

Making It Pay!

Defining your goals and desired outcomes assures success exhibiting at AISE!

One of the keys to having a successful exhibition at AISE is to define clearly:

WHY are you exhibiting?

What are you trying to achieve?

How will you accomplish your goals?

Who do you want to engage to get it done? (Within your organization and outside your company)

What are the top 3 reasons to exhibit at **AISE**?

1- _____

2- _____

3- _____

How will you turn those reasons into actionable goals?

1- _____

2- _____

3- _____

How will you accomplish each goal?

1- _____

2- _____

3- _____

Is your exhibit designed to attract your target audience? (Engineers want tech and design glitz. Sales and marketing people are looking for something they can sell. CEO's want ways to make more money!)

When do you start marketing your participation at AISE? Start at least 4 months prior and reinforce regularly on your website, newsletters, and social media. Increase the promotion to peak at least 2 months out. Use a variety of media including press releases, and **ALMA** resources.

What will attendees gain by visiting your booth? Very important! Simply announcing that you will be at **AISE** is not taking full advantage of the spotlight. What new products and services will you introduce? What special prices, terms, or show specials will you offer? What will visitors learn by visiting you at **AISE**? The majority of exhibitors at trade shows never define and address this specifically!

What do you have to plan on spending to market your exhibit at AISE? In today's world, it is possible to market very inexpensively via website, newsletters, e-mail blasts, LinkedIn, Facebook, Twitter, and more. If you aren't doing it, it is likely your competition is. Ironically, **ALMA** offers a plethora of *FREE* marketing for exhibitors that most exhibitors never take advantage of. Be sure to take a look at our marketing checklist that we send with your registration confirmation. Why would you *not* take advantage of every bit of *FREE* advertising and marketing you can get? Ask us about it!

Are there other ways to maximize your success? The methods are limitless. Online advertising with **ALMA** is *VERY* inexpensive and reaches your target audience. In the ramp up to **AISE**, our newsletters and website views bump up radically. Inexpensive promotion on LinkedIn and Facebook can help a great deal as well. Sponsorships at **AISE** add focus and prestige for your company presence. Sponsors are seen as major players by attendees and may add to your importance to current and future customers.

We can help! Call Barry Vogel at +1 602.388.8669 or email at barryvogel@almainternational.org for low cost and *NO* cost ways to *Make It Pay!*

