

# TradeShows **PLUS!**

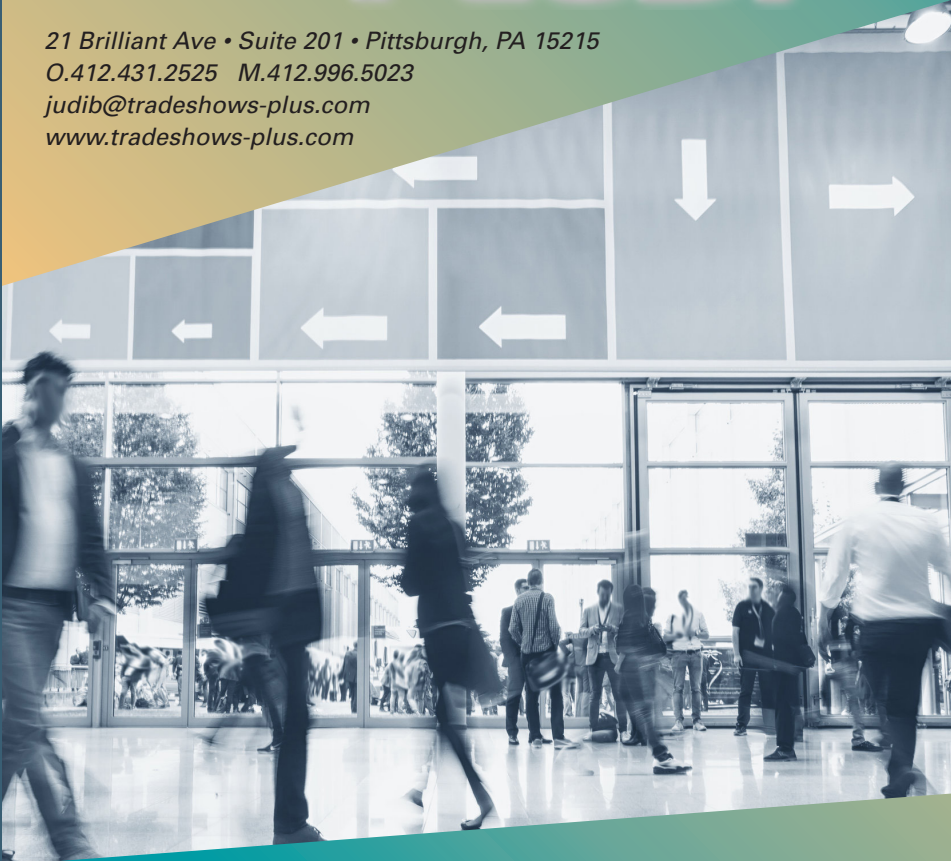
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## CASE STUDY:

*Trade Show Strategic,  
Creative, Execution and  
Follow-up*

## CLIENT:

**TollFreeForwarding**



## COMPANY DESCRIPTION:

Toll Free Forwarding helps attendees grow revenue by expanding global presence. Specifically, TFF helps leverage voice communications in 90 countries and 1,000 plus cities in a matter of minutes. This is made possible both domestically and internationally through real time, instant activation of International Toll Free and local phone numbers.

## TRADE SHOW/EVENT/OTHER:

Call Center Summit spotlights effective ongoing management of Call Centers worldwide. The emergence of social media, multiple channel communication and technology has created a new set of issues for customer experience professionals. This conference focused on:

- Measuring the impact of multiple initiatives on customer experience
- Doubling and tripling results by coaching employees
- Converting COC into actionable data to drive business results
- Communicating a corporate culture that produces not only motivation but also ROI!



## CLIENT CHALLENGE:

- Concerned about the ROI from the exhibit program
- Achieving objectives including contacting new potential customers
- Planning a more strategic creative approach for pre-show, on-site and post-show to communicate critical messaging and enhance retention for the attendees visit

## BUSINESS OBJECTIVE:

### Branding

- Reinforce leadership position and indicate how the company can increase revenues for the target audience.

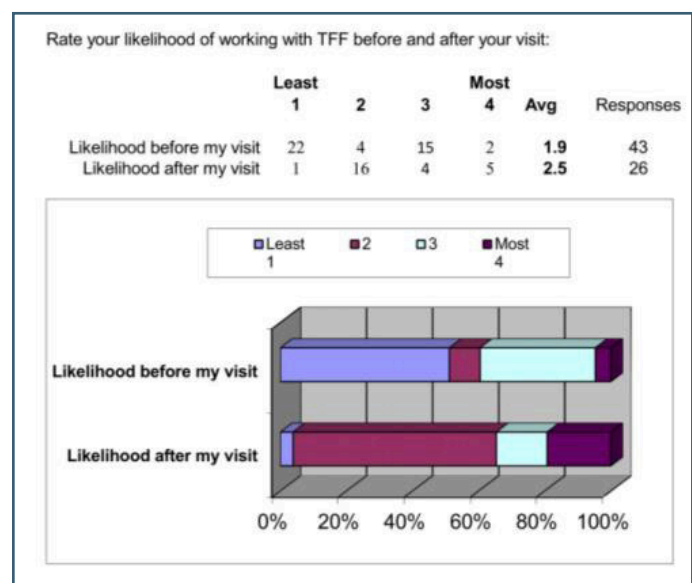
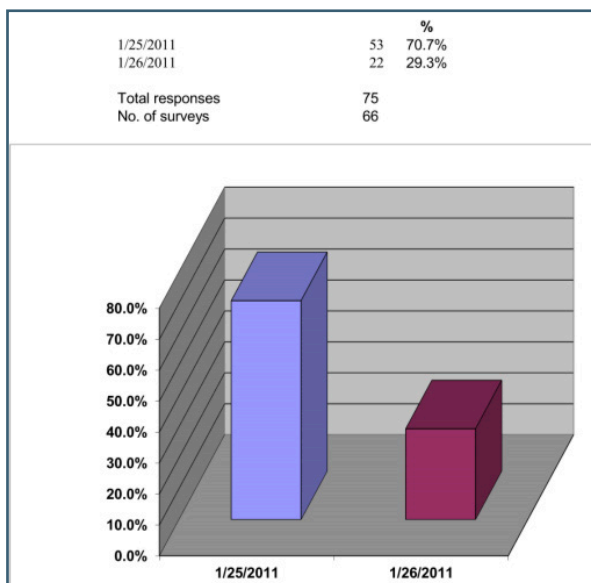
### Product Positioning

- Demonstrate how TollFreeForwarding can help grow revenues by expanding global presence and saving money in the process.
- Communicate unique selling propositions not available through any other companies

### Sales

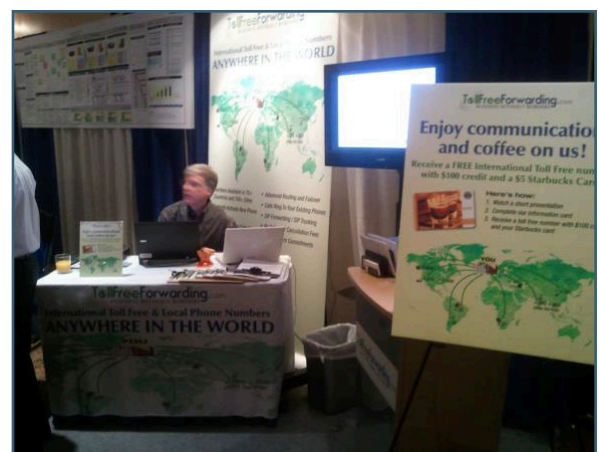
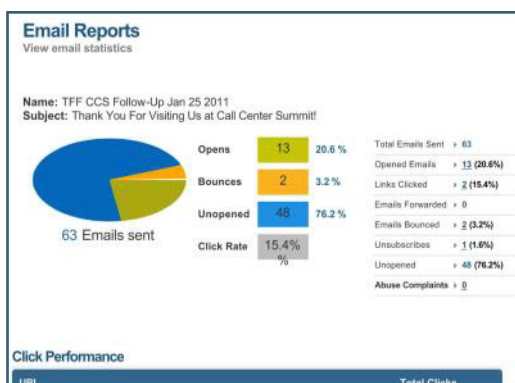
Increase awareness of participation among 500 attendees with special focus on targeting the owners and managers.

- Attract 10-20 companies to the booth and qualify 5-10 qualified leads for follow-up
  - o *Actual: 66 companies = +70%*
- Find 15-25 new 800/international Local Number Trials as a result of the interaction at the show
  - o *Actual: 31 Immediate-Urgent/Phone Call + 64.5%*
- Educate prospects (managers and executives) from a range of businesses about the unique benefits of TollFreeForwarding as compared to similar organizations
- Identify likelihood of working with TFF before and after visit
  - o *Actual: Increased from an average of 1.9 out of 4 to 2.5 out of 4*



## What did TSP add to the program?

- + TradeShows Plus consulted with TollFreeForwarding on everything from show research, pre-show planning, onsite support and post show follow-up with superior results
- + TSP was selected as the adjunct trade show manager for TFF. This encompassed implementing all aspects of the trade show program including:
  - Developing creative, strategies and tactics
  - Researching and recommending the right trade shows to drive sales
  - Working with show management to develop new sponsorships that were not standard offerings and would help drive more traffic to the TFF exhibit
  - Handling all pre, onsite and post show tactics
  - Direct onsite installation, dismantling and services
  - Handling lead management and follow-up
  - Creating post show reports including identifying effectiveness of show performance and ROI.
- + Identifying an intriguing creative idea that communicates the message, attracts attendees to the booth and rewards participants for the time spent in the exhibit
  - Reinforce the tagline of “Enjoy communications and coffee on us”. This was supported by rewarding attendees that completed a lead card and interacted with a TFF staffer with a \$5 Starbucks Cards
  - Ask attendees to see a short demonstration to have a better understanding of the value of TollFreeForwarding
    - Suggest attendees spend five minutes viewing a PPT about TFF.*
  - Develop other critical messaging
    - How TFF grows revenues by expanding global presence and saving money at the same time*
    - Leverage voice communication in 90 countries and 1,000 plus cities in a matter of minute*
  - Quantify results to leverage participation
    - Measure response to pre-show initiatives/email campaign*
    - Calculate response to directory ads*
    - Count the response to invitations placed on keynote chairs*
    - Understand total leads versus qualified leads*
    - Identifying response to post show email thank you*
    - Total revenue from post show contacts*



## Pre-show email invitations to the booth

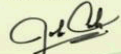
Dear Valued Attendee,  
TollFreeForwarding.com cordially invites you to visit us; Call Center Week, Planet Hollywood, Las Vegas, NV, June 14-17, 2011, **booth 38**. Discover more about our outstanding communications solutions that support your organization.

TollFreeForwarding.com is the leader in call forwarding services with the largest inventory of toll free and local phone numbers available. We have the unique ability to provide our clients instant activation of new toll-free and local phone numbers in over 70 countries where we offer service.

To demonstrate exactly what we can do, print out this email and return to our booth to take advantage of a special offer. Activate your account within a 30 day trial period and capitalize on significant **discounts from 20%-50%**. Refer to promotion code **22141**

All visitors will also receive a **\$5 Starbucks Card!**

We look forward to meeting you at Call Center Week.



**John Carter**  
Worldwide Sales Director



5959 West Century Blvd., 11th Floor  
Los Angeles, CA 90045  
JC@TollFreeForwarding.com

My extension (x229) works using any phone/fax number below:

North America	United Kingdom	Australia	Worldwide
1-888-452-1505 Toll Free	0-800-051-8878 Toll Free	1-800-888-996 Toll Free	For other locations, click here.
+1-213-452-1505 Los Angeles	+44-2080997261 London	+1-300-782-3732 Baltimore	




### Visit TollFreeForwarding.com booth B...

Have communications and coffee on us!



As a valued attendee of Call Center Summit; TollFreeForwarding.com cordially invites you to visit **booth B** to learn how you can instantly expand your global presence and your business through International Toll Free & Local Phone Numbers **anywhere in the world**.

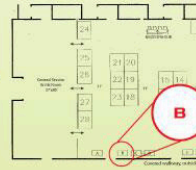
Imagine the possibilities: Activate numbers in our **70+ worldwide locations and 700+ cities**, receive calls from 800 numbers in China or local numbers in Japan or New York in less than three minutes upon activation, manage and route calls in real time, 24/7 at no additional charge, and much more...



Receive a **FREE 800 number and \$5 Starbucks Card**  
Enjoy communications and coffee on us!

Just print out this page and return it to the TollFreeForwarding.com booth to learn more about the possibilities and enjoy your reward.

**For more information:**  
Visit TollFreeForwarding.com or call John Carter, Worldwide Sales Director  
Local phone/fax: +1-213-452-1505, x229  
USA Toll-free phone/fax: 1-888-452-1505, x229  
JC@TollFreeForwarding.com



**Information cards distributed to attendees in lieu of literature**



Toll Free and Local Phone Numbers  
Anywhere in the world

TollFreeForwarding.com is the leader in call forwarding services with the largest inventory of toll free and local phone numbers available. We have the unique ability to provide our clients instant activation of new toll-free and local phone numbers in over 70 countries.

Imagine the possibilities with TollFreeForwarding.com:

- Largest inventory of new toll-free and local phone numbers in over 70 countries
- Instant activation – start receiving calls within 3 minutes
- No set-up fees
- No long term commitments – cancel anytime
- Answer calls anywhere – Forward calls anywhere in the world

Make it easy for your *international customers* to call you. **Numbers your International Customers know and Trust!** Have a locally recognized phone number in the countries where you want more customers. You'll sound like you're across the street, even if you're across the globe.

Learn more:

To demonstrate exactly what we can do, contact us today! Be sure to take advantage of a special offer. Activate your account within a 30-day trial period and capitalize on significant discounts from 20% to 50%. Refer to promotion code **22141**



Contact: **John Carter**  
Worldwide Sales Director  
888-452-1505 X229 JC@TollFreeForwarding.com  
5959 West Century Blvd., 11th Floor Los Angeles, CA 90045

**Front and back of a reproduction of a Starbucks Card inviting attendees to exchange this for a \$5 Starbucks Card in the Toll Free booth**



**Front of a lead and information card for attendees**




Enjoy communications and coffee on us!  
Receive a **FREE International Toll Free number with \$100 credit and \$5 Starbucks Card!**

**Here's how:**

1. Watch a short presentation
2. Complete both sides of this card
3. Receive your complimentary International Toll Free number with \$100 credit and \$5 Starbucks card



Complete the following and information on the back of the card:  
(Complete or attach a business card)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company name: \_\_\_\_\_  
Address 1: \_\_\_\_\_  
Address 2: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

1. Person responsible for purchasing toll free and/or local phone numbers for your company?  
 I am responsible  
 Other (specify name and email) \_\_\_\_\_  
 Not sure

2. Do you currently work? (Check all that apply)  
 Internationally  Domestically  Both  Not applicable  
 If yes to International, are you planning on expanding your global operation this year?  
 Yes  No  Not sure

Please complete information on the back...