



The Global
Association of the
Exhibition Industry

The UFI Report on Best Practices in Marketing

www.ufi.org/bpim



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UFI Research - An Overview

Global Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer

Bi-annual report on industry developments.

World Map of Venues

Report on trends in venue space and project developments globally.

Economic Impact Study

Report on the value of exhibitions globally and regionally.

Regional Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics

Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia

Annual analysis of market developments for Asia/Pacific by country.

The Exhibition Industry in MEA

Overview of the exhibition market in the MEA region.

Topical Reports



Focused reports on challenges and developments within the exhibition industry.

Global Visitor Insights & Global Exhibitor Insights

Data driven research reports on visitor feedback and exhibitor expectations.

Best Practices Compendiums

Case studies of successful industry developments.

Global Digitisation Index

An overview tracking digitisation developments within the industry.

UFI Research Patron:

F R E E M A N®

Freeman is the world's leading brand experience company. They help their clients design, plan, and deliver immersive experiences for their most important audiences. Through comprehensive solutions including strategy, creative, logistics, digital solutions, and event technology, Freeman helps increase engagement and drive business results. What makes them different is their collaborative culture, intuitive knowledge, global perspective, and personalized approach.

Introduction

Marketing has always been a stronghold of our industry. For good reasons: Bringing together people, providing exchange platforms for whole industries, fostering ecosystems is a good cause. This good cause has always made the exhibition industry attractive for creative talent. So it is no wonder that our colourful marketing world is full of great practices – some of which we are happy to share in this report.

While creativity and customer centricity are key ingredients to great Marketing ever since, other factors vary over time. In the VUCA world we live in today, change seems to be the only constant. Therefore, marketing excellence always comes with a good sense of latest trends and best use of technology available at a point in time. While iconic posters were debated since the early days, social media and influencer campaigns are the talk of town in the digital age.

It is therefore a pleasure to introduce this first UFI Report on Best Practices in Marketing, which serves both as a timeline of hot topics, and as a yardstick for all activities in the field. The report showcases the winning and shortlisted entries for all the UFI Marketing Awards run since 2010 – ranging from brand new brands over personal and mobile marketing to new show formats. In line with UFI's main goal – to promote, encourage and support the business interests of the exhibition industry – all the great work is collected here, compiled in an easily

accessible document (<http://www.ufi.org/bpim>) by UFI, the Global Association of the Exhibition Industry with the intention to help us all improve our events, worldwide.

We want to thank all the colleagues who submitted their initiatives, and the members of the UFI Marketing Working Group who reviewed proposals, selected finalists and voted on the winners. Both submission and review means going an extra mile beyond everyday work. We highly appreciate all your effort and your spirit of cooperation in this competition.

It helps us all to embrace change, innovate and move forward as an industry.



Elena Chetyrkina
RESTEC Exhibition Company
Chair of the UFI Marketing Working Group



Dr. Holger Feist
Messe München
Vice Chair of the UFI Marketing Working Group

The full report can be viewed here:
www.ufi.org/bpim

2010 BEST MARKETING ACTIVITY OF THE YEAR

COMPETITION RESULTS

Winner

**MEDIA 10
(UK)**

Finalists

**AHOY ROTTERDAM
(THE NETHERLANDS)**

**DECOREX SA
(SOUTH AFRICA)**

**MEPLAN
(GERMANY)**

In 2010 the best marketing activity of the year award was awarded to a marketing activity or campaign undertaken, and with visible results in, 2009 or 2010. The competition was created to promote and reward a company that has delivered an innovative and creative concept, campaign or project which has also shown a measurable improvement on existing work and has been proven in both quantitative and qualitative terms.

All successful entries have highlighted their efforts to add value to all stakeholders involved in trade shows (visitors/, exhibitors, organizers/ fairground) and to ensure that the tradeshow experience is as effective as it can be for all participants.

- They have clearly highlighted the objectives of their activity, both overall and with reference to any specific target groups.
- They have explained the actions that they took to achieve these, including any specific challenges faced and how these were overcome.
- Finally, they have described whether their objectives were achieved and what benefits these delivered to both themselves and their clients, with an emphasis on measurable financial impacts.

OVERVIEW

Media 10's acquisition of the Ideal Home Show, Britain's best loved consumer home event, in September 2009 was one of the biggest challenges in the UK exhibition industry. The Ideal Home Show was in a permanent state of decline with falling visitor and exhibitor numbers, dissatisfied customers and an outdated show format.

The aim of the marketing campaign was to attract a new audience for the show comprising of: ABC1 background, 61% female, 39% male, 25-44 years of age, predominantly from London and the South East.

OBJECTIVES

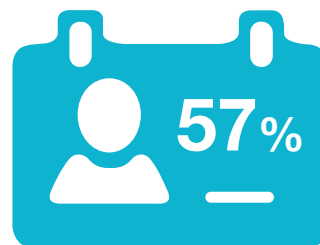
The challenge was to breathe a new lease of life into the historic brand within a very short space of time.

- Attract 250,000 visitors across the new 17-day show format. To deliver visitors within the target demographic.
- Rejuvenate the show's image and increase clarity of product and pride in the brand.
- Ensure greater access to and effective targeting of the database inherited from the show's previous owners.
- Deliver a cost-effective marketing campaign and drive down the CPV (cost per visitor).
- To increase PR coverage/ positive media mentions and attract more journalists to the event.
- To increase the volume of visitors to the show website www.idealhomeshow.co.uk.
- Turn a £3.2 million a year loss making show into a profit-making venture.

ACTIONS

The priority for Media 10, was to make the brand the hero by developing new creative with greater cut through, putting the show's name/ logo at the forefront. We also marketed each show section, Ideal Interiors, Ideal Home Improvements etc. This was done through:

- High profile TV campaign for the first time in 2 years, ran for 2 weeks on regional ITV1 and reached 34% of ABC adults at 2 OTS.
- 2 week radio advertising campaign with over 530 spots across LBC and Heart stations in London and South East, achieving 39% cover ABC adults at 5 OTH.



57% increase in visitor numbers
(from 100,000 to 250,000)



Reduced Marketing Budget from
£2.1 million (2009) to £1 million



- Heavyweight tube campaign to achieve 92% coverage of underground users, representing 31% of London residents. Bus back advertising on 1,000 vehicles in the outer zone.
- Building new partnerships with high profile brands such as Tesco Clubcard and Ticketmaster helped to increase the show's exposure to a much wider audience.
- A promotion with the London Evening Standard, including a supplement during the show, helped drive the daily number of unique visits to www.idealhomeshow.co.uk to a record 47,415.

A data-cleaning exercise on the lists inherited from the show's previous owner resulted in the creation of a reliable 400,000 strong e-marketing list and a target mailing list of over 200,000 addresses.

- From this, we sent out regular e-newsletters from December until the end of the show and targeted a white mail campaign to 120,000 previous visitors.
- A new simpler, more attractive website was created and content updated on a daily basis.
- We developed an in-house bespoke 'AutoTweet' system to automatically tweet show news and events.

To combat the negative connotations associated with the show, we employed a new high-profile PR agency, Stuart Higgins Communications to target national, broadcast, regional, and consumer channels.

- We worked with the ABF the Soldiers' Charity in a high profile 'Ideal Homes for Heroes' campaign, raising over £100,000 for returning war heroes and generating a huge amount of press coverage.
- The highlight of the campaign was a highly successful 'Troops Day, in which military personnel were invited to the show along with a military marching band to celebrate the campaign with a street party in the show home village.

- Savvy media buying, a more targeted mix, reciprocal marketing activities, and ticket offers with a broad range of partners enabled us to deliver an effective marketing campaign at much lower costs.
- We reduced the marketing budget by half from £2.1 million in 2009 to £1 million in 2010.

RESULTS

- The show attracted 250,000 visitors, an increase of almost 100,000 on previous year (with 8 fewer days). That's an incredible 57% increase in visitor numbers.
- The opening weekend welcomed 43,000 visitors through its door, almost a five-fold increase on 2009. 40% of visitors were new audiences to the show, compared to 22% in 2009.
- Attracted an affluent audience: 88% ABC1 (of which 63% is AB).
- The 2010 event turned a profit in Year 1 under the new management of Media 10.
- The show broke the all-time record for advanced tickets sold through the Box Office (127,025) and doubled ticket revenue year on year.
- Redressed the balance between Paid v Free attendance from only 48% paid visitors in 2009 to 60% in 2010. Reduced CPV by 68% from £13.45 in 2009 to just £4.26 in 2010.
- Visitor satisfaction levels rose from 3.2 out of 5 in 2009 to 4.1 out of 5 in year one.
- More visitors stayed longer at the show; 91% stayed 3 hours or over compared to 59% in 2009.
- The Ideal Home Show website www.idealhomeshow.co.uk achieved a record 1 million visits over the campaign A tenfold increase in ECRM recipients.
- Increase press coverage by over 50% from 311 to 650 pieces.
- Attracted over 2,300 journalists to the show, an increase of over 1,000 from 2009.



OVERVIEW

The biennial exhibition InfraTech gives a current and complete overview of soil, hydraulic and highway engineering in relation to the infrastructure sector. InfraTech conducts a biennial exhibition in Ahoy Rotterdam, supported by important market players and maintains contact in the intervening year by means of line extensions: InfraCampus and InfraTech Belgium.

OBJECTIVES

The two main target groups for the marketing campaign were:

Exhibitor target group: (Semi)government and organisations from the Netherlands with a focus on infrastructure: suppliers, public authorities, contractors, engineering firms, trade associations, knowledge institutes and media.

Visitor target group: Professionals working for businesses (of which sub contractors are an important group) or (semi)government who want to enrich their knowledge and want to meet fellow professionals.

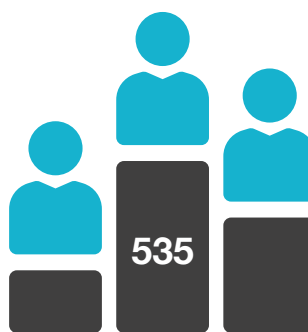
The key goals for the Marketing Campaign were:

MARKETING COMMUNICATION

- Reinforce market position: structural realisation of the meeting place for the infrastructure in cooperation with market parties.
- Encourage exhibitors to participate and visitors to visit.
- Image: top of mind for the target group as the meeting place for the infrastructure in the Netherlands.

SALES TARGETS DESCRIBED BEFOREHAND

- Net commercial exhibition floor: 13,074 m² = 8.25% increase in comparison to 2007.
- 500 exhibitors = 18% increase in comparison to 2007.
- 19,000 visitors = 24% increase in comparison to 2007 (15,329).
- Increase Customer satisfaction.



Record number of exhibitors (535)



19,175 professionals visited InfraTech

ACTIONS

The main changes in the concept of InfraTech in comparison to earlier editions involved:

Public authorities to have a central position on the exhibition floor. Public authorities are the most important clients of infrastructural works and are important visitors of InfraTech. Public authorities present themselves on the fair ground with a stand and they share their purchase portfolio in the InfraTheatre. This stimulates public authorities to attract their own employees to visit the exhibition. In this way, exhibitors are ensured to welcome the right visitors.

Themed sections on the exhibition floor. The exhibition floor was divided into the following themes: Infrastructure, Water, Energy, Public Space, Traffic Technology and Equipment. The central Plaza was called the Knowledge and Innovation Plaza. All themes had their own space on the exhibition floor so clients and suppliers could find each other easily.

An extensive knowledge programme was incorporated in the exhibition. Public authorities presented their purchase portfolio in the InfraTheatre, labour market communication was central stage at the Infra Career platform, there was an Infra Education square and innovations were awarded the InfraTech Innovation Award.

RESULTS

- The exhibition is now characterised by the involvement of public authorities (demand) and suppliers (supply). A unique change: from supply driven to a demand driven exhibition.
- A record number of 535 exhibitors was achieved and also the number of visitors exceeded our expectations.
- 19,175 professionals visited InfraTech.
- Net 14,050 m² of stand space was divided on a total of gross 30,000 m² exhibition floor.
- 63% of all visitors visited at least one public authority.
- 92% of them did not miss any themes or product groups.
- Important principals and contractors discussed investments and plans for the infrastructure in the InfraTheatre.
- Exhibitors appreciated the exhibition with an average grade of 7.4 and visitors with an average grade of 7.3.

A full copy of this entry is available
by clicking here



OVERVIEW

Decorex Joburg celebrated its sixteenth exhibition at Gallagher Convention Centre with a sell-out show and highly satisfied exhibitors. With close on 52 000 trade, consumer and international visitors flocking through its doors - an astounding 25% more than the previous year, Decorex Joburg boasted over 633 exhibitors and covered 22 000m² of the Gallagher Convention centre in Midrand, Johannesburg.

OBJECTIVES

One of our exhibitors, Curves and Bevels, a kitchen manufacturing company came on board with a R300 000 kitchen makeover including appliances and installation. The aim with the campaign was:

- To get feet through the door.
- To ensure that all partners got a great return on investment.
- To acquire brand exposure for all partners involved in the campaign as well as a subscription / sales drive for the newspaper group involved.
- Kaya FM wanted to strengthen their relationships with listeners and get more involved with the public.
- Both Decorex SA and Curves and Bevels wanted to target the Black Diamond market (black upper LSM consumers) in particular and build a relationship with them.
- The budget available was not enough to give the sponsor a 1:1 return on investment and we have to ensure that we secured added value from our media partners involved.
- Not only did we have to ensure exposure for all brand involved, but we had to ensure that the campaign translated into sales for the main sponsor Curves and Bevels.

ACTIONS

- We approached Kaya FM and the Times (Sunday Times and The Times) newspaper group to come on board as media partners to the campaign. Research discussed during a Black Diamond marketing seminar in 2008 showed that both Kaya FM and the Times reached LSM 7 – 10 and were hugely popular under Black Diamonds.
- Due to limited budget we offered each media partners added value through the other media partner and then added to that through the Decorex SA marketing campaign.



Investment of R55,000 delivered exposure of R640,000



1,500 New Visitors attracted to show



- A two week campaign in the Times and on Kaya FM included advertorials with detailed information on the sponsor and competition.
- We mentioned the Times in each of the advertisement that ran on Kaya FM during the two week period. In return, Kaya FM was mentioned as a media partner in each of the advertisements / advertorials that ran in the Times / Sunday Times.
- A Kaya FM DJ appeared at the Curves and Bevels stand every day.

In addition to the above, Curves and Bevels, Kaya FM and the Times received added value through the below marketing activities that supported this campaign.

- Newsletter: We introduced the competition in our monthly newsletter, sent out to an opt-in database of over 35 000 subscribers.
- E-postcard: A competition mailer was sent out to the Johannesburg database of 12 000 subscribers.
- Stand space: The Times received a 12m² prime position stand next to the Curves and Bevels stand where they could sell newspapers with entry forms and drive subscriptions. The Times had exclusive rights to sell newspapers inside the venue and at both entrances to the show.
- Floor plans: Mention of the competition and brands involved was included on the show floor plans, which also pointed visitors to the competition stands.
- The DETAIL show magazine: Curves and Bevels received a full page advertorial and company listing. All three brands involved received a mention on the collaborations page as well as a logo and mention on the competitions page.
- Complimentary tickets: All three partners received complimentary tickets to hand out to their business associated and staff. In addition, tickets were given to Kaya FM and the Times to use as prizes on air and in print.
- Flyers: Curves and Bevels were included in 10 000 consumer flyers. Each of the partners involved were given the opportunity to place company flyers in our 25 000 show bags at no charge.

RESULTS

- Curves and Bevels received a database of over 1 500 new contacts most of which came to their stand to interact with them and with the Kaya FM DJ.
- They also received double the amount that they invested in terms of exposure.
- For an investment of R 55 000, Decorex SA received an amount of R 640 000 in exposure and from what we could measure attracted 1 500 new visitors to the show.
- Both Kaya FM and the Times had great a response to the competition, with many listeners and readers calling / writing in to win tickets to the show.
- The Curves and Bevels stand was packed during the DJ appearance each day and the Times did exceptionally well with their newspaper sales during the show. Our media partners were also pleased about the opportunity to reach a new market and build their listeners and reader base.

A full copy of this entry is available
by clicking here



OVERVIEW

Meplan has developed the “Your Key to Trade Fair Success” (YKTS) marketing concept, which combines services and tools with the aim of aiding exhibitors to achieve their own personal trade fair objectives and to make use of the trade fair to its full potential.

With the program the exhibitor is encouraged and supported to better prepare their trade fair participation. The organizer demonstrates that the success of their customers is important to them, which in turn strengthens the success of their exhibition.

OBJECTIVES

- USP as provider of YKTS.
- Underlining of their own ability through the development and implementation of services relevant to achieving success.
- Cross-selling the Meplan stand construction services as the organizer’s exclusive partner for stand construction.
- Perception as a leading innovator in the market.
- An increase in the level of awareness of the Meplan brand.
- Connecting the brand with leadership in innovation.
- The building of confidence through the exhibitor’s focus on trade fair success and not on the sale of a service.
- An increase in credibility of the claim: “Building your trade fair success”.
- The positioning as a comprehensive trade fair service provider.
- Differentiation from the competition due to a success-oriented power spectrum.
- An increase in turnover due to the creation of another sales channel for Meplan services.
- The expansion of the Meplan service segments.

ACTIONS

- Meplan highlighted the relationship between optimum preparation for the event, success at the trade fair and the exhibitor participating at the fair in future.
- Meplan persuaded the organizer to cover the costs for YKTS by explaining that this made an “instruction manual” for their trade fair participation available to its exhibitors which would encourage their participation therefore securing and increasing the trade fair organizer’s revenue.



More than 800 workshop participants



Better ROI, faster and improved follow-up using lead management

- Broad communication using various channels (print and online) at different times as well as the personal contact through workshops and online training sessions engages the exhibitor's interest and requirement for the (broadly free) services YKTS offers.
- Meplan pooled existing services and also developed complementary services in order to be able to offer an appropriate integrated solution for all challenges in the trade show process.
- In order to add value, services had to be developed which corresponded to the current trends and technical advances - for example, a visitor navigation iPhone App is available.
- The development of a modular offer, whose services are demonstrated via a clear, adaptable information platform created an adaptable concept for different organisers.

RESULTS

Within the space of a few months YKTS was integrated into the concepts of numerous international trade fairs. On the exhibitor side, high response- and click-rates show that YKTS was well received.

- Outstanding exhibitor satisfaction.
- Strong media resonance.
- Strong brand recognition.
- Strong exhibitor interest.
- Positive exhibitor resonance in relation to the various services.
- Increased bookings for Meplan services (More than 800 workshop participants).
- Increased exhibition space sales for the organizer.
- Increased sales of Meplan consulting services.
- Revenue by making YKTS available to organizers.

- Cross-selling Meplan stand building services.
- Increased order numbers.
- Higher success rate.

The visitor benefited from planning tools to make the trade fair visit as efficient as possible.

- Increased quality and quantity of contacts through visitor marketing activities.
- Higher quality of conversation and service on the trade fair stand.
- Better ROI, faster and improved follow-up using lead management.
- Quantifiable trade fair success by defined and followed trade fair goals.
- Increased efficiency and utilization of trade fair participation potential.
- Higher efficiency of show visit through online meeting planner and trade fair navigation.
- Work facilitation through better planning and focused support.

FOR TRADE FAIR ORGANIZERS:

- Increased turnover of marketing services by successful cross-selling.
- Ensure exhibitors participate at the event again.
- Growing visitor numbers by intensified visitor invitations from exhibitors.

A full copy of this entry is available by clicking here





2011 BEST MARKETING ACTIVITY OF THE YEAR

COMPETITION RESULTS

Winner

**VNU EXHIBITIONS EUROPE
(THE NETHERLANDS)**

Finalists

**MONTGOMERY AFRICA
(SOUTH AFRICA)**

**UBM LIVE
(UK)**

In 2011 the best marketing activity of the year award was awarded to a marketing activity or campaign undertaken, and with visible results in, 2010 or 2011. The competition was created to promote and reward a company that has delivered an innovative and creative concept, campaign or project which has also shown a measurable improvement on existing work and has been proven in both quantitative and qualitative terms. All entries related to a concrete exhibition industry-related activity.

All successful entries have highlighted their efforts to add value to all stakeholders involved in trade shows (visitors/, exhibitors, organizers/ fairground) and to ensure that the tradeshow experience is as effective as it can be for all participants.

- They have clearly highlighted the objectives of their activity, both overall and with reference to any specific target groups.
- They have explained the actions that they took to achieve these, including any specific challenges faced and how these were overcome.
- Finally, they have described whether their objectives were achieved and what benefits these delivered to both themselves and their clients, with an emphasis on measurable financial impacts.

OVERVIEW

The Key Buyer Appreciation Program (KAP) was developed after the VIV Europe 2010 event to compensate exhibitors and their preferred buyers for the disruption caused by the Eyjafjallajökull volcano in Iceland. This lack of air travel caused by this volcanic event caused attendance, which had been predicted at record levels, to be less than half than had been anticipated.

VNU Exhibitions Europe offered 10,000 nights in good quality Bangkok hotels during the VIV Asia event.

The KAP process is built up in 6 simple steps:

- The exhibitors receive a personal login for the KAP booking website.
- Exhibitors inform their potential guests and visitors of the KAP procedure.
- Exhibitors and/or visitors book the accommodation on the KAP website with the provided login.
- Upon arrival the hotel provides the KAP guests with a KAP voucher.
- At the VIV Asia event KAP voucher A can be exchanged for a KAP Redemption voucher.
- Upon departure the KAP guests hands in the KAP Redemption voucher and the 2 complimentary nights will automatically be deducted from the hotel bill.

OBJECTIVES

The KAP program had 3 clearly defined objectives:

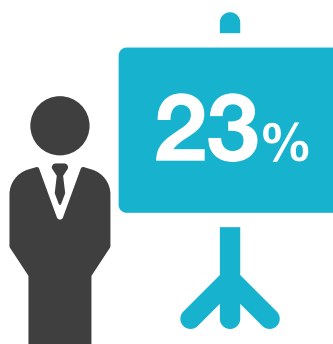
- Offer VIV Europe 2010 exhibitors the opportunity to participate in VIV Asia 2011 as the first and most prominent international meeting place on the agenda to compensate for the international client contacts missed in Utrecht. The KAP program was introduced

to boost international attendance to VIV Asia, with specific focus on:

- Asia-Pacific (non-Thai).
- Middle East.
- Africa (South Africa, Nigeria, Sudan, Egypt).
- Stimulate current and potential exhibitors to increase their investment in VIV Asia 2011:
 - Directly in additional stand space.
 - Indirectly in organizing international distributor/agent meetings and related F&B and Travel & Stay services.
- Build goodwill with both the VIV industry and Thailand, as Thailand was suffering from declining (business) tourism after the riots in May 2010.



28,978 Visitors (2011) up from 20,831 (2009) + 39%



Number of exhibitors increased by 23%

ACTIONS

VNU Exhibitions collaborated with both VIV Asia co-organiser NEO and Creative Destination Management CDM. CDM was responsible for the operational side of the process, consisting of website hosting, design and maintenance, hotel reservations and hotel instruction. NEO conducted negotiations with the various hotels in Bangkok. VIV representatives personally visited hotel management and hotel chains to carry out negotiations.

COMMUNICATING THE KAP PROGRAM

The KAP program was targeted at all 650 VIV Europe exhibitors, identified key buyers and (potential) VIV Asia exhibitors. The KAP program campaign consisted of:

- Monthly eNewsletters to 650 VIV Europe exhibitors.
- A dedicated KAP program website.
- Service calls: Personal contact by phone.
- Personal contact with VIV representatives.
- Press releases.

The personal contact with VIV representatives by phone or in person was by far the most important trigger factor in the campaign.

RESULTS

From the 10,000 complimentary lodgings made available by VNU Exhibitions, 3,600 were used by VIV Asia exhibitors for their guests and visitors.

The VIV Asia 2011 event was an immense success. With 28,978 visitors present at the event, the number was up by 39% compared to VIV Asia 2009.

- There was a 39.1% increase in visitors from 20,831 in 2009 to 28,978 in 2011.
- There was a 60.28% increase in international visitors from 10,147 in 2009 to 16,264 in 2011.
- There was a 58.83% increase in Asia Pacific visitors from 5,818 in 2009 to 9,241 in 2011.
- There was a 64.42% increase in Middle East visitors from 357 in 2009 to 587 in 2011.
- There was an 81.08% increase in Middle East visitors from 37 in 2009 to 67 in 2011.

The VIV Asia event had a substantial rise in volume. In addition, the number of exhibitors increased by over 20%.

- There was a 25.35% increase in volume of exhibition space used from 12,800 square meters in 2009 to 16,046 square meters used in 2011.
- There was an increase of 23.41% in the number of exhibitors participating from 568 in 2009 to 701 in 2011.

The gesture of the KAP program was appreciated by both visitors and exhibitors. Visitors rated the show with an incredible 8.4 out of 10. On average VIV Asia exhibitors gave the exhibition a 8.0 out of 10 compared to a 7.7 in 2009.

A full copy of this entry is available
by clicking here



OVERVIEW

Grand Designs Live is based on the TV programme Grand Designs, which is a hugely popular BBC series in the UK. The Live exhibition was launched 7 years ago in the UK and was launched in South Africa in 2010. The show returned to South Africa in 2011 and has proved to be SA's newest cutting edge interior, décor, lifestyle and garden event within South Africa rivalling well established shows.

OBJECTIVES

- Increase the paying gate.
- Decrease the marketing budget.
- Increase online pre booked ticket sales.
- Increase key trade to the show.
- Increase the brand awareness in South Africa of a strong UK brand.
- Offer new interactive experiences for visitors therefore appealing to a wider demographic as well as increasing media coverage from well thought out features
- Maximise press coverage both pre and at show.
- Increase partnerships with magazines and get a TV partner on board.
- Get top celebrities and experts on board and aligned to the Grand Designs Live brand.

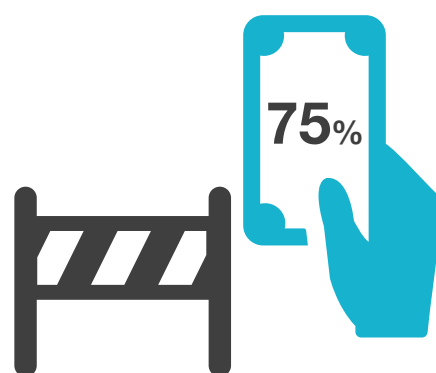
ACTIONS

In order to increase brand awareness, Grand Designs Live 'painted the town red' with a successful marketing campaign, which covered, TV, DSTV competition, outdoor media, magazines, radio, newspapers, email, social media, website, celebrities and experts as well as PR.

We also approached a company that puts competitions together for unsold inventory on DSTV. They only run one competition per month,

so pushed hard to get this, and we approached four sponsors to cover the costs (meaning we did not contribute any money for this) and literally took over DSTV, with a 45 second competition. The result was that we got 982 spots over the month valued at just over R12.5 million.

We partnered with many more magazines than we did in 2010 so they felt that they were getting extra mileage out of the show and felt that they 'owned' a part of the show.



Paying gate increased by 75%



Average Time spent at show increased from 2 hours to 3 hours

The House of the Future was a feature that was introduced into the South African market and was a first of its kind. The aim of this feature and the new Technology area was also to increase the demographic and get more males interested in attending the show.

Other features and theatres included the Gardens Theatre, Interiors Theatre, Chefs Theatre, Expert Advice Centre, The Grand Theatre, which was styled by key well known designers.

We got top celebrities and experts to the show which was a great way to get consumers interested in the show in all the different areas to the show – interiors, gardens, technology, build, kitchens and bathrooms.

RESULTS:

- Paying gate increased from 7,815 in 2010 to 13,713 in 2011, a 75% increase.
- The financial increase was R337,000 in 2010 to R943,000 in 2011.
- Reduction in marketing budget from R2.2 million in 2010 million to R1.7 in 2011, was a 22% budget reduction.
- Increase in journalists from 50 in 2010 to 100 in 2011, a 100% increase.
- Increased online pre-booked ticket sales from 36 in 2010 to 2039, last in 2011, a 5563% increase.
- Unique visitors to the website increased from 11,418 in 2010 to 41,157 in 2011 (stats taken only for 2 months, April and May), a 260 % increase.
- Increased key trade members to the show from approximately 3500 to 5500, a 57% increase. – the paying gate and key trade member increase, gave exhibitors the market that they were looking for.
- Average time spent at the show from 2 hours to over 3 hours.

- Created Grand Designs Live as a standalone brand in the South African market, which consumers know as being an interactive and informative show.
- New and interactive features were created to increase PR and marketing coverage.
- PR coverage increase, with key publications and TV programmes involved and covering the show. We know that the figure coverage increased from 2010 to 2011, but we are still waiting for final results.
- Got DSTV on board as the TV media partner covering R2 million worth of 30 second adverts across the network.
- Found a way to get top celebrities who are not involved in houses and gardens to participate in the show and draw visitors.
- Top celebrities also promoted the brand and the show by tweeting, which was not necessarily in their contracts.

A full copy of this entry is available
by clicking here



OVERVIEW

ATC Global is currently the world's largest event for the air traffic management/air traffic control industry. Key to the success of the event is a higher conversion of the air traffic management market, by identifying small pockets of growth and geographic territories in which to expand further.

The 2011 event was a phenomenal success as an additional 13 countries were represented, a massive 12% growth for an event, which already has large geographic attendance (over 100).

The show also broke the 5,000 attendees mark for the first time in its 21 year history.

OBJECTIVES

- Strengthen the event's position as the world's largest ATM event by growing visitor numbers by 3% and country attendance by 4%.
- Develop new creative that reflects the brand and that is clear and concise and distinguishes the exhibition from the conference.
- Increase conference attendance by 4% and revenue by 7% whilst ensuring that the seniority of attendees grows.
- Accelerate ATC Global's social media presence in order to reach new audiences and interact positively with existing customers outside show cycle.
- Become the number one ATC group on LinkedIn.
- Deliver a hosted buyer programme with attendees from more than 5 key absentee countries with upcoming projects.

ACTIONS

FULLY INTEGRATED MARKETING CAMPAIGN

The exhibition campaign included email activity to over 175,000 global contacts, over 40,000 personalised direct mailers, advertising in over 230 titles, PPC advertising which generated over 86,668 impressions, 12,000 exhibitor drops, telesales to over 5,000 contacts, airport advertising and for the first time in the shows history a separated exhibition and conference campaign.



Visitor Attendance up 14%



Cost per visitor decreased by 32%



EVOLUTION OF BRAND

It was essential that the campaign had a clean, sophisticated yet elegant look with simple messaging to appeal to the global audience to highlight that the show was not solely European – a long-standing accusation.

EMAILS

Dedicated registration driver emails that were short, punchy and newsworthy. The improved copywriting was reflected in our 2011 email campaigns.

PROOF OF QUALITY DATA MANAGEMENT AND TARGETING OF THE CUSTOMER

A campaign of research was conducted to revisit and refresh our conversations with every single ANSP (112 in total) globally in August 2010, including those that have never previously attended.

DATA RESEARCH

One of our key areas for growth for visitor volumes and hosted buyer programme attendees was the ANSPs.

DIVISION OF THE MARKETING CAMPAIGN BY EXHIBITION AND CONFERENCE

The entire data sets were divided to ensure our most senior prospects and customers only received information about the conference, and all other customers received the exhibition promotion.

INCREASED LOYALTY

Through behavioural targeting we segmented the audience in terms of relationship with the event for telesales and direct mail campaigns. Previous conference attendees received a personalised letter and we called all previous 2010 exhibition visitors and PRNAs to add a level of customer service and register them for the 2011 event.

PPC CAMPAIGN

For the first time this year we integrated a PPC Campaign with different search criteria and adverts against exhibition, conference, seminars and technical profiles.

RESULTS

- 5,430 total attendees to ATC Global 2011 (exhibitors, visitors and delegates) up 14% from 2010 23% uplift in pure visitors.
- 20% increase in conference delegates numbers on 2010 and revenue target exceeded by 22.5% (£240,027 taken versus budget of £196,000 – up 32% on 2010 revenue).
- 109 countries worldwide represented with an increase of 13 countries in 2011 (up 12% on 2010).
- Attendance from several countries who had not attended any previous shows including: Turkmenistan, Tajikistan, Sri Lanka, Belize, Argentina, El Salvador, Rwanda, Uganda.
- Total visitor promotional spend decreased by 15% whilst the cost per visitor decreased by 32% (from £51.39 in 2010 to £35.15 in 2011).
- Achieved onsite stand rebooking revenues of 101%.
- Delivered a successful hosted buyer programme with buyers from more than 10 countries with significant projects to tender.
- Successfully grew the audience of ANSPs and the seniority including a 30% increase in ANSPs and a 35% increase in President/Director/Department Head job functions.

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2012 BEST MARKETING ACTIVITY OF THE YEAR

COMPETITION RESULTS

Winner

**FREEMAN
(USA)**

Finalists

**AMSTERDAM RAI
(THE NETHERLANDS)**

**KINTEX
(SOUTH KOREA)**

**PALAIS DES CONGRÈS
DE MONTRÉAL
(CANADA)**

In 2012 the best marketing activity of the year award was awarded to a marketing activity or campaign undertaken, and with visible results in, 2011 or 2012. The competition was created to promote and reward a company that has delivered an innovative and creative concept, campaign or project which has also shown a measurable improvement on existing work and has been proven in both quantitative and qualitative terms. All entries related to a concrete exhibition industry-related activity.

All successful entries have highlighted their efforts to add value to all stakeholders involved in trade shows (visitors/, exhibitors, organizers/ fairground) and to ensure that the tradeshow experience is as effective as it can be for all participants.

- They have clearly highlighted the objectives of their activity, both overall and with reference to any specific target groups.
- They have explained the actions that they took to achieve these, including any specific challenges faced and how these were overcome.
- Finally, they have described whether their objectives were achieved and what benefits these delivered to both themselves and their clients, with an emphasis on measurable financial impacts.

OVERVIEW

The YOUR Freeman Experience is an exhibit program featured at the 2011 International Association and Exhibitions and Events (IAEE) Expo! Expo! as well as the 2012 Exhibitor Show.

OBJECTIVES

The objective was to create an experience that confirmed for current customers and exposed new customers to Freeman's integrated solutions for face-to-face and experiential marketing. The objective was two-fold:

- First, create more awareness around our complete portfolio of offerings.
- Second, reinforce our positioning as the premier provider of integrated solutions.

For both events, we had a 20x30 space in which to create an experience that fully immersed attendees in what Freeman can accomplish for them.

Specific objectives for YOUR Freeman Experience at IAEE were to:

- Spend time with specific customers (show organizers) to expose them to Freeman services they hadn't been utilizing and to spend time with targeted prospects whose relationships we wanted to nurture.
- To demonstrate for existing and future customers how to tell a Brand story by engaging attendees in the experience and as a result, generate valuable leads.

ACTIONS

To achieve the objectives, we needed to create a comprehensive experience that our audience would feel involved with before, during and after each event. Freeman's creative team designed a 20x30 booth experience that could be customized for each visitor.

The Freeman Experience Table enabled visitors to literally create their own experience in the space. Visitors were able to select their favorite of four different elements in the booth. These included:



60% Increase in attendance at evening customer event



Exceeded sales goals by 5%

- Canopy Color Wash - the canopy over the exhibit space could be washed with four distinct colors of light, each providing a different feel to the exhibit.
- Back Wall - four unique lighting effects could be projected on the back wall of the exhibit.
- Floor Projection - projection on the floor enabled attendees to select from four distinct looks – leaves blowing in the wind, blue ocean waves, green grass wavering and a lavender field to create the anchor of the space.
- Music Selection - four different compositions were offered, rock & roll, classical and country.

Once they had selected their favorite of the four elements, the Experience Table would change the entire look and feel of the space so each person could create their own unique environment using audio visual elements that Freeman provides.

The exhibit also contained three touch screen displays and seven iPads that allowed attendees to take self-guided tours through Freeman's brand pillars: Strategy, Creative, Innovation, Logistics.

To generate excitement before each event a video invitation was created and sent via social media channels and email to target customers and prospects. The video, featuring Freeman employees, who would be at each event welcomed attendees, personally and shared subtle aspects of the experience they could create at the Freeman booth.

Following each event, another video was sent to those who visited YOUR Freeman Experience thanking them for their time and inviting them to learn more at the Freeman website.

RESULTS

Results for YOUR Freeman Experience at IAEE Expo, December 2011:

- 7% increase in qualified leads over prior year Exhibit won Best in Show Award.
- Sales objectives were achieved including a 32% increase in attendance at evening customer event Social media engagement increased significantly over prior year.
- Qualitative feedback via social media channels confirmed success of marketing campaign.

Results for YOUR Freeman Experience at The Exhibitor Show, March, 2012

- Exceeded sales goals by 5%.
- 60% increase in attendance at evening customer event.
- Booked an account at the event with revenue potential of \$1M Social media engagement increased significantly over prior year.
- Qualitative feedback via social media channels confirmed success of marketing campaign.

A full copy of this entry is available by clicking here



OVERVIEW

With almost 250.000 visitors each year the Huishoudbeurs is the largest lifestyle event for women in the Netherlands.

Visitors of the Huishoudbeurs can try and buy products in the field of fashion, personal care, living, leisure and food at 400 'shops under one roof'. They can check out the latest fashion, enjoy live performances, follow one of the many workshops and taste snacks or drinks.

As part of the Huishoudbeurs, Festival Fantastique is a small scale festival on the exhibition floor with entertainment, artist performances and fashion shows.

VISITOR PROFILE

- Female 90% / Male 10%.
- Household without children: 29%.
- Working: 77%.
- One-person household: 11%.
- Household with children: 49%.
- One- person household with children: 7%.

The organization had the objective to find a way stay in touch with the target group of the Huishoudbeurs throughout the year instead of the 9 days the exhibition was being held. That's when the loyalty programme was introduced.

OBJECTIVES

- Developing a loyalty programme as an extension of the Huishoudbeurs so visitors will enjoy advantages and privileges throughout the year.
- When a visitor joins the loyalty programme she will receive a loyalty card. With this loyalty card she can shop at different online shops and/or retail partners that are part of the loyalty programme.

- We aimed to extend the exhibition concept (9 days a year) to year-around.
- Finding new exploitation forms of the exhibition concept which will result in extra money flow.
- Retaining existing visitors.
- Attracting new visitors for the Huishoudbeurs.
- Realizing new ways of cooperations between the Huishoudbeurs and online shops and/or retail partners.



**Purchases made by 88%
of Visitors**



**Email Open-rate increased from
22% to 40%**

ACTIONS

Communication with the target group was by means of online and offline possibilities:

ONLINE

- Website www.huishoudbeursvoordeelpas.nl.
- Emailmarketing.
- Newsletter with specific offers .

OFFLINE

- Mailpack.
- Hotel voucher with attractive discount once the loyalty card was activated.
- Promotion on the exhibition floor.
- Public relations by means of press release.

The visitors received a flyer when arriving at the exhibition. With this flyer they could register at several computers at the event and receive the loyalty card straight away. The loyalty card gave immediate discounts at several exhibitors.

RESULTS

- Instead of a yearly contact between the visitor and the Huishoudbeurs, we now have a two weekly contact via the email newsletters called 'Huishoudbeurs Voordeelpas'. The newsletters are personalized and contain offers that fit the personal needs and wants of the visitor.
- We succeeded in creating an extra money flow by stimulating our visitors to shop at one of our online partners, resulting in € 2.500,- in the first month.

- Since combining our standard monthly newsletter with advertisements from the Huishoudbeurs Voordeelpas, we have seen a big increase in the open- and click rates of the newsletters. Before mentioning the Huishoudbeurs Voordeelpas, the average openrate was about 22%. Now the openrate lies between 40% and 45%.
- Also the clickrate has shown a positive result, from 2% before the Huishoudbeurs Voordeelpas to 4- 5% with the Huishoudbeurs Voordeelpas.
- Since the start of the Huishoudbeurs Voordeelpas, we have welcomed over 58 online shops in this new concept.
- These figures have a direct influence on the revenue of the cost per sale/ cost per lead deals we make with our advertisers.

FACTS HUISHOUDBEURS 2012

- Total amount of visitors: 246.998.
- Average purchase amount: € 101.
- Average time spent at the exhibition: 5,7 hours.
- Total turnover: 25 million Euros.
- Purchase by 88% of the visitors.

A full copy of this entry is available
by clicking here



OVERVIEW

Kintex (Korea International Exhibition Centre) is Korea's largest international exhibition and convention venue which was purpose built to resolve the issues of event space shortage in Korea and to internationalize Korea's exhibition industry.

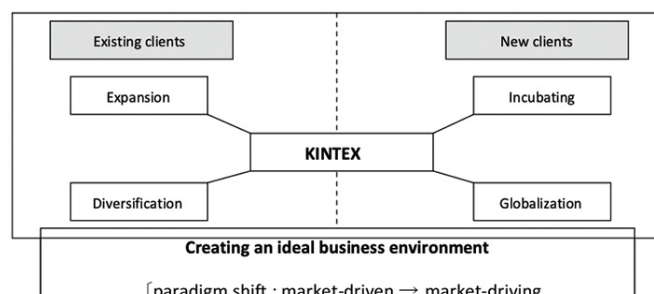
OBJECTIVES

In order to mark the 10th anniversary of KINTEX and also to promote the 2nd venue, we developed our venue marketing concept and promoted it to:

- Increase clients' overall satisfaction and reciprocal business opportunities not just as a venue but also as a partner for clients' success.
- Generate new event sales leads of diversified guest event portfolio to fill out increased venue space (53,541m² → 108,011m²).
- Eventually bring organizers' and visitors' paradigm shift of the venue.
- (outskirt venue with not enough visitors → market driving/key market place).

ACTIONS

- Marketing period : January, 1, 2011 - May 1, 2012 (16 months).
- Venue marketing concept.



* 'K' in the term 'K-formula' stemmed from 'K'INTEX and 'K'orea



34% increase in events at the venue



36.2% increase in sales revenue compared to 2011

EXPANSION

- Increased the scale of existing guest exhibitions by satisfying organizers' needs for growth along with the expansion of the venue.
- Co-location between exhibitions of similar industries through venue's coordination.

DIVERSIFICATION

- Attracted diversified range of events along with tradeshows such as convention, corporate events, concert, public event, incentives and other SMERF events through visitor promotion supports (subway, highway traffic billboard, SMS, etc.).
- Increased general visitor traffic by attracting convenience and entertainment facilities within the venue (kids theme park, outdoor concert area, etc.).

INCUBATING

- Created organizer-friendly event environment (organizers' risk aversion).

GLOBALIZATION

- Diversified venue's event portfolio by attracting Global exhibitions.
- Rotated global events: GASTECH 2014, Herbalife Extravaganza 2009, 2012, etc.
- Presented global PEO exhibitions: ANEX(UBM), ConBuild Vietnam(MMI, KINTEX), etc.

RESULTS

- Record-breaking results of co-location of leading exhibitions. 7 co-located exhibitions in 2011, comprised of 6 tradeshows (108,000m²) and 15 confirmed for 2012 including Seoul/Korea Food(99,000m²).
- Increase in visitors for co-located exhibitions - 20.7% increase on average compared to previous years.
- Increased overall no. of events in the venue - 537 events held in 2011, 820 events expected to be held in 2012(34.6 % increase).
- Increased venue's sales revenue - 36.2% increase expected in venue sales revenue compared to 2011.
- Successful completion of the 2nd venue of KINTEX - 53,541 m² (KINTEX I) + 54,470 m² (KINTEX II) = 108,011 m² in total.
- Increased no. of venue sales leads and interest from global PEOs - UBM, All World, dmg events.
- Paradigm shift from outskirts venue only featured by tradeshows. to a key market place for trade & consumer events. Showcased a drastic increase of no. of consumer fairs – for example: there were only 2 child focused fairs in 2010 but 10 events are confirmed for 2012.

A full copy of this entry is available
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OVERVIEW

The Exhibitor4 campaign is a stellar example of how a targeted, multi-channel approach and original, out-of-the-box creative can come together to win over clients and achieve tangible results.

The campaign was a “first” on two fronts: it was the first time the Palais des congrès de Montréal had specifically targeted the consumer and trade show markets with a campaign of this breadth and intricacy; and it was a first in Canada, in that it offered consumer and trade show promoters the benefits and services that are traditionally reserved for convention organizers.

The Exhibitor4 campaign launched on January 25, 2011, and ran for eight weeks, until March 23, 2011.

OBJECTIVES

The Palais des congrès de Montréal had two objectives in deploying this campaign:

- Build awareness among international consumer and trade show promoters about the convention centre’s competitive advantages.
- Make up for the shortfall in bookings, which had seen a downturn following the 2008 economic crisis, with an aggressive and persuasive offer.

ACTIONS

The Exhibitor4 tagline expresses the main messaging of the campaign by drawing attention to the four main competitive advantages the Palais des congrès de Montréal sought to highlight, namely:

- The convention centre’s flexible, multi-purpose spaces.
- The support of an experienced, professional team.
- The accessibility of the Palais des congrès de Montréal, and of the city of Montréal itself.
- A special promotional offer, which was a first in Canada for this market.

The exponent (“4”) in the campaign tagline referred not only to the four competitive advantages, but also to the exponential success the promoter could build in partnership with the Palais des congrès de Montréal.

The special offer gave trade show promoters access to a tourist information booth, a housing management system and parking passes; consumer show promoters received on-site and media visibility to aid in the building attendance for their shows.



**50% increase in confirmed
bookings in just 8 weeks**



**Microsites received over
3,000 visitors**

Once the target markets, offer and messaging were defined, the Palais des congrès de Montréal worked with their creative agency, Revolver3, to construct a multi-channel, multi-platform campaign that blended savvy sales strategies with bold and original creative.

The design concept applied the palette of vibrant colours from the Palais des congrès de Montréal logo, recalling the iconic architecture of the convention centre's massive multi-coloured glass façade.

- A microsite was built to reinforce the messaging and the four key competitive advantages.
- There were two versions of the microsite; one for consumer and one for trade show promoters. The sites were available in English and in French.
- A direct mailing was sent to the promoter list. The piece was a set of colourful Lego blocks which, came together to build the Palais des congrès de Montréal logo.
- Analyzing the click-through data, the Palais des congrès de Montréal team was able to identify which promoters had not yet visited the microsite. These promoters received a reminder e-mail.

A second mailing built on the playfulness and humour of the first, this time adding a human face to the Exhibitor4 campaign.

- Promoters received a Lego likeness of their sales representative with a comic book showing the rep and the client as Lego characters going through the process of building a successful event together.
- Whenever the Palais des congrès de Montréal staff attended industry trade shows, a postcard mailing was sent to clients on the list two to four weeks prior, inviting them to drop by the booth and receive a cool, fun gift.

Concurrently, print and web advertising in trade media and a targeted SEM campaign were added to the mix to reinforce the messaging and improve recall.

The Exhibitor4 campaign was a carefully choreographed sprint toward a specific goal. It managed to turn the challenges of limited time and limited budgets into an opportunity to speak to a new clientele and achieve sales objectives.

RESULTS

The results were staggering, given the limited budgets and short duration of the campaign.

- In just eight weeks, the Exhibitor4 campaign generated an incredible 50% increase in confirmed bookings, with 22 exhibitions confirmed between January and the closing of the fiscal year on March 31, 2011.
- This was double the number of bookings over the same period the previous year.
- The campaign also generated great results for future years as well, with a 20% increase in the booking pace over previous years.
- The microsites received over 3,000 unique visitors and several clients even took the time to write to their Palais des congrès de Montréal representative to compliment them on the innovative campaign.

The \$45k budget was modest for a campaign of this complexity:

- \$30k was invested in the concept and design of the microsite and direct mail pieces.
- \$10k was spent in media buys; and the remaining.
- \$5k was used to produce and distribute the pieces.

A full copy of this entry is available
by clicking here





2013 BEST MARKETING ACTIVITY OF THE YEAR

COMPETITION RESULTS

Winner

HKTDC (CHINA)

Finalists

EXCEL LONDON (UK)

**VNU EXHIBITIONS EUROPE B.V.
(THE NETHERLANDS)**

In 2013 the best marketing activity of the year award was awarded to a marketing activity or campaign undertaken, and with visible results in, 2012 or 2013. The competition was created to promote and reward a company that has delivered an innovative and creative concept, campaign or project which has also shown a measurable improvement on existing work and has been proven in both quantitative and qualitative terms. All entries related to a concrete exhibition industry-related activity.

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- Finally, they have described whether their objectives were achieved and what benefits these delivered to both themselves and their clients, with an emphasis on measurable financial impacts.

OVERVIEW

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory organisation with a mission to create business opportunities for Hong Kong companies. We connect millions of international buyers and suppliers through a variety of services, including trade fairs, product magazines and online marketplace (www.hktdc.com).

HKTDC TRADE FAIRS

- 30+ international trade fairs in Hong Kong each year.
- Nine of which are the Asia's largest; three are world 's largest.
- 683,479 buyers and 33,851 exhibitors participated in 2012/13 fiscal year.

OBJECTIVES

Given sustained economic uncertainties, the latest sourcing trend revealed that buyers have been increasingly looking for suppliers accepting smaller quantity orders to address shorter life span of modern products and to minimise inventory cost.

In view of the market trend, we launched Small-Order Zone at our trade fairs to address the sourcing needs particularly for retailers and e-tailers in mature markets and buyers from emerging markets, while capturing new business opportunities for exhibitors.

ACTIONS

SMALL-ORDER ZONE AT TRADE FAIRS

A physical Small-Order Zone in the format of cubic showcases was launched at HKTDC trade fairs starting from April 2012, providing exhibitors a more affordable option to display their small-order products with the corresponding minimum-order quantity and unit price to facilitate buyers' sourcing activities.



2,500 Exhibitors in Small-Order-Zone



170,000 Buyer Visits to Small-Order-Zone

The company information of the exhibitor QR codes buyers scanned would be bookmarked in their smartphones or mobile devices for easy retrieval. Exhibitors receive a list of buyers who have scanned their QR codes to facilitate business communications.

To make the Small-Order Zone a success, we have overcome various challenges. It is believed that displaying products' unit price and minimum-order quantity is essential to facilitate buyers' small-order sourcing. Thus, we spent some efforts to collect all the information from the exhibitors before trade fairs.

The QR Code facility was also new to many trade fair buyers. We had to communicate with them on the benefits and the steps to scan the codes before they could fully appreciate it. Through continuing promotion and education efforts, we have made the service successful and widely welcome by both exhibitors and buyers.

RESULTS

Overwhelming responses were received from both buyers and exhibitors since this initiative launched. The Small-Order Zone has not only facilitated business connections, but also helped exhibitors diversify and explore more business options and outreach to new buyer categories such as retailers, e-tailers and those from emerging markets, amidst worldwide economic sluggishness.

From April 2012 to April 2013, the Small-Order Zone was set-up at 13 trade fairs in Hong Kong covering a wide spectrum of industries, and the size of which has been expanding. The new initiative provided an alternative way of promotion for existing exhibitors, and attracted new exhibitors to take part in the exhibitions with lower participation fee.

We believe that by increasing the varieties of products that accepts flexible trading terms, it will attract more buyers to visit our fairs, thereby strengthening the position of the HKTDC as one of the market leaders in the exhibition industry, as well as solidifying Hong Kong's position as the regional hub for trade fairs.

Key results generated from Small-Order Zone as of April 2013 are summarised below:

- 2,500 exhibitors.
- 27,000 products.
- 170,000+ buyer visits.
- 160,000+ enquiries.

A full copy of this entry is available
by clicking here



OVERVIEW

Established in November 2000, Edexcel is an international conventions centre in London. It is located on a 100 acre site between Canary Wharf and City Airport. Each year we connect millions of international buyers, sellers and suppliers through a wide ranging platform of different consumer and trade shows.

OBJECTIVES

Unlike the majority of our counterparts, we are not state/city owned, so do not have the same support or any kind of subvention. Therefore the Marketing team at ExCeL looked at ways they could proactively develop a convention bureau type offering to add value to our client's events and give them a better experience of coming to London and to the venue to enable us to compete more equally with overseas venues.

OUR KEY OBJECTIVES WERE TO:

- Support shows relocating from other UK venues and also to help the sales team win new business by providing subvention style support.
- We wanted our organisers to feel that the venue genuinely cared about their event and for their exhibitors and visitors to feel reassured that the event relocating from another venue to ExCeL London was the right move.
- Create new initiatives to add value to our clients and stand us apart.
- Enhance the experience for visitors as they recognise that a successful show is not just focused on the event, but also what happens after the show closes.
- Take the hard work out of organising an event in London, so that our clients get the best experience.

ACTIONS

We came up with a themed approach called 'Maximising your Experience.' This is a marketing initiative to share best practice between organisers, a concierge, networking group of key London stakeholders and a consultancy approach to ensure our visitors, clients, delegates and exhibitors get the very best experience not just at ExCeL, but whilst they are in London. Maximise Your Experience included the following services.

CITY GUIDE: During 2012 we developed a comprehensive City Guide for our trade organisers. The branded guide gives information about transport, hotels, bars, restaurants, attractions and venues for hire to give visitors and exhibitors a practical guide of what to do, where to and how to get around when they come to ExCeL.



Increase in Sales of 30%



Revenue targets exceeded

It is funded purely by advertising so that we can print enough copies free of charge but a pdf version is also provided so that organisers can use them on their website 3 months or more prior to their event. It has been very popular and the feedback has been incredibly positive and has enhanced our brand reputation for customer excellence.

MAXIMISING YOUR EXPERIENCE: We also produced a practical guide providing suggestions & tips to get the most out of bringing events to our venue. It uses our experience of transferring, launching and hosting events at ExCeL and includes – introductions to local partners, travel tips, marketing tools available, after hours, discounts and examples of best practice from other organisers.

EXCEL SUPPORTERS CLUB: The Supporters Club includes over 120 bars, restaurants, transport providers, attractions and party venues. Three times a year we bring together these supporters and our clients to network and discuss ways they can work together. A unique 'After Hours' leaflet with bars and restaurants has also been produced as a result of the Supporters Club and can be used by our customers. To be included in the leaflet, all partners have to offer a discount or incentive to our customers.

CONCIERGE: The marketing team also works as a concierge service for clients and their key exhibitors. We recommend venues, itineraries and help put them in touch with the right contacts in London to deliver the extra curricular events.

RESULTS

- Our objectives were exceeded, not only did we achieve more revenue for the guide than target but we also received an extremely positive response from clients.
- Our clients benefited by having a positive message to give to their stakeholders and

a tangible product which could be distributed before the event and during the event. As the City Guide was branded for each event the organisers often passed off the guide as their own work enhancing their own standing within their industries.

- It has enhanced ExCeL and London as a city's standing within the events community.
- Working with the exhibitions events sales teams to help them sell the marketing support we offer, has enabled them to grow by 30% in the last twelve months and attract the higher profile events.
- Organisers see what we offer as a financial contribution towards their event the support adds value and makes us more comparable/cost effective.
- One of the major benefits is the time saving and ensuring that they get the right solutions to their needs, which exceeds expectations for them as a client, their exhibitors and visitors.
- Ultimately this achieved a new ecosystem within East London, of businesses who wanted to work together proactively to give our clients the best possible experience of London, so that they came again. It is a new way of doing business that involves our stakeholders and brings them on the journey with our clients, which has also had a huge influence and effect on economic impact to the area and more businesses wanting to invest and relocate to East London.
- All of the activities support our ability to sell the ExCeL experience and differentiate ourselves from our competitors nationally and internationally. By developing initiatives that support exhibitors and visitors experience, we also help our clients grow their shows year on year by working closely as a team to help them get the right audience and provide the right environment for them to do business.

A full copy of this entry is available
by clicking here



OVERVIEW

VNU Exhibitions Europe (VNU-EE) enables meetings between people and businesses, resulting in valuable contacts. With a portfolio encompassing over 80 events, both nationally and abroad, we develop and exploit large national trade shows and consumer exhibitions, but also regional events and exclusive invitation-only meetings for top managers.

Every year, more than 3,200 of our exhibitors will attend trade shows and exhibitions, visited by more than 400,000 visitors.

OBJECTIVES

A live event is one of the most challenging decisions in a company's marketing mix. It is an instrument that requires a lot from an organization, in terms of preparation, support, time, vision and sometimes budget. When executed well, it can also yield the best results for a company interested in lead generation and branding.

VNU-EE's targets, which we aspire to with this marketing campaign, are aimed at three groups:

- The exhibitor: The approach stimulates exhibitors on an individual basis to deploy a more active approach towards the trade show. This will result in more leads, and in more orders.
- The visitor: Active exhibitors create a better, more interesting trade show for the visitor. Satisfied visitors result in a higher retention rate in a declining market.
- VNU Exhibitions: Satisfied exhibitors and visitors who both profit from live events are the future of our company and our branch as a whole, and stimulate economic growth.
- Results; Targets achieved

ACTIONS

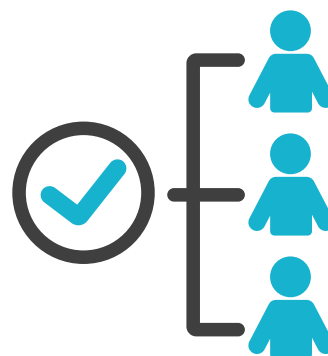
Instead of offering one generic program, we have developed a segmented approach, based on experience with trade shows, database size, available budget and company size.

All exhibitors of VNU Exhibitions Europe can profit from VNU Lead marketing. It offers exhibitors tools to achieve an optimum match between supply and demand. These tools are:

- A separate trade show (campaign) cockpit; in the Client Portal.
- Free attendance of the Workshop Marathon.



Exhibitors who attended the Workshop Marathon rate the event with an average score of 8/10.



54% of active exhibitors indicated they would (very likely) participate again

- VNU Lead marketing© website, with information, tips, cases and checklists for a successful event.
- Business profile in ExpoMatch.
- Publication of press releases in the Press Room (digital and at the trade show).
- Publication of news items on the trade show website.
- Digital invitations; professional e-mail invitations.
- Printed invitations: both standard and made to measure.
- A registration button with a link for the company website.
- Visitor registration at the stand (if selected).
- VNU Event Partners, specialists who can offer helpful services.

EXHIBITORS ARE DIVIDED UP INTO THREE CATEGORIES:

- Willing & Able – Reward.
- Willing / Not Able – Support.
- Not Willing / Able – Motivate.

Successful exhibitors who are active and show results, will be rewarded for their efforts and be even more inspired to improve their ROI – to get them from Good to Better. They will be exclusively invited to attend a Master Class where experts teach them the tricks of the marketing trade and show them how they can set up an even better campaign. We present the Visitor Marketing Award exhibitors who managed to attract the absolute or relative most visitors to the trade show. These are celebrated during an award ceremony and their company logo is printed in the thank-you mail sent out to visitors.

Exhibitors who indicate they want to be more active, but don't have the means or experience to do so, will be contacted by e-mail and telephone to attend the Workshop Marathons. The workshops are interactive training sessions, where exhibitors learn about: Campaigns, organization, writing, sales in the run-up and during the trade show, lead follow-up and

stand construction. The sessions are led by six independent experts from the VNU Event Partners network.

A Motivate trade show campaign manager will contact exhibitors who, for whatever reason, are not willing to actively invite their own customers, but who do have the means to. The campaign manager will carry out a free analysis of the approach to marketing communication, with five tips and recommendations to increase the returns of their participation.

RESULTS

- Exhibitors who attended the Workshop Marathon rate the event with an average score of 8/10.
- Exhibitors who attended the workshop are 16% more active and have a higher show rate (1%).
- The Master Class wars rated with a 7.4/10. The show rate for this participant type is 1% lower, but participating exhibitors score 8% higher on trade show activity.
- Active exhibitors give a higher than average rating after the trade show. In 2012, active exhibitors rated the trade show with an average 6.84/10, and non-active exhibitors scored it a 6.58/10.
- In 2012, 54% of active exhibitors indicated they would (very likely) participate again, compared to 41% of non-active exhibitors.

CONCLUSION

By efficiently deploying our own efforts and effectively attuning the message to segmented exhibitor groups, a €200,000 investment will result in more active exhibitors and a maximum number of visitors. Efforts for the benefit of communication with exhibitors mainly consist of budget and time/staff. The program also ensures a higher rating by exhibitors and satisfied visitors.





2014 MOBILE MARKETING – HOW HAVE YOU USED IT IN 2013?

COMPETITION RESULTS

Winner

TAITRA
(TAIWAN)

Finalists

CTICC
(SOUTH AFRICA)

REED EXHIBITIONS
(CHINA)

ZITF
(ZIMBABWE)

In 2014, the marketing award category was for the best use of mobile digital devices (tablets and mobile phones) to conduct marketing activities directed towards target groups to improve their experience at events. The best use of mobile digital devices is a competition that was created to promote and reward a company that has delivered the best targeted marketing to reach out to: visitors before, during and after the event and to communicate with potential organisers.

All successful entries have highlighted their efforts to add value to all stakeholders involved in trade shows (visitors/, exhibitors, organizers/ fairground) and to ensure that the tradeshow experience is as effective as it can be for all participants.

- They have clearly highlighted the objectives of their activity, both overall and with reference to any specific target groups and have defined whether their mobile marketing replaced an existing activity or whether it was a newly applied solution.
- They have explained the actions that they took to achieve these, including any specific challenges faced and how these were overcome and whether it was produced in-house or with a partner.
- Finally, they have described whether their objectives were achieved and explained the benefits for both them and their customers including revenue increases and other quantitative and/ or qualitative effects on their exhibition activity.

OVERVIEW

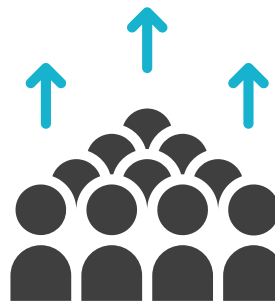
The Association of Foreign Trade Development of the Republic of China (referred to as the Foreign Trade Association or Trade Association) is Taiwan's most important trade promotion institution. It is a public welfare corporation established by the Ministry of Economic Affairs in conjunction with the non-governmental industrial and commercial organizations to help the industry expand its foreign trade. At present, the Association has more than 1,300 professional and economical traders at home and abroad. In addition to the Taipei headquarters, there are 5 domestic offices in Taoyuan, Hsinchu, Taichung, Tainan and Kaohsiung, and 63 overseas locations around the world to form a complete trade service.

OBJECTIVES

- We aimed to establish the world's first upgraded RFID exhibition badge embedded with Metro Access.
- With the popularization of mobile devices, many visitors possess smart phones. We aimed to increase the number of pre-registered visitors so registration was implemented allowing international visitors to register for tradeshow through COMPUTEX app.
- The app enables visitors to pre-register for the show anytime anywhere. With a flash of the bar code from their smart phones, international visitors can easily obtain their exhibition badges.
- In addition, the COMPUTEX app helps to better promote show features such as forums and Buyers' Night.



Pre-registered visitors increased by 41.44% from 2012



Total visitors increased by 7.5%

ACTIONS:

- International visitors who pre-register via smart phone receive the metro card embedded in their international visitor's badge. The embedded card gives international visitors unlimited free rides on the metro during show days while letting them easily move between the exhibition halls, hotels and tour sights.
- The COMPUTEX app is done by a contractor. For developing the pre-registration for this app, we overcame many hurdles to synchronize pre-registration data for the online system and app.
- Exhibitors may collect visitor's information by renting RFID data collector from the organizer or by using RFID reading functions with COMPUTEX TAIPEI APP via smart phones with NFC functions.

RESULTS:

- App pre-registration has delivered more convenience to international visitors.
- The leap in growth can be seen last year when the number of pre-registered visitors soared to 10,825 from 7,653 in 2012, which is a 41.44% growth. In the period actual number of visitors increased 7.15%.
- By integrating show app with pre-registration, COMPUTEX TAIPEI offers better hi tech enabled services that complements its image for being the world's leading ICT show.

A full copy of this entry is available
by clicking here



OVERVIEW

The CTICC was established with the aim of delivering a world-class international convention centre in Cape Town that would provide meeting, convention and exhibition services and facilities for local and international organisations and their guests. Committed to be the best long-haul international convention centre the CTICC has mapped its path to success through innovation and creating unique customer experiences.

OBJECTIVES

According to, The future beyond brands (lovemarks) by Saatchi & Saatchi emotional connection are imperative when building relationships with your target markets. Building love brands are achieved by appealing to the consumer's emotional desires, more than their rational thought process. This means we constantly need to offer and communicate exceptional experiences to make an emotional connection.

For 2014/2015 the CTICC marketing strategy focused on eliminating all the complexities that could be associated to it. The focus is simple in nature, but still effective to promote goods and services that serve to simplify the consumer life and their customer experience.

After a year of research and development, the CTICC launched a new advertising campaign with 6 revolutionary print adverts to grab the attention of the meeting and events industry globally.

THE MEMORY MACHINE

The Memory Machine was created as an innovative approach, to activate new adverts. The application created a space where an interactive system through the use of hardware and software linked the digital and physical world.

Conceptualised as a mechanism for feedback, the Memory Machine was installed to engage our stakeholder both internally and externally, to capture what exceptional experiences our stakeholders had received from an interlude with the CTICC. This activation was the first of its kind for the CTICC and a rather bold leap into mobile device digital marketing.

Targeting past and current internal and external centre users the Memory Machine appealed to previous centre visitors and clients, inviting them to share their most memorable experience of the CTICC. With no restriction as to what was extraordinary, feedback was received for delicious cuisine, excellent service and memorable event experiences.



Increase in Social Media Followers



Marketing Objectives Delivered

ACTIONS

A design company was appointed to help us realise our Memory Machine, providing us with the expertise to carry forth our activation.

- The Memory Machine was made up of an internet connected laptop linked to a customized laser-printer, housed in a tamper-proof casing.
- Pre-printed postcards with one of the newly developed 6 business category adverts were held in the paper feed cartridge ready for printing.
- When activated by a digital message, the message would be printed to the blank side of the pre-printed postcards and be delivered, by floating down a clear Perspex tube. The postcard would be collected by the creator as a souvenir free of charge.

The custom written software of the Memory Machine queued messages received from the hash-tag #CTICCmemory (in addition to an anti-spam code) and Facebook posts sent through a dedicated Facebook app. The software included filters to regulate content, which also allowed for a content manager to moderate the messages before it reached the print-queue.

Located in the reception area of the CTICC, the CTICC Memory Machine was mounted to a pillar and branded with elaborate artwork to attract the attention of centre visitors.

For tracking and reporting purposes, a campaign mini-site was created to showcase and promote the campaign. The site was built to display the most unique and highest profile memorable experience posts sent.

The Facebook app was integrated onto the CTICC official Facebook page which:

- Had a fan-gate that requires the user to “Like” the CTICC page.
- Had the functionality to send a message directly to the Memory Machine.
- Confirmed that the Memory Machine had successfully dropped the message and displayed the tweet stream of messages sent via Twitter.

Participation was encouraged by a large visual banner hanging directly below the Memory Machine and staff engagement with centre visitor throughout the day.

To drive further engagement with the unit, a competition element was included to incentivise interaction. The campaign and Memory Machine was promoted through the use of social media which additional special artwork was created for. This separated the Memory Machine updates from the daily CTICC promotional updates.

RESULTS

The CTICC Memory Machine allowed us to deliver on our marketing objectives. In addition to the overall success of the campaign, the CTICC social media platforms experienced an increase in digital media followers. This was the first mobile device campaign utilised by the CTICC and catalyst for further activations which instigate two way mobile communication.

A full copy of this entry is available
by clicking here



OVERVIEW

Reed's Gift & Home event is one of the largest gift fairs in China. The show is held twice a year, featuring 2,500 exhibitors and 80,000 visitors from across the country. This event is known as the premier platform to source gifts and housing products produced within China.

In 2013, Gift & Home launched a mobile app to serve as a digital guide for the event. The show has also since launched an official account on WeChat, the popular Chinese mobile text and voice messaging communication service. Because WeChat is one of China's fastest growing online mobile instant messaging platforms, with over 400 million active users each month, the social networking channel has proven integral to the mobile marketing efforts of Reed's Gift & Home events.

OBJECTIVES

We added the mobile app and WeChat account to our mobile marketing measures to:

- Improve exhibitor satisfaction and boost their ROI by offering more publicity opportunities via the app and WeChat platforms, before and during the show.
- Give visitors a better onsite experience. The show is spread across 10 halls. The mobile marketing app features a site guide so that navigating the event and finding key exhibitors becomes quick and simple.
- Boost the number of trade visitors following the official WeChat account.
- For Visitors, we targeted gift buyers, trade visitors and other professionals engaged in the gift and home product industries who have taken part in the event before.

- On the exhibitor side, we targeted all exhibitors who supply and manufacture gifts.
- Both the app and the WeChat account are new initiatives, tailored to the Chinese gift industry.
- Both the app and WeChat are interactive. We believe that this kind of two-way communication significantly strengthens participants' loyalty to our show.
- For exhibitors there is greatly enhanced access to, and understanding of, visitors, through this online, onsite accessibility. For Reed, as the event organizer, it boosts the quality of our service to show participants.



USD\$320,000 increase in Revenue



26,233 app downloads

ACTIONS

- For the app, we listened to our customers, first and foremost. The exhibitors wanted a mobile platform on which to effectively and efficiently promote products. The visitors wanted help on navigation at the show site.
- We showed 2,500 exhibitors how to upload images and descriptions of their products, to ensure that the app had key information that will help visitors develop their onsite agendas.
- We keep a comprehensive and current exhibitor list, including company name, product information, booth map, navigation, onsite forum and event news. We emphasised to visitors the benefits of the app to convince them of its value, so they would download it.
- On WeChat, we plan various campaigns to attract visitors and boost visitor flow. The channel features exhibitors' latest product information and bolsters the view of their brands and products among readers. The WeChat feed has an auto-responder that shares visiting tips and exhibition info for with the channel followers.
- To promote the app and the WeChat feed, we tailored EDMs to visitor contacts in our database. We also used a number of other social networking channels like Weibo, online communities and China's top social networking platform – Tencent QQ - groups to publicize the event.
- Our Sales staff also called exhibitors, encouraging them to post products online and make the most of this powerful digital platform. Exhibitors were also able to upload products to the app at any time.

What were the specific challenges faced when implementing your mobile marketing activity?
How were these overcome?

- Our Sales team had to invest a lot of effort into marketing communications and tech support, to ensure that exhibitors' product

images and information were correctly uploaded.

- Getting visitors to engage with the app for the first time was a challenge. We had to move from absolute zero to getting 30% of attendees to download it. To ensure visitors saw the app's full value, we had to educate them on its features and benefits.
- Many activities drove visitor engagement of both the show app and the WeChat feed. We also integrated a visitors' info point into our WeChat channel to answer questions about the show.

RESULTS

We are delighted to report that the results matched our expectations:

- On WeChat, we saw a steady and sustained growth in number of followers from the time we debuted the account. We had over 7,000 followers within the first month.
- For the mobile app service, we charged USD \$130 for each exhibitor. As a result, we saw an USD \$320,000 increase in revenue.
- Through surveys, major exhibitors expressed a high degree of satisfaction with the online publicity and information measures at this year's show.
- A total of 26,233 app downloads, and 7000+ WeChat followers.
- With the launch of the Gift & Home mobile app, 2,500 exhibitors uploaded descriptions and images of up to 5,000 new products and services online. Instantly, we have valuable online content.
- The WeChat official account campaigns engaged audiences very well. In one campaign, 1% of followers forwarded our chat messages, out of the 5% who took part.
- Another very good indicator of success is that the high number of exhibitors who have already booked for next year have opted for the exhibitor package that includes the app.



OVERVIEW

The Zimbabwe International Trade Fair is one of the largest intra-regional trade fairs south of the Sahara. An annual exhibition which offers exposure to trade and public visitors, the multi-sectoral, multi-national expo provides a convenient trade hub for the region.

The 55th edition of ZITF was held from 22-26 April 2014 under the theme, "New Ideas to New Heights,". Preparations for the event began in May of 2013, followed by the official launch of the marketing campaign in September 2013. In the past, survey results had shown that participants would like to see ZITF digitalising and staying abreast of international trends; hence the launch of the campaign "ZITF Goes Digital." This campaign saw the introduction of a mobile app with online matchmaking and lead management capabilities.

OBJECTIVES

The overarching objective of introducing the mobile app was to enhance the event experience for our participants, as recommended by participants themselves (digitalisation).

We envisaged that the app would do this by enabling participants to access real-time information, plan their participation, share their experiences and generally create an interactive community around ZITF 2014.

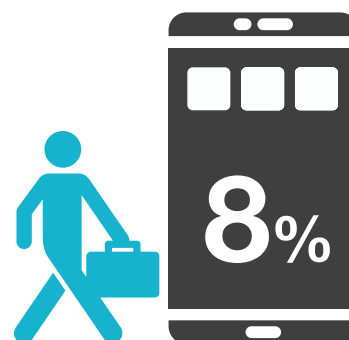
To this end, our specific objectives were to achieve:

- 10% usage rate of the app by our exhibitors.
- 5% of attendees using the online-matchmaking facility.
- An increase of 5% in our social media following.

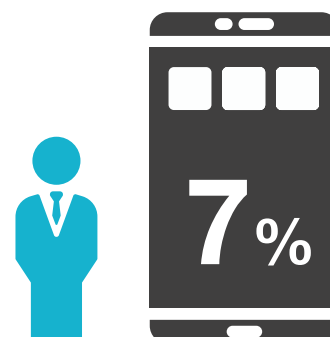
The target group for this campaign initiative was both exhibitors and attendees alike. The mobile app did not seek to replace an existing activity but was supplementary to the aims of other communication media such as our website www.zitf.net, monthly e-newsletter and weekly e-mailers.

ACTIONS

We divided our campaign into three phases; pre-event, during and post-event; focusing on the development of the app, communication to stakeholders and its usage.



8% app adoption rate by attendees



7% app adoption rate by exhibitors

PRE-EVENT (MAY 2013-APRIL 2014)

- Exploration - We began the project by compiling a requirements list of the functionality needed on the app in line with our objectives.
- Appointment of a service provider - We then engaged the services of an event app development company to design an app to suit our stated requirements.
- Design elements - In the meanwhile, we designed the visuals (splash screens, web banner, native banner etc.) for the app which maintained the look-and-feel of the overall ZITF 2014 campaign.
- Mini launch - After uploading data onto the completed app, we launched it internally to educate and encourage staff members to download and experiment on it so that we could identify and resolve any bugs.
- Launch and communication - The campaign was launched and communicated to our various publics using different communication media such as press briefings and media releases, bulk sms platform, features in our monthly newsletters, dedicated e-mailers as well as the different social media platforms on which we are active.
- Exhibitor training - We also conducted training through our regular exhibitor training seminars, to raise awareness on how an event app can be used to enhance the event experience and increase ROI for participants.

DURING THE EVENT (APRIL 22-26, 2014)

- App awareness - We continued with our awareness campaigns through the printed daily bulletins which were distributed to all participants.
- Heightened usage – The beginning of the show signified the peak time for participants to use the app. We facilitated this by ensuring that the booked meeting venues were ready (matchmaking zones),

continuously updating info on the app as well as sending push notifications to advise participants of any changes to the event programme.

- Support - In addition, there was a dedicated staff resource on-site to answer questions and explain how to use the different aspects of the app.

POST-EVENT (MAY 2014)

- Research - We conducted a mini-survey via the app to gauge the satisfaction levels of those participants who had made use of the app.
- Stakeholder appreciation - We also sent thank-you messages to the event participants via the app.
- Planning for the 2014-2015 experience – Using the information gathered from the research we have begun working on the ZITF 2015 mobile marketing campaign.

RESULTS

The following benefits were achieved for our participants:

- 7% adoption rate of the app by our exhibitors and 8% for attendees.
- 3% of attendees using the online-matchmaking facility to schedule meetings.
- An increase of 8% in our Twitter following, and 5% new Facebook friends. In addition, a combined 67 tweets on our social feed came via the mobile app.
- 5% use of the lead management functionality.
- Information was available at participants fingertips - Participants were able to view session schedules, find exhibitors, locate other attendees and learn more about speakers.
- Participants were able to share their experience with others at the event and those attending via social media and through the use of automatically-generated QR codes.





2015 PERSONALIZED MARKETING: IDENTIFY - DIFFERENTIATE - INTERACT - CUSTOMIZE

COMPETITION RESULTS

Winner

**UBM EMEA
(THE NETHERLANDS)**

Finalists

**GES
(UK)**

**PALAIS DES CONGRÈS
DE MONTRÉAL
(CANADA)**

In 2015 the marketing award category was for the best use of personalised marketing to target individuals (or small groups of customers) with marketing activities tailored to their individual requirements. This can only be achieved by understanding the needs and expectations of these customers and then creating products or advertisements that are of special interest to them. The best use of personalised marketing competition was created to promote and reward a company that has delivered the best targeted campaigns to consumers show visitors, trade fair visitors, exhibitors or organizers.

All successful entries have highlighted their efforts to add value to specific targeted individuals involved in trade shows (visitors/, exhibitors, organizers/ fairground) and to ensure that their

tradeshow experience is as tailored to their needs as possible.

- They have clearly highlighted the objectives of their activity, detailing which target groups they addressed and have defined whether their personalised marketing replaced an existing activity or whether it was a newly applied solution.
- They have explained the actions that they took to achieve these, including any specific challenges faced and how these were overcome and whether it was produced in-house or with a partner.
- Finally, they have described whether their objectives were achieved and explained the benefits for both them and their customers including revenue increases and other quantitative and/ or qualitative effects on their exhibition activity.

OVERVIEW

In France they eat macaroons, in the Netherlands stroopwafels, in Germany stollen, in the UK a Victoria Sponge. Every culture has their individualities and specific tastes, just as every professional has their own business needs and objectives.

Early in 2014, the Health ingredients Europe team came together to create a recipe for the perfect cake, one that would have a slice for everyone. Using a combination of the right marketing ingredients and a detailed baking method with only the best techniques, they set out to create the perfect Hi Europe personalised marketing campaign.

OBJECTIVES

- To target attendance from: manufacturers & producers of food; retailers; ingredient manufacturers; food packaging, safety and services specialists.
- To achieve a total onsite attendance of 7,703 targeted industry professionals at the show, an increase of 10% on 2012 attendance (7,003).
- To increase the level of purchasing power of our visitors to 80% in 2014 versus 71% in 2012.
- To increase our NPS score by 5 points from -5 in 2012 to 0 in 2014.

ACTIONS

- We decided to personalise our campaign and segment our target groups into different customer groups based on their business challenges:
- We analysed job titles, areas of interest and key geographical regions for all marketing activities throughout the campaign.

- We decided to invest additional resources into translating all of our campaigns into Dutch, German, French, Italian and Spanish for our core target markets.
- Our customers groups would receive direct marketing messages in their own language, with content of specific interest to them.
- We conducted a personalised email campaign using html designs.
- We conducted a direct mail postcard campaign with a new design.
- We used multiple social media channels and translated various posts on LinkedIn, Facebook, YouTube and Twitter.



8,807 Visitors +26% on 2012



Facebook Likes +280%



- We used a key marketing tool called Xibo, which allowed us to target individuals on LinkedIn by job title, region and company type, by placing a personal email directly in their LinkedIn inbox.
- We created a separate campaign for VIP visitors. 39% of our visitors were C-Suite level and so we created a high end, luxurious visitor package for this audience, including a networking event on a boat along the Amsterdam canals.
- We conducted a remarketing campaign to follow those interested in Hi Europe.
- We created onsite visitor features for each of our target groups.
- We commissioned external help for key elements of the campaign:
- An innovative design agency called Pink to design our new marketing creatives and bring new ideas to the table.
- A PR agency in Germany to bring our news and information out into the targeted media in their first language.
- We partnered with a number of key content partners to deliver a complete educational agenda, for example experts Leatherhead Food Research created the Discovery Tours, Nutrimarketing created the Innovation Tours.
- We hired digital experts Silverstream to create our onsite feature, FiTV.16 screens were located around the show floor with a large screen in the registration area.

RESULTS

- 8,807 visitors onsite = +14% ahead of target and +26% versus previous edition in 2012 (ABC audited figures).
- NPS score increased to 0 in 2014 from -5 in 2012 to 0 in 2014.
- Purchasing power attendance increased by 5% from 71% to 76% edition on edition.
- Open rates doubled vs. 2012 edition to 16% and the click thru rate increased to 9.8%.
- 5 Direct Mail campaigns sent to 63,730 people and achieved a 1.5% conversion rate.
- XIBO campaign – 4,528 LinkedIn In messages sent with a conversion of 892.
- Facebook – 280% increase by the show since January 2014 to 11,004 likes.
- Twitter – 98% increase by the show since January 2014 to 2,981 followers.
- YouTube – 91% increase on subscribers (23 in 2013, 44 in total).
- 128 people tweeted about the event in 2014 with our #HiEurope2014
- Twitter reach of 350,592.
- We saw dramatic growth in online activity and 660 registrations from our digital campaign.
- Our website views grew by a whopping 126% and our unique visits grew by 121%.
- There were over 3.5K visits, interactions and uses of our 11 visitor features onsite.
- 76% of 2014 stand revenue was booked for 2016 onsite, compared to 69% stand booking achieved in 2012.
- Our visitor Net Promoter Score grew by 5 points versus the 2012 edition to 0 from a -5.
- Hi Europe brought over 8,000 visitors through the doors – 26% more than the previous edition.

A full copy of this entry is available by clicking here



OVERVIEW

At GES, we came to the realisation that what we'd been saying to key audiences didn't necessarily match up with the audiences, their capabilities and what they really wanted and needed from us.

Why? Exhibitors – existing and new - don't really label themselves as such but consider themselves as marketers who just happen to exhibit as part of their marketing programme.

That lightbulb moment turned into serious soul-searching about not only what we were communicating, but also how we were communicating to this critical audience.

It began with a review of our 2013 exhibitor marketing communications in preparation for the 2014 personalised campaign.

OBJECTIVES

- Examine the very foundations of how we communicate with our exhibitor audience and ask ourselves: How would we want to be addressed and whether we would understand all the information and language used.
- Conduct a “mystery shopper” programme with one of the large show organisers that would also give us insight into exhibitors – marketers – and their pain points.
- Gather anecdotal feedback from organisers and survey them after their show.
- Develop appropriate and creative tools to communicate with audiences.
- Create brand loyalty and improve top of mind effect to increase customer retention.

WE LEARNT THAT:

- Some of our industry jargon is confusing, dull and verging on dictatorial in tone.
- There was an industry wide challenge of retaining exhibitors and rebooking them for future shows due to difficulties during the buying process.
- Exhibitors were buying competitor products through undercutting, only to return after receiving a poor service – we needed to convince customers that we offer a value added service.



**Increase in Clicks and Opens
for email campaigns**



Campaign brought in £5,000

ACTIONS

- Implemented a dramatic change in our tone of voice by introducing a more relatable brand personality, materials design and delivery methods.
- Embraced new trends in marketing – e-books, guides and infographics, for example, because that's how our audiences are accustomed to consuming information.
- Produced fun and concise pieces, instead of long brochures full of exhibition jargon.
- Designed and produced all creative materials in-house.

KEY TACTICS:

- Started developing an exhibiting “myth-buster” series geared to some of the biggest challenges new exhibitors face. Distributing them directly to source by attaching them to service specific reminder emails.
- Used infographics to help make it easier to order graphics for exhibits. Infographics tackled a big challenge of how to get artwork in the correct format to ensure it was correct on-site.
- Launched a quarterly newsletter to keep our existing exhibitor clients abreast of new content we had produced, including pertinent blogs with hints, tips and relevant case studies.
- Produced at Christmas a special “thank-you” edition to our exhibitors including seven emails, highlighting the personalised content we'd produced throughout the year with a Christmas twist.
- Created campaigns for exhibitors attending certain shows to support a more personalised experience for them. Campaigns contained specially tailored content and offers designed to appeal to those exhibitors.

- Created and promoted a special offering to help exhibitors who wanted to enhance their shell scheme (exhibit space) with extras such as graphic panels and name boards
- Updated our blog look and feel based on feedback and moved to it onto our website to make it more user friendly and accessible.
- Used Twitter, our blog and our standard email marketing to promote the guides and placed the materials on our website for easy reference.

RESULTS

- If imitation is the sincerest form of flattery, we were flattered that some of our organiser clients liked the guides so much they asked us to work with them to produce guides specifically for their clients. One exhibitor liked the Christmas campaign so much they asked to use it in 2015!
- Stats for our Christmas email campaign showed an increase in clicks and opens compared to our normal emails, and far higher than industry average. We also saw an increase in social media engagement (Tweets and LinkedIn interaction).
- Use of clear direction in the shell enhancements campaign lead to increased engagement (higher than average clicks and opens on the emails, plus the campaign brought in just under £5,000).

A full copy of this entry is available
by clicking here



OVERVIEW

The Palais des congrès de Montréal implemented personalized marketing in its exhibition marketing and business development activities about 6 years ago to focus its messages toward key decision makers and to nurture good customer relations with business contacts.

OBJECTIVES:

- We targeted consumer and trade show promoters from Canada, the U.S. and a few other countries, whose events were never held at the Palais, or only once. Personalization included message differentiation according to market segments and customization by contact name to ensure optimal impact and recollection.
- The personalized marketing campaign launched in June of 2014 was named Montréal Success Kit and presented contacts with the advantages the Palais des congrès de Montréal can provide promoters: excellent location, revenue generation opportunities, flexible space and expert staff. This campaign replaced the previous one called Exhibitor4, which focused on similar assets but presented them in a noticeable lego design. This time, the Montréal Success Kit was in the form of a personalized event badge, familiar to all promoters.
- Personalization enabled us to increase the pertinence and impact of our message for each market segment and contact in an effort to confirm events and increase customer satisfaction. This specific campaign appealed to the promoter's passion and drive for success by providing targeted information and tools to support their expertise. We focused on elements essential to every show, such as location and space, but added information related to event technologies, sponsorship opportunities and the teamwork-oriented

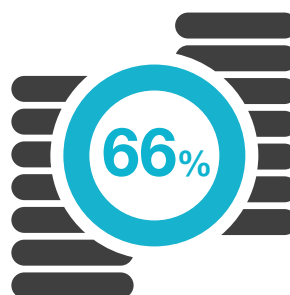
customer mindset that defines our organizations' values.

ACTIONS:

- The campaign started with a targeted email announcing the arrival of a mailer and positioning our sales representative as the main contact of the campaign.
- Then, the Montréal Success Kit was sent to contacts in a colourful package designed to catch their eye.
- The event badge was personalized with the contact's name to ensure optimal impact and message retention.



80% Increase in consumer and trade show bookings



Revenues to increase by 66%

- Afterwards, two subsequent emails elaborated on sponsorship opportunities and service flexibility by directing contacts towards a descriptive video and dynamic animation. Our sales representative communicated directly with contacts by phone to support the campaign in a personal way.
- Finally, a promotional item was sent to contacts who showed interest in the campaign to further reinforce the Palais des congrès de Montréal team's desire to support their success by providing efficient tools and information. The piece was a practical battery booster to be used in case of "mobile emergencies".
- Monitoring of the campaign results included email opening rates, postal returns and analysis of comments and contact reactions.
- During the planning and rollout of the Montréal Success Kit personalized marketing campaign, we faced difficulties related to data value and accuracy as well as complex logistics stemming from the customization of the pieces sent. We managed to overcome the challenges faced during this campaign through rigorous validations and follow-ups. Taking the time to do things right and teamwork between the Commercial Research and Marketing departments are essential to any campaign's success.
- The research, planning and strategy of the Montréal Success Kit campaign were developed in-house by both the Marketing and Business Development teams, which also handled campaign deployment, including email tracking and data analysis. The design, editing and production of the pieces were executed in collaboration with the Palais' advertising agency, Samarkand Design+Communication.

RESULTS

- The Palais' Montréal Success Kit personalized marketing campaign enabled us to successfully maintain active and dynamic customer relationships with contacts from the consumer and trade show markets and to broadcast our competitive advantages to key decision makers in an industry that accounts for an important part of our facilities' bookings.
- The campaign was favourably received by local and international contacts and even inspired some of them to use the event badge idea to communicate important information to their own exhibitors.
- The Montréal Success Kit campaign also contributed to positioning the Palais as a leading exhibition venue dedicated to the success of its clients.
- In addition, since business development in the exhibition market is a moderate to long term time investment, the campaign and its pieces also allowed us to show our creativity, as a reflection of our event planning work.
- For the quarter following the campaign deployment, the Palais experienced an increase of 80% in consumer and trade show bookings. Thanks to these events, which will attract 56% more participants, rent revenues should increase by 66%.

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2016 BRAND NEW BRANDS - SUCCESS STORIES FOR THE BRANDING OF NEW SHOWS

COMPETITION RESULTS

Winner

**SINGEX EXHIBITIONS PTE LTD
(SINGAPORE)**

Finalists

MEDIA 10 LTD (UK)

**TECHNOBIZ
COMMUNICATIONS
CO. LTD
(THAILAND)**

In 2016 the marketing award category was to recognise outstanding success in the branding of new trade shows/fairs. Launching a new show and establishing it in the market is a tremendous effort. It involves explaining to customers what they can expect from your show, and how you differentiate your offerings from your competitors and also demands the use of the right marketing channels at the right moment with the right message. The brand new brands competition was created to promote and reward a company that has delivered the most successful example of this over the past five years – having been run no more than three times in this time period.

All successful entries have highlighted their efforts to add go through the establishment and branding of their new event as well as the achieved results.

- They have clearly highlighted the objectives of their activity, detailing which target groups they addressed and have defined what success would mean to them.
- They have explained the actions that they took to achieve the establishment of their new show including the specific audience that they targeted, any specific challenges faced and how these were overcome.
- Finally, they have described whether their objectives were achieved and explained the quantitative and/or qualitative results in attendance.

OVERVIEW

A few years ago, SingEx identified the Internet of Things (IoT) as a growing industry with strategic relevance as a business platform in Asia.

According to the International Data Corporation (IDC), the global Internet of Things market is expected to grow to USD\$1.7 trillion, with more than USD\$29.5 billion “IoT endpoints,” by 2020.

Looking at the current competitive landscape in Asia, while there were many internet related shows,

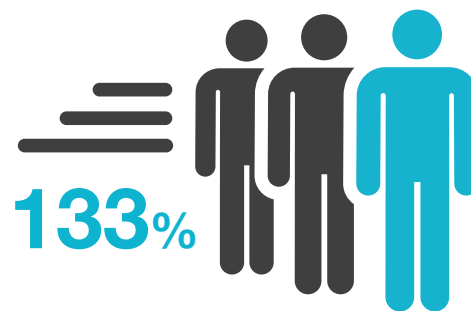
none were dedicated to the potential of IoT in Asia nor decoding its DNA, application or adoption and how these three interconnected key components were necessary to realise the power of the coming IoT revolution. SingEx recognised the enormous opportunity there to bring together the IoT technology stakeholders/ enablers and end-users to spur the rate of IoT adoption in Asia.

OBJECTIVES

- To decode & chart the way in which IoT will transform businesses, government and societies in Asia.
- To bring together technology leaders and emerging disruptors to share knowledge & to explore what will or will not work in Asia.
- To showcase the latest smart technologies that can improve quality of life and enable better resource management in Asia.
- To provide networking opportunities for everyone interested in the promise and potential of IoT in Asia.

ACTIONS

To rally the support from the Automation, Robotics and IoT industries, SingEx partnered with the Singapore Industrial Automation Association (SIAA) to co-organise IoT Asia. As the local trade association that facilitates and forms strategic alliances among IoT & M2M industry players, SIAA is an important catalyst driving the adoption of applications in the IoT.



Attendance increased by 133%



Listed as one of ‘The 40 Most Important Internet of Things Events in 2015’

With the potential of IoT & M2M technologies to address industry challenges such as increasing productivity and improving operational efficiency, IoT Asia was planned with a strong industry-orientation – not least by inviting key members from both the private and public sector to be founding members to help drive the direction and evolution of the event. These included A*STAR, HUTCABB, Linkwise Technology, Nikkei Business Publications and TCAM Technology, who share a common vision in driving IoT adoption for the region.

For every show edition, an international advisory panel is established to guide and drive the content development for the conference.

RESULTS

From 1,630 attendees in 2014 to 3,795 attendees in 2016, IoT Asia has grown by an impressive 133%. It is seen as a transformational platform for addressing challenges and identifying real opportunities within the IoT landscape.

Well-attended by global visionaries and regional IoT leaders. Since its debut in 2014, the event featured high-level thought leaders including:

- Dr Vivian Balakrishnan, Minister for Foreign Affairs and Minister-In-Charge of the Smart Nation Initiative, Singapore.
- His Excellency Iñigo De La Serna Hernaiz, Mayor of Santande.
- Mayor of Eindhoven and Chairman of the Brainport Foundation, The Netherlands.
- Steve Leonard, Executive Deputy Chairman, Infocomm Development Authority (IDA) and Adviser to National Research Foundation Singapore - Infocomm Development Authority of Singapore.
- Thomas Jakob, Regional President, Asia Pacific, Bosch Software Innovations.
- Scott Jenson, UX Strategy Chrome Team, Google.

- Prakash Mallya, Managing Director - Southeast Asia, Intel.
- Rob van Kranenburg, Founder, The IoT Council, The Netherlands.

INDUSTRY RECOGNITION INCLUDE:

- People's Choice Silver Awards for Event of the Year in Postscapes 2015/2016 IoT Awards
- Trade Conference Organiser of the Year for IoT Asia 2014 at Singapore Experience Awards 2015.
- The only Asian finalist for the Event of the Year category in Postscapes 2014/2015 IoT Awards.
- Listed as one of 'The 40 Most Important Internet of Things Events in 2015' by Mr. Jeremy Geelan, an Executive Academy Member of the International Academy of Digital Arts & Sciences and a renowned speaker at various IoT events all over the world.

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OVERVIEW

Design Shanghai is the most successful design trade launched in China to date. Design Shanghai is Asia's leading international design event, breaking new ground and setting a precedent in China's ever-growing design community. Showcasing the best design brands and galleries from across the globe, Design Shanghai provides a unique and exciting platform to network, exchange and establish long-term business relations with Asia's top architects, interior designers, property developers, retailers, collectors and private buyers.

OBJECTIVES

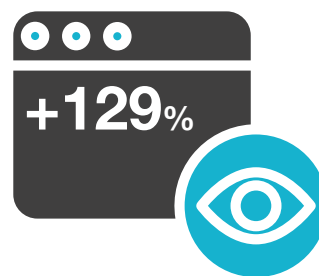
- To position Design Shanghai as the first significant gathering of global design brands ever seen in China.
- To position Design Shanghai as the quality platform for international designers and brands entering China's rapidly growing market.
- To break the long-lasting tradition in China that trade show is free for visiting – we only wanted professionals attending the exhibition to add more value to the exhibitors.
- To stop touts selling fake tickets on the streets outside the exhibition.
- To reach targeted visitors in China and in Asia Pacific regions, like Japan, Korea, Australia and Singapore.
- To ensure that all tickets paid for: Design Shanghai is the first show in China to charge visitors to enter the show.

ACTIONS

- Mobile registration app integrated in WeChat.
- Photogates were installed to prevent touts and fake tickets.
- An iconic brand was created as the face of the show.
- A new website was designed.



46,129 Visitors from 73 Countries
(56.19% Paid)



Website views +129% from 2015



- A dedicated VIP program has been set up.
- Cross-media promotion including; Facebook, Twitter, Weibo, WeChat, LinkedIn and Instagram.
- Comprehensive emails campaign.
- Differentiated PR strategies were applied in China and internationally in order to increase the press interests and press coverage.
- Successfully set up over 15 evening networking events alongside the show to help exhibitors to build connections with the local design community.
- Promotional events in London, Beijing and Shanghai to target the key demographics and press.

RESULTS

- Social media - WeChat: daily articles were posted all year round to keep the engagement (33,749 followers). Weibo: 5-8 posts per day to engage with architects and designers (followers 12,494).
- Digital - A series of banners across 83 media partners featuring the event which was seen by over 56.18 million professionals internationally.
- Email - One of the most effective, tailored email campaigns ever executed by Media 10 with ORs at 36.18% (Usually very low in China at approx. 11%).
- Partnerships - media partnerships reaching over 5 million design professionals worldwide.
- SMS campaign to over 500,000 design lovers in China generating over 6,000 CRs to web and social media channels.
- 46,129 visitors from 73 countries, 56.19% were paid visitors, and the total visitor number increased by 15% from 2015.
- 71.87% were trade and VIP visitors, 2.19% were journalists.
- 576,978 unique website views, 129.46% increase from our 2015 event.

- 1,024 pieces of press coverage reaching 56.18 million design professionals internationally. PR value: £14,166,336 increased by 52%.
- WeChat followers showed a 176% increase with 33,749 followers and average views of 5,000 per article.
- Weibo followers increased by 70% to 12,494 followers, the hashtag #designshanghai had 13 million views.
- 20.3 million social media reach internationally.
- 83 media partners across China and internationally, an 18% increase from 2015.
- 12 tailored email campaigns reached 5 million design professionals, with ORs at 36.18%.
- 350 participating brands and galleries from 29 countries, with 16% increase from 2015.
- 50% of the exhibitors have confirmed their participation for next year (Figure as of one month after the show).

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OVERVIEW

The third edition of GRTE, the Global Rubber, Latex & Tire Expo, was conducted successfully on 9-11 March 2016 in Bangkok, jointly organized by TechnoBiz and the China United Rubber Corporation.

Since launch, GRTE has adjusted its position in the market, presenting itself as a rubber industry event unlike any other. It has been created in accordance with the themes of a shopping mall; a place for people to attend and hang out, or to meet and exchange knowledge, as well as to buy. There is provision for the interests of every stakeholder, technical and non-technical staff, buyers, sellers and industry observers.

OBJECTIVES

- GRTE had to convince stakeholders of its focused approach and unique exhibition elements.
- The industry's companies were poorly prepared for exhibiting: Very few of the industry's exhibitors were making the necessary preparation to make their participation in the event worthwhile.
- The mindset of many exhibitors is mainly focusing on booth decoration and display. This presents a problem in a marketing medium where the exhibiting client is also the product.
- Quantity matters over quality: The general perception of exhibitors is that the bigger shows with the busier walkways are the ones to attend. It is crucial to convey the message that quality has a greater impact on value.
- Purpose of visitor: Few visitors genuinely come to the show with purpose, , we sought to ensure every person to walk through the gates would have a clear understanding of what they could hope to achieve in the time they spent with us.

- We wished to market the event as a place to attend and further your understanding of, and value to, an industry.
- GRTE sought to appeal to all potential attendees by informing them that by visiting this "shopping mall" they could emerge better educated, better qualified and more inspired.



**12,000 GRTE Digest Magazines
Circulated**



**125 GRTE Knowledge Test
Participants**

ACTIONS

In practical terms we achieved this through the implementation of the following initiatives and campaigns that elevated the exhibition to a new level.

- Masterclass for exhibitors - We worked with a leading trainer to develop a bespoke, customisable masterclass module for GRTE exhibitors. The TechnoBiz team made this available to both domestic and overseas exhibitors, a process made possible with the video-based training modules.
- In-house magazine: From February 2016, TechnoBiz launched the bi-monthly English language magazine GRTE Digest.
- GRTE Webinars: A series of live online webinars was planned throughout 2016, staged in close collaboration with technical specialists from leading exhibitors.
- Exhibitor incentive package: Exhibitors who invite their own customers to visit the exhibition were rewarded with incentives, increasing the supply of buyers through the gate.
- Free training ticket for industry partners: Professionals from the industry were invited to attend 114 training courses at the event, exchanging web banners with training tickets.
- Rubber products importer/Business matching zone.
- Support for rubber technology researchers: GRTE 2016 provided partial financial support for researchers across the ASEAN region to attend the exhibition.
- GRTE Knowledge Test: Again through the support of a subsidy from ART, the 2016 edition of the show was able to introduce a two-hour GRTE Knowledge Test at no cost to participants. The highest scorer in the test received a reward at the close of the exhibition.

THE RESULT

- The Master Class for Exhibitors targeted 100 visitors and received 62.
- The GRTE Digest (Print Edition) targeted a circulation of 13,000 readers and received 12,000.
- The GRTE Digest (Digital Edition) targeted a circulation of 1,000 readers and received 1,500.
- The Exhibitor Incentive Package targeted a 40% uptake and received 19.5%.
- The Free Training Tickets for Industry Partners targeted 100 professionals and received 120.
- The GRTE Knowledge Test targeted 100 participants and received 125.

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2017 FROM SHOW ORGANISERS TO INDUSTRY GURUS - SUCCESS STORIES FROM EVOLVING BUSINESSES

COMPETITION RESULTS

Winner

**UBM EMEA
(UK)**

Finalists

**AMSTERDAM RAI
(THE NETHERLANDS)**

**VNU EXHIBITIONS ASIA
PACIFIC CO.,LTD
(THAILAND)**

In 2017 the marketing award category was to recognise outstanding success stories from businesses that have built on their role of event organisers to become valued exhibition industry experts.

When attending a trade show or event, customers nowadays expect to deal not only with an organiser but also with a well-informed specialist who can provide expert industry advice and a full range of services, from operation to matchmaking. The industry success stories competition was created to promote and reward a company that has delivered the most successful example of this over the past three years.

All successful entries have highlighted how their company's role has changed over the last three years of working within the industry.

- They have clearly highlighted the objectives that they defined before they commenced this activity and explained where the idea of changing roles came from.
- They have explained the actions that they took to achieve the establishment of their new role, both from a technical and strategic point of view.
- Finally, they have described whether their objectives were achieved showing substantial quantitative and/or qualitative to demonstrate how they have made this successful.

OVERVIEW

Sleep, the hotel design, development and architecture event takes place at London's Business Design Centre over two days every November. The event brings together 150 exhibitors and 4,700 visitors from across the hotel design industry for two days of sourcing, networking and informed debate.

OBJECTIVES

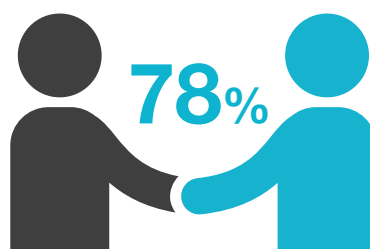
Events have moved on from a transactional marketplace where features were added as supplementary to the show, as we enter the stage of design thinking where events must maintain and grow their commercial authority, but think like a magazine, and be confident enough to not only listen to what our community are telling us they want, but to look at the market and be bold enough to draw our own conclusions and propose a way forward.

In short, we move from event organisers, to event designers.

ACTIONS

- We looked to the market who told us about the challenge of creating hotel experiences for millennials. We probed the theory of millennials outside of our community and into the world of social and behavioural science. We partnered with social science laboratory Sinus Milieus to develop the show theme - the science of tribes.
- The Science of Tribes theme was designed to challenge our community on the very notion of 'millennials', and cut to the heart of their debate. In taking a deep dive into a more considered, scientific approach to categorising different types of hotel guests.

- The topic sparked the imaginations of design heavyweights, with five international design practices coming forward to compete in the annual Sleep Set competition in which concept rooms, re-imagined afresh every year, explore new perspectives in hotel guestroom design.
- Representatives from these design practices gathered to attend a theme-based workshop called Deep Sleep where Sinus presented their scientific theory and the designers in turn created their artistic and design visions. They took the science and created artistic and design led magic.



Rebook rate of 78%



The Science of Tribes conference session was the highest attended session across the conference, attracting 16% of all conference attendees



- Award winning restaurant and bar designer Superfuture were the next to enveloped by the theme, and took on the task of designing the Sleep Bar – the social hub of the event.
- Over the course of the campaign, the Sleep Set and Bar designers created concept posters, they wrote guest blogs, they wrote abstract statements to whet visitors' appetites, and they sat for video interviews. What's more, the theme discussion engaged influential visitors, with Starwood hotels also writing a blog. All of this crowd-sourced content was broadcast across social media, emails and hosted across the Sleep website.

RESULTS

- The Science of Tribes conference session was the highest attended session across the conference, attracting 16% of all conference attendees and 2016, and 46% more than the 2nd most popular session.
- The Bar was a profound experience series of black cubes, each one asking 'which tribe are you?' The bar has since been shortlisted for best pop up bar of the year (up against semi-permanent projects with a 2 year lifespan).
- Best attended Sleep ever – up 9% visitors yoy
- More articles published about the Science of Tribes than the event
- Exhibitor NPS increased from -8.3 to +8 yoy
- Visitor NPS increased from 0 to 9 yoy
- Rebook rate of 78%
- A 14% increase in international visitors yoy
- 73% engagement with theme in post-show survey

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OVERVIEW

As a convention centre our role in the industry always has been to facilitate exhibitions and as an organiser of events our role was simply to give the exhibitor the platform to exhibit. This now has changed. We need to not only sell our square meters and facilities, but are now a cornerstone in facilitating conversations that aim to share knowledge and experience, with innovation as a result.

OBJECTIVES

- To offer an inspiring, recognisable, environment for exhibitors and visitors where knowledge, news, ideas, innovations and experience can be shared.
- To give exhibitors an additional incentive to share their innovations with the industry in advance at the exhibition in the InnovationLAB.
- To deliver a platform where platform where knowledge centres, research institutes and innovation parties bring their innovations to the market and enrich our exhibitions.

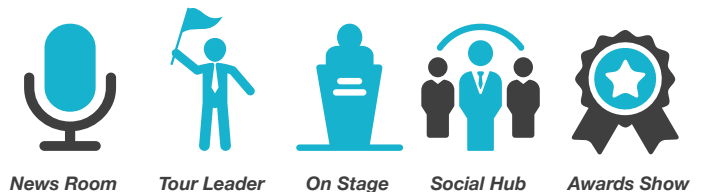
ACTIONS

We have implemented the InnovationLAB. Visitors can either experience this physically, on the exhibition floor, or online, via the exhibitions websites.

The InnovationLAB contains of six components; News Room, Tour Leader, On Stage, Social Hub, Awards Show and Experience.

- The News room refers to the beating newsheart of the exhibition with, amongst others, a studio, flying reporters, webinars, hybrid broadcasts and Google Hangouts. This is the place where interviews are held and recorded by film crews.

- The InnovationLAB has a Tour leader role in a way that it shows what innovations can be found outside of the InnovationLAB at the exhibition floor via a.o.t. innovation routes on the map and stickers on the innovative parts on the stands.
- The On stage role of the LAB is the podium where innovators, trendwatchers, users and solution providers can share their innovative story. Seminars, workshops, debates and presentations take place at this podium during the exhibition.



Innovation Lab

"the exhibition becomes more of a knowledge platform than just a meeting place."

Joost Ringeling
(former Domain Manager HISWA RAI Amsterdam)

- The physical encounter at the LAB between industry specialists is very important. Therefore we created the Social hub aspect of the LAB. This is the place where exhibitors, participants and visitors can network with each other and deepen their knowledge and content in an inspiring environment.
- The Award show is where we showcase the nominated products of the Innovation Awards. Additional information about the products can be found on tablets which are accessible to all exhibitors and visitors. The Award show is a continuous process before, during and after the exhibition.
- For new companies that are not ready for a stand on the exhibition yet we offer the enriching Experience component where additional innovative content can be presented and integrated. This is where exhibitors and visitors can feel, taste and experience the evocative innovation in an interactive manner (simulations, demonstrations, tastings, etc).

RESULTS:

Innovation is, for most of our own exhibitions, an essential theme. It is also named as the number one reason why people visit the exhibition. A deep focus on innovation attracts visitors to an exhibition. The presence of our innovation platform, the InnovationLAB, is therefore a perfect feature to attract current and new visitors to the exhibition.

Due to the presence of the InnovationLAB and the featured content, every exhibition gets a lot more media coverage. Not only in the trade press but in general.

"We see the collaboration with RAI Amsterdam as the ultimate way to bring scientific developments in technology closer to the public. The government expects us to, in addition to education and research, valorize our shared knowledge. Which means that the knowledge we develop is suitable to actually use. That is what we show in the InnovationLAB".

- IJsbrand Haagsma (Secretary General of 3TU Federation).

"For the exhibition it is interesting and of added value that, through the InspirationLAB, it binds interesting speakers and content to the exhibition. In this way, the exhibition becomes more of a knowledge platform than just a meeting place".

- Joost Ringeling (former Domain Manager HISWA RAI Amsterdam).

There are so many impressions in an exhibition, that innovation may not stand out. The InnovationLAB brings these innovations all together in one place which make them easier to find and to market. At the LAB we show the relationships and synergies of these innovative products with each other.

A full copy of this entry is available
by clicking here



OVERVIEW

VNU Exhibitions Asia is a joint venture of Royal Dutch Jaarbeurs and Keylong Exhibitions Service Co., Ltd. As one of the earliest exhibition companies in the country, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than two decades. Through the joint efforts of more than 150 outstanding employees, the company hosts almost 20 top exhibitions and conferences in China each year, and boasts an exhibition area of over 500,000 square meters.

OBJECTIVE

- To leverage the determined digital trend of China to increase the ROI of marketing input
 - 80% of senior marketers believe earned media is more effective than paid media. (Source: 2016 outsell earned media study).
- To establish if it is possible that Wechat promotion can replace traditional channels?

ACTIONS

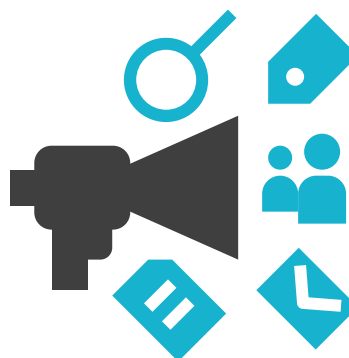
ANALYSIS:

- Background - 710 million internet users in China till June 2016, of which more than 650 million are mobile Internet users.
- Wechat users analysis:
 - 61% of Wechat users open WeChat more than 10 times per day.
 - 32% of users for longer than 2 hours every day.
 - PICTURES and VIDEOS are more favorable content on WeChat Moments.
 - 53.6% of users indicate they would consider paying with WeChat when given the option.
 - MORE users read news on social media than TV & Newspaper combined.

- Taobao & Tmall online shopping - Total trade amount of 120,749,000,000 RMB just in one day (2016.11.11 Tmall Shopping Festival) on TAOBAO platform, 32% of growth compared with 2015.
- More than 80% of trade via mobile, 22% of growth compared with last year.



42% of visitors registered and paid for their show tickets via WeChat



Digital marketing with earned media or self-owned media replaces almost 90% of the promotional actions of traditional media

WECHAT LEAD MARKETING:

- Each client has its own tailor made H5 invitation with an individual registration hyperlink tracking how many visitors from which client.
- Set a competition for the clients, ranking by every week (the 1st get more registrations can get RMB60,000 valued onsite advertisement, 2nd get RMB30,000 valued, 3rd get RMB10,000 valued).
- Encourage the exhibitors to push its sales people shared in “MOMENTS”.

RESULTS

- 42% of visitors registered and paid for their show tickets via WeChat
- WeChat provided a total event solution:
 - Pre Registration.
 - Survey.
 - ID Verification.
 - Promotional Channel.
 - Ticker Payment Channel.
 - E-Ticket.
 - Onsite Interaction / Crowd Control.
- Digital Marketing allowed more cooperation with Earned Media or self-owned media.
- As a more cost-effective and measurable channel, digital marketing with earned media or self-owned media replaces almost 90% of the promotional actions of traditional media.

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2018

INNOVATIVE FORMATS CREATING MARKETING SUCCESS - HOW HAVE NEW FORMATS MADE YOUR EVENT SUCCESSFUL?

COMPETITION RESULTS

Winner

**INFORMA BRAZIL
(BRAZIL)**

Finalists

**POZNAN INTERNATIONAL FAIR
(POLAND)**

**UBM EMEA
(UK)**

In 2017 the marketing award category was to recognise how innovative formats have delivered marketing success. Marketing experts are constantly looking for new ideas, new technologies, new designs and new sets of services to change the exhibition from a simple exhibitor-visitor relation to an engaging marketing experience. Exhibitors and attendees no longer want the same old events they've attended in past years. With technology changing and new generations entering the scene, organisers must keep their events interesting and flexible, allowing for attendees to connect with the event and enjoy their overall experience as something new and different. The 2018 UFI Marketing Award is designed to recognise those who search for innovative formats, and are willing to take the risk of evolution and reinvention.

All successful entries have highlighted how their company has used innovative ideas to deliver outstanding marketing success by explaining how their formats have changed over the last three years.

- They have clearly highlighted the objectives that they defined before they commenced this activity and explained why the innovation was introduced.
- They have explained the actions that they took to implement their innovation and have described in detail the innovative aspects.
- Finally, they have described what made their event successful in both quantitative and/or qualitative terms and highlighted the substantial results that made it a marketing success.

OVERVIEW

In the last three years, Inform have been dedicated to create a new digital area for Brazilian B2B trade shows. The main point of this strategy is to transform our events into Market Makers of their markets using content, relationship and business with digital presence 365 days per year to increase digital brand reputation.

Our ambition is to become the benchmark of our markets, be the platform to help making buying decisions, offering technical, exclusive and relevant content to qualify buying decisions for current and future buyers, to increase our digital branding portfolio leaving the exclusive square meter sale in the past and, generating revenue by monetizing our content and qualified audience.

OBJECTIVES:

To make this strategy works we divided the project in three steps below:

STEP 1 - How to create a content marketing strategy from the beginning in a company that has no tradition on digital content?

STEP 2 - How to gain scale on content marketing production without increase the costs proportionally?

STEP 3 - How to monetize all this content products and our qualified audience?

ACTIONS

- To create one content marketing channel for each trade show inside Informa Exhibitions Brazil to increase the digital reputation of trade shows 365 days per year, increase our attendee's database and monetizing this content after three years of the beginning.
- The scope was to identify personas and create a relevant buyer journey for each attendee profile that we have detected by our marketing teams using inbound marketing tools such as, HubSpot, Marketo, RD Station and Eloqua to deliver the best message at the right time of the buyer journey.



Sales of US\$216.000,00 in digital products revenue



Achieved more than 40.000 attendees leads during the first two years of digital content strategy

- In our case, we utilised Eloqua an inbound marketing tool. It's important to emphasize that we were the first marketing team in the group (more than 42 countries) to adopt a content marketing strategy and an inbound marketing tool in our trade shows showing real results in terms of lead generation and revenue streams.
- We had three years to deliver this strategy for Brazilian trade shows. We started convincing 10 Show Directors that they should invest on this strategy.
- Target Group: in the beginning, we were focused on attendees only. Now, as we already have a sales digital strategy we are giving the first steps to create a content marketing strategy for our exhibitors and sponsors that will work as a pre-sale department.

RESULTS

- Lead generation- We achieved more than 40.000 attendees leads during the first two years of digital content strategy only in an organic way.
- Digital brand reputation -As an indirect result, some of our NPS (Net Promoting Score) based on attendee's evaluation had a significant increase such as: (Agrishow from 67 up to 76); (Feimec/Expomafe from 52 up to 65) and (Fispal Tecnologia from -10 up to 42). All those results came from an effort of the events in become the best version of themselves and the content helped with the digital brand reputation.

- Revenue Streams – In only in three months we achieved the remarkable sales number of R\$ 649.000,00 (US\$216.000,00) of digital products revenue such as (banners, digital catalog and the digital content strategy). In three months of strategy e-books, whitepapers, and infographics were responsible for 4% of this revenue.

AWARDS

- Informa Awards 2016 - In 2016, in the first year of project we were nominated for Informa Awards, a global prize involving the role company to reward the best practices around the globe.
- GE Awards 2017 - In 2017, we were rewarded again as the GE global prize, another Informa Award for the best marketing ideas implemented to bring new revenue to the trade shows.
- ESFE Awards - Informa were recognized at the recent ESFE (The Trade Show Association for the fairs and events sector in Brazil Meeting).

A full copy of this entry is available by clicking here



OVERVIEW

The Polish Equestrian Federation estimates that in Poland 500 000 people ride a horse as amateurs or professionals. The Cavaliada Tour is a treat for horse lovers, combining elements of a sports competition, a show and a fair.

Equestrian competition at Poznań International Fair has taken place each year since 1995 and the goal of Cavaliada is popularization of horse riding as a sports discipline and a form of recreation, raising interest in horse breeding as well as professionalization and integration of Polish equestrian industry.

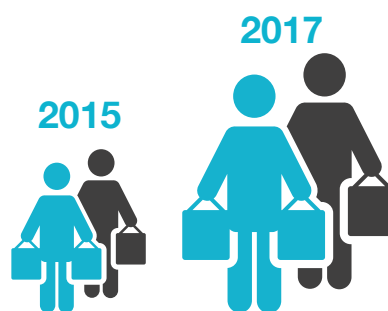
OBJECTIVES

- Making the program more attractive.
- Development of earned and owned media.
- Changes in Paid Media structure.
- Increasing the audience's engagement during the event.
- Integration and professionalization of Polish equestrian equipment production Industry.

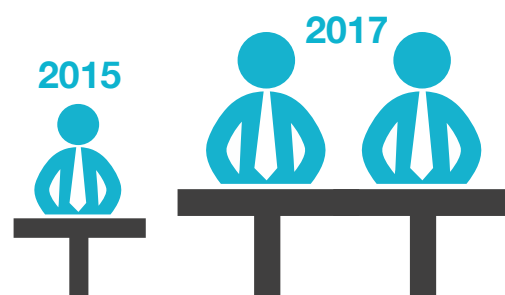
ACTIONS

- To make the program more attractive we introduced new equestrian disciplines, among others, Eventing, Dressage, Vaulting, Horse free jumping.
- Media influence was increased through the development of our own social media channels (Facebook, Instagram, Snapchat, YouTube).
- We established specific social media based activities aimed at creating user generated content that could be utilised by Cavaliada.
- Cavaliada TV was developed as a platform of internet video programs showing backstage of Cavaliada and exclusive content involving competitors – the stars of Cavaliada.

- In the paid media sector we established a barter cooperation with the most important consumer media devoted to horse riding in Poland.
- We decreased the number of traditional advertisements and focused our marketing budget on remarketing and AdWords activities.



Total attendees increased from 54,567 in 2015 to 58,976 in 2017



The number of exhibitors increased from 207 in 2015 to 230 in 2017

- To increase audience engagement at the exhibition we introduced a number of produces designed to increase our interaction with event attendees:
- Animations and competitions.
- Kiss cam.
- Cavaliada Shop – a shop with original Cavaliada signatred clothes, jewelry and gadgets for fans.
- Area intended for meetings with competitors – stars of Cavaliada.
- To improve the professionalism of the industry and increase the business to business side of the event:
- We established the Business Horse Club as a meeting place for the most important representatives of the industry.
- We commenced publishing Horse&Business Magazine.
- We instituted the organisation of the cycle of Horse&Business Academy training courses.

RESULTS

- The total attendees of the Cavaladia events increased from 54,567 in 2015 to 58,976 in 2017.
- The number of exhibitors increased from 207 in 2015 to 230 in 2017.
- We created a community of 14,600 Instagram followers between 2014- 2017.
- Facebook likes increased from 55,466 in Feb 2016 to 70,825 in Feb 2018.
- 6 issues in, Horse & Business Magazine is distributed to 3,000 professionals within the equestrian industry.
- Reports on the events are published in leading sports and lifestyle media and more than 1,000 minutes of live transmission was broadcast on mainstream television including Canal+. This has led to great coverage for our sponsors.

A full copy of this entry is available
by clicking here



OVERVIEW

On May 16-18, 2017, in Philadelphia, PA, UBM created a new marketplace for innovations in the world of end-to-end pharmaceutical manufacturing through the launch of CPhI North America 2017.

Breath-taking advancements in medical science and the strong performance of the North American Pharmaceutical industry in recent years provided a compelling backdrop for CPhI's inaugural event in the largest pharmaceutical market in the world. Already serving over 100,000 professionals at events in Europe, Asia, and the Middle East, UBM and CPhI in particular were determined to successfully enter the very competitive North American market.

InformEx, a show that has long fostered the continuous advancements in the fine and specialty chemical industry, has been on decline in recent years due to a combination of global market changes, competitive factors, and brand confusion.

A decision to collocate these shows would offer strategic opportunities for collaboration between industries that share common synergies, and set the groundwork for what would become one of the biggest launches in UBM history.

OBJECTIVES

- Create a new Marketplace by successfully introducing CPhI North America alongside InformEx (success = increased NPS score and attendees' endorsement).
- Attract 6,000 qualified attendees (subsequently, aim for a conversion rate of at least 50% and therefore acquire a minimum of 12,000 pre-registrants).
- Generate \$250,000 attendee revenue.

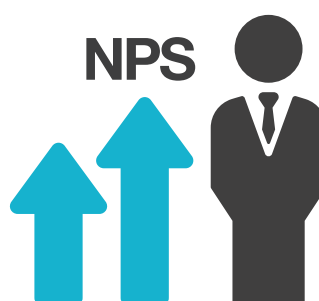
ACTIONS

MARKETING

- Whitepapers were created which were marketed with: Display Banners, Email Newsletter Campaigns and Press.
- Free-of-charge marketing tools were provided to exhibitors.
- Personalized banners on which exhibitors could add their booth number and add to their website or email signatures.



100% sold out show floor space with 630 exhibitors



Net promoter scores (NPS) improved 212% for InformEx attendees



- o Personalized landing pages with extensive information about the event that they could share with their network for more information.
 - o Exhibitor Invites - allowed exhibitors to send branded email invitations to their prospects.
- Sponsored retargeting banners were also available to purchase.
- Using a tool called GleanIn, visitors could link their registration with their social media accounts and either publish an open message about their visit to CPhI North America, or send a private invite to a selected number of people in their network.
- BOND, the Matchmaking service and networking area allowed exhibitors and attendees to pre-arrange meetings up to one month before the event.

ON SITE

- The show floor was completed with a three-day conference program to allow exhibitors and visitors to gain the latest knowledge and insights about their industry.
- 8 different tracks dedicated to both events were developed and high-level keynotes were present at the Conference.
- All exhibition visitors had free access to 18 Insight Briefings and 30 Exhibitor Showcases taking place in dedicated theatres on the show floor.
- Little kiosks called “Supplier Finder” were located on the show floor allowing attendees to search for the products and solutions they were looking for. Thanks to the Supplier Finder’s integration with the CPhI Online platform attendees could identify exhibitors offering what they were looking for within seconds and find their booths in a fingertip.
- A Product Gallery highlighted new exhibitor products and technologies, with interactive touch-screen displays allowing attendees to find out more. For visitors, this was the go-to place to discover the latest industry developments.

- In line with the artsy welcome attendees were invited to contribute to a new mural for the landmark pharmacy that has served the local community for more than 30 years. The Mural Art was not only a fun way for attendees to let their creativity come out, but also contributed to leaving a legacy after this first edition of the event.

RESULTS

KEY NUMBERS FOR THIS LAUNCH EVENT:

- 100% sold out show floor space leading into event with 630 exhibitors.
- 75% of total exhibitor sales revenue was rebooked onsite for 2018 event edition.
- 7,437 attendees (61% conversion rate of the 11,851 pre-registrants).
- 70% of attendees were from North America, and the event’s global participation included representation from 98 countries.
- 48% of attendees had never attended a CPhI event before.
- \$268,630 registration revenue generated.
- Net promoter scores (NPS) improved 212% for InformEx attendees YOY, proving the collocation was well received amongst the core legacy audience.
- In addition to the exceptional figures above, this launch event is one of the greatest examples of cross-business collaboration to developing a value proposition that the North American market wanted to be a part of. The show has delivered a strong resign and earned very positive survey results and we start 2018 with a very optimistic 3-year outlook, projecting sustained double-digit growth. CPhI North America has been the most challenging and at the same time most successful launch in UBM’s history.

A full copy of this entry is available by clicking here







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