



“ Events/Trade shows only value is to be in front of our current prospect and clients to show them that we are still around and doing well. *Vinny Vu, Tecplot Inc.* ”

[www.tradeshowboost.com](http://www.tradeshowboost.com)

## In Need of a Trade Show Boost?

### Trade Show



**Did your company's last trade show have a disappointing 'show' and fare even worse on the 'trade?'**

#### Does this company's story sound like your own?

"Of the several thousand people who attended the show, only about 40-45 stopped by our booth. From the business cards we collected in our fish bowl, we identified 10 that we thought could be potential customers. Despite our follow-up, we did not make any sale." The days of relying on show coordinators and event planners for building attendance and for visitors to drive to your display to buy—no longer apply to trade shows, open houses, roll-outs and seminars.

#### You need a savvy, comprehensive pre-event sales plan

- For inviting attendees
- For generating new prospects
- For scheduling booth appointments at the show

This can shift the your ROI in the trade show or event from a nebulous, into a tactical revenue generation in the here and now.

Time to change your investment in marketing expense to a positive, sales-based ROI and your sales team can more effectively use their time engaged in selling!

TeleArk gives you the BOOST you need to have trade shows and events be a vibrant part of your overall marketing.

#### TeleArk's Trade Show Boost Campaign

- Put your products in front of Sales Qualified Opportunities
- Showcase your company's strengths
- Build real relationships with New Buyers

**TeleArk's Trade Show Boost Campaign** delivers an air-tight sales strategy and benefit from using the 'Event Build' expertise of TeleArk. Trade Show Boost Campaign assists in managing your tradeshow and events from launch to finish.

### Trade Show Boost



# How Our Trade Show Boost Campaign Works

- Spawns up-front interest through email campaigning
- Touch show attendees who do not know you
- Then builds the momentum with an aggressive phone campaign to invite guests
- Set one-on-one appointments.
- Plus phone and email confirmation of all set appointments to reduce the number of no-shows

**TeleArk's Trade Show Boost Campaign** does not end when the trade show or event closes its doors. We provide that all-important post show follow-up too.

- Call all the no-shows and work on rescheduling their missed appointments as phone appointments
- Cold call all of the leads you gathered within five days—guaranteed

The purpose of these calls is to identify qualified leads, turn them into prospects, and set appointments whenever possible.

In addition to revenue generation, there are two other critical reasons for turning to the Trade Show Boost Campaign:

1. Most companies don't have the time or the manpower in-house to do all the pre-planning and contact-building that is required for putting on a sensational trade show or event.
2. Many salespeople hate working trade shows and events: they are terrible with post-show follow-up. This is a fact that TeleArk has seen proven repeatedly for over 20 years.

**The advantages we can offer are obvious:**

- Stronger outreach to the market
- Placing a company's sales team in front of qualified prospects ahead of the competition
- Allowing the sales team to do what they do best – 'Sell' and do more of it every week

**Call us about our Trade Show Boost campaign and see what we can do.**

TeleArk is a leading Business/Sales Process Outsourcing (BPO) company that works on setting Sales Qualified Opportunities and Appointments.

Call us today and lets talk about how we can move your business forward.

