

TradeShows **PLUS!**

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***TSP Parker/Sporlan
IHACI 2018
Pasadena, CA***

**Strategic Brief,
Creative Concept
& Execution**



Trade Show – Event Strategic Information Form

Show and Company Information

Show name/Event Description:

IHACI 39th Annual Conference & Expo
IHACI, HVAC/R/SM Performance. Contracting Product and Equipment Trade Show

Exhibit Dates and Times:

November 4, 2018 – 11:00 AM – 7:00 PM

Show Statistic:

1 day event
128 Exhibitors
Approximately 4,200 – 5,000 Attendees

Target Markets/Audience

Contractors, Manufacturers, Distributors, Utilities, Related businesses, engaged in heating ventilation, air conditioning, refrigeration & sheet metal industry

Demographic/Target Audience Information

Building Engineers, HVAC Specialists, Business Owners specializing in HVACR, Specialty School Instructors, Students, Other

Booth Size: 10x10

Goals and Objectives:

Brand Awareness

- Increase awareness of Parker and how the company develops solutions that support the needs of small to medium size contractors
- Communicate Parker's knowledge of contractors needs and how they address these with customized HVACR solutions

Product Positioning

- Introduce ZoomLock SMART Service Tools.
 - Reinforce how these enhance the contractors bottom line
- Identify the value of ZoomLock Flame-Free Refrigerant Fittings to target attendees
 - Highlight how these make the joining of copper pipes simpler, faster and safer
 - Why this is superior to competitive offerings
 - Show how SMART Service Tools saves steps, time and data

Sales

- Educate customers and prospects about the value of a long-term relationship with Parker primarily through ZoomLock and Smart Service Tools
- Establish relationship with a new market of potentially valuable prospects
 - Interact with potential vertical market customers and contacts
 - Attract 30-50 prospects out of which 30% are qualified for post-show follow-up

Major Message

Meet ZoomLock 10" Connected
Smart Solutions – Smart Service Tools



Theme/Tagline

Better efficiencies for contractors,
increased productivity and profits for
your investment...Helping your business
do more business



This may not be evident to all. But the layout of the 10x10 booth and positioning of graphics, table, counter and easel left the center of the booth open. This made it possible for attendees to enter the exhibit to participate in the demonstration instead of standing on the carpet line. The layout also accommodated more attendees allowing Parker to collect additional leads

Product displays

Exhibitors displayed on average 2-4 products in a 10x10 exhibits. Many of the booths were set-up with a table in the front and portable exhibit with messaging in the back of the booth. As a result, Parker's booth looked and operated on another level than other exhibitors.

1

Win a \$100 Amazon Card - 3 awarded in all!
It takes less than 3 minutes!
To be eligible, simply complete the information below
ATTENDEE INFORMATION: Fill in or attach a business card

Name: _____
Company Name: _____
Title: Owner/President Manager Technician Student
 Other (specify): _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

PLEASE COMPLETE THE FOLLOWING:

- How many service truck(s) does your company run? (Check one)
 1 2-5 6-10 11-20 20+ Not applicable
- How many brand connections do you do a month? (Check one)
 >=50 >=100 >=1,000 <=5,000 Not Applicable
- What are your typical service applications? (Check all that apply)
 Multi Family Residential Air Conditioning VRF
 Refrigeration Other (specify) _____
 Not Applicable
- Would you change your current equipment if you could install without a flame?
 Yes No Not Applicable Already use ZoomLock
- Are you interested in a follow-up call for the following? (Check one)
 ZoomLock Smart Service Tools Neither
 Both Not Applicable

For Parker Sporlan Reps Only
Comments: _____
Staffer Signature: _____

2

SMART SOLUTIONS.
SMART Pro/R
Temperature and Pressure Sensors

NEW!
Operates at -40°F

APPLICATIONS INCLUDE:

- Air Conditioning
- Medium Temperature Refrigeration
- Low Temperature Refrigeration

Extended Bluetooth Range
Temperature Sensors Measure to Any Line Size
Multiple Superheat Calculations with a Common Pressure Sensor

READ IT. RECORD IT. SEND IT.

3

Parker SPORLAN

Learn more about Cool Products from Parker Sporlan!

Enter to Win a \$100 Amazon Gift Card
3 Awarded in All
It takes less than 3 minutes!

HERE'S HOW:

- Pick up an entry card at our demonstration table
- Learn more about ZoomLock & Smart Service Tools
- Complete the card and return to one of our reps

Drawings held at the end of the day. Winners need not be present.

amazon.com
\$100



7

For: Parker Sporlan

E3 - Exhibiting Effectiveness Evaluation™ Scorecard

Exhibit Presentation	Binary Effective	#Effective	#Ineffective	#Ineffective/Ineffective	Yield/Effective	Linear Average	All Show Averages
1. Overall		3.00	3.00		3.00	3.00	
1a. Does the overall exhibit grab attention?		4.00	4.00	4.00	4.00	4.00	
1b. Is your booth/boothstand clear and easy to navigate?		4.00	4.00	4.00	4.00	4.00	
1c. Is your booth/boothstand visually appealing?		4.00	4.00	4.00	4.00	4.00	
1d. Are there no effective presentation that will distract?		4.00	4.00	4.00	4.00	4.00	
1e. Do the graphics/information give attendees a reason to stop?		4.00	4.00	4.00	4.00	4.00	
1f. Is the exhibit easy to read?		4.00	4.00	4.00	4.00	4.00	
1g. Is the exhibit easy to touch?		4.00	4.00	4.00	4.00	4.00	
1h. Do visitors spend enough time at the exhibit and attend?		4.00	4.00	4.00	4.00	4.00	
1i. Is there enough space for attendees to move?		3.00	3.00	3.00	3.00	3.00	
1j. To the degree identify effectively integrated in exhibit design?		4.00	4.00	4.00	4.00	4.00	

Score key: 0-2 (Not effective) 3-4 (Effective) 5-6 (Very Effective)

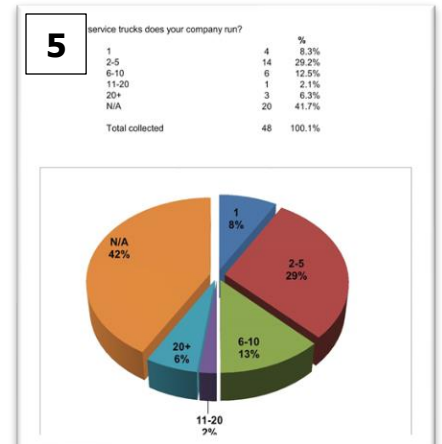
Score average: **3.00** (Average) **4.00** (Above Average)

Comments:

- Good graphics.
- Good use of lighting.
- Good job communicating brand promotional proposition.
- Good use of space, spots, signs to entice and engage.
- Copy not too "salesy/signage"



- Parker/Sporlan lead card/contest entry
- Counter top sign
- Easel sign identifying the prize drawing
- Attendees watching the demonstration. Note: they are in the booth and not on the periphery on the carpet line
- Charts- stats from the lead card
- Attendees interacting with the staff IN the booth
- Competitive analysis comparing Parker to other similar exhibitors on the show floor



To review and learn about TSP Turnkey, Strategic Resources to support your organization:

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