

## 2008 Alberta Health & Safety Conference & Trade Fair

### Trade show booth marketing plan

#### Goals and Objectives

1. Lead generation and booth visits.
2. Generate post-show requests for service and information calls to the office.
3. Educate consumers on ergonomics and its benefits to their organization.
4. Educate consumers on the advantages of EWI over other ergonomic service providers.

#### Messages

1. EWI provides ergonomic services that are customized to meet the specific, unique needs of our clients.
2. EWI guides an organization through the ergonomic process from identifying issues to the planning, implementation and follow-up to ensure objectives have been met.
3. EWI has provided proven industrial and office ergonomic solutions to a wide array of organizations for 18 years.
4. EWI consultants have advanced degrees in the field of ergonomics and are Certified Canadian Professional Ergonomists.
5. Sound ergonomic initiatives prevent lost production time due to workplace injury and increases job satisfaction for employee retention.

#### Tools & Tactics

##### *Pre-show*

1. Send out marketing email encouraging clients to come to show, provide link and an incentive to visit our booth.

##### *At-show*

1. Encourage sign up for newsletter and online training demo access.
2. Verbally communicate to visitors marketing messages.
3. Hand out business cards and give-away items whenever possible.
4. Encourage entry to daily draw (if applicable).

##### *Post-show*

1. Follow up on all enquiries generated on sign-up sheet
2. Follow up on all requests for product and online training demos
3. Send out information packets to leads generated (staff bios, business cards, past projects, price list?)

#### Budget

1. Event booth, which includes a 6' skirted table, two chairs, carpet curtain backdrop, side curtains, and one electrical outlet. The event booth rental was \$1000.00 plus GST.
2. Give-away items: \$100.00 plus GST
3. Projection screen rental: \$25 per day (approx) x 3 = \$75
4. Printing and photocopy: \$40.00 (approx)
5. Event parking pass: \$35 for three days

**Total Cost:           \$1150.00 plus GST**

## **Measures of Objectives and Success of Trade Show**

1. Track hits to website
2. Track incoming requests for products and services (how did the potential client find out about EWI?)
3. Track number of online training demo requests and newsletter subscriptions.
4. Determine number of give-away items handed out.

## **Scheduling**

<b>Date</b>	<b>Shift 1</b>	<b>Shift 2</b>	<b>Shift 3</b>
Monday, October 27	Lorel: 3:00 pm – 4:30 pm (set up)	Erin & Linda: 4:30 – 6:30	
Tuesday, October 28	Erin & Linda 8:00 am – 12:00 pm	Erin & Linda 12:00 pm – 4:30 pm	
Wednesday, October 29	Erin & Linda 7:30 am – 10:30 am	Erin & Linda: 10:30 am – 1:30 pm	?? Lorel (tear down) 1:30 – 2:00 pm

**Give-away**

Work Relief Exercise Cards	Delegate bag items: Business cards, paper stretch cards (700 delivered no later than Oct 20)
Monitor strips	Large posters to individuals who received pre-show incentive email.
Business cards	Mini brochure cards
Cubes	

**Display Items**

PIE and EDE manuals (display only)	Copies of newsletter	Linda's no lift summary
POE manual (display only)		
Two large posters (display only)	Ed's papers	JDA & PDA blank templates
Black three fold to display products	Capital Health Project poster	Project reports (org name removed)
Products available for purchase sign	Laptop running Capital Health DVD	Monitor strips on laptops, cubes
Product price list	2 <sup>nd</sup> Laptop running website CD	Newsletter

**To encourage call/email contact or website visits**

- Newsletter sign-up sheet
- Online training demo sign-up
- Product order or information request
- Prize draw (enter business cards)
  - Must be something related to our company or it will draw individuals not interested in our service.
  - Having a draw each day gives more incentive (more chance to win)