

Trade Show Executive's

2004

SPOTLIGHT ON Innovation AWARDS

By Darlene Gudea, Publisher & Editor, Joan Mather, Executive Editor and Lisa Goell Sinicki, Senior Editor

Innovation drives the trade show industry. Without it, all you can do is optimize what you have now. Innovation catapults you ahead of the pack and helps you create moving barriers to your competitors. It enables you to extend your winning streak—resulting in continuous growth and increased customer satisfaction.

Inspiration can come from anywhere for the trade show industry. Bartizan adapted the technology which is used for age verification at nightclubs to create a system for capturing leads at consumer shows. *The Exhibitor Show* brought retail behavioral science to the exhibit floor. Opus Solutions thought outside the box—the “convention center” box that is. And ListeNation blended mass marketing techniques with a customized approach to create an efficient new promotional tool.

When you have a good thing going, instinct makes you want to lock in your gains. But true entrepreneurs refuse to hold on to the past, and although they may get bruised along the way, remain steadfast in their goal to develop new ideas and processes. Their focus is to put their old ideas out of business!

Trade Show Executive magazine salutes those who defied tradition to build new value for their exhibitors, attendees and staff—and the trade show industry as a whole.



their revenue by enhancing the purchase experience for attendees, thus driving sales higher," says Knight.

Trade Show Executive magazine salutes Lee Knight an idea whose time has come. He took a tried-and-true tool from one arena and used it in another to accomplish innovative and exciting results.

Reach Lee Knight, Founder, *The Exhibitor Show*, and Publisher, *Exhibitor Magazine*, at (507) 289-6556; lee@exhibitor magazine.com. Reach Carol Fojtik, CEM, Senior Vice President, Hall-Erickson, and Managing Director, *The Exhibitor Show*, at (630) 434-7779; cfojtik@heexpo.com.

ListeNation

For Show Promotions, ListeNation Enables You to Be All Things to All People

Wouldn't it be wonderful if you could have a senior executive or your keynote speaker call each and every prospective attendee and invite them to your trade show?

You can, by using the services of ListeNation, a method to reach out by telephone to contact any group you wish. Call current attendees, past attendees or prospects. Tailor the message so recipients are informed. Or you can convey urgency about immediate registration or looming deadlines. You can even ask for a re-

sponse. Best of all, it only takes a few minutes of time.

The chosen executive, celebrity or show representative records a message, usually from his or her own office or via telephone. ListeNation takes the message and sends it to the list you supply. The call is typically made after business hours or on a Sunday night so that the message can be left on voice mail, because the purpose is not to open a dialogue. It is to convey a message. ListeNation can make up to 10,000 calls in about 20 minutes or one million calls in a day.

Making Your Mark Electronically.

Quite a few shows have used this service since it was introduced less than a year ago. Both the Society of Independent Show Organizers (SISO) and the International Association for Exhibition Management used ListeNation to attract attendees and convey information about their meetings. They also created buzz about the meetings, since attendees commented frequently about receiving a "personal call" from top association executives.

The service was also used recently by the Greater Washington Society of Association Executives (GWSAE) for its *Springtime* expo, held in May. John Tisdale, ListeNation's Director of Operations, says calls were placed to 2,000 members who hadn't registered for the event, and a total of about 100 new registrations were received. Further, the response rate more than doubled the day following the

ListeNation call. ListeNation is doing a follow-up call from Susan Safarti, GWSAE Executive Director, thanking attendees and reminding them to fill out the post-event survey.

Another show, *SpeechTek – Adios* used ListeNation to call 19,000 past

attendees encouraging them to visit the show's Web site. The show recorded an increase of 104 registrations at \$1,700 apiece as a result of this call.

So obviously the calling service works. What does it cost? Tisdale says it's about the cost of putting a postage stamp on a phone call. He adds that calls are at least as effective as direct mail at about one-third of the price. Costs range from 10¢ to 85¢ per call, with the highest volume obtaining the lowest per-unit price.

Mass Marketing with a Personal Touch.

Tisdale says it's important to point out that the ListeNation service isn't telemarketing. He says it's as effective as direct mail and e-mail marketing, without the difficulties, such as the new federal laws pertaining to sending e-mails and faxes. "The most important point for someone considering using ListeNation is that the message must be from someone the recipient is familiar with," says Tisdale. "It must also contain perceived benefits and a call to action."

Trade Show Executive salutes ListeNation for its ingenuity in combining the best technology to create a mass marketing approach with a personal touch—a combination that is nearly unbeatable in today's world.

Reach John Tisdale, Director of Operations, ListeNation, at (877) 901-0363; jtisdale@listenation.com.

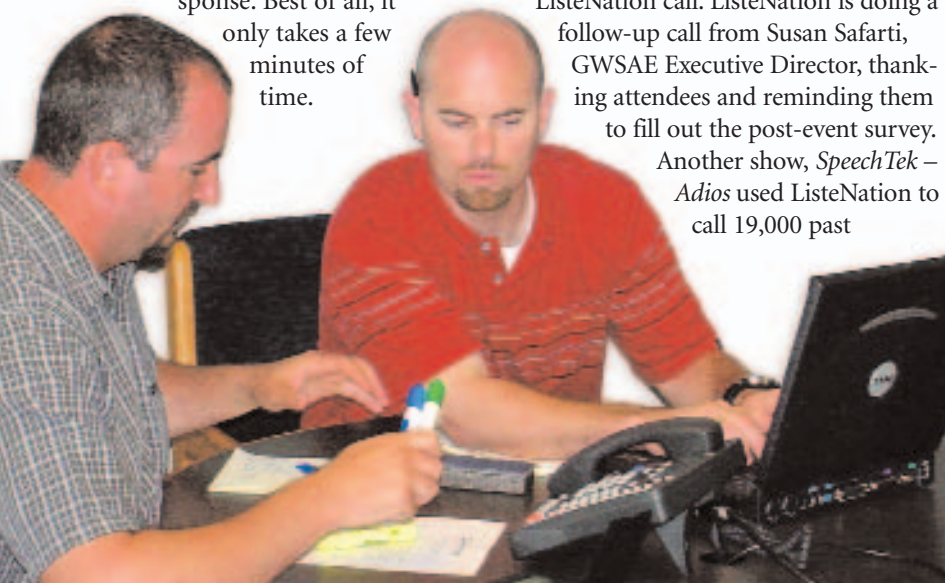
Bartizan Data Systems

Bartizan Spearheads a System to Capture Attendee Data and Leads at Consumer Shows

One of the dilemmas facing exhibitors at consumer shows has traditionally been: How do you capture visitor data when attendees don't wear badges? Bartizan has taken the first step toward resolving this challenge with a new product that can read and record data taken from something almost everyone has—a driver's license.

Bartizan's Expo terminal, when appropriately configured, can capture, read and print the encoded information

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John Tisdale (R) works with Ray Baum (L) on a client script for an upcoming ListeNation campaign.