing events such as live

demos, mini-workshops, or interactive games to draw in visitors and encourage interaction.

- **Hospitality Options:** Coordinating refreshments, including coffee bars, drinks receptions, or snack stations, to create a welcoming atmosphere that encourages longer stays.
- **Logistics Management:** Handling delivery, setup, and distribution of all incentives to ensure everything runs smoothly during the event.
- **Post-Event Follow-Up:** Assisting with integrating incentive-related engagement (e.g., QR code scanning, prize draws) into your lead tracking and follow-up efforts.

The result is a range of well-executed incentives that attract visitors, create a positive impression, and foster connections, making your booth the must-visit destination at the show.



## SERVICE

## DESCRIPTION

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### Stand build management

Managing the construction of your trade show stand can be one of the most stressful aspects of event preparation. With The Trade Show Collective handling your stand build management, you can rest assured that the process is seamless, timely, and stress-free.

Our stand build management services include:

- **Vendor Coordination:** Acting as your single point of contact with the stand builders to ensure all design specifications are understood and followed.
- **Onsite Oversight:** Supervising the build on-site to monitor progress, address any issues, and ensure timelines are met.

- **Snagging Process:** Conducting a detailed walkthrough with the builders upon completion of the stand to identify and rectify any issues or deficiencies before the event begins.
- **Compliance Checks:** Ensuring the stand adheres to trade show regulations and safety standards.
- **Final Approval:** Confirming that the stand is event-ready, fully functional, and meets your expectations before handover.

By overseeing every aspect of the build, including the critical snagging stage, we eliminate stress, ensure quality, and guarantee your stand is completed on time, ready to impress your audience.

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### Supplier management

Trade shows often involve coordinating multiple suppliers, from stand builders and AV providers to catering and promotional material vendors. Managing these relationships effectively is essential to ensure everything comes together seamlessly. The Trade Show Collective takes on this complex task, saving you time and reducing stress.

Our supplier management services include:

- **Supplier Selection and Vetting:** Identifying reliable suppliers with proven track records to ensure high-quality service and timely delivery.
- **Centralized Communication:** Acting as the main point of contact for all suppliers to streamline coordination and avoid miscommunication.

- **Timeline Coordination:** Aligning schedules and deadlines across all suppliers to keep the project on track.
- **Issue Resolution:** Addressing any supplier-related challenges quickly and effectively to prevent delays or disruptions.
- **Performance Monitoring:** Ensuring all suppliers meet agreed-upon standards and deliverables throughout the event lifecycle.
- **Cost Management:** Reviewing supplier contracts and invoices to ensure fair pricing and value for money.

With our supplier management expertise, you can focus on your event objectives while we ensure every element is delivered on time, on budget, and to the highest standard.



## SERVICE

## DESCRIPTION

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### Travel and accommodation booking

Planning travel and accommodation for trade shows can be a time-consuming and complex task, especially when specific processes are mandated by the event organizers. With our experience and insight, The Trade Show Collective simplifies this process, ensuring your team has a comfortable and convenient experience.

Our travel and accommodation booking services include:

- **Event-Specific Expertise:** Navigating trade show-specific booking systems and processes to secure accommodations that meet your needs and comply with organizer requirements.
- **Strategic Recommendations:** Leveraging our knowledge of event locations to advise on the best places to stay. For instance, we prioritize hotels with convenient

access to venues, balancing cost and logistics to save time and reduce expenses such as taxis.

- **Group Coordination:** Managing bookings for teams of all sizes, ensuring everyone is housed comfortably and conveniently close to one another.
- **Transport Planning:** Assisting with flights, train tickets, and local transportation arrangements to ensure seamless travel experiences.
- **Contingency Planning:** Providing backup options and quick solutions for last-minute changes or issues.

The result is a streamlined travel and accommodation plan tailored to your needs, reducing stress and allowing your team to focus on making the most of the event.

32

### Restaurant bookings

Finding the perfect dining spot for team dinners, client meetings, or networking events can be challenging during busy trade shows. With our local knowledge and experience, we handle all your restaurant bookings to ensure convenient, high-quality dining experiences.

Our services include:

- **Tailored Recommendations:** Suggesting restaurants that match your preferences, group size, and budget.

- **Proximity Planning:** Prioritizing locations close to the venue or your accommodations for added convenience.
- **Reservation Management:** Securing bookings at the best times to fit your event schedule.

Let us take care of the details so you can focus on building relationships and enjoying your event experience.



## SERVICE

## DESCRIPTION

33

### Trade show stand training

Effective booth engagement is crucial to making the most of your trade show presence. Our stand training equips your team to represent your brand professionally, engage with attendees effectively, and make lasting impressions.

Our onsite training services include:

- **Message Familiarization:** Providing a concise overview of key messages and talking points to ensure consistent communication across the team.
- **Engagement Techniques:** Coaching on how to approach and interact with visitors, including starting conversations, asking the right questions, and identifying leads.

- **Trade Show Etiquette:** Covering best practices for booth behavior, such as professionalism, body language, and handling high-traffic scenarios.
- **Team Coordination:** Outlining roles and responsibilities to ensure smooth operations and clear communication among team members.
- **Practical Tips:** Offering advice on managing long days at the booth, from staying energized to handling challenging interactions.

The result is a well-prepared team ready to maximize every opportunity on the trade show floor, leaving a positive and professional impression on all visitors.

34

### Trade show staff and on booth support

Having knowledgeable and professional support on your booth can make a significant difference in how your brand is perceived at a trade show. Unlike standard venue-provided host services, we provide staff with industry awareness who are pre-briefed on your company's messaging and objectives.

Our on-booth support services include:

- **Industry-Savvy Staff:** Providing individuals with relevant experience and understanding of your industry to engage meaningfully with visitors.
- **Pre-Event Briefing:** Ensuring all staff are fully briefed on your company's messaging, products, and trade show presence for seamless integration with your team.

- **Visitor Engagement:** Assisting in welcoming attendees, answering questions, and guiding conversations to capture interest and identify potential leads.
- **Logistics Support:** Helping with booth operations, such as managing materials, giveaways, or schedules, to ensure everything runs smoothly.
- **Flexibility and Professionalism:** Adapting to your needs during the event, providing a polished and professional extension of your brand.

The result is a well-supported booth experience that enhances engagement, reduces team workload, and ensures visitors leave with a positive impression of your brand.



## SERVICE

## DESCRIPTION

35

### Catering management

Providing quality catering at your trade show booth can enhance the visitor experience, create a welcoming atmosphere, and encourage attendees to spend more time engaging with your team. However, navigating the varied rules and suppliers across different venues can be challenging. With our expertise, we ensure a seamless catering experience tailored to your event.

Our catering management services include:

- **Venue Compliance:** Understanding and adhering to venue-specific catering rules and restrictions to avoid complications.

- **Supplier Coordination:** Leveraging our experience and network to select the best catering suppliers for your location and requirements.
- **Menu Planning:** Helping you choose the right options, from light snacks to beverages, that suit your audience and booth objectives.
- **Onsite Setup and Oversight:** Coordinating delivery, setup, and service to ensure everything is presented professionally and efficiently.
- **Problem Solving:** Quickly addressing any challenges, from timing issues to dietary needs, to keep the event running smoothly.

The result is a well-executed catering solution that reflects your brand's hospitality and enhances your trade show presence, no matter the venue.

36

### Customer panel sessions on and off stand

Customer panel sessions are a powerful way to showcase real-world success stories and industry insights, driving engagement and credibility at trade shows. Whether held on your stand or in an adjacent space, these sessions highlight your brand's expertise while fostering valuable discussions.

Our services for panel sessions include:

- **Concept Development:** Collaborating with you to design panel topics that align with your messaging and resonate with your target audience.
- **Participant Recruitment:** Identifying and securing key participants, such as customers, partners, or industry experts, to share compelling insights.

- **Logistics Coordination:** Managing all aspects of the session, from scheduling and seating arrangements to AV setup and attendee flow.
- **Moderation Support:** Providing skilled moderators or briefing your team to ensure discussions remain engaging, focused, and on-brand.
- **Promotion:** Helping you promote the session through pre-show campaigns, social media, and onsite signage to maximize attendance.
- **Follow-Up Content:** Capturing highlights or recordings of the session for use in post-event marketing, such as blogs, videos, or social media clips.

The result is a dynamic, well-executed panel session that positions your brand as a thought leader, creates meaningful connections, and leaves a lasting impression on attendees.



## SERVICE

## DESCRIPTION

37

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38

### Filming and Photography

High-quality visuals are essential for capturing the energy of your trade show presence and extending its impact beyond the event. With our deep industry knowledge, we connect you with trusted videographers and photographers who are already covering the event, ensuring both quality and cost-effectiveness.

Our filming and photography services include:

- **Vendor Selection:** Identifying experienced professionals with proven track records at the specific event, leveraging their presence to secure competitive rates.
- **Event Familiarity:** Choosing experts who understand the venue and event dynamics, ensuring smooth operations and optimized results.

- **Pre-Shoot Planning:** Collaborating with you to define key moments, angles, and areas to capture, from booth interactions to keynote sessions.
- **Onsite Coordination:** Managing schedules and logistics to ensure photographers and videographers are in the right place at the right time.
- **Editing and Delivery:** Ensuring timely delivery of polished photos and videos, ready for use in social media, marketing campaigns, and internal reviews.
- **Post-Event Asset Utilization:** Advising on how to repurpose captured content to maximize ROI, including highlight reels, promotional materials, and case studies.

The result is a collection of professional visuals that showcase your trade show success, enhance your brand image, and drive ongoing engagement with your audience.



## SERVICE

## DESCRIPTION

39

### Venue sourcing

The right venue can make or break an event. Whether you're hosting a networking session, product launch, or off-site panel, finding the ideal location is key to setting the tone and ensuring a successful experience. With our expertise, we simplify the venue sourcing process, saving you time and delivering results that align with your goals.

Our venue sourcing services include:

- **Needs Assessment:** Collaborating with you to understand event requirements, such as capacity, layout, accessibility, and ambiance.
- **Targeted Research:** Leveraging our industry knowledge and network to identify venues that match your specifications and budget.

- **Local Insights:** Offering recommendations based on our familiarity with the area, ensuring you select a venue that enhances convenience and attendee experience.
- **Vendor Coordination:** Managing venue negotiations, contracts, and logistics to secure the best terms and a seamless booking process.
- **Event Suitability:** Ensuring the venue supports your technical, catering, and branding needs for a professional and impactful event.

The result is a well-chosen venue that sets the stage for a successful event, tailored to meet your objectives and leave a lasting impression on attendees.

40

### AV management

Audio-visual (AV) elements are the backbone of a professional and engaging event. As experts in event management, we ensure you have the right AV setup to captivate your audience and deliver your message effectively, all while optimizing your resources for maximum impact.

Our AV management services include:

- **Needs Assessment:** Determining the specific AV requirements based on your event format, audience size, and venue constraints.
- **Vendor Selection:** Leveraging our network to secure trusted AV providers who offer reliable equipment and support.
- **Cost Optimization:** Identifying solutions that maximize value, ensuring you get the most out of your AV setup without overspending.

- **Technical Coordination:** Managing the setup, testing, and operation of AV equipment, including microphones, projectors, screens, lighting, and sound systems.
- **Live Support:** Providing on-site troubleshooting and coordination during the event to ensure everything runs smoothly.
- **Innovative Enhancements:** Recommending advanced AV solutions, such as live streaming, video walls, or interactive elements, to elevate the attendee experience.

The result is a seamless and professional AV setup that enhances your event's impact, engages your audience, and leaves a lasting impression.



## SERVICE

## DESCRIPTION

41

### Marketing to attract delegates

A successful event starts with getting the right people in the room. With tailored marketing strategies, we ensure your event captures attention, drives registrations, and generates buzz among your target audience.

Our marketing services include:

- **Audience Targeting:** Identifying and segmenting your ideal attendees, ensuring your outreach reaches the right people.
- **Compelling Campaigns:** Crafting engaging content, including emails, social media posts, and promotional materials, to highlight the value of attending your event.
- **Landing Pages:** Designing optimized event landing pages that provide all necessary information and drive registrations with clear calls-to-action.

- **Social Media Strategies:** Leveraging platforms to promote your event through organic posts, paid ads, and event-specific hashtags.
- **Partnership Opportunities:** Coordinating with industry partners, sponsors, and influencers to amplify your event's reach.
- **Performance Tracking:** Monitoring campaign metrics, such as click-through and registration rates, to refine strategies and ensure maximum impact.

The result is a targeted, effective marketing campaign that drives attendance, builds anticipation, and ensures your event starts with a full room of engaged delegates.

42

### Landing page creation

A well-designed landing page is crucial for providing a seamless and engaging experience for your event attendees. It serves as the central hub for event information and registration, ensuring guests have everything they need to sign up quickly and stay informed.

Our landing page creation services include:

- **User-Centric Design:** Creating visually appealing and intuitive pages that prioritize the guest experience, making it easy to find information and register.
- **Clear Event Details:** Highlighting essential information, such as date, time, location, agenda, and key speakers, in a clean and organized format.

- **Optimized Registration Process:** Implementing simple, fast, and mobile-friendly registration forms to maximize sign-ups and reduce drop-offs.
- **Engaging Content:** Incorporating compelling copy and visuals to build excitement and convey the value of attending the event.
- **Integrated Call-to-Actions:** Strategically placed CTAs to guide users toward registration or additional resources.
- **Analytics Setup:** Enabling tracking to measure page performance and gather insights on visitor behavior for future improvements.

The result is a polished, user-friendly landing page that simplifies the registration process, provides a positive first impression, and drives attendee engagement.





## SERVICE

## DESCRIPTION

43

### Event registration and guest list management

Efficient event registration and guest list management are essential to creating a smooth and professional experience for your attendees. From initial sign-ups to onsite check-ins, we ensure the process is seamless, stress-free, and designed to enhance the guest experience.

Our event registration services include:

- **Registration Platform Setup:** Selecting and configuring the best tools to capture attendee information and manage registrations effectively.
- **Custom Registration Forms:** Designing forms that collect the necessary details while ensuring ease of use for guests.
- **Automated Confirmations:** Setting up confirmation emails and reminders to keep attendees informed and engaged.

- **Guest List Management:** Maintaining an organized and up-to-date attendee list, ensuring accurate tracking and reporting.
- **Onsite Check-In Support:** Providing tools and staff to facilitate quick, hassle-free check-ins at the event.
- **Data Security:** Ensuring all attendee information is managed securely and complies with data protection regulations.

The result is a streamlined registration process that enhances the attendee experience, saves time, and provides you with the insights needed to deliver a successful event.

44

### Support with moderation

A skilled moderator or compere can elevate your event, ensuring sessions run smoothly, conversations remain engaging, and your audience stays connected. Whether hosting a panel discussion or managing the flow of a larger event, our moderation support guarantees professionalism and impact.

Our services include:

- **Event Comperes:** Providing experienced hosts to guide your event, keeping the agenda on track while maintaining energy and engagement throughout.
- **Panel Moderators:** Offering skilled moderators who can facilitate meaningful discussions, ask insightful questions, and ensure all voices are heard.

- **Pre-Event Preparation:** Collaborating with you to understand key topics, speakers, and desired outcomes to align moderation with your goals.
- **Engaging Delivery:** Ensuring a polished, professional tone that reflects your brand while keeping the audience engaged and focused.
- **Crisis Management:** Handling unexpected challenges or changes seamlessly, maintaining the flow of the event.

The result is a well-orchestrated event or panel that captivates your audience, showcases your brand's professionalism, and ensures participants and speakers have a positive experience.



## SERVICE

## DESCRIPTION

45

### On event support including registration and room set up

Onsite support is the backbone of a successful event, ensuring everything runs smoothly and addressing challenges as they arise. From managing registration to coordinating logistics, our team provides hands-on assistance that keeps your event on track and stress-free.

Our onsite support services include:

- **Registration Management:** Welcoming attendees, managing check-ins, and resolving any registration issues promptly.
- **Room Setup and Coordination:** Ensuring rooms are properly arranged with seating, AV equipment, and branding materials before sessions begin.
- **Speaker and Panelist Assistance:** Guiding speakers and panelists to the right locations, ensuring they are prepared and on schedule.

- **Logistics Oversight:** Managing real-time adjustments to the agenda, venue, or resources to address unexpected needs.
- **Attendee Engagement:** Providing a friendly point of contact for attendees, answering questions, and enhancing their overall experience.
- **Crisis Resolution:** Handling on-the-spot challenges, from technical glitches to last-minute changes, to ensure minimal disruption.

With our onsite support, you can focus on engaging with your audience and achieving your event goals while we take care of the details behind the scenes.







# TRADE SHOW COLLECTIVE



**Comprehensive Trade Show  
Marketing Support Service**

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