

TradeShows **PLUS!**

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CASE STUDY:

*Strategy and Creative,
Lead Management and
Deployment*

CLIENT:

*Puerto Rico Convention
Bureau (PRCB)*



COMPANY DESCRIPTION:

PRCB encourages companies to consider Puerto Rico as a destination for trade shows, events and incentive programs.

TRADE SHOW/EVENT/OTHER:

IT&ME – Premium Incentives and Travel Market. The show is focused on travel agents, corporate event and internal travel departments.

CLIENT CHALLENGE:

- Puerto Rico needed to educate the audience about the value of the location for meetings and incentive trips and differentiate Puerto Rico from other similar locations including Mexico, Aruba, etc.
- The PRCB booth consisted of partners including hotels, travel incentive companies, tour companies and manufacturers such as Bacardi that made significant contributions to the exhibit program. The partner arrangement meant staffers had a diversity of skills meaning the program had to be simple and streamlined. The booth was located in a secondary hall making it harder for prospects to find the exhibit.

BUSINESS OBJECTIVE:

Branding

- Reinforce the value of Puerto Rico as an outstanding travel destination over other similar locations

Product Positioning

- Educate the audience about the value of Puerto Rico as a travel destination for meetings and incentives and why it is superior to competitive locations.
- Identify the benefits to Puerto Rico partners

Sales

- Invite 2,500 pre-register attendees out of which 5% are returned to the booth
- Encourage 50% of booth attendees to participate in the promotion activity
- Prolong the stay to aid retention for the message and collect information
- Review outcomes with PRCB board to get buy-in for future marketing initiatives

What did TSP add to the program?

- + TradeShows Plus developed a strategic and creative plan that included lead management so PRCB could effectively pursue prospects, as this was a key concern for the PRCB board.
- + TSP also worked on execution of the program from initiation to completion.
 - The plan and execution included show research to identify needs of the target audience, development of a tagline and visual carrier (Paradise Found, Puerto)
 - TSP developed a pre-show direct mail campaign, recommendations for an attractive premium, delivery of two training sessions to ensure the staff could implement the promotion, development of an in-booth activity to gather data about the audience and facilitate traffic flow to the partner kiosks, lead management, post show follow-up and measurement reports.



RESULTS:

PRCB attracted 711 attendees to the booth, received a 15% response to the mailer and encouraged 67% of the audience to participate in the activity. The strategy encouraged more quality prospects to spend time in the booth learning about the location and partner benefits.

PHOTOS

Invitation to the booth including decoder glasses. Attendees were asked to decode the messages located on the map of Puerto Rico. All attendees received decoder glasses in the envelope to facilitate the activity. If these were returned to the booth all players received a rum sampler from Bacardi one of Puerto Rico's partners.



YOUR SEARCH IS OVER! Puerto Rico takes the hassle out and puts the excitement in your next meeting or incentive program!

DISCOVER PUERTO RICO AT ITME, MCCORMICK PLACE CHICAGO, IL, SEPTEMBER 28-30, 2004 BOOTH #3615. Find out why Puerto Rico is such a treasure trove of attractions, activities, accommodations, and great ideas for your next event or incentive program. Best of all, see why Puerto Rico makes it easy for you to achieve success through our one-stop process that matches you with the right solutions based on your specialized needs.

Paradise Found - Puerto Rico
The unique haven for meetings and incentives

Decode the six hidden gems of Puerto Rico by using the special Paradise Glasses.

Fill in the blanks and return this to booth 3615 with your glasses for a Bacardi Gift Bag!

Participate in our booth activities for a treasure trove of gifts and more!

HIDDEN GEMS OF PUERTO RICO

- 1 We're _____
- 2 We get a great _____
- 3 Sometimes, you can _____
- 4 The _____
- 5 You can _____ from _____
- 6 We weren't _____

Find more hidden gems in our booth to receive a treasure trove of gifts.

Logos for Puerto Rico Convention Bureau, Casa Bacardi Visitor Center, and Puerto Rico Convention Bureau.



Here's what to do:
special Paradise Found glasses to decode the hidden gems at five of our partner stations located in our booth. Complete the information and return the completed card at our gift retrieval area to receive surprises.

Services, Inc.
for _____ management in Puerto Rico, _____ for _____ management service for groups in Puerto Rico.

Services, Inc.
is devoted to providing _____ management service for groups in Puerto Rico.

er Productions
only creative production company _____ and at home.

Bevito Rio Mar Beach Resort & Golf Club
sets Rio Mar Beach Resort & Golf Club features _____ and _____.

Business
services has dedicated _____ to meeting clients' needs with quality, innovation and reliability.

ita Carlton, San Juan Hotel, Spa & Casino
for its _____ the Rio Carlton is ideally located in beautiful property with 450 guest rooms, 2400 sq. ft. of meeting space, a full-service spa, and a 24-hour casino.

uan Marriott
for our guests as they come back _____ and agent.

Caribbean Exhibits
Puerto Rico _____ if special events, meetings and conventions since 1932.

Castillo Sightseeing Tours & Travel
Castillo Tours provides _____ and _____ with his, exciting and stimulating choices.

Carla Hilton
for _____ selected _____ the place you'd rather be...

Paradise Del Mar
Where _____ means Paradise!

Wyndham El San Juan
The Wyndham El San Juan Hotel & Casino is considered "the _____ and _____ of _____."

Wyndham El Conquistador & Golden Door® Spa
Recently rated among the _____ resorts by Travel & Leisure 2002 "World's Best" readers survey.

Additional Puerto Rico Convention Bureau Partners - not participating:
Stage Crew Audio, Revealing Rainforest Events, Entertainment Concepts, Media Stage Holiday Inn San Juan, Beyond Performance

Puerto Rico Convention Bureau Sponsors
A special thanks to the following organizations for their sponsorship support:
Bacardi Corporation, Pete Erickson - Hall Erickson

Please complete the following so we can respond to you after the show. See your badge, attach a business card or complete the following.

Name _____ Title _____
Company name _____
Address _____
City _____ State _____ Zip or Postal Code _____
Country _____
Phone _____
Fax _____
Email _____

Please answer the following:
Primary job responsibility: General meeting/event planner Incentive specialist Travel agent Other (specify) _____
Industry classification: _____
i.e. pharmaceutical, medical, transportation, finance, food, manufacturing, etc.

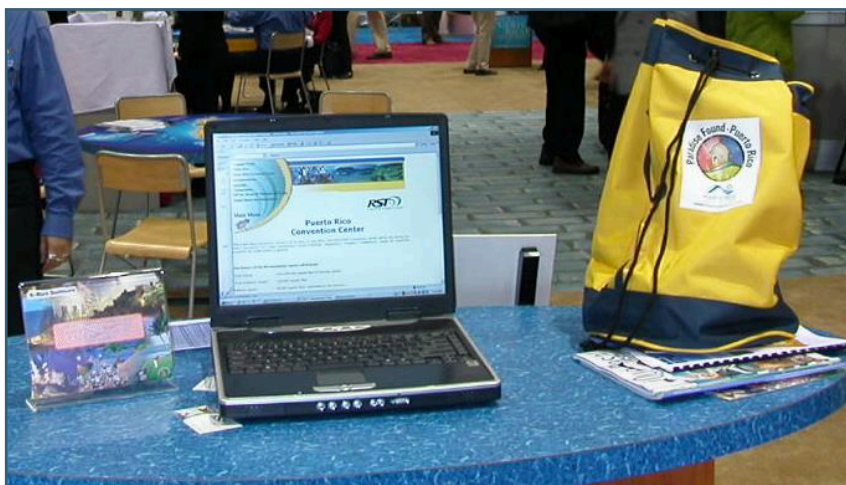
Role in purchasing process: Decision maker Purchasing influence Specifier Consultant Other (specify) _____

OVER

1. Group Services Inc



Signs with encoded messages



Beach Bag reward set-up to attract agents and others to the booth



Promotion sign to describe activity and increase interest in participating



Three agents having fun participating in the promotion