

YOUR PLACE AND SPACE AT THE SHOWCASE



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PLANNING

- Message 1-3 ideas to get across
- Message must support your goal

YOU MUST KNOW YOUR
GOAL

- Awareness/visibility
- Write orders
- Generate leads/email list/social network
- Promote new/image
- Support Chamber
- PR-including charity
- Research/Recruit

PLANNING

- Who do you want to stop?
- How do you get them to stop?
- What info do you need to gather? How?
- Budget
- Prioritize and measure
- Timeline, checklist and tool kit
- location

- BUDGET

more than just the booth

Plan and purchase for now
and later use.

Think impact and longevity

DECOR

- WELCOMING
- Supports the goal/message
- Props
- Set-up time needed: complete, personal appearance fine, mental break to prep
- Audio/Electrical needs
- Positioning of items

PROMOTION

CHAMBER blasts/Sponsorships

DM, Signs, WOM

Promotional Items

Literature/business cards/drawing

Gimmick/bounce back

TEXT/TWITTER/PHOTO/QRC/PR

STAFFING

Number needed

Contact number, back up body, schedule

Appearance (including apparel)

Personality/attitude/skill

Understands goal and message

Qualify attendees-we are not all created equal

Crossover staffing guidelines

Staff Rules of Engagement

Do not block support material

Face forward, be standing

Make eye contact, smile

Correct body language

No personal texting, phone, laptop

No whining

Task and apparel fit

Find a connection and ask for
info/lead

POST SHOW

- In Your PLAN “Measurement”
- Evaluation of how it worked & recommendations
- Follow-up post show
- Time Line your follow-up
- Redo any PR you can

EXAMPLES OF BOOTHS

PURPOSE

PLANNING



ABLAN GALLERY

Two Hr. Setup

Goal: “Rebuild our brand/studio at Expo. Similar size to foyer so essentially tried to recreate it incl. our own curtains. Table on the side so they could be immersed in our space. Large portraits. Fan of less and large versus lot and little.”

Dan Ablan



AVALON SALON DAY SPA

Interactive, promoting cause with
donations, company image apparel,
Welcoming staff and social media





Lots of display to explain complex process and specialty-family friendly





Theme based



Network with fellow Exhibitors





Presentation, attire, samples



Fun attractions



Goal-stop, contact



Have a talent, display it



HALLMARK PROMOTIONS, INC

GOAL: (Intl. Convention)

Take orders/sell show inventory

Message Breadth of line

Expertise, Partnership

Tactics: timeline/organization

Self-serve, Branding everywhere



HALLMARK PROMOTIONS INC.



Buy a Home

MAX MOUNTAIN



IMAGINE THE POSSIBILITIES ,
EXPERIENCE THE RESULTS

Susanne DePaepe
Hallmark Promotions, Inc.