

POWERFUL PRESOS

SOME OF THE BEST PRESENTATIONS AT CES

Panasonic. To give its presentations a more timely appeal, Panasonic turned its presentation space into a mini broadcast news set. A male “anchor” at a news desk splits time with a female “correspondent” who stands nearby in an informal, living room set. The live reporters share time with content from a third correspondent in



footage taken from Japan’s largest technology show and the brand’s headquarters. Throughout the day, industry luminaries take over the set and use the informal seating area for on-stage sessions and interviews. The top headlines-style stage show gives the brand and product information a sense of exclusivity and immediacy delivered in easily digestible sound bytes. Attendees stay between presentations to check out looped footage on the wall of 16 flat panels. —*Booth 9405*

Bosch. Nope, he’s not just really, really animated. He’s using gesture-based touchscreen technology to tell the brand story. The Bosch demo takes touchscreen presentations up a peg by incorporating a

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BALANCE BEAM

TIPS FOR MAKING A TRADE SHOW PRESENTATION ENTERTAINING AND RELEVANT

Trade show presentations tend to fall into three categories. On one end of the spectrum are the flashy, eye-catching theatrical presentations that set tongues wagging but say little about the brand’s product or service featured in the booth. On the other end is the straightforward product skill, which gets to the point, but leaves attendees feeling like they’re being overtly marketed to.

The third category is the place you want to be, kiddo. The best trade-show presentations fall right in between—there’s enough creativity to draw a crowd, but the product or service messaging is a constant throughout the presentation.

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SMALL SIZE, BIG EXPERIENCE

SMALL FOOTPRINTS MAKE BIG IMPRESSIONS ALL OVER THIS YEAR’S CES SHOW FLOOR

Not every killer activation at CES is housed in a gigantic footprint—many exhibitors are making the most out of smaller spaces by leveraging interesting design, engaging presentations and functionality. Here’s a look at some of the exhibitors making big impressions with small footprints:

Pinnacle Systems. The presentation stage is the star in this space, showing visitors all its M-Audio software can do through dj and breakdancing shows. A stage with a dj booth and computer setup faces the aisle, while linoleum flooring is set up in front so members of the Rock Steady Crew can do their thing. While the dancers are busting a move to

the fat beats (think head spins), visitors can see the M-Audio presentation up on a flat screen. —*Booth 31431*

Eviant. This lil’ booth catches the eye by juxtaposing colors and shapes, but it also makes the most of its footprint space from a functional standpoint. Colored pillars at the corners of the booth serve as displays for the brand’s brightly colored TV monitors (pink monitors on the pink pillar, etc.). The pillars rise to a ringed structure at the top of the exhibit that supports ID signage. Two small private meeting spaces with tables and chairs are tucked away behind a wall display, creating a little room off the show floor for quiet conversations. —*Booth 25553*

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THE TWITTERATI A SNIPPET OF YESTERDAY’S BEST CES TWEETS

@guruofnew: Met awesome tweeps at CES. Social Media Club Ultimate Blogger Dinner was just that.

@papermodelplane: At the CNET Best of CES awards show. Palm Pre takes best cell/smartphone, Peoples’ Voice and best in show! Congrats, Palm!

@VTScott: I am happy that CES and MacWorld are winding down and will stop killing Twitter.

@stanleys: Judging by the phones coming out of CES, we’ll all be throwing out our laptops in a few years time.

@loreestark: The Fatburger employees are the most energetic people at CES. Thanked me by name and told me to have a nice day. Love it!

Follow us at twitter.com/TechEM to receive pics, insights and more, live from the CES show floor. Tweet tweet!!



POWERFUL PRESOS THE BEST PRESENTATIONS FROM THE CES SHOW FLOOR

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black frame around its flat panel screen that captures the movement of the presenter. The result is on-screen movement and page navigation that moves with the sweeping gestures of the presenter's arms and hands—no actual touching of the screen required. The exhibitor uses the technology to show off its in-car navigation systems. —*Booth 3712*

RealNetworks. To tout its digital entertainment offerings, RealNetworks invites attendees to play for prizes in its Wheel of Real game show. Three participants don wigs and costumes (James Bond, Harry Potter and Amy Winehouse are the options) and answer

trivia questions about music and pop culture. With each spin of the wheel, players have to engage in silly on-stage antics like rock star air guitar or bust-a-move dance action. The trivia questions provide a casual context for the emcee to tie in relevant product points. The humiliation shared by contestants—most of whom participate with friends and coworkers—makes for a presentation experience that will stick in the collective memory for years to come. —*Booth 31250*

Casio. At CES, the guy-to-girl ratio leans in favor of the boys. So naturally, many brands leverage the looks of pretty ladies to draw

attention to their booths. Casio turns the messaging strategy up a notch by using the eye candy to bring relevant product points to life. At various intervals throughout the day, the brand brings out a crew of cheerleaders and gymnasts to perform a high-energy routine on its central stage. An emcee encourages attendees to grab any of 24 still and video cameras to film the action first-hand. After the routine, the emcee plays back the just-shot footage to show off the brand's slow motion technologies. The result? A presentation that gets products in hands and lets consumers discover them for themselves. Cheers! —*Booth 7153*

SMALL SIZE, BIG EXPERIENCE SMALL BOOTHS MAKE BIG IMPRESSIONS ON THIS YEAR'S CES SHOW FLOOR

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Sonoro. The brand mixes an interesting look and feel with plenty of product displays in this small footprint. Two cantilevered, angled wooden archways with demo desks built in flank the sides of the space. On the back side of the exhibit's back wall, six product displays built into the structure wrap the brand's radios within color-changing LED blocks. Inside, semicircular benches let visitors take a load off and look at the main wall display, which features dozens of colorful radios and speakers on internally-lit shelves. —*Booth 25944*

Moneual Lab. The exhibit looks like a game of Tetris come to life, with a cube theme and a contrasting color scheme taking center stage. Product display stands at the perimeter and in the center of the space feature illuminated tops and stand at varying heights. An eye-catching fabric ID sign above the space uses cube images as well, and features color-changing LED lighting. A home theater demo space built into the main exhibit structure boasts leather couches and windows that look out onto cityscape graphics. —*Booth 21850*

BALANCE BEAM TIPS FOR MAKING A TRADE SHOW PRESENTATION ENTERTAINING AND RELEVANT

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Three tips for finding the balance:

Get Strategic. Rather than giving the typical song and dance at the recent RSA Conference in San Francisco, Websense, a web security company, built its presentation around solutions to its customers' business problems.

"Instead of just standing up there and doing a dog-and-pony show, or just standing up there and saying 'Here's what our product does,' we wanted to show them that we know what problems they're facing and we want to help them solve those problems," says Heather Cline, the company's corporate events manager.

The presentation focused on the travails of a character called the Defender who looked beyond traditional methods to contain threats to Internet security.

Treat It as a Filter. One way to keep a presentation from boring attendees is to use it as an opportunity to identify quality leads. Offer an enticing overview of the product, highlighting key points, and then let attendees who are interested in the product move on to another area where they can explore the product or service one-on-one.

As a bonus, the approach tends to make for a brief presentation that's more digestible for all guests. Websense used that approach for its security presentation. After leading attendees through the Defender's adventures, the company directed them to demos instead of focusing on nitty-gritty product attributes.

Give It Gravitas. Having a high-level executive deliver the presentation (or part of it) can be a way to draw more attention than the typical actor or model would—and you get someone knowledgeable enough to address the product's strengths and attributes without it feeling scripted or phony.

OFF THE SHOW FLOOR

SOME OF THE BEST EXPERIENCES TAKE PLACE OUTSIDE OF THE MAIN HALLS

It's not all about the show floor. At CES, some of the best experiences take place away from the main action. Whether it's outside in front of the convention center, in the passageways between halls or in a dedicated meeting space, many companies prove that a massive footprint in the Central Hall isn't a requirement for building buzz and engaging attendees at the country's largest trade show. Some faves:

Gibson. The guitar company took advantage of an outdoor footprint to create a vibe unlike anything in (and out of) the LVCC. The tented exhibit has an open layout that allows attendees to explore a variety of different Gibson product lines and gear without ever feeling boxed in. Several stages are set up for



demos, and flat screens peppered throughout the booth show several clips, including one featuring Elvis Costello talking about his favorite Gibson gear. —*Central Plaza, CP2*

Seagate. The brand's setup is all about driving buzz for its FreeAgent data storage solution. The feel is "California Zen," with a

light color palette featuring white, beige and tan. (Agency: Sparks, sparksonline.) Seating includes plush white leather benches, and white Parsons tables serve as side tables, giving the space a nice modern feel. —*S205*

Nvidia. The visual computing brand took a page from its popular South Hall booth experience—a Guitar Hero demo showing off its graphics processing unit—with a mini version planted in the passageway between the Central and North Halls. Tech-EM can hear the demo from our show office, and the sounds of The Killers make us desperate to rock out. Apparently, we're not alone: Everytime we cruise by, the demo is packed. —*Passage between North and Central Halls*

MARKETING LESSONS FROM THE SHOW FLOOR

Today's report is all about touchpoints—activities that grab and keep attendees in the booth, freebies that showcase the technology and display elements that you just have to get your hands on.

Intel. The clear, glass island display featuring projection-based touchscreens is just one of many reasons this booth draws attendees like moths to a flame. Here, a few more interactive elements that help keep passersby sticking around the booth: Consumers line up to jump into the iClubby—an ergonomic workstation that looks like a gyroscope and features headrest speakers, footrests, three screens and a keyboard. The product, perfect for gamers and those with physical limitations, moves hydraulically to create the most comfortable mission control position since the Wookiee sat next to Han Solo. Next door, attendees can try on 3D glasses for a preview of a new DreamWorks flick featuring Intel's technology. Gamers can jump into racing simulators that are so hydraulically charged they require seat belts, or strap on a vest that works with shoot 'em up video games to create the sensation of being shot. Intel also offers attendees a chance to vote on the top four technology initiatives President Obama should focus on once he takes office (Obama will be the first president to have a CTO in his administration.) —*Booth 7153*

NBC Universal. To reinforce its "content

that touches you" theme, NBC empowers attendees to use their fingers to tap touchscreens for self-guided tours of the booth and even drive the content being shown in it. Staffers hand out branded matchbooks that contain USB drives inside and are printed with optical tags on the outer cover. Visitors can download NBC content from any of 12 touchscreen kiosks (we chose an episode of "30 Rock") and toss their matchbooks on tabletop consoles powered by Microsoft's Surface technology to see if they're an instant prizewinner. Freestanding touchscreen terminals invite attendees to pick from a menu of programs and then see their chosen highlight reels played on a central display piece that features flat panel screens mounted on a tree-like truss structure. The exhibit also offers consumers a chance to see live broadcasts of CNBC shows, play trivia challenges and blog, surf or just hang out in a swank multimedia lounge outfitted with laptops. —*Booth 12533*

Samsung. You can't miss the massive wall of suspended flat panel TVs at the main entry point of the booth. (Just look for the throngs of people, jaws dropped with drool trickling down their chins.) But just inside the booth Tech-EM discovered another hidden gem—what might have been the longest line at the show: One interactive vending machine was distributing free aluminum bottles of icy cold Coca-

Cola. The machine features a multimedia Samsung touchscreen that allows thirsty buyers to spin Coke bottles on screen just for fun, and promises unlimited advertising possibilities for brands interested in buying in after the show. Booth visitors can also get a keepsake photo taken with various NFL players throughout the show in front of a 50-yard-line backdrop. —*Booth 11033*

Motorola. The booth's display elements create product scenarios that just beg to be touched. Long white demo bars covered with small black display pods make it easy to grab a mobile phone, play around and quickly move down the line to compare to the other products in the lineup. A long row of bench seating mounted on risers with a covered awning gives attendees a subway-style sit-down experience. Mobile PCs and phones are mounted to support poles at different heights and are free for the grabbing. Visitors can cop a squat on the bench, pick up a device and go at it as long as they want. The main attraction in the booth is two glass noise cancellation booths. A staffer invites one person inside the cylindrical booth with a Motorola phone (inside, it's blasting music from a speaker) and invites them to call a friend just outside the booth to show off the brand's noise cancellation technology. Kudos to Motorola for turning a show-and-tell into a group activity attendees can share and talk about after the show. —*Booth 8545*

DEMAND GENERATION

TEN TIPS FOR TIGHTENING UP CES LEAD MANAGEMENT

There must be black holes in the floors of most trade shows—because that’s where a lot of your leads seem to end up. Non-fulfillment by exhibitors is one of the top complaints by trade show attendees who actually ask for more information. But it doesn’t have to be this way. New and improved lead-generation systems allow marketers to track leads throughout the process. But whatever system you use, it’s up to you to make sure the right information is in the right hands at the right time. Ten tips for A-plus lead fulfillment:

Think Sales. Although most companies’ trade shows fall under marketing, succeeding in terms of leads requires event managers to put on their sales hats. At trade shows, you’re sales manager.

Standardize. The content and format of the data you collect should be consistent from show to show and integrated easily into your CRM or lead-tracking system. This expedites the follow-up process and enables you to perform program-wide analysis and measurement. Tip: Work with the

lead-retrieval supplier at each show to customize their system for yours.

Systematize the Process. Where will the data go after the show and who will be responsible for it? Having all the details defined—from data collection through fulfillment to follow-up and tracking—ensures the ball won’t get dropped somewhere down the line.

Get Stakeholders Involved. Collecting and funneling leads from trade shows needs to be a process shared by multiple departments. Get out of your box and reach other parts of your organization.

Deliver Quality, Not Quantity. If you want sales reps or channel partners to take the leads seriously, don’t waste their time by passing along tire kickers. Garbage in equals garbage out.

Ask the Right Questions. These include demographics, product interest, buying time frame and anything else that helps facilitate the sales process.

Respond Quickly. Strike while the iron is hot by responding to the leads immediately. If they ask you to call, call. If they ask for information, send it. Try expediting the response by using your lead system to generate emails to prospects.

Monitor Activity. Post leads to an internal website and give resellers a set period of time to respond. If they don’t make progress within a certain time frame, give the lead to someone else. The outcome: Those who follow up and close deals get more leads; the others don’t.

Integrate Accountability. Ensure the sales team follows up by placing the follow-up under the watch of sales management through an online web portal that distributes and monitors leads.

Analyze and Report. Once you have the data, use it to calculate ROI for your trade shows and to assess which shows are the most successful. Or use your database to identify new opportunities. By consolidating your data, you can dig deeper into the leads.

THE LOOK AND FEEL OF CES EXHIBIT DESIGN HIGHLIGHTS FROM DAY THREE

iRiver. Pristine and all white, the brand has created a super-clean look and feel for its presence in the Central Hall. A tall, wrap-around scrim fabric wall lines the main product display space. Projectors shine images of the brand’s headphones and ear speakers on the see-through fabric, creating a cool ghost-like effect. Demo/display islands inside are self-illuminated with white light, and lamp fixtures above the tables create interesting shadows on the walls when looking from the outside in. A round-edged central structure is flanked by an illuminated Plexi half-wall, and semi-private meeting spaces with tables and chairs are set behind it.—*Booth 7935*

Motorola. Box-framed fabric walls with huge graphics line the front and back of the main presentation zone. An open footprint features mounted monitor demo zones along the back wall, with island demos touting the brand’s newest phones on the floor. A subway-themed demo area features benches

and railings with product displays built in, and subway-style graphics with blurred imagery in the windows, simulating a moving train car. An aisle in the center of the back wall houses two self-illuminated check-in desks leading to private, off-the-floor meeting spaces.—*Booth 8545*

Plantronics/Altec Lansing. Seven circular island demo tables are situated along the perimeter of the footprint, with off-kilter cylindrical headers made with printed stretch fabric. Behind the demo tables, fabric walls and see-through scrim graphic panels hide a large, private Technology Showcase Zone. After checking in at a central desk, visitors enter to check out more detailed demo zones, or take a load off in semi-private table and chair setups.—*Booth 20908*

iBiquity Digital/HD Radio. A black fabric and brushed metal archway serves as the main entryway, with a large monitor

running product info mounted to the side, and a large ID sign above. Huge curtains of bright orange fabric serve as the side walls, and wood flooring and demo displays provide a natural touch. Hanging fabric signs identify different product zones within the footprint, and translucent Plexiglas meeting rooms are located in two corners.—*Booth 9034*

Memphis Car Audio. The walls of the space are defined by tall, scrim fabric curtains done up in light blue. One side of the exhibit is divided by the curtains into four small meeting spaces with bar tables and stools. A lounge area with couch seating is off to one side, with a wraparound bar situated in front of a backwall panel structure/storage area. Fabric circles suspended above the footprint act as a ceiling, and four product display zones on the main floor space show off the brand’s car audio speakers and amps.—*Booth 3718*