



Cross Channel CONNECTIONS

Achieve Your Marketing Target

Consolidated Graphic Communications

TRADE SHOW

Do you miss live trade shows? Your customers do, too. That's why it's so exciting that the trade show industry is starting to go in-person again.

3 GREAT WAYS TO PROMOTE YOUR TRADE SHOW EVENT

Whether your interest is getting people to visit your booth or attend a live event, vendors are gathering their teams, packing up their solutions, and they—and their customers—are hitting the road. In fact, in its most recent travel

survey, Captivate Office Pulse found that 40% of senior executives plan on traveling for business within the next year. Time to get your trade show marketing on!

Here are three “out of the box” ideas for promoting attendance at your next trade show booth or live event.



POP-UP MAILERS

Nothing captivates an audience's attention like something that “pops”! Remove the band or pull the tab and the flat mailer explodes into a three-dimensional shape that recipients can't help but explore. Every surface can have a different picture, message, or graphic. As recipients turn the shape over and over, they become engaged with the content in a special and highly memorable way.



AR PORTALS TO TRANSPORT IN SPACE AND TIME

One of the hottest ways to promote trade shows right now is through augmented reality “portals.” Recipients scan the piece with their mobile phones, follow the prompts, and after a few moments, a doorway appears in the room as seen through the screen of their mobile phone's camera. When they step forward, they can “walk through the door” and be transported into a different environment. This can be a 360-tour of your booth, a “walk around” exploration of your product, or some other exciting experience. You provide the video, and software does the rest.



BRANDED PROMOTIONAL ITEMS

Match the right promotional item to your audience and marketing goal and you have a powerful and long-lasting tool. Unlike brochures that can get thrown away, branded calendars and mugs will sit on your recipient's desk for weeks or months—continually reminding them of the trade show and the value of attending. Mail a 90-day countdown calendar with all the reasons to visit your booth at Coffee World 2021 or a funny trade show meme-themed coffee mug featuring a prominent celebrity: “ABC Company is presenting at the National Crafting Convention? Tell me more!”

There are so many creative options for promoting trade show events that there is no excuse not to do something truly eye-catching and memorable. If you need ideas, let's brainstorm.