

6 Advertising/PR: Make the right impression

As Charles Wip once so aptly wrote: "Advertising is as much a part of the product as electricity is part of a light bulb" This applies equally to a successful exhibition appearance. And John Wanamaker thought that half of the money spent on advertising was wasted, the only problem being that we don't know which half. This is why we urge you to discuss the following questions in depth with your advertising department/advertising agency and PR agency.

a) Advertising opportunities provided by the organizer

- Catalogue entry
- Ads in the exhibition catalogue
- Advertising space on the exhibition site
- Advertising space on the organizer's website

b) Your own advertising tools

- Exhibition logos for documents ordered on: _____
- General brochures
- Plakate
- Posters
- Advertising space on your own website

c) b) Special measures related to participation

- Newspaper ads
- Ads in the trade press
- Advertising space in taxis
- Signs in exhibition shuttle buses
- Exhibition gifts
- Advertising gifts
- Giveaways
- Samples
- Carrier bags
- Invitation mailings to existing or potential customers, special target groups etc.
- Order admission coupons (organizer) for mailings
- Mailing follow-up, incl. arranging meetings
- Order stand photographs (for archive and PR purposes)
- Photos of competitors

d) Press work

- Select media for press photos
- Preliminary press information
- Press packs with new products, special features etc.
- Press conference
- Concluding information, possibly with photos of prominent visitors