

Vector Expo Group – Your Tradeshow Marketing Resource

Vector Expo Group provides comprehensive strategic and tactical services to support every facet of your tradeshow initiatives including:

- ✓ Strategic Tradeshow Consultation
- ✓ E-Marketing
- ✓ Promotions
- ✓ Websites/Microsites
- ✓ Tradeshow Display Equipment & Design
- ✓ Social Media Marketing
- ✓ Content Development
- ✓ Marketing Collateral
- ✓ Customer Relationship Management Implementation and Training
- ✓ Post-Event “Keep In Touch” Campaigns



Are Your Tradeshows Pulling Their Weight?

In this turbulent economy, it's more important than ever to turn every potential lead into a paying client. Talk to Vector Expo Group about how to sharpen your business performance at your next tradeshow or other client-facing event. For more information, contact Roberta Cohen at roberta@vectorexpo.com or **203-561-6173**.



**Vector
Expo
Group, LLC**

accelerating tradeshow performance

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**The Company
That Can
Help You Find
the Big Fish**





Vector Expo Group Turns Tradeshow Leads Into Customers

Pre-Show: We get the right people to your exhibit

During the Show: We help you capture better data

Post-Show: We convert your leads to live customers

Vector Expo Group accelerates your trade show performance. We drive the right kind of traffic to your exhibit, and ensure that you have a systematic approach to post-show follow-up. Our entire focus is on increasing your tradeshow ROI.



Pre-Show Strategy and Promotions

Vector Expo Group works with you to ensure that you have the optimal trade show strategy for your business. We specialize in developing creative tools to attract the right visitors to your exhibit.

Our services include:

- ✓ Pre-show strategic planning
- ✓ Traffic building promotions
- ✓ E-mail marketing to attract attention
- ✓ Idea development to make your booth an exciting "destination"
- ✓ Multi-media/video production to enhance your booth appeal
- ✓ Tradeshow booth design, production and manufacturing

It's Show Time – Capturing Better Data About Your Prospects

Vector Expo Group can train your team to qualify visitors so they can identify the serious leads. We can also coach your team to get detailed information about what attendees want, their timeframe for buying and other key details to help them move the sales process forward.

Our services include:

- ✓ Trade show team training
- ✓ Motivational and incentive programs
- ✓ Scripting for better data capture
- ✓ Providing professional spokespeople who can showcase your products/service
- ✓ Technical training/equipment for better data capture and follow up

Post-Show Lead Conversion and Success Measurement

Vector Expo Group can help your team convert leads into sales. We help to organize your leads and create databases that incorporate contact information, specific notes about what prospects require, systematic follow-up and, most importantly, graphs that show measurements of success including increases in sales volume and new business attributed to leads generated from specific shows.

Our services include:

- ✓ Post-show sales training to convert leads into sales
- ✓ Customer Relationship Management implementation and training
- ✓ ROI measurement

