



SC|05 Guide to Publicity



Trade shows bring target audience groups together in one place, offering unmatched potential for communications and relationship building. Investing time in advance to prepare and execute a complete marketing plan will definitely pay off when it's showtime. This includes pre-show promotion, advertising, contributorship, media relations, and post-show follow-up.

This guide has been prepared as a service to you, the exhibitor, to assist you in promoting your company's participation in SC|05.

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Pre-Show Promotion



Remember that the best trade show planning will fail if nobody knows you're there. The Center for Exhibitor Industry Research estimates that as many as three-quarters of show attendees know what exhibits they want to see before they get to the show. Strong pre-show promotion will let your customers and prospects know about your exhibit. These tips will help.

Send Out Mailings

You can use your own customer and prospect database, or rent the pre-show mailing or e-mail list from the registration vendor, J. Spargo & Associates. (Order forms are available in the online Exhibitor Manual.)

Try a simple pre-show mailing focusing on one or two benefits of dropping by your booth such as any show specials or giveaways, unveiling of a new product or technology, or a special promotion. Be sure your mailing piece includes show contact information, including your booth number.

Use this tips to make your mailing more memorable:

- Use an odd size envelope or striking color. This will help your piece stand out among the many others that cross the desk on any given day.
- If you have a smaller mailing, type the addresses instead of generating computer labels. Tests have shown that in many cases your chances of getting the letter past the person screening the mail will greatly improve.
- Use the SC|05 show name or logo on the envelope. This is almost guaranteed to get your mail opened. People planning on attending SC|05 have a vested interest in knowing what is planned. When your envelope seems to suggest that it is about the show, it will be opened.

Here are some tips for the content of your mailing:

- Focus on one message. Start by defining your objectives, and focus on one objective to promote throughout your direct mail piece.
- Identify your target audience so you can punch their "hot buttons."
- Remember, the purpose of a pre-show mailer is to get them to your exhibit. You should not try to sell your product or service in the mailing.
- Let people know where to find you at the show –ie: Booth 6011 is in the upper level exhibit hall, etc.
- Follow your design or promotion through to your exhibit. Use consistent graphics, colors, or theme throughout all aspects of your pre-show promotion and on-site exhibit.

Update Your Fax Cover Sheets and Email Signature

Before the show, create a new fax cover sheet that includes show information. You can include the show logo, your booth number and any other information about your participation in the show. Everyone who receives a fax from your company will read your show information.

This tactic can also be applied to your email signature/footer. You can also include a link to the show web site to encourage prospects to register to attend. (<http://sc05.supercomputing.org/>)

Work the Phones

A month to 6 weeks before the show, start calling your top customers and prospects to set up meetings. Many people arrive at a show with a firm schedule and have little or no time for other booths, so it's important to get on that schedule as early as you can. Be sure to confirm all phone meetings a week or so before the show.

Publicity Checklist



Follow this promotion calendar to make sure all of your marketing activities are completed on schedule:

Begin Now

- Define your exhibit goals and target audience.
- Review possible promotions for effectiveness in reaching audiences.
- Review existing and planned company marketing promotions.
- Review your budget.
- Begin design of trade advertisements, direct mail program.
- Finalize plans for advertising, including your ad in the SC|05 Exhibits Directory (deadline: September 9).

September

- Finalize artwork for SC|05 Exhibits Directory ad (art files due September 16).
- Order your premiums and incentives.

- Prepare and send press releases to the major trade publications.

October

- Mail direct mail pieces. Order pre-show mailing list from J. Spargo & Associates (see online Exhibitor Manual, deadline October 14).
- Begin your telemarketing follow-up to your best customers to arrange specific appointments at your exhibit.
- Prepare press kits for distribution at the Show's press center and for mailing to key press contacts.

November

- Order post-show mailing list from J. Spargo & Associates (see online Exhibitor Manual, deadline November 25) for a timely follow-up mailing.
- Finalize plans for post-show follow-up.

Advertising



To increase your pre-show promotion, consider advertising in industry publications to capture a targeted audience.

Don't forget to advertising in the Exhibits Directory. The Exhibits Directory is referenced by attendees during the conference, and it also serves as a valuable reference tool for these industry experts long after the show has ended.

Here are a few statistics from the SC2004 Attendee Survey:

- *87% of SC attendees received the Exhibits Directory that was distributed on-site and 33% referred to the Directory between 3-5 times during SC2004.*
- *43% of the attendees who received the Exhibits Directory plan to use it to contact exhibitors after the Conference.*

- *37% indicated that an advertisement in the Exhibits Directory made them more likely to visit that exhibitor's booth at the show.*

Don't miss out on reaching this valuable audience! Advertising in the Exhibits Directory and increase traffic to your exhibit.

Final Space Ad Reservation Deadline: September 9, 2005

Art Files Due: September 16, 2005

Questions? Contact Sandra Foster, Hall-Erickson, Inc., 630-434-7779, Fax: 630-434-1216, e-mail: sc@heexpo.com.

Contributor Opportunities



Take advantage of contributor programs to attract the attention of the industry's most powerful players. Contributor status is a high-impact marketing technique that drives influential professionals to your exhibit. The right combination of advertising, contributor and pre and post-show marketing opportunities helps you balance your presence and stand out from the competition.

Contributor status can:

- Increase traffic to your exhibit
- Build brand awareness for your company and products
- Grab the attention of key attendees first

It's a fact: Companies that integrate exhibiting with pre-show and at-show marketing components increase their ability to attract their target audience. On average, companies that market in this way reported a 104% increase in attracting visitors. (*Center for Exhibition Industry Research.*)

Opening Reception Participating Contributor

Monday, November 14, 7:00pm–9:00pm, Exhibit Hall
By contributing a food station during the SC|05 Opening Reception, your company will show its support of the Conference. The Opening Reception is scheduled during a no-conflict time, and over 3,000 top industry professionals are expected to flock to the exhibit hall for this festive evening event. The gala opening shows the exhibits at their best. It is also one of the best places to mingle at SC, allowing contacts with exhibitors and other attendees alike.

The food station contributor status includes recognition on signage related to the Reception. Contributor opportunities are also recognized on the interactive SC|05 Conference web site with a direct link to your company's web site.

Investment: Contributors provide \$2,000 per food station. 10 contributor opportunities are available.

Conference Tote Bag Insert (limit: 4 Contributors)

Draw traffic to you booth by giving your company's message out to the technical program attendees with an insert in the Conference Tote Bag.

Investment: \$5,000 (Note: production costs not included. Contributors are responsible for producing 3,000 inserts. Insert items must be approved by SC.)

Conference Pens Contributor Opportunity (exclusive)

Give every conference attendee a pen with your company's logo on it. The pens will be inserted into the Conference Bag and available at Registration.

Investment: \$2,000 (Note: Contributors are responsible for producing 3,000 pens.)

Convention Center Banners

Display your company logo on one or more of these highly effective, highly visible banners. Impact attendees when they arrive, register, walk to their sessions and leave for the day.

Banners range in price between \$5,000-\$7,000 based on banner size and location. Installation and dismantling labor are included in each package price. Sponsor is responsible for production of banner.

Free Standing Signs

These signs are 1-meter high x 3 feet wide, free standing, double-sided panels and will be placed in a high-visibility location in the convention center. This is a perfect opportunity to showcase your company logo and message for all to see.

Investment: \$2,000 (Note: includes production costs. Sponsor must supply suitable graphic file.)

Contact

If you are interested in being a SC|05 Contributor, please contact:

Sandra Foster
Hall-Erickson, Inc.
630-434-7779
Fax: 630-434-1216
e-mail: sc@heiexpo.com

Trade shows are great places to generate all kinds of publicity.

Among the thousands of attendees at trade shows, you'll sometimes find hundreds of reporters who are hungry for stories about new products and interesting people behind the products. But you must do your homework.

Even before you pack your suitcase, know your goal. What do you want reporters to write about? Do you want to be positioned as the market leader in your category? Do you want attention for a new product? Once you've identified your goal, write a positioning statement that you'll use over and over again in your marketing materials, in your elevator pitch and in your media kit.

Issue press releases to trade publications and local papers that will be covering the show. Sending private invitations to your booth can sometimes set you apart from the other exhibitors. Last year, SC2004 drew attendance from the following media outlets:

- ACM
- ASIAN TECHNOLOGY INFORMATION PROGRAM
- BERLIN CONSULTING ASSOC
- BIO-IT WORLD
- BUSINESS WEEK
- CARNEGIE MELLON UNIVERSITY - SCS
- CLUSTER WORLD MAGAZINE
- COMPUTERWORLD
- COPLEY NEWS SERVICE
- CURRENT ANALYSIS
- D.H. BROWN ASSOCIATES
- EE TIMES/CMP MEDIA LLC
- ENTERPRISE STRATEGY GROUP
- FAULKNER INFORMATION SERVICES
- FERMILAB
- GENOMEWEB LLC
- GRID MIDDLEWARE SPECTRA
- GRIDTODAY
- GRID STRATEGIES, INC.
- HDS
- HPCWIRE
- IDC
- INFORMATIONWEEK
- INFOWORLD MAGAZINE
- INSIGHT 64
- INTERNATIONAL DATA CORPORATION
- KQV-RADIO
- KYODO NEWS
- LAWRENCE LIVERMORE NAT'L LAB
- LBNL
- LINUX JOURNAL
- MARGALLA COMMUNICATIONS
- METZGER ASSOC. FOR MASSIVELY PARALLEL TECHNOLOGIES
- NASA AMES RESEARCH CENTER
- NATIONAL CENTER FOR ATMOSPHERIC RESEARCH

- OFFICE OF SCIENCE, DEPARTMENT OF ENERGY
- ORNL
- PITTSBURGH POST-GAZETTE
- PITTSBURGH TRIBUNE-REVIEW
- SANDIA LAB NEWS
- SCIENTIFIC AMERICAN
- SCIENTIFIC COMPUTING
- THE ASSOCIATED PRESS
- THOMAS WEISEL PARTNERS
- TRI
- WINDO'S
- WRCT 88.3 FM
- WTAE TV

Your release should highlight something newsworthy about your exhibit—a new product introduction or a special demonstration, for example. A newsworthy angle is all editors think about here. You must be different and unique. You must give editors and producers specific reasons why they should visit you over all the other hundreds of exhibitors. Maybe you have a new product to announce, a new member of the management team to introduce or a position that you are taking on an industry issue. These are all newsworthy topics that have a good chance of getting media attention.

Another release idea is announcing that a particular expert from the company will be available for media interviews. Say something like, "Mr. Smith will be available from 2 to 4 p.m. on the first day of the show to explain the technology used in the company's new product. A FAQ sheet will be available for select media as well as a press kit containing all bio and company information." This indicates to the media that you are well prepared, have selected them out and are ready to help contribute to their publication or broadcast.

Before the show, line up as many interviews as possible at your booth with reporters. Make an appointment to meet at your booth at a specific time, and be sure key technical people will be available for the meeting. You may invite reporters to visit your booth during the Press Exhibition Preview Tour scheduled for Monday, November 14 from 6:00pm–7:00pm.

The SC|05 Media Room will be located in Room 310 of the Washington State Convention and Trade Center. The Media Room provides telephones, computers with Internet access, and other equipment to support the media. Exhibitors may drop off press kits and/or media releases beginning on noon, Sunday, November 13. Please bring materials in person, as we are not set up to accept packages by mail. Space is allocated for up to

25 kits/releases from each exhibitor. We recommend you send someone to check and replenish your supply periodically throughout the show. All remaining items not removed by 9:00am on Friday, November 18 will be discarded.

The Media Room is also a meeting place for exhibitors and media representatives looking to make contact. Exhibitors and their medial relations specialists are encouraged to use the room for interviews with members of the media. In addition, a bulletin board will be used to post “breaking news” and other conference announcements. For those who require more privacy for

their interviews, a separate room for conducting interviews will be available next to the Media Room. Media Room Hours are:

Sunday, November 13.....	1:00pm–4:00pm
Monday, November 14	9:00am–6:00pm
Tuesday, November 15	9:00am–6:00pm
Wednesday, November 16	9:00am–6:00pm
Thursday, November 17	9:00am–4:00pm

If you have any questions or would like more information, please contact media@sc05.supercomputing.org.

Post-Show Follow-up



The importance of post-show follow-up cannot be stressed enough. After investing thousands in your exhibit and collecting information, you must follow through this last step of completing an effective trade show. Plan to follow-up on all qualified leads you obtained from the show within two weeks. Post-show follow-up is key to your return on investment!

You need to decide how you will follow-up on leads before you leave for the show. Things to consider include:

- How will you distribute leads you’ve captured to sales reps?
- How will you follow-up: phone, fax, email, snail-mail, or a combination?
- What materials will you send?
- What will your frequency of contacts be?
- Do you have the skill sets to access and manipulate your lead-data, or should you use a service bureau?
- If the volume of leads is high, should you use a fulfillment center?

Before leaving for the show:

- Write the follow-up letter / email / phone script
- Prepare the follow-up packets—be sure to have a stockpile of any brochures you may need

- Order your Lead Retrieval System (see the online Exhibitor Manual, or contact J. Spargo & Associates at www.directlead.com; 800/564-4220, directlead@jspargo.com), or design your own lead management form
- Identify the person responsible for lead management

By preparing before the show starts, you can fulfill your leads without delay once you return from the show.

In addition to your general lead follow-up, after the show remember to:

- Send thank you notes to key customers and media.
- Contact and update reporters that were not able to attend the show.
- Include a follow-up success story in your company newsletter or web site.

If you are fortunate enough to get press coverage or a feature story, be sure to take advantage of the credibility you can gain by including reprints with letters, ads, or other company literature that you send to new business prospects, current clients, etc. When you use press articles, you build the credibility of both your company and your product.