



February 2010

# PRINTtips



**Graphics**  
**Printing**  
**Mailing**  
**Under One Roof**

**TechneGraphics, Inc.**  
Park 50 TechneCenter  
2002 Ford Circle  
Milford, OH 45150  
**(513) 248-2121**  
Fax (513) 248-5141

**Web site:**  
[www.techgra.com](http://www.techgra.com)

**File Transfer site:**  
[www.tgidirect.net](http://www.tgidirect.net)

**FTP site:**  
<ftp.techgra.com>

**Email:**  
[info@techgra.com](mailto:info@techgra.com)

## Trade Shows, Meetings, Seminars... **YES, We Do That!**

Reaching prospects is the #1 task for sales and marketing. Direct mail using post cards and brochures takes your message to prospects in their offices. But when there is an opportunity to reach a group of prospects at a meeting, seminar, conference, or trade show, you may need additional materials besides business cards and brochures.

### Participating in a group event

Participating in an event for a group of prospects has three phases: preparing for the event, attending the event, and following up. In each phase there is a need for materials to be printed, distributed, and given away. These all need to be graphically coordinated to reflect your company or organization's image or brand – especially since some of the staff at the event may not be seasoned marketing or sales professionals.

Begin by deciding on a marketing theme for the event. Tie it to your company's overall marketing focus but tailor the theme to reflect the interests of the target audience who will be attending the group event. Some typical themes are how your product or service promotes efficiency and saves money; how it solves problems encountered by the target audience; what competitive advantage it imparts; or what enhancements to customer service it brings.

### Trade show graphics

Trade show graphics are the large-scale photographs, signs, banners, posters, and booth displays that are intended to draw the attendee's interest and attract them to linger at



your booth. In addition, trade show graphics can impart information that provides a context for explaining what your organization or business does or provides.

Designing for large-scale displays is different than designing for brochures and similar printed marketing materials. The primary difference is scale – display graphics are significantly larger than those used in collateral pieces and also simpler. Headlines should be trim, images large, and text short and easy to read. As a guide, think of a highway billboard that is read in three seconds or less. Your trade show graphics need to convey who you are, what you do, and why a prospect should care in the amount of time it takes to stroll past your booth.

For consistency of image and brand, tie trade show graphics to your product or service

## Trade Shows, Meetings, Seminars (continued)

marketing literature. But be careful here – the images used in a brochure may not be of sufficient resolution when enlarged to sign, banner, or poster size. Ask us to evaluate the suitability of any photograph or other image you are considering.

### Printed material

Besides having a supply of brochures, sell sheets, and business cards to distribute during the trade show or group meeting, you might need other material to support the trade show or meeting activities such as:

- name badges for your staff and attendees
- copies of an agenda or program
- entry forms for a drawing or giveaway
- tickets to invitation-only activities such as a luncheon or sponsored entertainment
- new product announcements and product guides
- show special flyers or discount offers
- mini catalogs or CDs with product information
- order forms

As with trade show graphics, these materials will have greater impact if they are visually tied to your company or organization's regular marketing and sales material and also reflect the marketing theme of the trade show or group meeting. Give all your printed materials a consistent look and message by using the same color palette, fonts, and graphics throughout.

### Promotional items

Whether you are a group meeting host providing a thank you gift to attendees or a trade show distributor who wants to attract traffic at the booth, a supply of promotional items – sometimes called *advertising specialty items* – are a way to be sure your company or organization is remembered after the event has concluded.

When deciding on a promotional item, select one that pertains to your business and simultaneously appeals to the target audience. A promotional item of higher quality or real utility is both more appealing and more likely to be taken back to the

office and used by an attendee. If the projected meeting or trade show attendance is very large, consider having a low-cost item to attract people to your booth and reserve the higher-quality item as a prize for a contest or a drawing. It is also a good idea to select a promotional item that can be used as a giveaway after the trade show or meeting.

### Inviting customers and prospects to attend

Sending invitations to customers and prospects to let them know you will be exhibiting at a trade show can help build traffic. If there is a charge to attend, see if you can arrange for some free passes to distribute to your best customers or prospects.

Invitations can be as simple as a post card that gives the dates of the show, your booth number, and one or two reasons why attendees should stop by your booth. If you limit the size of the post card to no greater than 4.25 x 6 inches it can be mailed at the first class postage rate for cards which not only is lower than the rate for standard mail, but also comes with free address correction in case the invitee has moved.

### Following up after the event

Exhibiting at a trade show or putting on a group meeting takes resources – time, money, and manpower – but can yield a large number of leads. However, not all the leads will be quality since trade shows in particular do attract a share of “lookers” as well as buyers. This means that an important task following the trade show or group meeting is to qualify the leads received.

A common way to follow up is with a mailing. Some businesses like to use a personalized letter; another option is a larger post card that is a takeoff on the small post card used originally to promote the trade show or event. This gives attendees another exposure to the trade show or group meeting marketing theme and serves as a reminder of the message being promoted at the show or meeting.

**We're your support service for trade shows and group meetings**

*“... images used in a brochure may not be of sufficient resolution when enlarged to sign, banner or poster size.”*

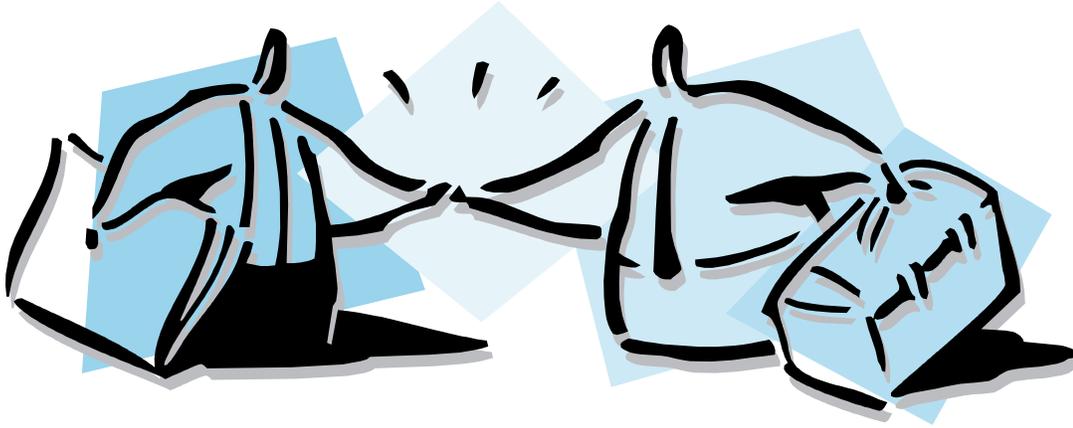
*“When deciding on a promotional item, select one that pertains to your business and simultaneously appeals to the target audience.”*

## Trade Shows, Meetings, Seminars (continued)

If your organization or business regularly attends trade shows or hosts group meetings, let us know the schedule of upcoming dates and locations for the events you are participating in. We'll work out a timeline that will let you know when you must start planning and designing the printed

materials you'll need and by what date you must order advertising specialty items. We'll also give you critical due dates to help keep you on schedule and within budget. Call us at 513-248-2121 to get started.

“We'll work out a timeline that will let you know when you must start planning and designing the printed materials...”



## Create A Mini Brochure

**A** quirk of human nature is to be attracted to things that are either larger or smaller than expected. The unexpected size adds an element of surprise that delights and invites involvement.

You can use this to your advantage when designing a trade show brochure. Instead of the standard 8.5 x 11 trifold, consider creating a mini brochure that is only slightly larger than a business card - 4 x 2.5 inches. With clever folding, you can create an 8-panel brochure - enough room to include a substantial amount of information into this compact size.



Starting with a flat sheet that measures 10 x 4 inches, a *double parallel fold* creates a front and back cover and six interior panels. As the mini brochure unfolds it will reveal first two adjacent panels measuring 5 x 4 inches, then four adjacent panels measuring the full 10x4 inches. This provides enough space to display not only text but to incorporate graphics.

If you are having trouble visualizing this, e-mail us at [info@techgra.com](mailto:info@techgra.com), and we'll send you a folded sample.



“The unexpected size adds an element of surprise...”

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Meetings,  
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**TECHNE  GRAPHICS INC.**  
2002 Ford Circle, Suite D  
Milford, OH 45150

**513-248-2121**  
Fax 513-248-5141  
www.techgra.com  
info@techgra.com

PRSR STD  
US Postage  
**PAID**  
Permit #271  
Milford, OH

## Trade Show Graphics



*“The purpose of the graphics is to attract attention and hold it long enough to deliver the marketing message.”*

**W**hen creating trade show graphics, remember this principal: keep it simple. The purpose of the graphics is to attract attention and hold it long enough to deliver the marketing message. This is best accomplished by a clean, simple design and a color palette that works with it to increase viewer comprehension.

Be especially careful when selecting fonts. Decorative fonts, while interesting and eye-catching, can be very difficult to read or may not render well in the large point size

needed on a banner or sign. Changing fonts too often may cause the graphics to look messy or haphazard. Select fonts that are easy to read in the large point sizes required for viewing from across an aisle or from an oblique angle.

White space or background color is a good way to balance text and visuals and can be used to draw the eye to important elements of the design. Also remember to keep the important visual elements high enough so they can be seen above the heads of booth visitors.

## SAVE THE DATE! 2010 Clermont Chamber Business Expo

### What is a QR Code?

QR Codes enable people to quickly jump from printed materials to online content. For businesses, QR Codes can help drive more traffic to websites & videos and increase awareness of products & services.



Join the Clermont Chamber, on Thursday, April 22, 2010 at Receptions Conference Center East, in building a sense of community among Clermont County businesses, increasing visibility of Clermont Chamber members and attracting new members, at this Business to Business Expo. This is an ideal way to showcase your business, promote your products and services, and network.



### <<< Scan Here for More Information

This QR Code (Quick Response Code) is linked to the Chamber's 2010 Business Expo website. You will be able to see the application, rules and regulations, and a floor plan that includes who has already signed up for the Expo, as well as what booths are still available. Or you can visit: <http://www.clermontchamber.com/Clermont-Chamber-Business-Expo.259.0.html>