



Increasing ROI at Trade Shows for Manufacturing Marketers



Success at trade shows requires more than just standard marketing materials; incorporating experiential marketing will create memorable experiences and foster stronger customer relationships leading to a significant increase in ROI.





BECOME A TRADE SHOW CHAMPION

Stop being the best kept secret and create an EPIC experience for your audience at trade shows or tabling events. Demand attention and connect with your audience emotionally by showcasing interactive games, demos, and activities specific to your business that drives more visitors, more engagement, and more conversions.

We guarantee to increase attendee interaction at your booth



Do It Yourself

Our entire methodology in a comprehensive workbook, that allows you to create, design, and execute your own EPIC trade show experience for your booth or table.



We Do Part of It

Our team will take over any piece of the EPIC formula so you can focus on execution.



We Do It All

EPIC takes over the end to end strategy, design, build, and execution of your trade show booth.

**Schedule a
Consultation**

www.epicpromotionals.com



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Planning Your Trade Show

Define Your Goals: Identify primary and secondary goals (ex. lead generation, customer engagement, brand exposure) that align with broader business objectives.

Understand Your Buyer Persona: Tailor the trade show experience to your target audience's interests and behaviors.

Understand the Event & Venue: Key information on the venue and event like who attends, is it B2B or open to public, and what is the theme is useful to optimize booth design and engagement strategies.

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Logistical Considerations

Consider budget, venue, and staffing needs. You will want information on booth size, permitted activities, and appropriate areas for signage on floor and ceiling. Proper staffing and staff training are essential for effectively engaging with attendees and maximizing opportunities. Don't just show up. Have a plan.

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The EPIC Formula

Attraction: Design visually appealing booths that stand out using brand colors, large decorations, and inviting spaces.

Engagement: Create lasting interactions through storytelling, hands-on activities, and photo opportunities that encourage social media sharing.

Lead Generation Capture: Develop strategies to collect contact information through offers, contests, games and interactive tools.





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Creating A Memorable Experience

Storytelling: Connect with the audience on an emotional level by sharing your brand's story through various graphics, games, and media.

Interactive Elements: Engage attendees with hands-on activities, games, and small or large scale product demos.

Engage Audience Senses: Use sight, sound, touch, smell, and taste to create lasting impressions and emotional connections.

Social Media Integration: Amplify your campaign's reach through pre-event buzz, photo opportunities, and post-event promotions.

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Post-Event Engagement

Thank Attendees: Send thank you messages and showcase user-generated content from the event on your social channels.

Offer Rewards: Provide exclusive access to loyalty programs, discounts, or special offers to engaged attendees.

Advocacy: Identify enthusiastic attendees for ongoing brand advocacy, such as early access to new products or VIP invitations to future events.

Nurture Leads: Use email marketing to follow up with captured leads, offering valuable content and applicable marketing around the event

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Measuring Success

Set Key Metrics: Define KPIs such as email sign-ups, social media engagement, and website traffic to measure the success of your trade show efforts.

Track and Adjust: Continuously monitor metrics throughout the campaign, making adjustments as needed to optimize outcomes.