

TradeShows **PLUS!**

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CASE STUDY:

*Trade Show and Event
Planning, Execution and
Follow-up*

CLIENT:

C&A Scientific



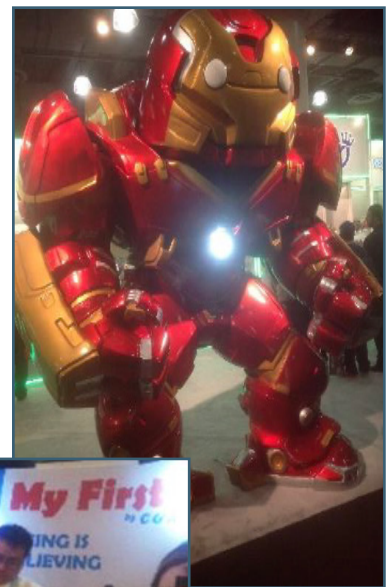
C & A SCIENTIFIC

COMPANY DESCRIPTION:

C&A Scientific designs and manufactures microscopes and lab products for medical, educational, retail and wholesale markets around the globe. Exhibiting at the Toy Show was an opportunity to showcase My First Lab, a popular microscope targeted to the educational market.

TRADE SHOW/EVENT/OTHER:

Toy Fair is produced by the Toy Industry Association™, Inc. (TIA), the not-for-profit trade association represents all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages. Toy Fair caters to thousands of registered global play professionals looking for the latest in toys, games and youth amusements. In all, more than 26,000 professionals from 98 countries attended the latest toy trade show at Javits Center. Attendees discovered thousands of ground-breaking and creative toys and games spread out across 447,300 net square feet of exhibit space.



CLIENT CHALLENGE:

C&A's main challenge was to find the large distributor i.e., big box stores in order to talk to the purchasing agents, buyers and decision makers. Also help the smaller retailers find products that are exclusive to their market.

BUSINESS OBJECTIVE:

Branding

- Increase brand awareness
- Reinforce leadership position in the design and production of microscopes and other support products for the toy market

Product Positioning

- Identify turnkey integrated capabilities including how these supported the Toy Market at large including buyers, distributors and large and small retailers
- Showcase superior microscopes for audiences of all ages

Sales

- Establish relationships with new prospects such as buyers, purchasing agents and decision makers from big box stores
- Increase percentage of qualified leads from prior year's conference; notably new customers

What did TSP add to the program?

- + Primary responsibility as adjunct trade show and marketing manager, helping to usher the company through its largest show(s) of the year
- + Manage all strategic and tactical aspects to ensure trade show planning and implementation produced superior results including:
 - o Budgeting and updates. Preparation of scalable trade show creative/strategic plan to be used throughout the year
 - o Development of in booth educational activity and tagline: "Seeing is Believing"
 - o Graphic development including copy and design
 - o Sourcing graphics, signage, 10x10 booth property, layout and placement of all equipment
 - o Roundtrip freight, storage and drayage
 - o Ordering services
 - o Booth set-up and teardown
 - o Oversee implementation at show site from initiation to conclusion
 - o Staff training and direction
 - o Collect attendee data, booth observations and competitive and comparative analysis
 - o Post show report including opportunities for improvement for future shows

For the first time, C&A developed a customized card to capture improved data about the target audience instead of just relying on random scans

WHAT WERE THE RESULTS?

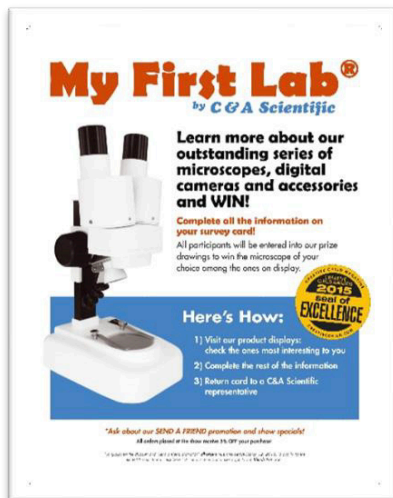
As a result of the strategic planning, attention to detail, enhanced participation by the staff and improved presentation, C&A Scientific increased the number of qualified leads from the prior year. See the stats and photos from the show that follow.

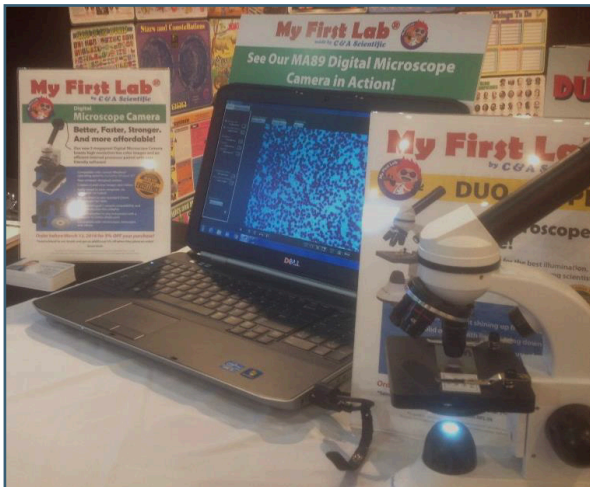
myreply@hubspot.com
 sent: Friday, February 12, 2016 10:32 AM
 to: judilo@tradeshow-plus.com
 subject: Preview Message - Rich Text - Hope to See You at the Show!



On this page from top left clockwise:

1. Pre-show email to prospect list
2. Backdrop of booth with major message "seeing is believing"
3. 8.5x11 signs at each demonstration describing features/benefits
4. Interaction with attendees in booth
5. Sign promoting chance to win microscope of choice





On this page from left to right starting at top:

1. Monitor topper promoting demo and signs with product descriptors
2. Booth evaluation with charts comparing C&A to competitive offerings on the show floor
3. Horizontal bar chart comparing C&A to all the booths evaluated on an apples-to-apples basis
4. Total number of leads per day. Total leads increased 20%. Lead quality also showed measurable improvement
5. Knowledge of the product(s) also increased before and after the visit

