

The Small Exhibitor Guide to Maximizing Your Marketing Investment at Pittcon 2012



White Paper

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The Small Exhibitor Guide to Maximizing Your Marketing Investment at Pittcon

Introduction

Investing marketing dollars to exhibit at live conferences and expositions is an important decision and one that is never taken lightly by companies of any size. Marketing and sales managers must justify the expense and realize a significant return on investment as a result. As a Pittcon exhibitor, you realize that the value of the face-to-face interactions you will have with your customers and prospects is a worthy investment. It is also a unique opportunity to gain visibility in your target market, strengthen the relationships with your key customers, and develop sales leads and new sales prospects that will generate revenue in the future.

Most large exhibitors have dedicated event staffs and marketing and public relations resources to ensure that they make the greatest impact while exhibiting at Pittcon. Long time exhibitors are also familiar with the various marketing and PR programs that they can take advantage of to maximize their marketing presence at Pittcon. In many cases, these programs are free of charge as part of the booth registration fee. Many smaller or first time exhibitors, on the other hand, may not have the resources or may even be unaware of the many marketing opportunities that they should participate in to maximize their presence at Pittcon and gain a greater return on investment.

This white paper presents a step-by-step guide to the free marketing and public relations opportunities that are available to every exhibitor, large or small, and presents other fee-based marketing opportunities that should be considered. This white paper will cover:

- Company Description
- Exhibitor Web Resources
- Public Relations
- Social Media
- Corporate Guest Program
- Marketing Opportunities
- Mail Lists
- Pittcon HelpDesk



Take advantage of free marketing and PR opportunities to improve your Pittcon ROI

- Web Resources
- Public Relations
- Corporate Guest Program
- Promotional Mailings

Pittcon Home
www.pittcon.org

March 11 - 15, 2012
Orange County Convention Center
Orlando, FL USA

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Search By Company
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H I J K L M N
O P Q R S T U
V W X Y Z
Others

Search By Product
Search

Exhibitor List

General Information
Event: Pittcon 2012
Event Dates: Monday, March 12, 2012 09:00 AM - Thursday, March 15, 2012 03:00 PM
View Exhibitors Per Search

Floor Plan:
Searching On: Like - M

Exhibitor Search Results (39)
Below you will find exhibitors based on the search listed below, click on exhibitor name for more details.

Sort By: Exhibitor Name

Exhibitor Name	Booth	Company Information
Macherey-Nagel Inc.	2732	
Major Science	3829	
Malvern Instruments	3641	Materials characterization company Malvern Instruments will introduce 'smarter particle sizing' as the new Mastersizer 3000 laser diffraction particle size analyzer marks its Pittcon debut in 2012. A product of Malvern's experience and expertise in particle characterization, it brings flexible, user-

Be sure to submit your company description for the Pittcon Web site - it is usually the first way conferees will begin to build an agenda of companies to visit during the Exposition.

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Orlando, FL USA

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Search By Product
Search

Exhibitor Details

General Information
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View Exhibitors Per Search | View This Exhibitor Only

Floor Plan:
Searching On: Like - M

Exhibitor
Below you will find information found for selected exhibitor.

Name: Milestone Inc.
Company: Milestone Inc.
Address: 25 Controls Drive
Shelton, CT
06484
United States

Booth: 1281
Phone: 203-925-4240
E-Mail: mruavis@milestoneci.com
Web: http://www.milestoneci.com

Company Information: A global microwave leader in the field of microwave chemistry, offers a complete suite of productivity tools for today's modern chemists looking to perform microwave sample preparation. Our technology allows chemists to obtain the highest throughput for metals digestions by using our new Ultrawave. The Ultrawave is revolutionizing microwave digestion by using our patented single reaction chamber technology (SRC) - run mixed batches and enjoy hassle free cleaning with disposable vials. Milestone will also be showing the latest in direct mercury analysis, on-demand acid purification, ultra-trace cleaning for ICP/ICP-MS tools.

Products/Services: ANALYZERS, CLEAN ROOMS/ACCESSORIES, CLEANING

In the full company description, be sure to include "Products/Services" at the bottom of the information. This is how conferees will find your company via the online Agenda Builder and Product Locator Kiosks on the Exposition floor..

Company Description

Once you have completed your booth space agreement, your marketing machine should go into action immediately.

As a registered exhibitor, you are entitled to a company listing on the Pittcon exhibitor Web page. The listing includes your company name with a hyperlink to your Web site, your booth number, and an 80 word description of your products and services. Your company listing also appears in the Pittcon Final Program, which is freely distributed to all conferees upon their arrival. You should complete the company listing as soon as possible, keeping in mind that the Pittcon Web site welcomes more than 15,000 visitors per month, prior to the conference, and you want to be sure your company is accurately represented. Surprisingly, many exhibitors don't take full advantage of this very basic, but very important listing.

Your company information should present a succinct description of the products, technologies, applications and/or services your company will exhibit.

In addition to the listing on the Web site and Final Program, the company description is also important because it is used by the conferee Agenda Builder and Product Locator Service to find your company via "Google-like" search capabilities. The Agenda Builder is a Web tool hosted on the Pittcon Web site that enables conferees to search for companies and products of interest as well as the technical papers they want to attend. In similar fashion, the Product Locator Service allows conferees to search for companies and products during the conference. Product Locator kiosks are located in the exposition hall for conferees to perform their searches.

Marketing savvy companies take their listing one step further by providing a Web link to a **Pittcon specific landing page** hosted on their own Web site. The exhibitor landing pages typically provide an expanded description of the products to be exhibited at Pittcon, plus a listing of their seminars, technical papers, and other events they may be hosting.

This is the first action step to take to announce your participation at Pittcon and tell conferees why they should visit your booth.



Download Prospectus at
pittcon.org/exhibitors/pdfs/2012/Exhibitor_Prospectus.pdf

2012 Exhibitor Prospectus

The 2012 Exhibitor Prospectus is a must read. You'll find it beneath the Exhibitors tab on the Web at pittcon.org/exhibitors/pdfs/2012/Exhibitor_Prospectus.pdf. The Prospectus provides valuable links to information that is critical to your marketing efforts. Most importantly, you'll find a full profile and demographic information about attendees. This information will help you prepare your marketing strategy prior to the show, gain a better understanding of conferee scientific interests and demographics, and help you prepare your booth and product presentations to maximize effectiveness during the conference.

Available information includes:

- 2011 registration statistics
- 2011 conferee survey report
- Exhibitor research
- Florida demographics
- Conferee demographics
- Marketing and publicity opportunities
- Marketing material downloads

Public Relations

Unlike many other events, Pittcon provides its exhibitors with a number of free publicity opportunities and information to contact the trade press to promote your products and services prior to, during, and after the conference. There are typically more than 200 media from around the world representing industry trade publications that attend Pittcon. Many of the media attendees publish articles about Pittcon and the new products and services being exhibited. This is a great opportunity to expand your exposure to customers and prospects, including those not attending Pittcon, and generate interest prior to Pittcon for conferees to visit your booth. Here's how you can take advantage of these media opportunities prior to, during, and after the conference:

Pre-Pittcon Product Publicity

- **Download the media registration list** - Pittcon makes available the names and contact information for the registered media prior to the conference. You can freely download the registration list in Excel format. With this list, you can identify the key publications in your scientific area and target the attending editors for further communication.
- **Submit press releases to trade publications prior to Pittcon** - many trade publications dedicate sections in their publications to new products being introduced at Pittcon. These publications typically publicize the products in the issue one month prior to Pittcon. If you are introducing a new product or service, you should submit a press release and photograph announcing your new product. Most deadlines for editorial submission are approximately 2 - 3 months prior to the issue publication.
- **Submit a technical article to appear prior to Pittcon** - the January - May issues of the scientific publications covering Pittcon are typically the most widely read issues of the year. Contact the editor to see if they would be interested in running a technical article on your new product or application and try to schedule the article to appear during one of these months. Articles that include real application data from your customers are always most effective.

PR Checklist

Pre-Show

- Download media list
- Submit press releases to trade publications
- Submit technical articles to trade publications
- Post news release on Pittcon Web site
- Post company/product video on Pittcon Web site
- Submit Conference Week video for large screen viewing on exhibition floor
- Invite editors to your booth

During Pittcon

- Place press kits in Media Room
- Hold a Press Conference
- Meet with the media

After Pittcon

- Contact the media and remind them about your products

- **Post your news release on the Pittcon Web site** - Pittcon allows each exhibitor to post a press release on the media Web page. This is another free opportunity to gain more exposure for your products and attract visitors to your booth. Editors use this page to scan for companies and new products and services to cover in their publications.
- **Post your company/product video on the Pittcon Web site** - if you have a promotional or educational video about your products, Pittcon also allows exhibitors to post the video on the Web site. This is another great, free opportunity to enhance your exposure and interest in your products and services.



pittcon.org/expo/exhibitorvids.php

- **Submit your Conference Week video** - Pittcon provides a series of large video monitors on the expo floor where exhibitors can present a short marketing video. The videos run in a continuous loop and provide a great opportunity for exposure to conferees relaxing in the open park area.
- **Invite editors to your booth** - beyond sending your product announcement for pre-Pittcon issues, you should identify the key editors covering your scientific area and invite them for a demonstration of your products during Pittcon. Editors have full schedules during Pittcon week, and while it will be difficult to get their attention, it is well worth the effort. Editorial staffs typically map out a strategy of what they will cover a few weeks prior to the conference and your goal is to get on their agendas. Send a brief email to those key editors with an invitation and follow-up with a phone call and tell them why they should visit your

booth. Try to set up a specific time for them to visit - otherwise they may get sidetracked and not visit.

- **Pittcon Editor Awards** - each year at Pittcon a group of editors convene to discuss new products introduced at the conference and recognize those they consider most innovative with a Pittcon Editor Award. This is a prestigious award and those companies receiving this award benefit from additional press coverage and marketing visibility.

The screenshot shows the American Laboratory website. At the top, a banner reads "Welcome to the New American Laboratory Website - the Ultimate Online Resource for Laboratory Scientists" with links to "technical articles", "new products", "product videos", and "latest news". Below this is the "American Laboratory" logo and a search bar. A navigation menu includes "Home", "Application Notes", "Featured Products", "Technical Articles", "Videos", "Events", "News", and "Blog". A featured banner for OLYMPUS FluoView Laser Scanning Systems is visible. The main content area displays the article "Pittcon® 2011 Editors' Awards: A Two-Way Tie for the Gold Award" by Jeanelly Hunt, dated Friday, April 01, 2011. The article text describes the event and the award process. To the right of the article are social media sharing options (Email, Print, Facebook, Twitter, LinkedIn, StumbleUpon) and a "Comments (0)" section. Further right is a promotional box for a complimentary subscription and a "Related Products" section.

Media Opportunities During the Conference

- **Pittcon Press Room** - The Pittcon Press Room is the gathering place for media representatives who cover Pittcon. While this area is only available to the media, Pittcon allows exhibiting companies to leave copies of their press kit in the room. Your press kit should include a description of your company, an overview of the products and services you are exhibiting, and announcements and photographs of your new products. Instead of bulky printed materials, some exhibitors will present their press kit in electronic format via CD. Either way, you should take advantage of this opportunity to present your company and products to the media.
- **Press Conference** - Pittcon makes available rooms for exhibiting companies to hold press conferences during the conference. These rooms are made available to exhibitors on a first come, first serve basis and Pittcon publishes the press conference schedule on the Web site, as well as in the press room. Most of the major exhibitors will hold a press conference to present their new products, and if you are planning to hold a press conference, you should reserve a room well in advance.

- **Media Outreach During Pittcon** - most of the major scientific publishers exhibit at Pittcon, although you will rarely find an editor sitting in the booth. If you were unsuccessful in setting up a meeting with a key editor, try visiting the publisher's booth and attempt to schedule a meeting via one of the magazine's booth staff.

Post-Pittcon Publicity

- **Post Pittcon Follow-up** - if you were able to engage an editor in your booth during Pittcon, send a thank-you note as soon as you return to the office and briefly reiterate the key features and benefits of the products that you presented. Hopefully, your efforts will pay off and your product will be mentioned in their event summary articles.

If you were unable to engage an editor during the conference, send a "Sorry we missed you" email following the conference, highlighting the product features and benefits and ask if they would like additional information for their event summary article.

Social Media

In recent years, Pittcon has become active in Social Media networking communities, including Twitter, Facebook, and LinkedIn. And, so have Pittcon conferees and Exhibitors. Participating in social networking affords another "free" way to gain visibility and engage Pittcon conferees. In each case, you'll need to create an account on each Web site. Once you have registered and created a user account, you can start participating in the discussions. Here's how to get started:



Twitter - Twitter is a micro-blogging application where you can easily communicate with other exhibitors and Pittcon conferees who use Twitter. You can view the Pittcon Twitter profile at <http://twitter.com/#!/Pittcon>. Once you are there, click on the "follow" button at the top left. As a Pittcon follower, you will begin to receive all of their Tweets and see an ongoing dialog with other followers. Once you are engaged, you can retweet posts to your own followers, respond to others who are tweeting about the conference (be sure you use the @ symbol before the user name when responding so they know the comment is meant for them), and begin posting your own Tweets about your activities around Pittcon. When you Tweet about Pittcon, be sure to use the #Pittcon hashtag so your Tweets will be grouped with other #Pittcon related Tweets. If you aren't familiar with Twitter, this help page will get you started <https://support.twitter.com/>.



Facebook - You will find the Pittcon Facebook page at <http://www.facebook.com/Pittcon>. Pittcon regularly posts information and highlights about the conference on the page. Click the "Like" button and join the community. You can share your own posts about Pittcon and comment on posts from others - participate and post useful information that others would benefit from. Avoid being overly promotional about your products and services.



LinkedIn - You can join more than 700 members of the Pittcon networking group on LinkedIn at http://www.linkedin.com/groups?gid=1674777&trk=myg_ugrp_ovr. You'll find a variety of different posts from Job searches to Webinar invitations to queries from International distributors. You can start your own discussion on a topic of your choice and post comments in other relevant discussions. Either way, it is another opportunity for visibility for your products and services and to begin to build interest for people to visit your booth at Pittcon. You can also learn from other Pittcon exhibitors by joining the Pittcon Exhibitors subgroup on LinkedIn.

Corporate Guest Program

The Corporate Guest Program is a free opportunity for all exhibitors to build loyalty with your customers or engage new prospects. Each exhibitor initially receives 4 complimentary Corporate Guest registration codes for each 10' x 10' booth rental and 16 Corporate Guest registration codes for each seminar room rental. Exhibitors are free to extend these complementary registrations to their own guests. Most exhibitors use the passes to invite key customers and prospects, local regional contacts, or first-timers - contacts who have never previously attended Pittcon. The Program offers several benefits:

- Say thank you to existing customers or to enhance your relationship with prospects
- Drive traffic to your booth and increase your ROI
- Provide incentive for first-time Pittcon attendees to visit your booth

Pittcon Promotional Brochures

Pittcon makes available to exhibitors free conferee promotional brochures in any quantity requested. These brochures have space available to affix a sticker for a marketing message about your company and your booth number. For quantities above 25,000, you can supply artwork to print a panel dedicated solely to your marketing message - all free of charge for your own promotional mailings.

Low Cost, Fee-Based Marketing Opportunities

Until this point, this paper has focused on free programs and opportunities for exhibitors to maximize their visibility. However, there are several high value marketing programs that are available to Pittcon exhibitors that are relatively low cost and should be considered as a means to increase the overall ROI of exhibiting at the meeting.

Pittcon Web Site Advertising

Pittcon's Web site averages more than 15,000 unique visitors per month. Site traffic is very busy in the months leading up to the conference. Pittcon offers banner ads to exhibitors on various pages on the Web site for as little as \$1,000 per month. Compared to advertising on scientific publication Web sites, this is a very good value and a highly targeted way to increase your presence at Pittcon.

Pre-Show Mailings

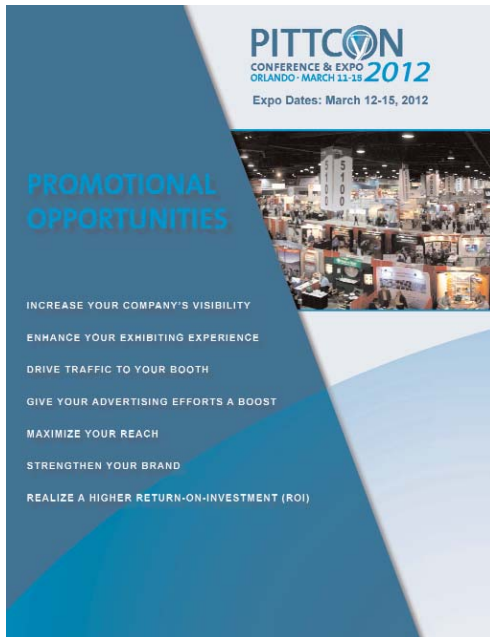
You've made the investment to purchase booth space to exhibit at Pittcon and you are committed to shipping your products to display and sending employees to staff your booth. Now that you've made this commitment, it is critical to tell your customers and prospects that you will be exhibiting at Pittcon and why they should visit your booth.

Send your announcements to your own list and rent Pittcon's pre-registration list and attendee lists from previous Pittcon's. You can target the list by industry, scientific specialty, contact title, and other parameters for more effective mailings.



Order free brochures from Pittcon; add your company branding, and mail to your customers and prospects.

View brochure at pittcon.org/exhibitors/resources.php.



Download the promotional opportunities brochure at pittcon.org/exhibitors/promoops.php

Pittcon lists are available for printed mailings or email. Remember, conferees receive many pre-show mailings and be sure that yours is distinctive and memorable. Many exhibitors use incentives and giveaways in their mailings to attract conferees to their booth.

Other companies also promote a Pittcon-specific landing page on their own Web site to expand upon the products and technologies that will be exhibited. The more reasons you can give to visit your booth, the more potential visitors you will receive.

Additional Marketing Opportunities

In addition to free and low cost programs, Pittcon makes available a number of additional sponsorship and marketing opportunities on a first come, first serve basis. You can review all of the promotional opportunities at pittcon.org/exhibitors/promoops.php.

Pittcon HelpDesk

If you need help and have any questions, the Pittcon office staff is there to help you at every juncture. Don't hesitate to contact them for advice to make your Pittcon experience more productive.

Telephone: 412.825.3220/800.825.3221

General information: info@pittcon.org

Exposition: expo@pittcon.org

Technical Program: program@pittcon.org

Marketing and Public Relations: marketing@pittcon.org

Conferee Registration: www.pittcon.org/register/index.html

Exhibitor Booth Registration: www.pittcon.org/exhibitor/booth.html

Conclusion

Once you have committed to exhibiting at Pittcon, your goal should be to maximize your return on investment. Often times, smaller exhibitors are either unaware or don't take the time to fully explore all of the many free or low cost marketing and public relations opportunities that exist. By taking advantage of these programs, every exhibitor can gain added exposure for their company and products, increase the number of personal interactions with customers and prospects, and improve overall ROI.

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MARKETING AND PUBLIC RELATIONS

About the Author

Tom Ricci is a former Marketing Communications Manager, Pittcon Exhibitor, and a marketing consultant for the Pittsburgh Conference Organization.

He currently is sole proprietor of Ricci Communications, a marketing communications and public relations firm focused on helping science and technology organizations achieve the greatest impact with their marketing efforts.

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