



CTSM
Candidate Portfolio

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Trade Show Coordinator & Graphic Designer

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Criteria #1: Vital Statistics

Criteria #1

Candidate Profile and Job Responsibilities:

Hello! I'm Svetlana (Lana for short), and I hail from Russia, which explains my name. If you've ever encountered an Eastern European, you might notice a tendency towards overachievement, which I think is linked to societal norms that encourage us to seek higher education directly after finishing high school.

In line with this, I graduated summa cum laude from Siberian State Aerospace University with a Specialist Degree (a five-year university course that's equivalent to a BS combined with an MA) in Public Relations. I later relocated to the US, and like many other university graduates, found it difficult to land a job in my field. As a result, my over-achiever mindset had to pause for a bit while I searched for more realistic sources of income. Fortunately, I was still able to apply the skills I'd acquired during my university years through photography and graphic design.

My keen eye for detail (my husband refers to it as "Lana's Eagle Eye") later came in handy when I secured a job at Arnott Inc., an exciting company in Florida. This is where I was introduced to the thrilling world of trade shows. After meeting Arnott's basic graphic design requirements, I began designing booth art and ordering promotional items. I soon started to manage the logistics of trade show events, collaborating with all teams to ensure our booth and program outshone our rivals', however I had never attended a trade show personally, always working behind the scenes. That was until one day – assumably due to my Russian background – I was given the opportunity to assist Arnott in presenting their products at an automotive Trade Show in Moscow; I was finally in the limelight. I worked with the local InD team, learned about booth setup and proper trade show preparation, and even interacted with local distributors during the show. I was entrusted with the responsibility of constructing my first booth from scratch. When the Trade Show concluded, we were thrilled to learn that we had won the "best design" award.

Eventually, I moved to California and had to say a tearful goodbye to Arnott. In my interview with MacroAir, I was asked about my key characteristic, to which I instantly responded, "I make things happen." And that's precisely what I've been doing since joining the team in 2015.

I was hired as a Trade Show Coordinator and Graphic Designer, working alongside Lynnae, our copywriter, and Chris, a master of web design. Over time, our brilliant Marketing Team grew to include Mike, our videographer, and McKay, a social media specialist. We all report to Jaylin Krell, the marketing director and daughter of Eddie Boyd (you'll find more information on the company below).



My Team:

Jaylin Krell
Sr. VP of Sales &
Marketing



**Lynnae Van
Voorthuysen**
Copywriter



Lana Jamison
TS Coordinator &
Graphic Designer



**McKay
Vanderberg**
Social Media Guru



Chris Dierker
Web & Graphic
Designer



Mike Teruel
Brilliant
Videographer



In addition to my interactions with the marketing team, I frequently collaborate with other departments, such as sales and engineering. Our daily communication allows me to meet their marketing needs, and they, in turn, educate me on the product and our sales strategy. This reciprocal knowledge sharing has considerably enhanced our trade show program.

Company's Background and Principles:

MacroAir Fans is a small, family-owned and operated company located in San Bernardino, CA. The company has about 75 employees and is managed by the children and grandchildren of Eddie and Walt Boyd.

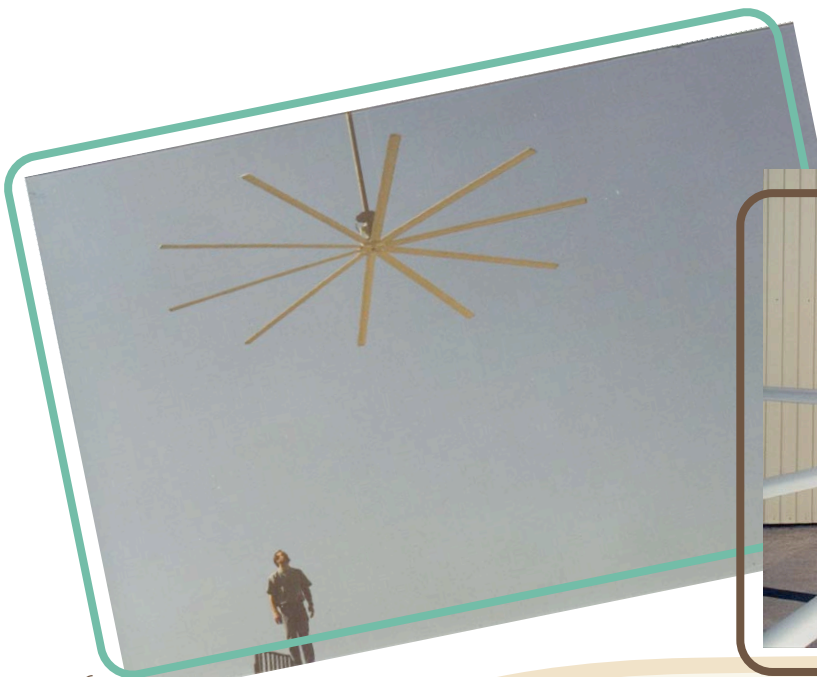
MacroAir started in 1998 when Eddie and his father, Walt, were asked to come up with a clever solution to move air for some friends who owned a dairy barn. Walt had engineered all sorts of cool things throughout his life, so he jumped on this opportunity, and the result was a large fan on a stick. Later, of course, the design was refined, improved, and patented, but only through great innovation and craftsmanship did this machine become the powerhouse you see today.

HVLS is what these large fans are called (High Volume Low Speed) and the name speaks for itself. The technology behind MacroAir fans is based on the principle that moving a large volume of air slowly is far more efficient than moving air quickly. These fans move air down and out in all directions, which keeps the air fresh and increases the comfort level for people and animals. So, whether it's in a warehouse, gym, or dairy farm, HVLS fans can make a huge difference in the condition of the environment.

MacroAir products are unparalleled in energy efficiency and airflow. They are assembled in the USA (using about 75% of US-made components) and are installed in thousands of buildings worldwide. International customers also benefit from local service and highly customized solutions from MacroAir's global distribution network.

To this day our fans are trusted by companies such as Coca-Cola, FedEx, IKEA, Walmart, and NAPA Auto Parts. We are the exclusive HVLS fan supplier for independent BMW, Chrysler, Ford, General Motors, Lexus, Mercedes-Benz, Nissan, and Toyota dealerships under their Dealer Equipment Programs.

MacroAir
engineers of air™



Market competition:

Big Ass Fans (see Appendix 1, Pg.36): They cover about 55% of the market share. It just so happens that MacroAir's biggest competitor was originally a partner in the early days. In 1999 when they decided to split ways, Carey Smith created his own company - Big Ass Fans. And even though Carey sold his company in 2017, BAF is still well known for their quirky branding and high-quality products and remains MacroAir's main rival to this day. Both companies design energy efficient HVLS fans and pride themselves on creating innovative, energy-efficient designs, however Big Ass Fans is often recognized for its wide range of products that cater to both commercial and residential markets. MacroAir, on the other hand, focuses mainly on industrial and commercial applications.

MacroAir Fans has about 20% of the market share and another 20% is evenly divided among the following:

Rite-Hite: While Rite-Hite is a well-known manufacturer in industrial safety and productivity solutions, it also offers HVLS fans as part of its product line. Compared to MacroAir, Rite-Hite provides a wider range of industrial products and solutions beyond fans, making it a one-stop shop for many businesses. Conversely, MacroAir's focus on HVLS fans enables it to dedicate more resources to fan innovation.

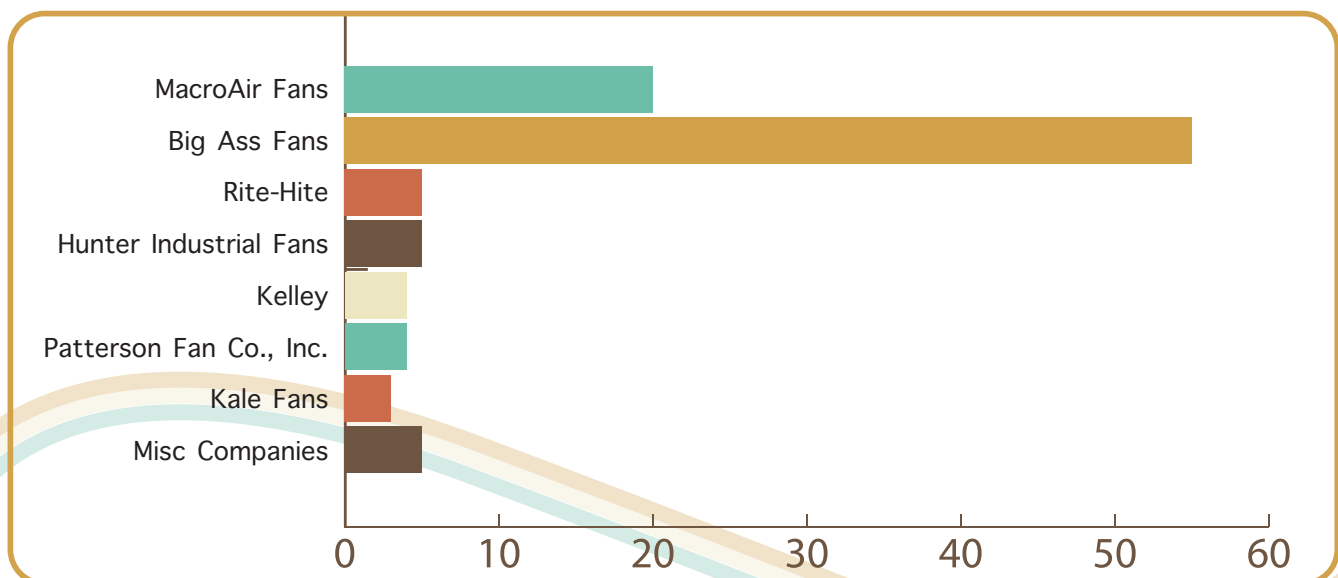
Hunter Industrial Fans: Hunter Industrial is part of the Hunter Fan Company, known for residential ceiling fans, yet they also offer HVLS fans for commercial and industrial applications. Both MacroAir and Hunter Industrial aim to provide energy-efficient, high-performance fans, but Hunter Industrial is often perceived as simply an extension of a residential fan brand while MacroAir has been focused on industrial-grade HVLS fans from the outset.

Kelley: Kelley is part of Entrematic, a company offering a comprehensive range of access automation products. Kelley's HVLS fans are part of a broader range of loading dock solutions, while MacroAir specializes solely on HVLS fans.

Patterson Fan Co., Inc.: Patterson Fan specializes in high-velocity fans, offering both directional and HVLS fans. While Patterson has a broader focus on high-velocity fan solutions, MacroAir's concentrated focus on HVLS technology allows for more specialized innovation in that field.

Kale Fans: A China-based company, Kale Fans is a newer player in the HVLS fan market. While MacroAir has the advantage of a longer history and more established brand, both companies share a commitment to energy efficiency and a comfortable environment.

Finally, the remaining 5% of the market share belongs to a handful of miscellaneous companies who produce similar products.



Products overview:

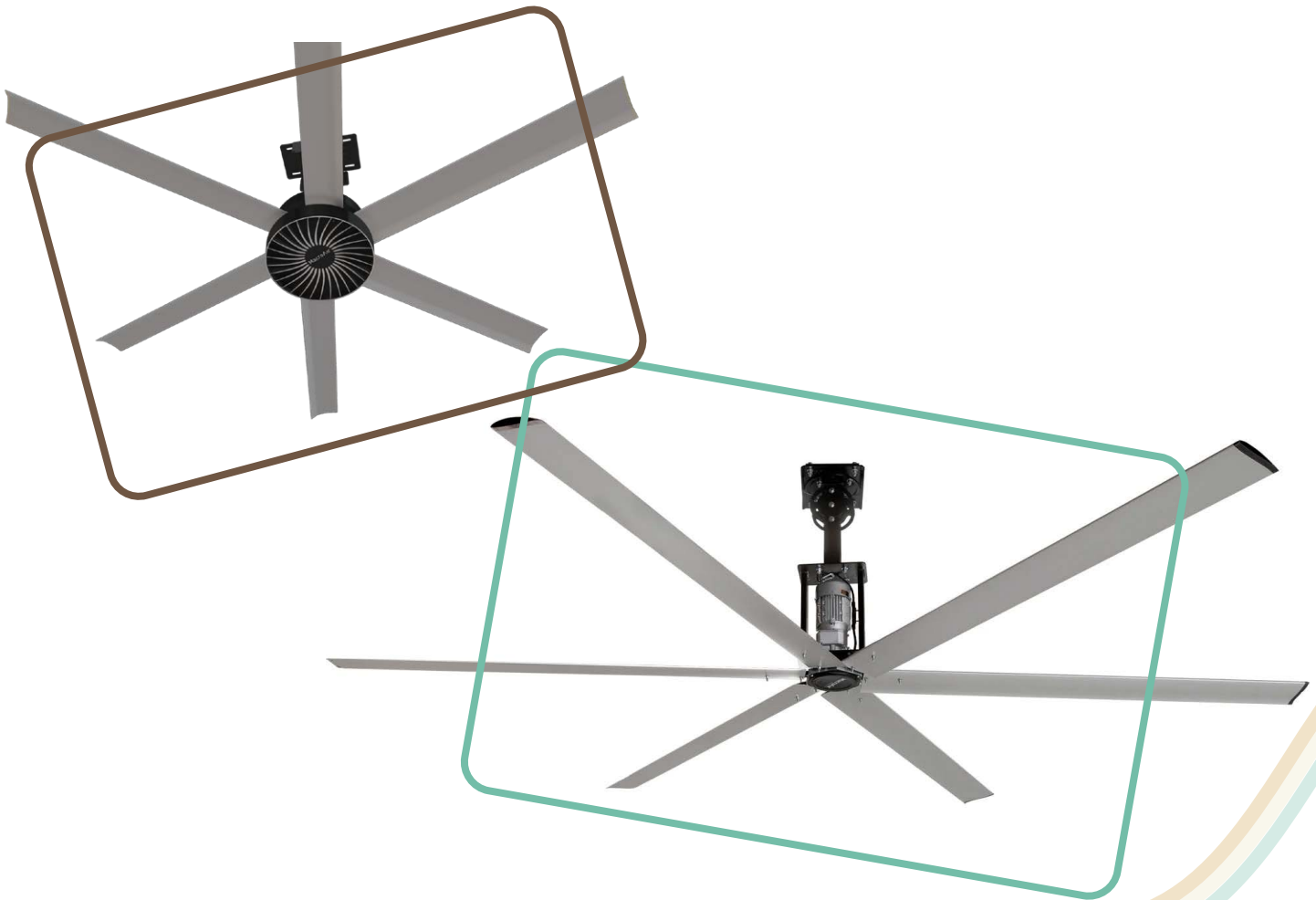
MacroAir offers a range of High Volume, Low Speed (HVLS) fans designed to provide energy-efficient air movement in a variety of settings. Here are the key product categories:

AirVolution-D: This is MacroAir's main line of HVLS fans. It features three different models (780, 550, 370) each with varying size and power configurations to accommodate different spaces. AirVolution-D fans use a gear-less direct-drive motor, making them quiet, efficient, and low-maintenance.

AirEffect: An optional control system available for AirVolution-D fans. AirEffect is a climate control system that automates fan speed based on temperature and humidity readings, maintaining the desired comfort level with optimized energy usage.

AirVolution-D3: A variant of the AirVolution-D series, the D3 model is designed to be lightweight and versatile, offering effective air movement for smaller spaces. It's ideal for areas with lower ceiling heights or smaller square footage.

AirSpan: The AirSpan series are smaller fans designed for spaces where a typical HVLS fan would not fit. They are also used in spaces requiring multiple smaller fans instead of a single large one, offering installation and air distribution flexibility.





Criteria #2: **Trade Show Program Overview**

Criteria #2:

Introduction to the Trade Show Program:

MacroAir Fans, for the most part, only attends domestic trade shows, however for the international distributors, our company hosts an annual event - AirAcademy. This is where our distributors from all parts of the world can hear about new product launches and speak to product engineers, as well as share and discuss marketing strategies in their region of interest. As a part of the marketing team and as an event coordinator at MacroAir, I play a major role in managing AirAcademy from start to finish. Besides AirAcademy, MacroAir's typical trade show schedule includes about 4-5 shows a year.

Trade Show Schedule:

The annual trade show roster includes renowned events across a range of sectors:

WORLD AG EXPO (<https://www.worldagexpo.com>) - Held in Tulare, CA every February, this agricultural-focused event enables us to reconnect with our roots and attract new distributors within the sector. The booth design for this event features an agricultural orientation with an 18' fan. Our goal is to promote brand awareness and showcase our locally made product's superiority.

IHRSA (<https://hub.ihrsa.org>) - Taking place in San Diego, CA in March, this fitness-oriented trade show offers us the opportunity to educate industry professionals on the benefits of our fans beyond just the cooling effect. Our booth design here involves a truss system showcasing an 18' fan with blue blades.

PROMAT (<https://www.promatshow.com>)- Scheduled in April in Chicago, IL, Promat is a material handling trade show where we aim to engage facility managers and decision-makers to expand our distributor network. This event features our latest fan models.

NRA (<https://www.nationalrestaurantshow.com>) - Hosted in Chicago, IL in May, the National Restaurant Show enables us to highlight our smaller line of fans' functionality and aesthetics, suitable for restaurants. This show features a smaller 10' x 10' space with a small fan and Aeratron setup.

Trade Show Program Improvements:

The trade show program has significantly evolved in recent years with some major improvements that I proposed and managed:

- We've brought booth design in-house, enhancing planning, design, and execution efficiency as per **Session 62017: The @show Experience: Understand the Essentials of Exhibit Design**.
- We've completely internalized our marketing, eliminating the need for external PR agencies.
- We've introduced innovative booth designs for better product showcasing.
- We've integrated Salesforce for lead uploading and follow-up, optimizing our post-event sales strategy.
- We've substantially reduced our budget by taking these activities in-house.

Prior to my taking on the position of trade show coordinator, MacroAir was expending a significant portion of its trade show budget on having all its needs managed by an agency. This approach had its merits, particularly in terms of consolidating MacroAir's trade show program under one roof, however frequent crate delays to the show site, issues with graphic quality, occasional miscommunications, and a continuous uptick in budget forced MacroAir to bring this program in-house. By having a trade show coordinator on staff, MacroAir was able to support local businesses and vendors, utilize our existing relationships with shipping partners, and save significantly on the design and production of trade show graphics: **Session 20317: The Nuts and Bolts of Budgeting for Results.**





Criteria #3:
Defined Show Objectives

Criteria #3:

Introduction to Show of Focus:

Our focal point for this portfolio is the IHRSA'19 trade show, an event chosen with great strategic intent to tap into the fitness industry - an arena we at MacroAir perceive as an untapped market. Our fans, designed to tackle the challenges of high temperatures and stagnant air, find their perfect application in fitness centers. This decision also reflects an evolutionary step for MacroAir. One that diverges from our traditional focus on the slower-moving agricultural industry and ventures into the fast-paced, technologically driven fitness industry.

2019 marked only our third year of product showcase at IHRSA, reflecting our nascent yet determined entry into this dynamic industry. A conscious adaptation of strategies was needed to stay ahead of our competitors and to capture a sizable market share. As the backdrop for this transition, IHRSA'19 serves as the perfect platform to showcase our adaptability and to assert our rightful place in the fitness industry.

In navigating this strategic shift, we have closely adhered to the insights from **Session 20117: Selecting the Right Shows: The Critical Decision**, which emphasizes the importance of judicious selection of trade shows given financial constraints. With a vision to optimize our spending, we scaled down our trade show calendar from seven shows in 2018 to three in 2019, reinforcing our strategy of maximizing impact within budgetary limits. This necessitated conversations with our internal and external sales teams to extract the best value from our limited number of exhibits.

Definition of Target Customers:

IHRSA is a globally recognized platform for fitness professionals to generate ideas and share their expertise. It represents over 200,000 health clubs, gyms, and studios worldwide, with over 7,500 dedicated members. The show's demographics include Millennials, Gen Xers, and Baby Boomers, aligning with our target audience: gym owners/managers.

Preparation Process:

Our preparation for IHRSA'19 involved understanding the new market dynamics, identifying the target audience, and forming a plan to appeal to decision-makers already familiar with the competition. This process included post-show sales and marketing meetings, budget planning, event sign-up, travel logistics, designing a market-specific booth, creating collateral, and producing images and videos to showcase our products in fitness facilities. This comprehensive approach ensured our readiness to perform at IHRSA'19 and measure our success against defined objectives. Furthermore, we arranged for the necessary electrical, forklift, AV equipment, and the latest software for the fan. My notes from **Session 20617: Show Operation Basics - Part I: Pre-Show Planning** helped to keep me on track when preparing all the necessary forms and documentations for the show. To this day we use On-Site Services Forms Matrix that Candy Adams shared with us during the session (see Appendix 3, Pg.39).

Measurable Objectives:

Our overarching strategy for IHRSA'19 included introducing our product to guests, facilitating engaging activities (such as a basketball challenge), setting on-site appointments, and positioning MacroAir as a leader in the HVLS industry. We also aimed to capture visitors' contact information for lead generation, provide real-time quotes using a tablet app, and close sales on the spot when possible.

Our specific, measurable goals, inspired by Bob Milam's **Session 30817: Business Marketing Strategies and Trade Shows**, were framed around questions of who, what, where, when, and how. The key objectives were:

- **Increase Brand Awareness:** Aimed at increasing overall booth traffic by 25% over 2018 and website visits by 10%. A core strategy was to enhance our booth design and run our AVD3 fan with powder-coated blades to demonstrate aesthetics and functionality.
- **Steal Market Share:** We aimed to seize 5% of the market share from our competitors by the end of 2020.
- **Lead Generation:** We planned to increase the number of qualified leads by 20% compared to 2018 through interactive activities such as our "March Madness" basketball hoop challenge.
- **Sales:** By providing immediate quotes and special show-floor pricing, we targeted to give at least 20 quotes during the event and close two sales.
- **Social Media Presence:** We aimed to boost social media impressions by 20% over 2018 by encouraging guests to post pictures with MacroAir fans on their social media profiles.
- **Cost Reduction:** A crucial goal was to decrease our spending on this trade show by 20% compared to 2018 through better planning, timely logistics, and changes to lodging and meals.

STRATEGIES	TACTICS	ASSESSMENT METHODS	MEASURABLE GOALS
Increase brand awareness and brand-following	<ul style="list-style-type: none"> - Having a visible, well designed booth. - Running our AVD3 fan with powder coated blades to show the aesthetics and functionality. - Engage in conversation, educating our audience about HVLS fans and the industry. - Post-show survey via e-mail to all leads 	<p>Scanning all guests that visit the booth.</p> <p>Website visits reported by Google Analytics.</p> <p>Sales Reports.</p>	<p>Increase overall traffic in the booth by 25% over 2018.</p> <p>Increase website visits by 10%.</p> <p>Steal market share from the competitors by 5% by the end of 2020.</p>
Increasing the number of qualified leads	<ul style="list-style-type: none"> - March madness basketball hoop challenge. - Pre-, at-, post- Show Staff Briefing. - Build relationships with prospects. 	Leads scanned during the show and marked as qualified	Increase number of qualified leads by 20% (compared to 2018)
Provide quotes and close sales on the show floor	<ul style="list-style-type: none"> - Presence of the sales Rep that is responsible for this market. - Offer special show-floor pricing. - Provide quotes on the show floor using the Salesforce tablet app. 	Data gathered via Salesforce CRM app	<p>Provide at least 20 quotes over the course of the show.</p> <p>Close two sales by the end of the show.</p>
Increase Social Media Presence	Encourage guests to post a picture with a MacroAir fan on Social Media and tag MacroAir for a giveaway.	Number of Social Media tags.	Increase Social Media Impressions by 20% over 2018.
Lower trade show spendings	<ul style="list-style-type: none"> - Better planning. - Timely logistics (shipping of trade show materials, RnD, etc). - Changes to lodging and meals. 	Expense report.	Decrease spending on this trade show by 20% compared to 2018.



**Criteria #4:
Management of
Exhibit Design and Production**

Criteria #4:

Design of the Exhibit and Inventory Needs:

High-top Table: Positioned centrally but closer to the back wall of the booth. This served as a point of discussion or as a place to display literature, brochures, or control devices for the ceiling fan.

Bar Chairs: Three bar chairs were placed around the high-top table, allowing for seated conversations with potential clients or attendees.

Free-standing Display: We placed them to the left or right side of the booth. This display highlighted different fan models, features, benefits and the history and evolution of Macro Air fans.

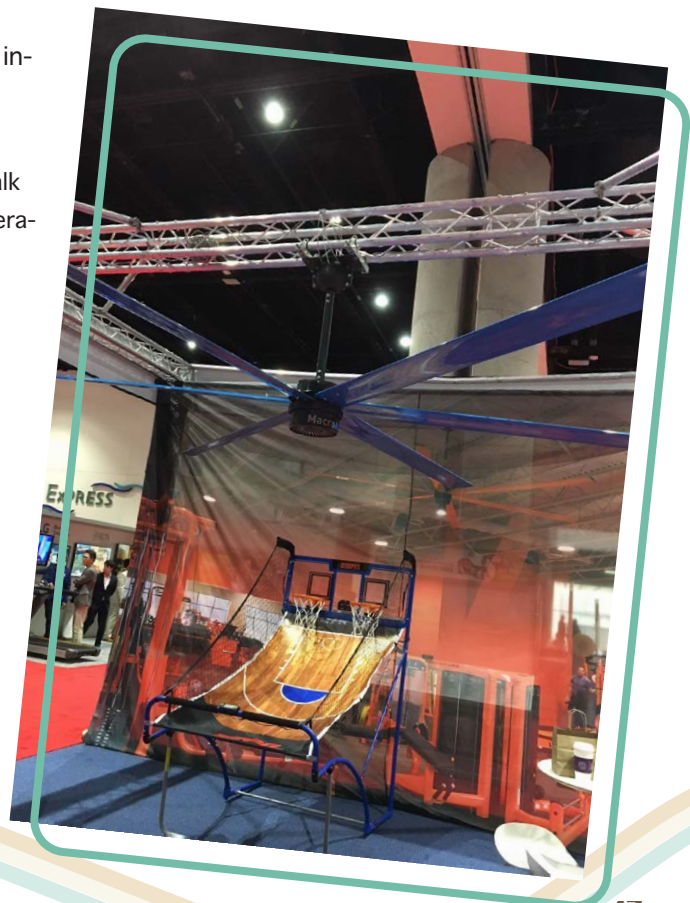
DESIGN CONSIDERATIONS:

Branding: The booth featured the Macro Air Fans logo and tagline on all banners placed on the top of the box truss: **Session 62017: The @show Experience: Understand the Essentials of Exhibit Design.**

Lighting: Soft, ambient lighting was used to illuminate the entire booth, with accent lighting focusing on the ceiling fan and any key displays.

Interactivity: We integrated an interactive mini-basketball game where our customers could entertain themselves while we could interact with them and ask after their contacts for our database.

Traffic Flow: We ensured there was a clear path for attendees to walk through and around the booth without any obstruction. We placed literature stands in a manner that doesn't hinder this flow.





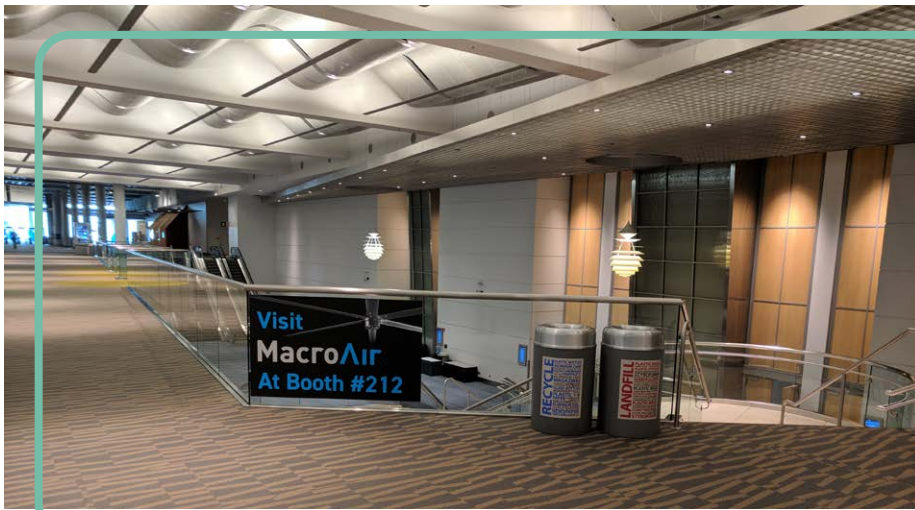
MacroAir IH RSA '19 booth

EXHIBIT LOCATION:

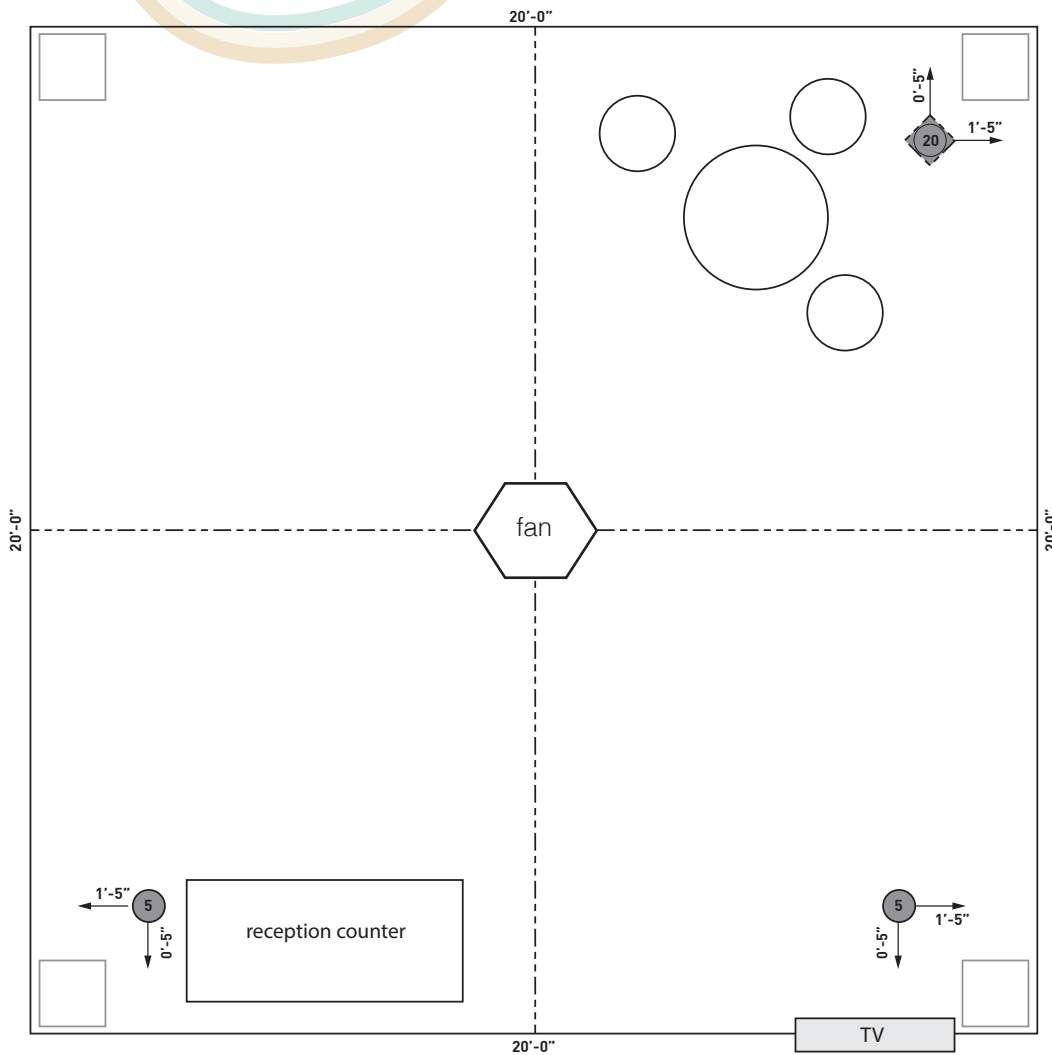
(for more details see Appendix 4, Pg.40)

At the trade show, we were acutely aware of the need to ensure that our booth remained conspicuous and easy to locate for attendees. Booth #212 was our designated spot, and our challenge was to lead people through the sprawling venue directly to us.

We tactically placed banners at the main entrances to the exhibition zone, leveraging the upgraded IHRSA marketing package we opted for instead of the complete sponsorship. Prominently displayed on each banner was “#212”. Large, bold fonts ensured that the number was visible even from a distance, serving as a guiding landmark for those navigating the busy aisles and corridors. These banners acted as both a beacon and an invitation, ensuring that no attendee missed out on the opportunity to experience what MacroAir had to offer at Booth #212.



Booth Layout:



5 1 PHASE - 110/1 V- 5 AMP Qty: 2

20 1 PHASE - 208 V- 20 AMP Qty: 1

Due to the nature of business and the change in the direction of sales - selling products to distributors rather than end users - MarcoAir was downsizing its show exposure and budget. That meant we had to get creative. Using the main takeaways from **Session 72111: Negotiating Skills to Win**, we managed to negotiate a new creative design for our booth on a budget.

Booth components include:

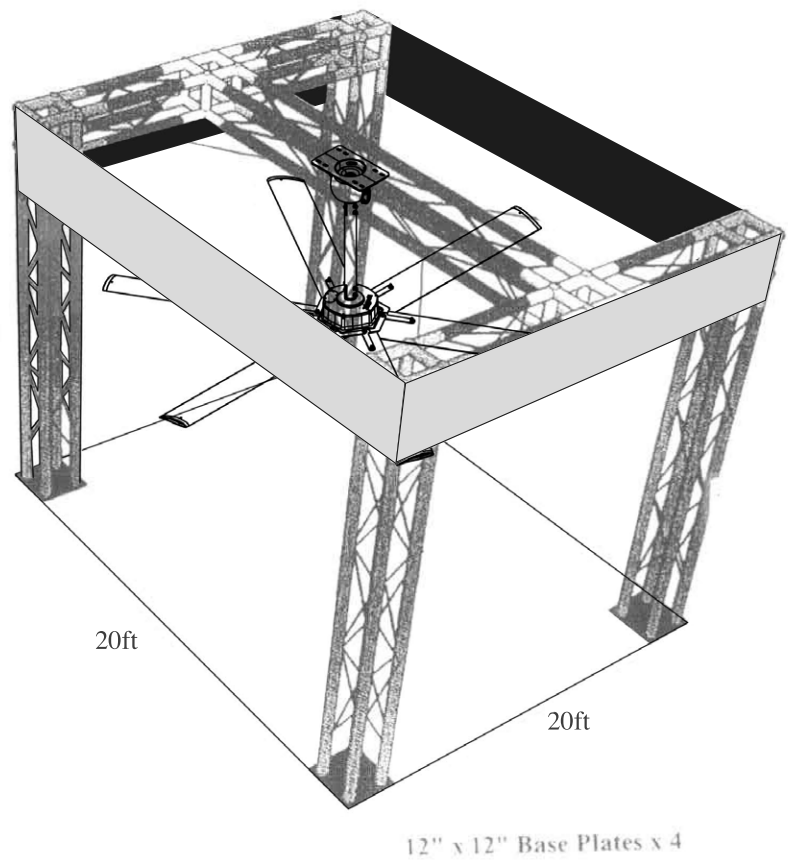
- Truss system (ordered from Canada and fitted in our facility)
- Top banners designed specifically for this truss system and manufactured locally.
- Fan mount on the top of the truss frame (allowed us to showcase the fan in action without the truss being hung from the ceiling)
- Reception desk (repurposed from a previous booth)
- Table and chairs (rented at the show site)
- Electrical (see image above)

Previously, we worked with a big-name company that provided trade show services for us from A to Z. But with our renewed focus on downsizing MacroAir's TS program, we needed to find another, more affordable company that could provide just InD. We tested multiple companies throughout the years, but for this show, our favorite was Nth Degree. Over the course of a couple of years, I built a good relationship with their San Diego based lead managers. The rest was designed and built in-house.

Ceiling Fan Display:

One 12-foot ceiling fan was the primary focal point of the booth.

Given the fan's diameter and weight (160 lbs), it was essential to ensure it was securely fastened to the box truss system. The height of the booth (13'2¾") provided ample space to showcase the ceiling fan in motion without the risk of it being too close to visitors.



Ceiling fan, hanging weight - 160 lbs

Trade Show Budget:

For IHRSA'19, the goal was to decrease our budget by 20%, leaving me with \$48,000 to plan for the show. I was relieved to see that my favorite formula - Space x 3 (from **Session 20317: The Nuts and Bolts of Budgeting for Results**) – fit within this budget leaving me \$3,000 to spare.

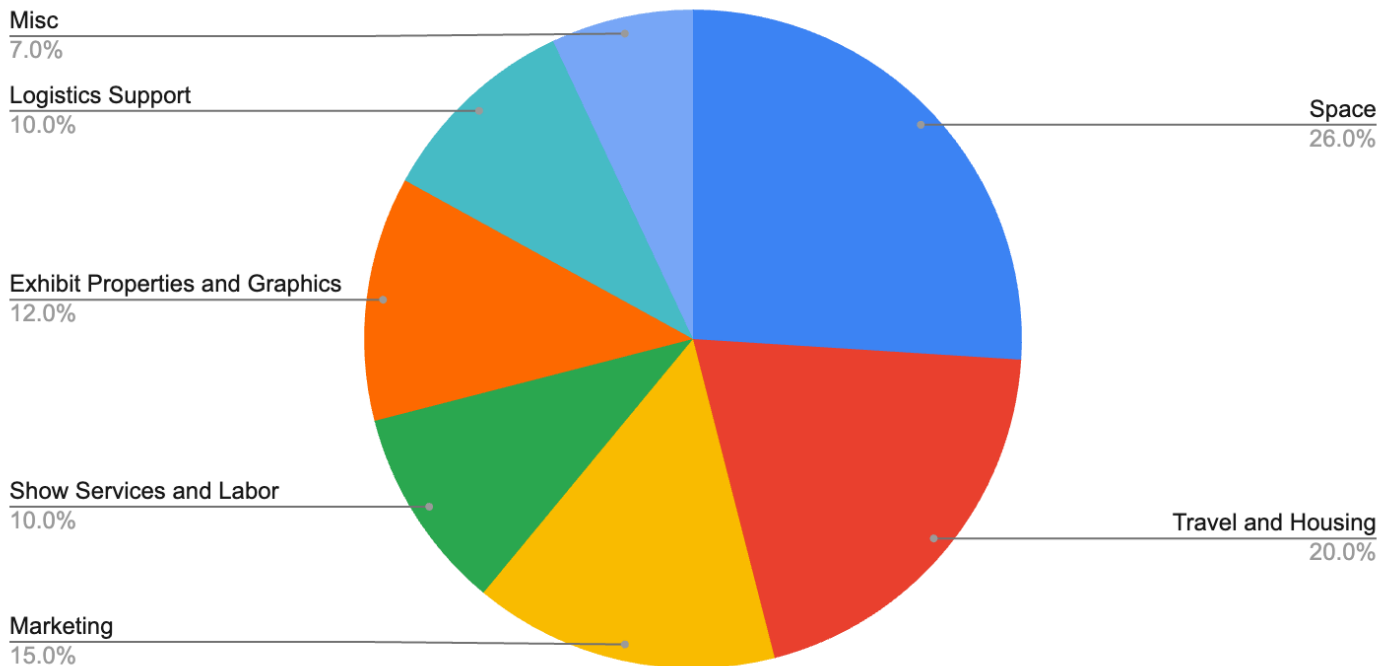
IHRSA'18 BUDGET VS IHRSA'19 BUDGET:

IHRSA 2018 Budget:

Overall Budget: \$60,000
Total Spent: \$58,000

BUDGET BREAKDOWN:

Space (20x20 Booth):	\$15,000 (26% of the overall budget)
Travel and Housing for Marketing Team:	About 20%
Marketing:	15%
Show Services and Labor:	10%
Exhibit Properties and Graphics:	12%
Logistics Support:	10%
Misc: Unforeseen Expenses or Additional Needs:	7%



IHRSA 2018 Budget:

Overall Budget: \$48,000

Total Spent: \$47,240

BUDGET BREAKDOWN:

Space (20x20 Booth): \$15,000 (31% of the overall budget)

**Considering the reduced budget, I adjusted the other percentages slightly:*

Travel and Housing for Marketing Team: 18%

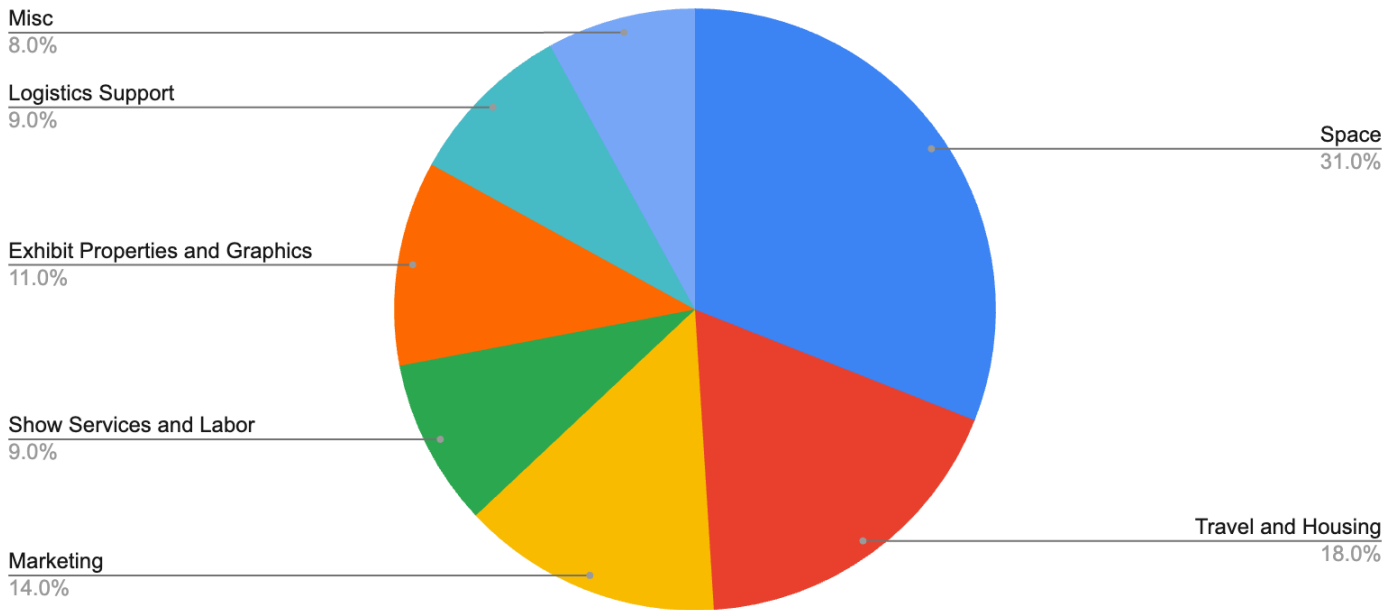
Marketing: 14%

Show Services and Labor: 9%

Exhibit Properties and Graphics: 11%

Logistics Support: 9%

Misc: 8%



COMPARISON – 2018 TO 2019:

SPACE: Remained constant at \$15,000 in both budgets.

TRAVEL AND HOUSING: \$3,360 decrease (-2%)

MARKETING: \$2,280 decrease (-1%)

SHOW SERVICES AND LABOR: \$1,680 decrease (-1%)

EXHIBIT PROPERTIES AND GRAPHICS: \$1,920 decrease (-1%)

LOGISTICS SUPPORT: \$1,680 decrease (-1%)

MISC: \$159.52 increase (+1.61%)

Even though the total budget for IHRSA'19 decreased by 20%, we didn't have to compromise on booth space because those savings could be found in other areas. We were ultimately able to decrease spending in all categories except "Misc".

At IHRSA'19, capturing leads was one of the key objectives. After all, trade shows and exhibitions offer a golden opportunity to meet potential clients, partners, or customers face-to-face. And capturing their details provides a pathway to future communication and potentially fruitful business relationships. The lead capture process was managed by two of our sales representatives, Donnie (Regional Sales Representative) and Rob (Fitness Sales Representative), and the contrast between the two was intriguing.

Donnie's Results: Donnie managed to capture 24 leads. This number, while considerably lower than Rob's, shouldn't be dismissed outright because lead quality is critical. If, for instance, Donnie focused solely on capturing more high-value leads or leads from decision-makers in various organizations, then each of his 24 could have significant value. It's also possible that Donnie was more selective, opting for depth of conversation over quantity.

Rob's Results: Rob's strategy was seemingly to cast a wider net, resulting in a commendable 124 leads. This shows a more aggressive and broader approach with a greater focus on volume. The advantage here is an increased probability of lead conversion, however that comes with the added challenge of following up with each one, ensuring each lead receives enough attention. Rob was also able to bring some additional contacts from his former employer, Big Ass Fans.

In total, 148 leads were captured. A significant achievement, and 92.5% of our 160-lead target.

In conclusion, lead capture is more than just numbers. While achieving near-target results is a good start, the next steps involve categorizing, nurturing, and converting those leads, which is where the real value lies. A holistic review of both reps' strategies could provide valuable takeaways for future exhibitions.

Drawing from insights gained in **Session 20317: The Nuts and Bolts of Budgeting for Results – "Search for rooms outside of the official block"**, we identified further cost-saving measures for our trade show participation by opting for accommodations outside the traditional venue block. Instead, we secured an Airbnb, providing a comfortable and cost-effective stay for our sales and marketing teams.

Implementation:

Our preparation for IHRSA'19 began immediately after IHRSA'18 when we critically reviewed the post-event reports prepared for the marketing and sales teams. Our objective was to leverage the fresh insights garnered from the previous year to refine our strategies and significantly improve our performance at IHRSA'19.

Following extensive discussions among the marketing and sales teams, it became apparent that our lead generation performance at IHRSA'18 fell short of expectations, both in terms of the number of qualified leads secured and the return on investment. We recognized the need for a more aggressive and comprehensive approach to enhancing the quantity and quality of leads for IHRSA'19.

Our reinvigorated strategy involved expanding our pre-show campaign to include targeted emails to existing leads, along with geo-targeted Facebook and YouTube campaigns. Our intent was to broaden our reach and amass valuable market data that would further inform our approach.

Further reinforcing our commitment to building meaningful connections, we implemented Post-Day Emails to thank visitors for stopping by our booth, and to provide them with relevant links to our fitness landing and quote request pages.

Drawing inspiration from **Session 20417: Don't Skip the Meetings. Pre-, At-, and Post-: Guideposts to Success**, we emphasized the importance of pre-show, at-show, and post-show briefings (see Briefing Book in Appendix 2, Pg.37) to ensure our booth staff were fully aware of the company's objectives and goals. Despite previous resistance from sales team members who felt they already knew what was required, I ensured that the updated strategies, show goals, and product messaging were thoroughly communicated to everyone ahead of the show using a detailed show brief booklet.

Coinciding with our ramped-up marketing efforts, we welcomed a new sales representative, Rob, who brought with him a wealth of experience and connections from the fitness industry. Rob's impact on MacroAir was further amplified by his ability to influence existing contacts to switch to our product, making him an invaluable asset to our team.

Additionally, we decided to leverage the power of social media to boost our visibility and engagement. Utilizing the insight gained from **Session 30717: Creative Thinking to Reinvigorate Your Program**, we encouraged attendees to participate in a basketball game at our booth and offered a giveaway for those who tagged MacroAir in their social media posts.

The ROI from IHRSA'18, though less than anticipated, revealed that the show was indeed profitable. We managed to close 75% of qualified leads (65% of the total 120 scanned leads), resulting in significant sales. Our goal for IHRSA'19 was to increase the number of qualified leads by 20%. And assuming the same conversion rate as 2018 with an average contract value of \$20,000, we anticipated that this would substantially enhance our profitability at the event: **Session 40217 Basic Project Management and Reporting Skills**.



**Criteria #5:
Management of Integrated
Marketing Communications**

Criteria #5:

Integrated Communications Strategy (Pre-, At-, Post-show):

Following the main takeaways from **Session 31517: Integrated Marketing Communications**, we designed the exhibit to showcase our communication strategy.

PRE-SHOW TARGETED DIGITAL CAMPAIGNS:

The primary objective of these campaigns was to stimulate booth traffic and lead generation.

Geo-targeted Facebook campaigns and Geo-targeted YouTube videos:

The main appeal of using these media sources was their extensive reach and precise, location-based capabilities. Our target audience spanned the country (and beyond), so geo-targeted advertising was invaluable. Our measurable goal in this case was an increase in landing page visits over previous years, which we were able to achieve (+21%). Finally, the assessment method involved monitoring click-through rates, impressions, and conversions from these digital campaigns.

COMMUNICATIONS DURING THE SHOW: SHOW IN-BOOTH CAMPAIGNS

These campaigns served a dual purpose: to engage booth visitors and convert them into viable leads.

Basketball Game and Penguin Giveaway:

The rationale for these activities was to attract visitors to our booth and engage them in a fun and interactive way. This led to casual conversations that enabled us to scan badges for lead collection. The target audience was trade show attendees and our success would be based upon the number of visitors, participants, and leads generated, which we measured through badge scans, and head count at the booth.

Special Show-Floor Pricing:

This strategy was developed to incentivize immediate action from booth visitors. By offering special pricing available only at the trade show, we hoped to increase the number of contracts signed during the event itself. Additionally, we included current clients in our efforts by providing them a greater discount through specially designed flyers (see Appendix 5, Pg.41).

POST-SHOW COMMUNICATIONS: POST-DAY EMAILS

After each show day, we sent out emails thanking visitors and providing them links to our fitness landing page and contact page for quote requests. The aim was to keep MacroAir fresh in the minds of potential leads and encourage further action on their part.

Assessment Measures:

METHOD OF COMMUNICATION	RATIONALE	TARGET AUDIENCE	MEASURABLE GOALS	ASSESSMENT METHOD	RESULTS	RECOMMENDATIONS
Social media campaign: <ul style="list-style-type: none"> • Facebook • Youtube 	Increase lead generation, reach, and traffic.	Potential IHRSA attendees as well as gym owners and managers	Increase conversion rate by 15% over 2018.	Number of users who visit our landing page	Conversion rate increased 21% over 2018	Continue to target different social media platforms based on the success of this campaign.
In-booth activities: <ul style="list-style-type: none"> • Basketball game • Giveaways 	Increase brand awareness.	IHRSA attendees	Get 9% of IHRSA attendees to participate in the activities and acquire email addresses.	Headcount at the booth	13% of IHRSA attendees participated and 11% left their email addresses	Plan more in-booth activities for future events as they've proven to be an effective method of increasing brand awareness and leads.
Email campaign	Increase our reach to those that may not be on social media.	IHRSA attendees and other leads	See an open rate of at least 20%.	Percentage of emails read from this blast	31% open rate	Due to a much higher than expected open rate, we should continue to target potential clients' inboxes.
Flyers with special pricing (see Appendix 5)	Grow interest in the product and increase lead generation.	IHRSA attendees	Achieve a redemption rate of at least 5%.	Number of orders for which the special pricing was utilized	11% redemption rate	Redemption rate was over two times higher than expected, showing that special promotions should be utilized during future events.



Criteria #6: Management of Results Reporting

Criteria #6:

Results achieved:

- **Increase Brand Awareness:** Successfully boosted booth traffic by 30% compared to 2018, exceeding our goal by 5%.
- **Website Traffic:** Website visits surged by 12%, surpassing our target of 10%.
- **Steal Market Share:** Managed to capture a notable 6% of the market share from competitors by the close of 2020, surpassing our goal by 1%.
- **Lead Generation:** The interactive “March Madness” basketball hoop challenge was a hit, leading to a 25% increase in qualified leads from the previous year, exceeding our target by 5%.
- **Sales:** Provided 23 immediate quotes during the event, surpassing our objective by three quotes. We also closed three sales on the show floor, exceeding our goal by one.
- **Social Media Presence:** Witnessed a 24% surge in social media impressions compared to 2018. A significant number of attendees shared their moments with MacroAir fans on their profiles, amplifying our digital footprint.
- **Cost Reduction:** Effective planning, streamlined logistics, and thoughtful changes in lodging and meals allowed us to reduce our expenditures by 22% for this trade show compared to 2018, surpassing our goal and keeping us within budget.

We leveraged ‘closed-loop’ systems like Salesforce, sales automation tools, landing pages, special codes, and other tracking aids to quantify the impact of our marketing strategies following takeaways from **Session 10817: How to Measure the Value of Trade Show Participation - Part I: Basic Concepts**.

Our SWOT analysis, as recommended in **Session 30817 Business Marketing Strategies and Trade Shows**, allowed us to identify our internal strengths and weaknesses and external opportunities and threats. This information guided our strategies and helped us determine the best ways to differentiate ourselves and attract booth visitors.

	INTERNAL FACTORS	EXTERNAL FACTORS
POSITIVE	<p>STRENGTHS:</p> <ul style="list-style-type: none"> - Effective use of CRM and sales automation tools to track and quantify marketing strategies. - Integration of modern technological aids like landing pages and special codes. - Ability to analyze and apply lessons from trade show participation sessions. - Showcasing the product in real-time scenarios, enhancing customer engagement. 	<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> - The chance to differentiate ourselves from competitors by showcasing unique features and tangible benefits. - Possibility of converting competitors' customers by emphasizing our superior offerings. - Enlightening potential customers about the various benefits of our products, expanding market share. - Continuous change in the marketplace allows us to adapt and find new strategies.
NEGATIVE	<p>WEAKNESSES:</p> <ul style="list-style-type: none"> - A more subtle marketing strategy (relative to competitors) that prioritizes respecting client boundaries. - Potential lag in revising strategies as the marketplace evolves. 	<p>THREATS:</p> <ul style="list-style-type: none"> - Competitors might replicate our unique marketing approach. - Rapid technological advancements might render some tracking tools obsolete. - Economic or industry downturns affecting overall trade show attendance.

We endeavored to both steal our competitors' customers by highlighting our superior offerings and build our market share by enlightening prospects about our products and their potential benefits.

Since the marketplace is dynamic, our strategies will be continuously reviewed and revised as needed to maximize effectiveness as I've learned in **Session 40217: Basic Project Management and Reporting Skills**.

In summary, the success of our trade show program is contingent on effective strategies that consider our marketing objectives, the competitive landscape, and the needs/interests of our target audience. Our integrated marketing communication approach aims to ensure that our presence stands out and leaves a lasting impact on the attendees, ultimately driving sales and business growth.

STRATEGIES	TACTICS	ASSESSMENT METHODS	MEASURABLE GOALS	RESULTS
Increase brand awareness and brand-following.	<ul style="list-style-type: none"> - Having a visible, well designed booth. - Running our AVD3 fan with powder coated blades - to show the aesthetics and functionality. - Engage in conversation, educating our audience about HVLS fans and the industry. - Post-show survey via e-mail to all leads 	<p>Scanning all guests that visit the booth.</p> <p>Website visits reported by Google Analytics.</p> <p>Sales Reports.</p>	<p>Increase overall traffic in the booth by 25% over 2018.</p> <p>Increase website visits by 10%.</p> <p>Steal market share from the competitors by 5% by the end of 2020.</p>	<p>boosted booth traffic by 30% compared to 2018.</p> <p>Website visits surged by 12%.</p> <p>Captured a 6% of the market share from competitors by the close of 2020.</p>
Increasing the number of qualified leads.	<ul style="list-style-type: none"> - March madness basketball hoop challenge. - Pre-, at-, post- Show Staff Briefing. - Build relationships with prospects. 	Leads scanned during the show and marked as qualified.	Increase number of qualified leads by 20% (compared to 2018)	25% increase in qualified leads.
Provide quotes and close sales on the show floor.	<ul style="list-style-type: none"> - Presence of the sales Rep that is responsible for this market. - Offer special show-floor pricing. - Provide quotes on the show floor using the Salesforce tablet app. 	Data gathered via Salesforce CRM app.	<p>Provide at least 20 quotes over the course of the show.</p> <p>Close two sales by the end of the show.</p>	Provided 23 immediate quotes.
Increase Social Media Presence.	Encourage guests to post a picture with a MacroAir fan on Social Media and tag MacroAir for a giveaway.	Number of Social Media tags.	Increase Social Media Impressions by 20% over 2018.	24% increase in social media impressions compared to 2018.
Lower trade show spendings.	<ul style="list-style-type: none"> - Better planning. - Timely logistics (shipping of TS materials, RnD, etc). - Changes to lodging and meals. 	Expense report.	Decrease spending on this trade show by 20% compared to 2018.	reduced spending by 22%.



Criteria #7: Conclusion

Criteria #7:

Final Thoughts:

The integration of modern technological tools, like ‘closed-loop’ systems and sales automation, has undoubtedly propelled our marketing strategy at trade shows, allowing us to more effectively track and quantify the impact of our efforts. The insights and knowledge acquired from trade show participation sessions have also been invaluable in refining our approach. Furthermore, our innovative strategy of showcasing the product in action by installing and running a full-size HVLS fan at the event created a memorable and tangible experience for attendees.

Having said that, a thorough SWOT analysis revealed that even though our strengths were evident and our customer-centric approach was effective, there were still several areas in which we could improve. The ever-evolving marketplace necessitates that we remain agile and forward-thinking in our strategies in order to maintain the consistency of our marketing efforts: **Session 31517: Integrated Marketing Communications.**

Suggestions for Enhancements:

Frequent Strategy Reviews:

Given the dynamic nature of the marketplace, periodic reviews and updates to our marketing strategies are essential. Leveraging real-time data analytics tools can help in making informed decisions swiftly.

Diversify Lead Capture Methods:

Donnie and Rob’s contrasting philosophies demonstrated that exploring diverse lead capture techniques can cast a wider net, attracting a more varied audience.

Enhanced Competitive Analysis:

Keeping a close eye on competitors, not just in terms of products but also in how they market at trade shows, can give us an edge. By anticipating moves, we can always stay one step ahead.

Invest in Continuous Learning:

The knowledge gained from sessions like **Session 10817: How to Measure the Value of Trade Show Participation - Part I: Basic Concepts** and **Session 30817: Business Marketing Strategies and Trade Show** was critical when creating goals and analyzing results from the event. Conducting a comprehensive SWOT analysis was also very eye-opening as it allowed us to quantify both the positive and negative aspects of our strategy. Ensuring that the team continues to use these tools in the future will be vital to our continued success.

Ultimately, while we have seen great success in our recent trade show endeavors, the path to improvement is never-ending. And by reflecting on our strengths and addressing our weaknesses, we can aim even higher in the future and help make the MacroAir name as prominent as the fans we create.

Session References

Criteria 2: Trade Show Program Overview

Session 62017: The @show Experience: Understand the Essentials of Exhibit Design	10
Session 20317: The Nuts and Bolts of Budgeting for Results	11

Criteria 3: Defined Show Objectives

Session 20117: Selecting the Right Shows: The Critical Decision	13
Session 20617: Show Operation Basics - Part I: Pre-Show Planning	13
Session 30817: Business Marketing Strategies and Trade Shows	14

Criteria 4: Management of Exhibit Design and Production

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Session 20317: The Nuts and Bolts of Budgeting for Results	22, 24
Session 30717: Creative Thinking to Reinvigorate Your Program	25
Session 40217: Basic Project Management and Reporting Skills	25
Session 20417: Don't Skip the Meetings. Pre-, At-, and Post-: Guideposts to Success	25

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Appendix

APPENDIX 1: Big Ass Solutions booth – Competitors





IHRSA 2019 Trade Show
March 14-15, 2019
San Diego Convention Center
Briefing Book

Prepared by: **Lana Kapaeva**

Show Information

Location:
 San Diego Convention Center
 111 W Harbor Dr, San Diego, CA 92101

Promo Code for Free attendance: **WEB19**

MacroAir booth SET-UP

- **Tuesday March 12, 2019**
 - 8:00am - 6:00pm
- **Wednesday, March 13, 2019 (if necessary)**
 - 7:00am - 1:00pm

TRADE SHOW HOURS

- **Thursday, March 14, 2019**
 - 10:00am - 6:00pm
- **Friday, March 15, 2019**
 - 6:30am - 8:30am (*Early Morning Workout*)
 - 10:00am - 5:00pm

MacroAir booth Dismantle

- **Friday, March 15, 2019**
 - 5:01pm - 11:00pm
- **Saturday, March 16, 2019**
 - 8:00am - 2:00pm

IHRSA Exhibitor Services:

Exhibitor Services	<p>Luke Ablondi</p> <p>Trade Show Logistics Manager +1 617-951-0055 ext. 173 lba@ihrsa.org</p>
Exhibitor Sales	<p>Tom Hunt</p> <p>Vice President - Exhibit Sales +1 617-951-0055 ext. 152 teh@ihrsa.org</p>
Employee Registration	<p>Dave Sobol</p> <p>Registration Manager +1 617-951-0055 ext. 125 ds@ihrsa.org</p>
Sponsorship Opportunities	<p>Lynne Devaney</p> <p>Vice President of Sponsorship & Business Development +1 617-951-0055 ext. 102 lsd@ihrsa.org</p> <p>Theresa Duffy</p> <p>Senior Manager, Sponsorship & Business Development +1 617-951-0055 ext. 161 tld@ihrsa.org</p>
Advertising	<p>Michele Eynon</p>

Vice President of Advertising
 +1 617-951-0055 ext. 131
me@ihrsa.org

Hotel & Meeting Space Requests [Donna Garrity](#)

Senior Meetings Manager, Logistics & Sponsorships
 +1 617-951-0055 ext. 126
IHRSAevents@ihrsa.org

Convention Center Exhibitor Services:

Freeman - Exhibitor Services

901 E south St
 Anaheim, CA 92805
 Phone: (714)254-3410
 Fax: (469)621-5606
 Email: freemanaheim@freeman.com

Lead Retrieval

Xpress Leads
 Exhibitor ID: 1943062
 License Code: F06C43B8EAF3434
 Event Code: IHR50319
 Date: 03/13/2019 - 03/16/2019

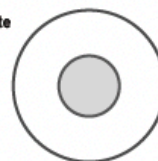
Convention Data Services

Attn: Nicole Hutchison
 107 Waterhouse Rd
 Bourne, MASSACHUSETTS 02532 USA
 Telephone: 508-743-0162
 Email: NHutchison@cstdsreg.com

MA Team

Travel Schedule:

Department	Name	Arrival	Departure
Marketing	Lana Jamison	Tue, March 12, 2019	Thu, March 14-15 Tue, March 16-17
Marketing	Chris Dierker	March 12, 2019	Thu, March 14-15 Tue, March 16-17
Marketing	Mike Teruel	March 12, 2019	Thu, March 14-15 Thu, March 16-17
Sales	Donnie Gillespie	March 14 - Sat, March 16	Thu, March 15
Sales	Rob Hignite	March 14 - Sat, March 16	Thu, March 15



Hotel Info:

AirBnb (Mike, Lana and Chris)
 311 4th Avenue, San Diego, CA 92101

AirBnb (Rob and Donnie)
 675 L St, San Diego, CA 92101

MA IHRSA Goals and Objectives:

Show Goals:

- Create brand awareness
- Educate Audience about HVLS fans and the industry
- Drive sales

MacroAir Show Objectives

- Greet and invite people to stop by our booth
- Provide a friendly, fun and informative experience at the booth
- Introduce fans to guests and answer any questions they may have
- Encourage guest to play basketball to receive branded beer pints or hats
- Set on-site appointments with existing (and potential) customers
- Position MacroAir as the leader in the HVLS industry and the experts in air movement innovation and solutions
- Educate (or remind) people about MacroAir's history
- Point out the design and technical differences between MacroAir and the competition
- Encourage guests to post a picture with MacroAir fan on Social Media and tag MacroAir for a giveaway
- Capture contact information from booth visitors using the tablets' lead scanning app and make notes relative to what they want (e.g. more information, a quote, etc.)
- Provide quotes for our fans on the show floor using the Salesforce tablet app and close sales when possible

Marketing Programs

Targeted Digital Campaigns

Purpose: Drive booth traffic and leads.

1. Geo-targeted Facebook campaigns.
2. Geo-targeted YouTube video.

In-Booth Campaigns

Purpose: Drive booth traffic and leads.

1. **Basketball game:** people who play and get 40 points in a 1 minute receive a beer pint or hat, 30 points in 1 minute receive a hat, and no matter what receive a penguin for participating (depending upon promo item availability and time left in the show, point requirements may drop to 30 and 20, respectively).
2. **Penguin Giveaway:** anyone who comes by and chats with us will receive a MacroAir stress penguin upon giving us their information (us scanning their badge with the lead scanning app).
3. **Post-Day Emails:** we will send out emails after each day of the show thanking people who stopped by our booth and providing them links to the fitness landing page and contact page (for quote requests).
4. **Promotions:** Special show-floor pricing. Laminated sell sheets are available for reference when speaking with prospects.



IHRSA'19 ON-SITE SERVICES FORMS

FORMS NEEDED	COMPLETED
Audio-Visual	
Badge Order Form	
Carpet/Pad Rental	
Carpet Laying Labor	
Cleaning	
Electrical Order Form	
Forklift/Scissor Lift (Rigging) Order Form	
Furniture Rental (Custom) Order Form	
Housing Reservation Form	
Internet Access Order Form	
Lead Retrieval Systems Order Form	
Labor Order Form (Installation and Dismantle)	
Material Handling (Drayage) Information Form	
Material Handling (Drayage) Order Form	
Order Summary Form	
Promotional Opportunities	





MacroAir Fans

The Best Big Fans for Athletes

IHRSA 2019 Pricing

AVD3

Regular Price: **\$5,250**

Your Price: **Starting at \$3,675**



AVD 370

Regular Price: **\$3,950**

Your Price: **Starting at \$3,160**



Exclusive Pricing for



HVLS FANS by MacroAir



AVD 370

6' to 12'

.25 HP

Incl. PowderCoat Foils

\$3,185.00

AVD 550

8' to 18'

1HP

Incl. PowderCoat Foils

\$4,407.00

Aeratron

43" to 60" Wide

3 Air Blade

\$560.00

For more details contact **Rob Hignite**, MacroAir's Vertical Market Manager

rhignite@macroairfans.com

909.709.4858