

# 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:

### **ICE Totally Gaming 2012 - Earls Court, London**

In 2012, with over 400 international exhibitors from across the betting, bingo, casino, lottery, mobile, online and street gaming sectors, ICE Totally Gaming is the most comprehensive B2B gaming exhibition in the world. Innovation is at the heart of ICE with international developers using the exhibition to launch their products and services onto the world stage. Companies exhibiting on level two in particular featured new products involved in online betting and those organizations new to the conference. Because of the first timer positioning on the second level of the show floor TollFreeForwarding expected to see attendees and exhibitors interested in learning more about new products and services.



*TFF used its existing modular property. To fill out the 13.5 x 13.5 meter space the company added additional modular parts. For example, at the top, a metal runner was attached around the entire periphery of the booth. This defined the space and provided more opportunities for messaging and branding. Tables, chairs and additional modular stands and cabinets filled out the balance*

## CLIENT CHALLENGE:

- In 2012, TollFreeForwarding was interested in expanding its reach to more industries where they had opportunity for significant growth.
- Toll Free Forwarding was very successful in 2011 at six conferences including Call Center Summit, ATA, ASTA, Call Center Week, ERA-D2C & ICCE 2011.
- In 2012 Toll Free Forwarding wanted to leverage additional first time shows to continue to increase awareness worldwide



*The staff was trained to step outside the exhibit to look for prospects. Once staffers delivered the introduction, attendees were directed into the booth to see the demonstrations and learn how TFF could provide efficiencies and revenue to their unique situation*

## BUSINESS OBJECTIVE:

The following communications goals were defined for IceTotallyGaming.com:

### **Branding**

- Communicate a consistent brand image and major message of Toll Free Forwarding
- Present the company as the premier resource for Toll Free and Local phone numbers in 90+ countries

### **Product Positioning**

- Reinforce a leadership position for TFF among all providers of incoming toll free and local phone numbers.
- Emphasize new and featured products including Instant Activation
- Present TollFreeForwarding solutions as the most innovative and useful for the online betting and iGaming industry

### **Sales - Measurable Objectives for TollFreeForwarding**

The following metrics were defined for this conference. This is followed by results:

- Increase awareness of participation among 15,000 attendees. Attract .010%-.02% to the exhibit (150-200)
  - o Actual – 230 attendees or .015% visited
- Encourage 100% of attendees to enter the drawing for the iPad
  - o Actual – 100% of attendees filled out a card for the drawing
- Document all attendees in the booth out of which 15%-20% are qualified for post-show contact by the sales force
  - o Actual – 35 (.152) to 45 (.196) prospects that visited were qualified for follow-up

## What did TSP add to the program?

- + TradeShows Plus consulted with Toll Free Forwarding on everything from show research, pre-show planning, onsite support and post show follow-up with superior results
- + TSP was also the adjunct marketing and trade show manager for TFF. This encompassed implementing all aspects of the trade show program including:
  - Developing creative, strategies and tactics
  - Researching, recommending and developing ICE Totally Gaming advertising, promotion, exhibit positioning, on site exhibit appearance and activities
  - Working with show management to develop customized sponsorships that would help drive more traffic to the TFF exhibit
  - Designing and constructing a suitable booth property using existing TFF components and rentals from show management
  - Developing creative components to educate prospects and attract qualified attendees to the exhibit
  - Handling all pre, onsite and post show tactics
  - Directing onsite installation, dismantling and services
  - Handling lead management and follow-up
  - Creating post show reports including identifying effectiveness of show performance and ROI.

## ADVERTISING AND PROMOTION:

### Pre-show email and website advertising:

Directed to appx. 15,000 attendees. This was sent by show management. TFF only had a small segment of this. This included a unique URL and 50 words of copy and Logo on website.

- As part of the contract negotiated by TSP Toll Free Forwarding received a listing on the icetotallygaming.com website.
- TFF also received a 1-year listing on the TotallyGaming.com directory

**TollFreeForwarding.com**  
BUSINESS WITHOUT BORDERS

**Toll Free and Local Phone Numbers in 90+ Countries**

**ACTIVATE NOW** PROMO CODE

With expanding your global presence by taking advantage of this No.1 offer, sign up for a toll free or local phone number in the location of your choice and try it out for free. We are so confident you will use this opportunity our service offers you and your business that the first 30 days is complimentary of TollFreeForwarding.com.

**Our Goal - Helping You Expand Your Global Presence**

Our goal of TollFreeForwarding.com is to help you expand your worldwide presence by making it easier for international customers to call you. You can instantly activate toll free and local phone numbers anywhere in the world, allowing you to give your customers and prospects phone numbers they recognize and trust. Moreover, the consistent outstanding quality makes them think you're across the globe, even if you're across the globe.

Start expanding your Business Without Borders today... Activate Now!

**INCLUDED FEATURES** offer countless benefits to grow your business worldwide

- Toll free and local phone numbers available in 10+ countries
- Answer calls anywhere
- Instant Activation
- No setup fees
- No Contracts

**Instant Activation**  
Why wait weeks, or even months, to activate an international phone number. With TollFreeForwarding.com it's immediate. Simply go to TollFreeForwarding.com and select your desired country, enter your existing phone number and click Activate Now!

**Advanced Call Forwarding**  
TollFreeForwarding.com offers sophisticated call forwarding capabilities that route calls exactly where you want them! Receive calls at your office, mobile phone or voicemail even through where your calls are routed depending on the time of day.

**SIP to PSTN Followed Forwarding**  
Customers forwarding to SIP have the added benefit of knowing that if their SIP service fails, we will send the call direct to the PSTN location of Free Office, automatically.

**Virtual PBX**  
You get more than a new phone number, you also get free PBX features. No need to buy expensive equipment. Included with your new phone number is an easy-to-manage Virtual PBX with unlimited extensions.

**Online Control Center**  
The Online Control Center gives you the power to manage your account from anywhere. You can instantly add more phone numbers, update your advanced call forwarding or PBX features and track costs with real-time billing and cost reporting.

For more information, call us at 1-888-452-1505 +1-213-452-1506  
http://www.tollfreeforwarding.com email: sales@TollFreeForwarding.com

*8.5x11 double-sided handout attendees could take with them after their visit*

See you next week

Kate Chambers  
Director, Totally Gaming

PS Visit [www.icetotallygaming.com](http://www.icetotallygaming.com) for all the latest news on what you will discover at the show.

**TollFreeForwarding.com**  
BUSINESS WITHOUT BORDERS

And don't forget... visit TollFreeForwarding Booth L1-102! Learn more about our unique ability to provide clients instant activation of toll free and local phone numbers in over 90 countries. Receive your free trial and while you're there enter our Grand Prize Drawing for a chance to win an iPad 2!

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Ron Gaudumt, Chairman, ECA A Gaming Commission</b> ICE shows great fan size of all the ICE, ICE, ICE and GCO opportunities	<b>Peter Hennessey, Head of Regulatory Affairs UK, R&amp;D, Belgium</b> ICE is the number one event on my calendar	<b>Gijsen Bierer, EVP Interactive, International Game Technology</b> ICE is the most important international show of the year for IGT	<b>Craig Churchill, IGT, Senior Vice President of International</b> ICE has always been the one show that really matters	<b>Jim Croom, The Racing Post</b> As a journalist I've never miss the ICE date in our calendar	<b>Fabrice Albert, CEO, SPA</b> We would never miss the ICE date in our calendar	<b>Simon Burridge, CEO, Virgin Games</b> ICE is a key date in our calendar

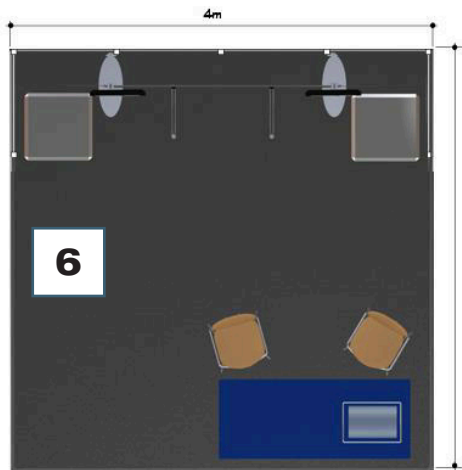
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1. New backdrop designed
2. Two new side panels designed for the wing walls
3. Promotional signs showcasing the grand prize drawing
4. Lead card/contest entry
5. Choice of two premiums for participating: A World Globe memo pad or a handheld basketball game. Both gifts could sit on a desktop
6. Front elevation of booth included graphic details and floor plan as well as where the continuous loop presentation was showcased
7. Perspective drawing of front and side of booth



FRONT VIEW



PLAN VIEW

**Expand your Business in 90+ Countries!**  
**ASK US HOW**

Make it easy for customers to contact you with Toll Free and Local Phone Numbers they know and trust:

- Instant Activation 90+ Countries
- Calls Ring to Your Existing Phone
- Forward Calls Anywhere Worldwide
- Easy Set-up
- No Set-up or Cancellation Fees
- No Long Term Commitments

**Toll Free and Local Phone Numbers in 90+ Countries Instant Activation**

**INSTANTLY ACTIVATE Toll Free & Local Phone Numbers in 90+ Countries!**

Receive & Forward calls to any phone or device... anywhere!

**Enter to win an iPad 2!**

Learn how you can instantly activate toll free and local phone numbers anywhere in the world. Earn a contest entry and more!

**It's Easy:**

- 1) Complete the official entry form
- 2) Talk to one of our knowledgeable representatives if you're interested, we're happy to help you get started
- 3) Be here for the official drawing, End of show hours January 28th, Winners must be present.



**TollFreeForwarding.com**  
BUSINESS WITHOUT BORDERS

Please complete the following information:  
 Contestant name (last name, first name)  
 Title  
 Company name  
 Address  
 City  
 State  
 Country  
 Phone  
 Email

**Follow Up**  
 Call me  Email me  Text me

1. Person responsible for purchasing toll free and local phone numbers?  
 I am responsible  Other (Specify name and email)
2. Where does your company operate? (Check all that apply)  
 Internationally  Domestically  
 If able to international, are you planning on expanding your global operation this year?  
 No  Yes  Not sure
3. Product/Service offered? (Check all that apply)  
 International Toll Free Numbers  International local numbers  
 US Toll Free numbers  US local numbers  
 Call Forwarding  
 Advanced Features (select all that apply) (check all that apply)  
 Call Forwarding  Forwarding to mobile  Forwarding to landline
4. Notify me of specials and updates to your service via email?  
 Yes  No
5. What types of issues has your company faced with current or past providers?  
 Name: \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_ Day 1 Day 2 Day 3 Day 4 Time AM PM  
 Staff Signature: \_\_\_\_\_ A B C D