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**100% Effective Natural Hormone Treatment**  
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**Impair Healthy Healing In People Over The Age Of 30!**

**Building Brand Awareness Through Tradeshows**

**By Susan Freidmann**

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by Susan Friedmann, CSP

Branding is a basic marketing concept that is designed to set your products/services apart from the competition. By using a particular name, phrase, design, symbol or a combination of these, you can create a unique identity. When choosing a brand name, consider the following five criteria:

1. It should suggest product/service benefits.
2. It should be simple, memorable, and unique.
3. It should fit the image of the company.
4. It should have positive connotations for the target market.
5. It should be easy to pronounce and to pictorialize.

Branding is not a sales and marketing gimmick. Instead it refines and defines corporate culture and identity. A brand must have meaning to its consumers, its organization and its employees. Brand is an emotional link between you and your customer. It is what people buy when they buy your product or your company. The most important part of a brand's identity is the promise it makes to customers. The essence of branding is simplicity and timelessness.

**Integrating Brand Awareness Into Your Exhibit Program**

Since exhibiting is a powerful extension of your company's advertising, promotion, public relations and sales function, that automatically means it is an excellent way to enhance brand awareness. Everything your company stands for, no matter how large or small, is being exhibited on the show floor. This means there needs to be total consistency, congruity, clarity and focus in every aspect of your

## Building Brand Awareness Through Tradeshows

exhibiting program, before, during and after the show.

Here are three important points to consider as you plan to integrate brand awareness into your tradeshow program.

1. Consistency and repetition is vital in creating brand awareness. People buy brands they know and they trust! A brand is a promise that companies make to their customers. Strong branding requires all the levels of communication to agree with one another.

2. Ensure all your marketing and promotions are consistent and that they have your logo, colors, typeface, slogans and characters. Everything you develop should have the same look and feel.

3. Peoples' perception about your company, products, and services is a major factor in their choice of brand preferences and their buying behavior. All perception is subjective and based on experience. Individuals tend to interpret information according to existing beliefs, attitudes, needs and mood.

The following is a 10–point checklist to act as a reminder for many of the questions you need to ask and answer as you plan brand integration into your exhibit program:

1. What needs to be done to ensure that your booth conveys total consistency, congruity, clarity and focus of your company image and brand?

Consider:

- booth size
- location
- graphics
- demonstrations
- staff
- handouts and giveaways
- lead management

2. How can your graphics work best for you?

- can be easily seen and read in three seconds
- use a simple and bold typeface
- have striking and grabbing visuals
- are instantly memorable
- use a unique size or shape
- reinforce your message
- make your message a single, strong, provocative idea
- use a "What's in it for me?" message
- use bold colors

3. What are the best promotional activities you can use to enhance brand awareness?

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Personal invitations (e.g. with incentive and response form)

Direct mail with incentive

Pre-show advertising

- trade and/or local publications
- local media
- websites (e.g. company, show, association)
- broadcast faxes
- association newsletters
- city billboards
- transit advertising

At-show advertising

- show catalogs
- show dailies
  
- airport billboards, banners/electronic message boards
- hotel closed-circuit television
- hotel – on door or in room promotion
- kiosks/banners at show site
- convention television channels

4. What types of PR communications could be used?

Pre-show:

- press releases for local and trade publications
- product/service application articles
- personal invitations to trade/local editors
- company newsletters

At-show:

- press kits for the press office
- press reception
- video/slide presentation at the booth
- reprints of articles as giveaways
- seminars/workshops
- contests
- personalities/spokesperson at booth

5. What sponsorship opportunities exist and would complement your company image?

Some of the most frequent sponsorship opportunities are:

- press room
- international lounge

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- speaker or VIP room
- awards reception
- educational programs
- keynote sessions
- coffee breaks
- luncheons/dinners
- banners
- badge holders
- audio visual equipment
- display computers
- tote bags
- shuttle buses

6. What advertising premiums will be consistent with your image and complement the message you want to convey?

Consider:

- budget
- originality
- usefulness and appropriateness for your target audience
- distribution

7. Who are the best ambassadors for your company – the right people to staff the booth?

8. What training should they receive?

Consider:

- prospect qualification
- booth etiquette
- product knowledge
- product demonstration
- obtaining commitment

9. What is the best dress code to convey your company image?

10. What is the best way to follow-up after the show that is consistent with your exhibiting program?

Remember that branding is a process, a business system, that fuels and sustains all customer/company relationships! Total consistency, congruity, clarity and focus in every aspect of your exhibiting program, before, during and after the show are essential.

### **The Long Term Benefits From Pay Per Click Advertising**

**By Kevin OHara**

The long term benefits from pay per click advertising.

Businesses are starting to look closely at the long-term benefits from pay per click advertising. Pay per click search engines are primarily used for sales in the now time frame, but they are also being used to build a business identity that their customers will remember. This form of brand awareness can be applied to a company of any size, large or small. If you take a look at a traditional magazine or newspaper ad, the companies are using that advertising to increase their brand awareness. The purpose of the ad is to direct the customer to their products or services but there is no chance to make a sale immediately. They are referred to a website or a retailer. When search engine advertising, as potential customers search the web looking for a product or service and see the same site come up in their searches time and time again it begins to create that same brand awareness for that product or service.

Over 85% of all searches on the Internet are done through search engines and they are the best tools for enhancing a company's identity. They are identity builders, and they direct targeted consumers who are looking for your product or service right to your doorstep. In the long term, brand awareness can bring visitors to their site without additional advertising. By using the power of search engines you can use the Internet to deliver a targeted prospective customer who is actively looking for your products or services right to your doorstep and build long term brand awareness at the same time.

Kevin OHara Pres. & CEO

The Long Term Benefits From Pay Per Click Advertising  
Creating Brand Awareness  
Great Brands Depend on Attention to the Brand Architecture  
Growing Your Brand Assets  
Brand Lo-o-o-o-o-ve...?

Free List Pro  
Name Branding Syndicator  
Affiliate Marketing PLR Kit  
Self Improvement PLR Kit  
Hobbies, Arts and Crafts PLR Kit



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