

## Make Sure Your Event Marketing is Eventful.

If your company is like most, as much as 15% of your marketing budget is spent on in-person events such as tradeshows. A wise investment considering that studies show this type of program to be highly effective in creating brand awareness and generating leads. That said, studies also show that up to 80% of all tradeshow leads go unqualified.

### Plan Your Work, Then Work Your Plan: It Starts With A Process

DM2-DecisionMaker® has refined the tradeshow marketing process to include:

- Pre-show, targeted booth invitation calls
- Personalized invitations to key decision makers
- Post-show lead qualification
- New qualified prospects

To maximize your brand awareness, booth traffic, and sales effectiveness, **DecisionMaker Tradeshow 360** organizes and executes pre-show and post-show activities at multiple levels to best fit the show size and your sales needs. We customize the program for your target market and the decision makers you need to reach so you successfully meet your event objectives.



### Pre-show Deliverables

- Booth invitation calls to ensure booth traffic and meetings with hard-to-reach prospects at the event, and get the most out of your sales staff's time.
- Consultation on and selection of targeted multi-channel lists most likely to include the top prospects you want to contact and influence prior to the show.

### Post-show Deliverables

- Sales-ready qualification of show-generated leads to accurately determine authority and purchase plans. You'll also gain competitive intelligence regarding current and future prospect needs, vendor selection process, and other decision making criteria.
- New qualified contacts with rich, individual b-to-b demographics added to your marketing database, so you can target your messages and product promotions effectively.

### Our Marketing Expertise Leads To Your Event Success

Only DM2 combines 60 years of niche industry marketing expertise with precise proprietary lead qualification process. One specifically designed to drive attendance to and qualify contacts from face-to-face events. Unlike other event marketing services, DM2 devotes the personal time, resources and attention to your event presence before and after the show to ensure your success. We mine our database of more than 35 million business decision makers, all of whom are individually screened and matched against your target market, and we focus on generating the best prospects for your product or service.

### Custom Event Marketing Programs

DecisionMaker Tradeshow 360 has programs designed for companies and events of all shapes and sizes. We work with exhibitors to develop the package that fits best. Event marketing is different from most other types of sales opportunities. It's not like calling into a new contact at an existing customer, or responding to a direct request from your web site, or calling a direct offer respondent. You know them, or at least have a point of contact for each of those people. Event marketing can uncover opportunities and introduce prospects you might never have met through any other venue. In fact, according to industry research, 87% of exhibition attendees who visit a booth had no contact with that company within the previous 12 months. And, 83% of them have the influence to recommend or make final purchasing decisions for products exhibited at the show. DecisionMaker Tradeshow 360 assembles the right mix of pre-show and post-show activities to produce:

- The most qualified, targeted booth traffic
- Qualified leads that are determined to be sales ready
- Access to new prospects that meet your lead profile

If followed up effectively, event marketing can mean the difference between simply exhibiting at a show, and producing more sales.

Service	Platinum	Gold	Silver	Bronze
Pre-show Booth invitation calls	5,000	2,500	1,250	750
Pre-show List rental (postal & email)	10,000 ea.	10,000 ea.	5,000 ea.	5,000 ea.
Post-show Leads qualified & prioritized	1,500	1,000	500	100
Post-show New prospects added	250	150	100	100

### Quantify Your Results

We'll put our decades of industry experience to work for you to help you find the right audience in your target market. Then our comprehensive combination of services both before and after the show will maximize the results from your event marketing investment. Plus, you'll receive an event report card that includes complete results associated with each lead source, so you can focus your follow-up activities where they are most needed.

### Get Started

Learn how to maximize the return on your event marketing and improve your sales effectiveness with DecisionMaker Tradeshow 360.

Call 800.323.4958 and ask for Dana.

### The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies improve their sales and marketing effectiveness by connecting them with pre-qualified leads, new prospects, and industry experts. Our results-driven services include multi-channel list rental, lead development, expert research panels, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a rigorously updated database of more than 35 million postal and 6.1 million email addresses of sourced business professionals from 25+ industries.

### For More Information

Call: 800.323.4958  
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