

## **Trade Show Marketing Plan**

### **Introduction**

Trade shows are an effective tool in furthering our goals of name recognition and additional sales. Also, trade shows are an excellent platform to discuss market forces with other independent service organizations and original equipment manufacturers along with mutual problems, industry trends, sharing of information and discussing the general state of the healthcare industry.

### **Aims/Objectives**

The goals of each trade show should be:

- Name recognition
- Sales lead generation
  - National show - 12 to 15 valid leads per show
  - Regional show - 3 to 5 valid leads per show
- Networking with industry peers, current customers and competitors
- Develop peer group relationships
- Recruiting of technicians, managers and sales people
- Developing strategic partners

### **Deciding which shows to attend**

There are two categories of shows that are considered for attendance: the national shows and regional shows. The goals are similar for each type of show.

Each trade show should be evaluated on its potential as they relate to the Company's goals. Answering questions such as those shown below will allow the value of each show to be evaluated and a proper attendance decision made.

- Does the show fit the goals/aims?
- What do past exhibitors have to say about the show?
- Will there be existing customers?
- Will there be potential customers?
- What is agenda/purpose of the show?
- Is it economical to attend versus the rewards for being there?

## **Show Extras**

In addition to attending the show as an exhibitor, we can also enhance our chances of reaching the goals listed above by participating in other aspects of the show. This can include:

- Volunteering as speaker/panel moderator
- Sponsor a hospitality suite
- Sponsor a show activity such as breakfast or an outing
- Pre-show mailer inviting certain attendees to breakfast, dinner, outing or special premium

## **Budget**

Each show will have certain expenses that must be budgeted. These include:

- Booth reservations
- Ancillary Items
  - Electric
  - Carpet
- Attendees
  - Airline
  - Hotel
  - Car rental
  - Meals
- Client entertainment
- Premiums
  - Golf club
  - Pens
  - Can coolers
  - Luggage tags

## **Literature**

Each type of show will require literature packages tailored to the show and its goals. Available literature includes:

- Large tri-fold in presentation folder with inserts
- Small tri-fold
  - Acme programs
  - Scope program
- Case studies
- Testimonials

## **Leads**

Show attendees are responsible for capturing lead information either from a business card or a Acme lead form. Leads should be entered into the customer relationship management (CRM) software by the show attendee with the zone manager then assigning follow up to the appropriate regional sales manager.

### **Lead follow-up**

The regional sales manager will be responsible for determining the amount of follow up required and what type of literature, if any, needs to be sent to the prospect. All actions should be noted in the CRM software.

### **Show Advertising**

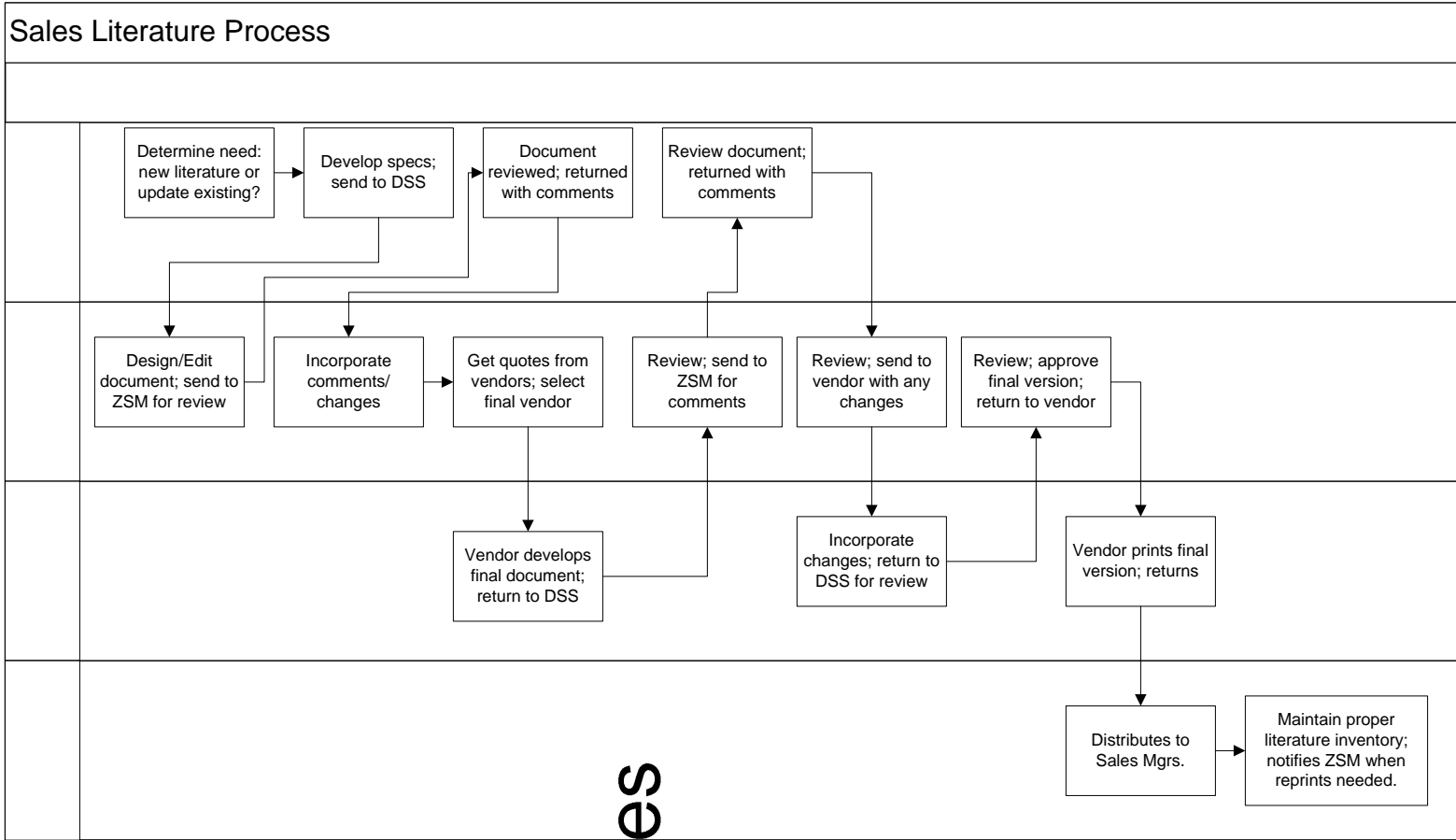
By registering a reasonable time prior to the date of the show, we will be able to take advantage of “free” advertising by the show’s sponsor. Most national shows have an in-show publication of some sort in which vendors are listed under various service categories. We can also advertise on our website that we will be attending different shows and allow links to the show sponsor’s website. We should also take advantage of pre-show mailings by using the list of show attendees that is available through the show sponsor.

### **Acme Lead Form**

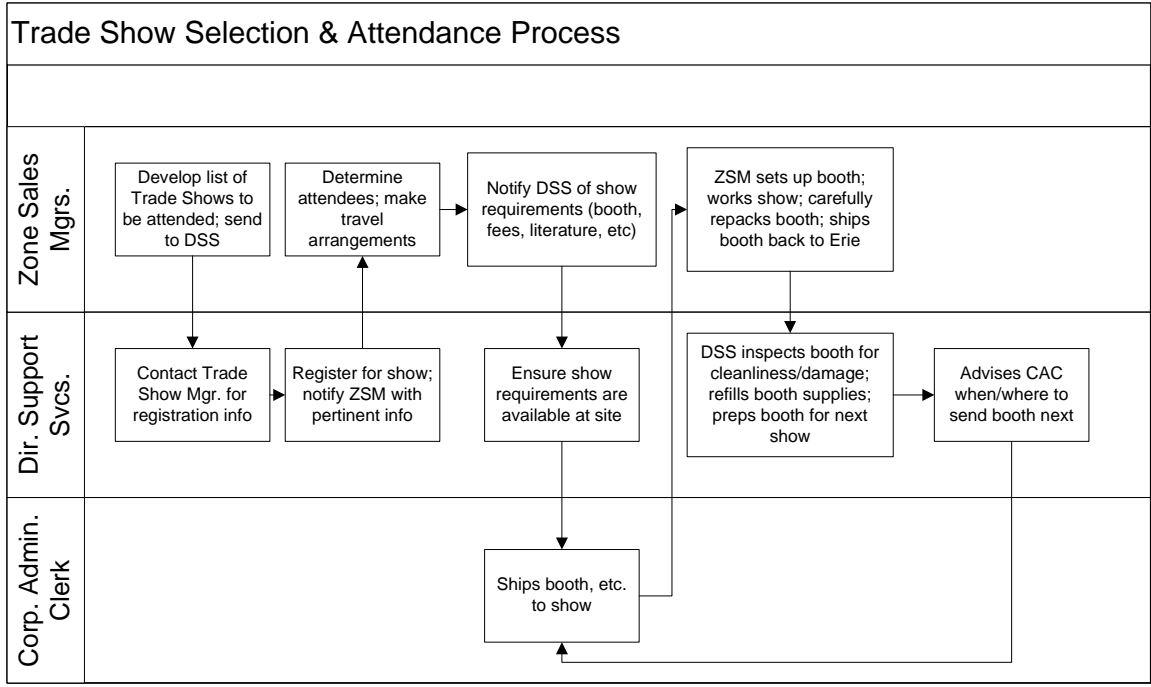
Date _____
Contact Name _____
Title _____
Hospital _____
City /State/Zip _____
Trade Show Name _____
KBS Zone/Region _____
Assigned sales person _____
Entry into CRM
Date _____
Initials _____

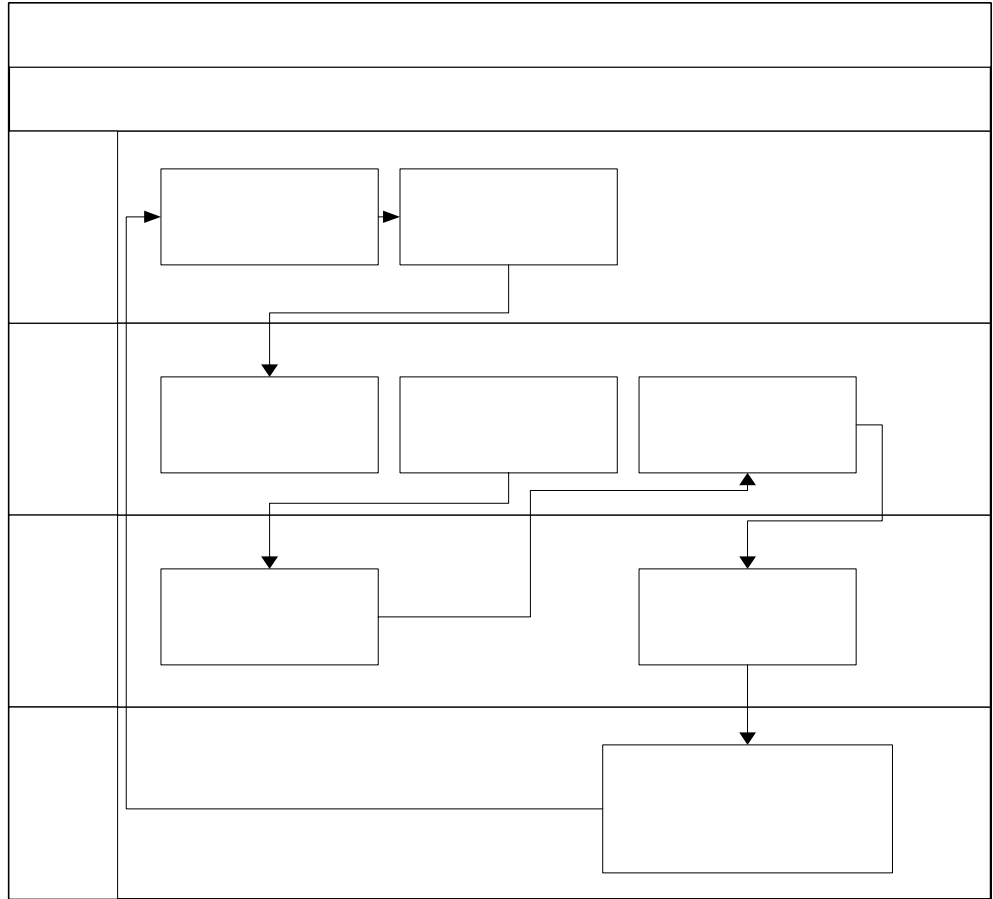
### **Proposed 2005 Trade shows (See attached schedule)**

- Federation of American Hospitals (FAH) February 2005
- New England Healthcare Engineers Society (NEHES) Fall, 2005
- American Society of Healthcare Engineers (ASHE) July 2005
- Association for Healthcare resources and Materials Management (AHRMM) July 2005
- Healthcare Financial Management Association (HFMA)
- Louisiana Hospital Association (LHA) August 2005
- North Carolina Healthcare Engineers Association (NCHEA)
- South Carolina Society of Hospital Engineers (SCSHE)
- Virginia Society For Healthcare Engineering (VSHE)



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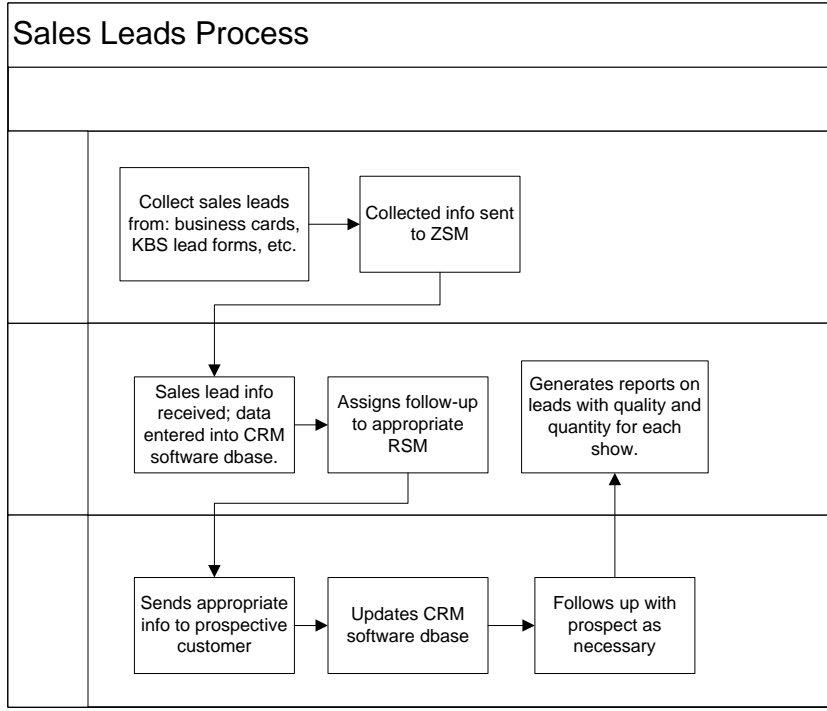




Trade

ort Zone Sales  
Mgr.

## Sales Leads Process



# 2005 Trade Show Plan

January						
S	M	T	W	T	F	S
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23	24	25	26	27	28	29
		30	31			

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27	28					

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27	28	29	30	31		

April						
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May						
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26	27- HFMA	28	29	30		

July						
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	10- ASHE -13			14	15	16
17	18	19	20	21	22	23
24	25	26- AHRMM -27	28	29	30	
		31				

August						
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21	22	23	24	25	26	27
28	29	30	31			

September						
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25	26	27	28	29	30	

October						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
		30	31			

November						
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20	21	22	23	24	25	26
27	28	29	30			

December						
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18	19	20	21	22	23	24
25	26	27	28	29	30	31