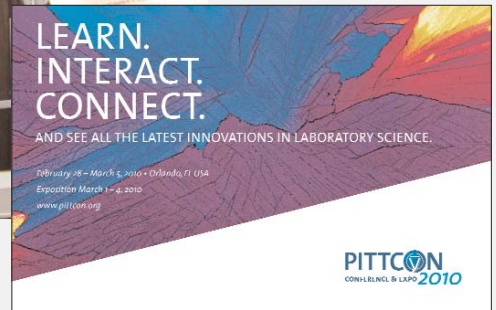


The Small Exhibitor Guide to Maximizing Your Marketing Investment at Pittcon



White Paper
by Thomas Ricci
Ricci Communications

The Small Exhibitor Guide to Maximizing Your Marketing Investment at Pittcon



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

- Web Resources
- Public Relations
- Corporate Guest Program
- Lunch & Learn Sessions
- Promotional Mailings

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 understand 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 Listing
- Exhibitor Web Resources
- Public Relations
- Corporate Guest Program
- Lunch & Learn Sessions
- Advertising and Marketing
- Mail Lists
- Pittcon HelpDesk

EXPO 2010 February 2-4, 2010 Orange County Convention Center Orlando, FL

Exhibitor List

General Information
 Event: Pittcon 2010
 Event Dates: Monday, March 1, 2010 09:00 AM - Thursday, March 4, 2010 03:00 PM
 Floor Plan: [View EXHIBIT FLOOR PLAN \(coming soon\)](#)

All Exhibitors (661)
 EVENT DATES: Monday - Wednesday, March 1-3, 2010 9:00AM - 5:00 PM. Thursday, March 4, 2010 9:00 AM - 3:00 PM. Below you will find all exhibitors for this event, click on exhibitor name for more details. If your printouts are being cutoff on the right margin then select "File", "Page Setup" and adjust your margins accordingly.
 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#)

Exhibitor Name	Booth	Company Information
A. Krüss Optronic GmbH		Innovation since 1796 - German engineering at its finest! A. Krüss Optronic GmbH is a producer of high-end optical laboratory instruments. Always being one step ahead is the motto of the company. Regardless if you need polarimeters, refractometers, density meters or microscopes: if you're looking for the latest inventions, you will have to take a look at Krüss Optronic's product range. Lab software and

Company Listing

Once you have completed your booth space agreement, your marketing activities should begin 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 prior to the conference. In similar fashion, the Product Locator Service allows conferees to search for companies and products during the conference. Agenda Builder and Product Locator stations 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 page typically provides 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.

Exhibitor Marketing Toolkit

On the Pittcon Web site beneath the Exhibitor Services tab, you'll find a link to the Exhibitor Toolkit. This is a password protected page available only to exhibitors. You should have received a password during the registration process. If you do not know your password, you can obtain it by contacting a Pittcon representative at expo@pittcon.org.

The Marketing Toolkit contains valuable information that 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.

The Toolkit includes:

- **2010 Exhibitor Prospectus** - a detailed analysis of Pittcon 2009 attendance, exhibitor ROI information, event research data, and a complete breakdown of conference and exposition programs, conferee demographics and marketing programs for Pittcon 2010 in Orlando.

www.pittcon.org/exhibitor/marketing_resources.asp

Use the Exhibitor Marketing Toolkit to create your marketing strategy.

- Conferee Demographics
- Pittcon Marketing Plan
- Market Research
- Conferee Focus Group Report
- Promotional Opportunities
- Trade Show Tips

Pittcon Focus Groups: gain a better understanding of Conferee expectations when they visit your booth.



- **2009 Focus Group Downloads** - six hours of videotapes, 12 minute summary video, and verbatim transcripts from three conferee Focus Groups that were conducted during Pittcon 2009 are available for review. The Focus Groups provide valuable insights into conferee objectives, expectations when visiting exhibitor booths, experiences while interacting with booth staff, and more. The Focus Group information also serves as a valuable tutorial for booth staff on how best to engage conferees during the conference.
- **2010 Spring Exhibitor Meeting Presentation Slides** - if you didn't attend the Pittcon 2010 Spring Exhibitor Meeting, you can download all of the presentations from the Marketing Toolkit page. These presentations provide an in-depth look at conferee demographics, marketing programs, co-promotional opportunities, market research, and overviews from registration, housing and transportation, travel planners, hospitality and other support groups.
- **Resources** - downloadable documents and links to expert external resources that will help you maximize your tradeshow experience are also available.

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
- 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 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 a novel way to enhance your exposure and interest in your products and services.



www.oceanoptics.com

Ocean Optics is the world leader in solutions for optical sensing. We enable diverse applications in medical and biological research, environmental monitoring, life science, science education and entertainment lighting and display.

Our extensive line of complementary technologies includes spectrometers, chemical sensors, metrology instrumentation, optical fibers and thin films and optics. Recognized as the inventor of miniature fiber optic spectroscopy, we've sold over 120,000



- **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.
- **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 recognition benefit from additional press coverage and marketing visibility. If you are introducing a truly innovative or unique product, be sure to make editors aware of it.

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 held 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. There is no harm in trying.

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.

The screenshot shows the Lab Manager Magazine website. At the top, the logo reads "Lab Manager MAGAZINE Run Your Lab Like a Business" with a "Subscribe Now!" button and a search bar. Below the logo is a navigation menu with links for Home, Subscribe, Advertising, Contact Us, and About Us.

The main content area features a large banner for "ALT BioPharma AUCTIONS" with the text "Coming Soon! 50% to 80% off retail" and "American Laboratory Trading Inc. (860) 449-0730 www.americanlaboratorytrading.com".

On the left, there is a "Subscribe Now!" button and a list of navigation links: Current Issue, Archives & Back Issues, Careers, Lab Product News, How It Works, and Lab Safety.

The central article is titled "Lab Equipment Innovation Trends to Watch as Learned from the Pittcon 2009 Editors Choice Awards." by John Buie, published 4/2/2009. The article text reads: "Like every year post Pittcon there has been lots of media attention paid to this year's prestigious Pittcon Editors Choice award winners. But, as these three instruments represent the cutting edge of lab equipment development, I would like to step back and look at what insight into future trends in lab innovation might be gleaned from these instruments. Trend #1 – Integration. Everyone loves their iPhone. How could you not? It's your music player and your cell phone perfectly integrated. Analytical chemists also love their hyphenated chromatography - LC/MS, GC/MS. So why not keep integrating and see what new analytical systems can be created? Ol Analytical and Piccaro did just that and won Silver at Pittcon".

On the right, there is a "Now Playing" section for "SpectroscopyTV" with a "WATCH NOW!" button, and a "New Product Introductions from LabX.com!" section listing the "AQUACOUNTER® HG-400 Mercury Analyzer from JM Science".

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 conference and exposition:

Lunch & Learn Sessions

Pittcon makes available a special area where you can host a luncheon for up to 10 customers and prospects whom you invite on a specific day from 11:30 a.m. to 1 p.m. The cost for the luncheon is \$250 and each attendee receives a \$15.00 lunch voucher. The "Lunch & Learn" sessions give exhibitors and conferees an excellent opportunity to discuss important issues in a more relaxed atmosphere away from the exhibit booth.

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.



Order free brochures from Pittcon; add your company branding, and mail to your customers and prospects. View brochure at www.pittcon.org/exhibitor/advertising.html



Download the promotional opportunities brochure at www.pittcon.org/exhibitor/sponsorships.html

RICCI COMMUNICATIONS
MARKETING AND PUBLIC RELATIONS

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

www.riccicomunications.com
401.354.2360

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.

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 <http://www.pittcon.org/exhibitor/sponsorships.html>.

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

The Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy
300 Penn Center Boulevard
Suite 332
Pittsburgh, PA 15235-5503

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.