

**January Program:**  
Trade Shows and On-site  
Media Coverage

**When:**  
Wednesday, January 10, 2007  
11:30 a.m. (NEW TIME! 15  
minutes earlier)

**Where:**  
At our NEW LOCATION  
Sushi Rock (formerly Cooker's)  
2101 Richmond Road  
Beachwood Place

**Get Map & Directions**

**RSVP:**  
by January 3, 2007, to  
[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

**Upcoming Meetings**

*We have several topics in the hopper for upcoming meetings. Topics for which we're in the process of securing speakers include:*

- Viral marketing
- WSradio Internet network
- IMG – Sports Marketing

*Non-members are welcome to attend our meetings, paying \$10 in addition to the cost of their own lunch.*

## **Trade Shows: Media coverage opportunities and the pros and cons of various approaches**

Trade shows are alive and well, and every field and industry – from auto dealers, builders, and coffee vendors to restaurateurs, school superintendents and travel agents – has them.

Meeting prospective customers face-to-face remains a very powerful sales approach that can't be replaced by collateral materials and web sites.

That's why companies spend considerable time and money to plan and implement exciting displays.

A compelling booth staffed with knowledgeable sales people will attract attention “like moths to a flame,” as one-trade show veteran calls the process.

Of course, the goal is to garner solid leads and, hopefully, new sales. Media coverage can play an important role in achieving this goal.

### **Three aspects to shows**

Rob Felber, president of Felber & Felber Marketing, knows the ins and outs of trade shows, and, at our January 10 meeting, he'll facilitate a session about the good, the bad

and the ugly of this marketing venue.

Rob will guide us through the three stages of trade shows – from conception to completion – with special emphasis on media relations.

Advance planning, dogged attention to detail, and timely follow-up are part and parcel of a successful trade show effort.

### **Working with the media**

Consider how and when you want to interface with the media. Do you want pre-event press for a special product demonstration? Is there a pre-show or show produced daily? Do you want the media at your booth, a news conference or a private interview?

Each of these options has its advantages and disadvantages to carefully consider in your planning.

If you've ever been part of a trade show project to market a client – or yourself – come prepared to share your tips and war stories. ■

The communications professionals of the **Cleveland Independent Practitioners Group (IPG)** meet monthly.