

Target Audiences with a Well-Rounded Tradeshow and Event Experience

WeDo events. While PIP is well-known for our marketing, signs and print capabilities, we're also experienced in supporting tradeshows and events. Read on to learn how we helped this client put on a successful and profitable national sales conference.

Starting from Scratch

The sales manager at a wellness products manufacturing company was tasked with organizing the company's first-ever national sales conference. She needed to entice nearly 1,000 independent sales reps from across the country to come to the three-day event and was tasked with preparing all the event collateral and signage, including a conference agenda booklet, breakout session posters, promotional and directional signage throughout the hotel, and even the registration packet for all attendees.

While the onsite materials were of most concern for our client, we encouraged her to begin with a focus on how she was going to drive people to the event. We recommended an integrated direct mail and email campaign to secure commitments with an early-bird registration discount offer. The direct mail piece contained a QR code to drive recipients directly to the registration website and the email contained a link to the site. The direct mail and emails were sent monthly for six

months leading up to the event. Each month, a different element of the event was highlighted to best promote the conference. We worked with the sales manager to define the contents of the registration packet, which included a backpack and some fun promotional items which had to be ordered well in advance.

Walking through the hotel with our client, we identified several areas for signage, including stairways, elevator doors and even the sides of escalators, which were all produced using removable vinyl. Combined with floor graphics and free-standing signs, we designed signage for the entire event space that was well-branded and provided an exciting and inspirational atmosphere for the sales conference. We even provided them with a tradeshow booth to use as a registration area within the hotel. This gave them a place to showcase some of the newer products the independent reps were going to learn about at the conference.

The entire event solution helped our client get the attendance they needed, instilled camaraderie among their national sales reps and helped them achieve sales growth from the new product lines they were able to introduce and promote at the event. **Contact us at pip.com.**