

TradeShows **PLUS!**

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TSP OVERVIEW: TradeShows Plus Capabilities

The Plus 
You **Need** for
Your Program? 
TradeShows PLUS!
Creative Marketing for
Trade Shows and Events

TRADESHOWS PLUS! **TRADE SHOW MARKETING AND CONSULTING SOLUTIONS!** ***For Immediate Improvement – Enhanced Results***

- + ***Consulting Solutions***
- + ***Industry Experience and Expertise***
- + ***E3 - Exhibit Effectiveness Evaluation***
- + ***Industries Served***
- + ***Expertise***
- + ***Business Classification and Staff***
- + ***Partial List of Client by Industry***
- + ***Case Study and Experience***



TRADESHOWS PLUS!

TRADE SHOW MARKETING AND CONSULTING SOLUTIONS!

For Immediate Improvement – Enhanced Results

TradeShows Plus! provides customized marketing services to improve ROI in trade shows and events. We are specialists... award winning... with a long successful track record of helping companies use trade shows & events to achieve business objectives and improve results.

We have the solutions to elevate your trade show or event program to the next level including

- + Trade Show/Event Consulting
- + Strategic/Creative Planning/Execution
- + Audience/Show Research
- + Event and Trade Show Sponsorship Solutions
- + Advertising/Publicity/Promotion
- + Educational Activities
- + Exhibit Design including Small Exhibits-Big Results
- + Events Including Trade Show Related or Standalone
- + Staff Training and Performance Solutions
- + Booth Communications and Graphics
- + On Site Staff Support
- + Measurement and Post Show Follow-up
- + Lead Management & Deployment
- + Booth Evaluation and Competitive Analysis

TradeShows Plus! can economically implement any or all aspects of our client's trade show or event marketing programs. All of our strategic and creative solutions are designed to help companies attract qualified customers, improve retention, measure results and follow-up. And with an average of 35 plus years of experience our consultants are able to quickly zero in on the demands of your company and market to deliver improved planning, implementation and response.

For more information on these solutions, see the Solutions section of this brochure and our web site for details regarding our integrated marketing capabilities, event planning, advertising, design and consulting services. www.tradeshows-plus.com.

INDUSTRY EXPERIENCE

TradeShows Plus! specializes in marketing strategies for trade show exhibitors, sponsorships, sales promotions and related events. We work with clients from strategy formation and creative development through planning and project execution. Our clients include organizations as large as multinational Fortune 500 companies to those with as few as 50 people. We also work with professional associations and show management/organizers to develop training vehicles and promotion campaigns to improve exhibitor performance and increase attendance at the exhibit and other related events.

E3 Exhibitor Effectiveness Evaluation & Other Show Organizer Support or Educational Programs

In 2010, TSP and Competitive Edge developed the award winning E3, Exhibitor Effectiveness Evaluation. This automated evaluation tool allows companies to understand where they stand using 21 key elements and a scoring system from 1-5. This enables exhibitors understand the company's level of effectiveness in relation to other exhibitors in the show as well as booths of similar size.

TradeShows Plus has also been instrumental in helping show organizers effectively plan and launch sponsorship programs before and during the event so exhibitors get the most out of their considerable investment. In addition, Competitive Edge has been influential in developing customized educational modules to help show organizers ensure their exhibitors perform at the top of their game.

INDUSTRIES SERVED

- Aerospace & Defense
- Automotive
- Banking & Financial
- Chemical
- Construction & Real Estate
- Education & Training
- Electronics
- Energy
- Engineering Services
- Entertainment
- Financial Services
- Food and Beverage
- Governmental (Public Sector)
- Health Care
- Hospitality (Hotels, Restaurants & Entertainment)
- Insurance
- Manufacturing

- Marketing & Sales
- Office Equipment & Computers
- Packaging
- Pharmaceutical & Biotech
- Publishing & Broadcasting
- Service Industries (E.G. Food)
- Technology/Information Services
- Telecommunications
- Transportation

Expertise

Judi and the TSP staff plus partners have a wide range of skills that span many specialty areas. A sampling of these include:

Education & Training

- Sales Training
- Trade Show Training
- Strategy and Creative
- Communications Training
- Marketing Communications Education
- Promotions and Creative Process Education
- Lead Follow-up, Fulfillment and Measurement

Marketing & Sales

- Advertising
- Communication Services
- Competitive Analysis
- Copy/Technical Writing
- Corporate Communications
- Graphic Design and Graphic Communications
- Lead Management and Follow-up
- Planning and Ongoing Sales Campaigns
- Marketing Campaigns
- Public Relations
- Research – Shows and Audience
- Retailing
- Sales Process Analysis/Strategy
- Strategy Planning
- Surveys and Analysis
- Telemarketing Development and Analysis
- Tradeshows & Event Program Planning and Design
- Website Planning and Development

+ Business Classification

Women-Owned Small Business – About the Principals and Talent

Judi Baker-Neufeld is the founder and president of TradeShows Plus!. As the Director of International Promotion Services for Exhibitgroup/Giltspur, Inc. for 11 years, Judi acquired a comprehensive knowledge of the business objectives of a wide range of companies and organizations. At TradeShows Plus, Judi applied this knowledge to help marketing communications departments, sales and distribution, executives, international and finance work together to develop goal oriented, strategic, measurable and creative programs. These fully leveraged its investments in trade shows, events, sales promotion, social media and sponsorships.



Judi's approach is to help develop a strategic blueprint that is shared by all team members to ensure seamless, planning and execution of marketing, promotion and advertising programs. Judi is with her clients every step of the way not only planning but also implementing any or all tactics including: Pre-show such as direct mail, broadcast email, social media, teleconferences and more. Her client support continues onsite with direction of exhibit builds, execution of interactive strategies, graphic communications, effective staff execution and program measurement. Post show Judi works on lead follow-up, quantification and post show reports. She also implements follow through programs to ensure leads produce results.

Emil Neufeld is the "business end" of TradeShows Plus!. He is involved on a day-to-day basis planning business strategy, developing work methods, and overseeing the administration of our work. He is also involved in the development of electronic games for our clients, and assessing marketing strategies and trade show audiences for the purpose of creating promotional themes. Emil is also instrumental in E3, survey development, quantification of results, statistical analysis and providing expert analysis of response.



Ilene Hurwitz Schwartz is the Principal of IHS Consultants, a Pittsburgh-based marketing consulting firm. Ilene is also the Marketing and Communications Manager for TSP. Ilene brings expertise, enthusiasm, insight, and vision to her work as a strategic marketer, writer & editor, and event planner/fundraiser extraordinaire.



Ilene opened IHS after a long career with Fortune 1000 companies and top-notch universities. She now supports a wide range of clients including:

- Corporations and Professional Service Entities
- Non-profits
- Agencies
- Trade Show Marketing Agencies

Trade Show Manager



Gail Hernandez, with 35+ years of trade show and event management under her belt, is affectionately known as the "Trade Show Maven". Not only is Gail a longtime TSP client, but also a TSP trade show management expert. Gail applies her skills in the US and overseas to support clients in both exhibiting and event venues.

Gail's experience began in 1981 when she attended her first show. Fortunately, she was a quick study. Since her first trade show when her biggest success was tracking down the right replacement cartridge to finish the badges on-time, she has managed different aspects of over **735 exhibits**. These included everything from tabletop displays to island booths in domestic and far-flung destinations including Canada, Mexico, Europe and China, as well as most convention cities in the US. Gail is conversant with many industries as varied as analytic instruments and the electric utility industry to automotive, health care, education, government, science and high tech. No matter the challenge, Gail expresses enthusiasm and attention to detail in every aspect of her responsibilities as a trade show and event manager.



TSP Designer Extraordinaire

Keith Dubart runs studioFLOYD, a full-service graphic arts studio located just southwest of Denver, in the beautiful mountains of Bailey Colorado. Owner and Chicago transplant, Keith "Floyd" DuBart has been drawing and painting since age 5. For the past 30 years he has applied these early skills including graphic design, photography and marketing initiatives to support clients of all sizes. His accomplishments include achieving outstanding outcomes for TSP clients from start-ups to Fortune 500 companies. Keith helped TSP ensure these companies were most successful. Keith has been equally effective at working on marketing and sales related projects whether or not these were connected to interactive environments.

Judi develops high concept, taglines and original ideas that Keith transforms into exciting design communications. In turn, Judi provides copywriting and art direction, which guarantees a streamlined process for TSP clients. This is a successful partnership. Together, Judi and Keith have worked on close to a thousand projects focusing on:

- Brand development
- Pre-show promotions
- Email marketing
- Web design
- Illustration
- Print advertising
- Direct mail marketing
- Booth graphics and communications
- Audio visual design including PowerPoint and Video
- Interactive Zoom and other environments to ensure clients are educated about products and services
- Post-show follow-up initiatives including website blogs and landing pages
- Electronic games for TSP clients to use both online and in the booth
- And much more

Judi, Emil and Keith are especially effective as a team, developing websites using programs such as WordPress, as well as original sites. And they also imagine games to be played onsite in trade show booths and online and create these from scratch. Keith as well as an expert web developer supports Keith and Judi to ensure all projects are completed on time and on budget.

TSP's Partner/E3/Jefferson Davis

Jefferson Davis, is TSP's partner on development and implementation of E3 for show organizers. A remarkable authority in the trade show industry, Jefferson launched the ERC, (Exhibit Resource Center) helping exhibitors increase ROI for participation and ensuring new exhibitors return to shows from year to year. In addition, he worked with Judi and Emil to create E3. This outstanding product, that is updated each year, allows TSP/Competitive Edge to evaluate companies based on three criteria: Booth Appearance/Function/Design, Product/Service Presentation and Staff Performance. Together Jefferson, Judi and Emil have executed E3 at over 270 shows, for approximately 70 show organizers and 40,000 exhibitors in the past 10 years.

Partial list of Clients by Industry Category

TradeShows Plus has worked with over 300 organizations from Banking to Scientific and everything in between. The list is only a small sampling of the companies TSP has worked over the years:

- + ADP (human resources)
- + Bank One (banking)
- + BearingPoint - KPMG (consulting)
- + BigChalk (education)

- + CH2MHill (environmental)
- + Columbia Ultimate (financial)
- + CONAGG/CON EXPO (association, construction)
- + Delta TechOps (aviation)
- + ESI (semiconductor)
- + Experian (credit)
- + FEDEX (freight)
- + FMCC - Ford Motors Credit Corp. (automotive)
- + Franklin Covey (training)
- + General Electric Plastics (manufacturing)
- + Goodyear (manufacturing)
- + GTE/Verizon (telecommunications)
- + Hall Erickson education/show management)
- + Hormel HealthLabs (food)
- + IPC - Integrated Printed Circuits Association (Show/Professional Association)
- + JELDWEN (manufacturing)
- + Johnson Controls (automotive)
- + Insinkerator (manufacturing)
- + Kemper (insurance)
- + Kodak (manufacturing)
- + Kohler (manufacturing)
- + Michelin (manufacturing)
- + Nortel (Northern Telecom) (telecommunications)
- + Parke Davis (pharmaceuticals)
- + Pratt & Whitney Power Systems (Energy)
- + Roadway (freight)
- + Schering Plough (pharmaceuticals)
- + Siemens (scientific, labs)
- + Tech TV (broadcasting, education)
- + Tetra Pak (food, beverage, packaging, awards sponsorships)
- + Trade Show Exhibitors Association (education)
- + Zurich (Insurance)

Case Studies and Experience

Inquire about any case studies in this index

AISI (American Iron and Steel Institute)

Steel Classics: A musical presentation in the booth based on the old American Band Stand Theme. **Ask about what they planned.**

Avid Bioservices (Case Study)

Find the Formula for Success with Avid. Learn how this supported the tagline of From Concept to Commercial Your CDMO Partner for Success...**Ask what they planned**

Avid Bioservices

Avid asked attendees to Find the Perfect Match to 25 years of Signature Achievements. Your CDMO Partner for Success...**See how Avid's signature creative helped achieve success at Bio International**

C&A Scientific

C&A showcased its popular *My First Lab* and much more to reinforce the message that *See is Believing*...**See how this helped achieve goals**

Cardinal Health

The tagline of *Working together for Life* showcased the fun & informative Delivery Match Game Challenge...**Ask more about what TSP created**

Christies Fine Art Storage Division

The Art of Preservation tagline was supported by a booth designed to look like the inside of an Art Gallery with an educational activity **Learn more about What's Stored Behind the Door...**

ESI

ESI a fixture in specialized equipment for the Semiconductor industry needed to educate the staff to improve performance and apply new strategic ideas in the booth...**Learn more**

Experian

Experian with one of the largest databases of information worldwide, needed to improve overall performance to prove the value of their investment in trade shows...

Experian with one of the largest databases of information worldwide, needed to improve overall performance to prove the value of their investment in trade shows...**Ask us more**

FEDEX (from the TSP Creative Archives)

FEDEX needed a bigger bang for its buck at trade shows. That's why they turned to TSP for a creative/strategic idea to show attendees how to Grow with FEDEX...**Ask us more**

FEDEX (From the TSP Archives '92-'93)

FEDEX acquired Flying Tigers and with it the ability to ship oversize freight worldwide...**Ask us more**

Forbes Steel & Wire (An award winner from the TSP archives)

Forbes Steel & Wire had always done “OK” at World of Concrete. It was challenging present in its 10×10 booth until TSP rolled up its sleeves and found a way to not only differentiate the company but also create an award-winning idea...**Ask us more**

Kemper Insurance (An Award Winner)

With a broad offering of insurance products, Kemper sought to increase audience awareness and drive sales...**Ask us more**

Parker Sporlan

Parker Sporlan, a world class manufacturer of equipment and parts for the heating and refrigeration markets. Pre Covid the company planned and executed an exceptional strategic and creative program that educated attendees about Parker Sporlan capabilities...**See how Parker Sporlan used strategic and creative planning and execution to catapult the company to success**

Avid Bioservices (Case Study)

Find the Formula for Success with Avid. Learn how this supported the tagline of From Concept to Commercial Your CDMO Partner for Success...

Pratt & Whitney Power Systems had its hands full with a worldwide exhibit program. The one in Milan Italy was no exception. The goal worldwide was to educate potential customers about P&W portable power products and more.... **Ask us more**

Pratt & Whitney Power Systems USA

Pratt & Whitney brought their International Trade Show Program to the US in 2002-2003 with outstanding results...**See how they adapted the program to increase visibility and attract more qualified attendees to the booth**

Puerto Rico Convention Bureau

Puerto Rico Convention Bureau (PRCB) was participating in the ITME conference in Chicago. The booth showcased not only PRCB, but also the partners, they worked with on a consistent basis...**Ask how PRCB used its Paradise Found theme to increase qualified traffic in the booth**

Siemens Water Treatment

Siemens Water Treatment was concerned about ROI. This made it crucial to achieve objectives and increase qualified leads as a result of the show...**Ask us more**

Sterling (A Division of Kohler Co)

A manufacturer of value fixtures for the homebuilding and kitchen and bath markets. Sterling had to get more strategic and creative improve results...**Ask us more**

Tempur-Pedic Medical

A leading manufacturer of Viscoelastic products for the Healthcare Industry, Tempur-Pedic needed to increase awareness as a leader in the field...**Learn how TPM used a high visibility strategic/creative concept that significantly improved results**

Tetra Pak (Clio Awards)

Tetra Pak participated in the Clio's as a major sponsor for the first time...**See the imaginative ideas planned and outstanding outcome**

Tetra Pak (CO2 Challenge)

Tetra Pak needed to educate their target audiences but also the staff about the need for protecting the environment...**See how the CO2 Challenge increased the knowledge of the internal teams, customers and more**

Toll Free Forwarding – Gambling Show - London

In 2011 Toll Free Forwarding's first foray into trade shows...**Find out how TFF ensured collection of quality leads and increased visibility for the company's products, services and much more**

Toll Free Forwarding – ATA

This was one of Toll-Free Forwarding's first trade shows ever. Not only were they getting a crash course in effective trade show marketing, they were also presenting products in front of a discerning audience of potential buyers that up until the show had little or no exposure to Toll Free Forwarding's unique capabilities. **See how TFF leveraged their experience to increase awareness and sales with new prospects**

Awards include these areas of expertise:

- Creative Concepts
- Marketing Events
- Strategic Promotions
- Lead Management
- Development of original concepts for performance measurement
- Post show follow-up, including performance measurement and other initiatives that helped our clients in virtually all industries

See information on www.tradeshows-plus.com website under Case Studies