

TradeShows **PLUS!**

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CASE STUDY:

*Trade Show Pre-Show
Planning, On-Site Execution
and Follow-up*

CLIENT:

*GE Specialty Chemicals
(GESC)*



COMPANY DESCRIPTION:

Manufacturer of specialty chemicals for the chemical, plastics and related industries. Also had excess manufacturing capacity to market

TRADE SHOW/EVENT/OTHER:

Informex and International Polyolefins Conference

CLIENT CHALLENGE:

GESC wanted to increase awareness of divisional resources including manufacturing facilities, global reach and quality polymer products. Since they had been using the exhibit from GE Plastics they needed a new property and program to communicate the division's unique message to the audience.

In addition, since the exhibit had to be used for multiple shows with different audiences, the 10x10 messaging had to be modular since GESC did not have the budgets to change graphics at each show.

BUSINESS OBJECTIVE:

Branding

- Communicate the company's world class manufacturing capabilities in the development of innovative polymer products for specialty applications.
- Reinforce a consistent brand message about GESC

Product Positioning

- Educate attendees about the specific equipment and operations available

Sales

- Attract 100-150 total visitors to the exhibit. Prolong their stay to expand their knowledge of GESC.
- Collect 75-100 leads in the booth out of which 10-20 are qualified for additional follow-up after the show.

What did TSP add to the program?

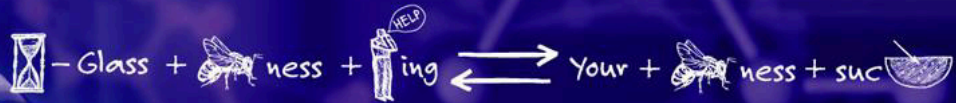
- + TradeShows Plus was contacted as GESC did not have any internal resources to implement a small exhibit program.
 - TSP handled the entire program including strategy, budget management, design, specification for graphics, purchase of the exhibit, onsite supervision, training and lead management.
- + TradeShows Plus developed a program that was competitive with much larger organizations that were established at Informex
 - Budgets were limited to \$30,000 for two shows including purchase of a pop-up exhibit and graphics.
- + TSP worked with GESC to develop both a strategic and tactical approach with a few creative touches
 - These included a rebus (Picture puzzle) printed on an 11x17 counter top sign with a tagline reading: "Solve the chemical equation and receive a GE imagination bag full of ideas. *Corporate supplied the bags at no charge.*
 - Attendees recorded the answer on the front of a lead/game card that gathered other pertinent data about GE Specialty Chemicals for follow-up.
- + The booth was designed so customized headers and graphics could be added depending on the market.

WHAT WERE THE RESULTS?

GESC gathered 100 leads at the conference out of which 7 were considered very hot. At the previous Informex the company only generated 10 leads total. Despite limitations GESC was able to stay on budget for the two shows the booth was used for.

Use your imagination!

Solve the following Chemical Equation for Success
and Receive a GE Imagination Bag!



Fill out your solution on a GE Specialty Chemical game card
Complete the information on the back to receive your gift



GE Specialty Chemicals - World Class Manufacturing and Innovative Products for Specialty Applications
Imagination at Work

Use your imagination sign – Staff asked attendees to solve the rebus to learn more about products and services for the Informex audience

Staff was adept at using the activity as an educational tool to familiarize prospects with GESC



Clockwise from top left:

- Book distributed to all staffers to familiarize them with the strategies and tactics
- Front and back of the lead/game card including area to attach scanned data
- Booth including customized circular overlay enabling GESC to easily customize the backdrop for different shows
- Staff review in the booth to familiarize everyone with goals, objectives and their role in effective execution of the strategies
- Sample of circular overlay to use depending on the products and target audience



Complete the information below to receive your gift:
 If you have a business card or printout from the scanner, you do not have to complete the address information. Be sure to add an email address!

Name: _____
 Title: _____
 Company Name: _____
 Address one: _____
 Address two: _____
 City: _____ State: _____ Zip/Postal code: _____
 Country if applicable: _____
 Phone: _____ Fax: _____
 Email: _____

Please answer the following:

Company description: _____
 What is your job function?
 Purchasing Operations/Manufacturing Executive Management
 Sales and Marketing Consultant Educator Research
 Other (Specify): _____

What is your participation in the buying process?
 Decision maker Buying influence Specifier Consultant

Are you a current customer of GE Specialty Chemicals or Specialty Materials?
 Yes No Don't know

If you are currently interested in expanded or new manufacturing resources, is this for a?
 New product Established product Both

If you are interested in expanded manufacturing, what is the approximate project start date?
 Up to three months Three to six months Over six months
 Not applicable

Please indicate other individuals involved in the decision regarding manufacturing facility selection? _____

Specialty Chemicals capabilities:
 Stabilizer Modifiers Schedule visit

