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Event Marketer Goes Big Time

Event Marketer Magazine wanted to improve upon a “barely-noticed” performance during its inaugural TS2 Show. Studying exhibitors who did well, they found high-traffic booths shared six features: Booth size, a deliverable, action, an experience, an inviting appearance, and energy.

For 2004, the publication hired Chicago-based Live Marketing to come up with an interactive, larger-than-life concept and presentation that allowed trade show attendees and exhibitors to come “inside” *Event Marketer’s* world. They asked Skyline Exhibits to build a 20-by-20-foot exhibit that featured a giant, 3-D magazine that had the exact look and feel of the real *Event Marketer*.

Three times per hour on each of the three days, a professional actor performed a live presentation that included opening the humongous magazine to reveal a center spread filled with valuable selling images.

The results were staggering. The booth had standing room crowds for 35 of the 36 presentations. With a total TS2 attendance of 1,600, more than 500 people attended the *Event Marketer* presentations over three days. Some 400 leads were collected, translating into piles of red-hot prospects.

Name

Event Marketer Magazine

Primary Business

Publishing, Printing & Media

Exhibit Size

20’ x 20’

Products / Services

Tube System
Fabric Graphics
Exhibit Rental

Key Objectives

Design
Lower Operating Costs