

MAXIMIZE YOUR BRAND'S PRESENCE AT TRADESHOWS

Grab your lanyard, in-person conferences are heating up.

It isn't enough to simply have a booth at these tradeshows. To see a solid ROI, your company needs to "own" the event.

What does that look like exactly?

Crafting a story that differentiates you among a sea of competitors to attract the interest of media and prospects roaming the show floor.

Preparing your top spokespeople and team members staffing your booth to share your company's story in an exciting and digestible way.

Creating a spectacle (in a good way) with *Big Ideas!* in action.

Capturing content you can use well after the last retractable banner stand is packed away.

Combining strategy and creativity, Arketi has helped countless clients successfully maximize their presence at key industry tradeshows and drive revenue.

MESSAGE PREP AND PLAYBOOK

Tradeshow preparation should go beyond booth aesthetic and swag. To really make an impact, you need to differentiate your company's story and arm your team with the tools they need to be your frontline storytellers.

Arketi will facilitate a workshop with you and key members of your team to craft your tradeshow story. In the session, we will help you identify your headline – the overarching message you want prospects and reporters to walk away with – and the proof points you need to back it up and be distinct. Additionally, we will host brief training sessions with key spokespeople and booth personnel to help them master delivering the message.

At the show, we'll also equip your team with badge-sized playbooks containing a snapshot of your media messaging.

DIGITAL MEDIA KIT

Ditch the Dropbox filled with unorganized files for reporters to sift through. Arketi will build a custom digital media kit for your business.

The media kit will serve as a one-stop shop, giving reporters at the show easy access to assets that will help them develop a well-rounded story about your business.

Arketi can repurpose your existing content for the media kit or work with you to develop new headline-catching material. We can also host the media kit on your behalf, taking the work off your web team's plate. Best of all, you can easily update and repurpose the digital media kit for future tradeshows.

ON-SITE SUPPORT

Managing media at a tradeshow can be a full-time job. Arketi's trained media relations professionals can help. We offer on-site support focused on overseeing

your interview schedule, fielding last-minute media inquiries, preparing executives for conversations with media, staffing interviews and handling follow-up items with reporters.



With Arketi's help, we went from chasing customers at our tradeshow to having them waiting in line to talk with us"

Karsten Gewecke
Global President
Zyxel Communications

CAPTURE CONTENT

While all the top industry trendsetters are in one expo hall, Arketi will help you gather their insights. Arketi can stand up a video booth in your exhibit space, from which a series of interviews with your executives, customers, partners and prospects will be recorded. Interviews will focus on top trends in the industry. Arketi will edit the interviews into bite-sized video content you can use across your company's digital and social communications channels.

Only going with a 10x10 booth? No problem. Arketi can help you identify the right industry influencer to serve as your "tradeshow correspondent", roving the exhibit hall and capturing interviews on your behalf.

GO BIG

Looking to differentiate your brand on the show floor? Arketi can put big thinking into action with creative ideas designed to cut through the clutter, accelerating your company's visibility and positioning.

Contact Mike Neumeier at mneumeier@arketi.com or 404.451.7832 to jumpstart your tradeshow strategy today.

Arketi Group is a public relations and digital marketing firm that helps business-to-business (B2B) technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing. Consistently recognized by *Chief Marketer* as one of the nation's top agencies, Arketi's core belief is that marketing generates revenue.



WHERE
MARKETING
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