



IMTS2020



A Gardner Promotional Campaign Case Study

Successful promotional campaigns address a very specific need of the intended audience. In this case...



IMTS is huge, and exhibiting is very expensive, so...

HOW DO WE GET NOTICED?



A MAKE SOME NOISE.



NO, SERIOUSLY.



**MAKE SOME
NOISE**

GARDNER PRESENTS

MAKE SOME NOISE

GET NOTICED AT IMTS WITH TOTAL MEDIA COVERAGE



GARDNER
Business Media, Inc.

**MAKE SOME
NOISE**

The campaign was
very successful!

**So...HOW did we
get there?**

1: START WITH THE AUDIENCE

1,608	Total IMTS Exhibitors at Kickoff
1,102	Existing Clients
1,446	New Prospects
100	Top Metalworking clients pulled from MagHub

2: IDENTIFY AUDIENCE NEEDS

“I need brand engagement at IMTS that fits my message and budget.”

“How do I generate leads at IMTS?”

“How am I going to stand out at IMTS?”

“How do I increase traffic to my booth?”

3: DEFINE ACHIEVABLE GOALS

- PRIMARY-

Increase exhibitor's spend on Gardner products at IMTS

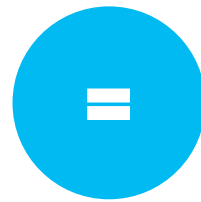
-SECONDARY-

Build relationships between IMTS attendees and our brands

4: ADDRESS NEEDS CONCEPTUALLY

Come up with an compelling
Metaphor:

**Rock
Music**



Then develop effective
Expressions:



5: PLAN ALL TOUCHPOINTS

The image shows a screenshot of the Gardner Projecting software interface. The main window displays a list of active projects with columns for Job Number, Name, Status, Requested By, Start Date, Next Task Date, Next On Job, and Post-Follow Up Date. A callout box highlights a specific project, showing a detailed view of its tasks. The tasks listed are:

Job Number	Name	Status	Requested By
06360 (1)	Exhibitor Workshop Basic Mailer	complete	Justin Com
06419 (1)	Exhibitor Workshop Belly Bands	complete	Justin Com
06365 (1)	Exhibitor Workshop Booth Design	complete	Justin Com
06362 (1)	Exhibitor Workshop Email #2	complete	Justin Com
06363 (1)	Exhibitor Workshop Email #3	complete	Justin Com
06364 (1)	Exhibitor Workshop Email #4	complete	Justin Com
06359 (1)	Exhibitor Workshop Intro Email	complete	Justin Com
06361 (1)	Exhibitor Workshop Top 100 Mailer	complete	Justin Com

- Introductory emails
- Direct Mail
- Promotional swag
- Trade show properties
- Event signage
- Followup emails
- Product emails

6: DEVELOP A VISUAL THEME

Collaborate with creatives to get a

FLAGSHIP DESIGN

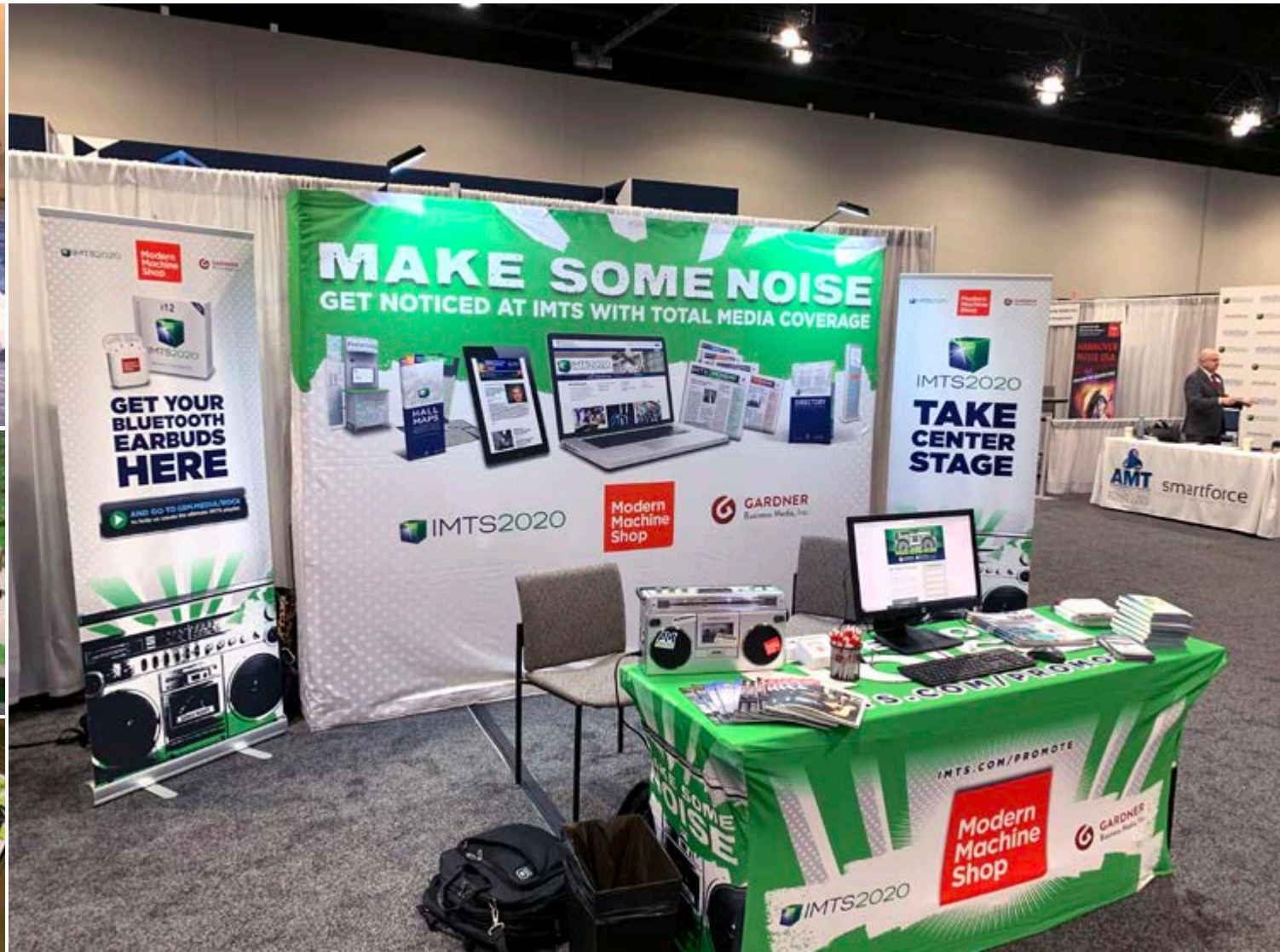
This is an initial design expression of the visual theme. It becomes the central design touchpoint, providing a platform to SEE how the theme should look and feel as the entire promotion is produced. It can be anything – an ad, a banner, a cover, etc. In our case, it was a poster created by PowerHouse.



7: DESIGN WITHIN THE THEME



8: PRODUCE MANY TOUCHPOINTS



8: ...AND MORE TOUCHPOINTS!



PLAYLIST

IMTS

What's on Your IMTS Playlist? Help us build the ultimate IMTS soundtrack. We are kicking it off with Queen, but let us know...

Created by Justin Combs • 74 songs, 5 hr 18 min



PLAY

Filter

TITLE	ARTIST	📅
We Will Rock You	Queen	2019-11-18
Sweet Home Chicago	The Blues Brot...	2019-12-09
Pump It	The Black Eyed...	2019-12-11
The Chain - 2004 Remaster	Fleetwood Mac	2019-12-11
I Will Survive - Single Version	Gloria Gaynor	2019-12-11
Dream On	Aerosmith	2019-12-11
Juice EXPLICIT	Lizzo	2019-12-12
Sympathy For The Devil	The Rolling Sto...	2019-12-12
Rock Lobster	The B-52's	2019-12-16
All You Need Is Love - Remastered 2009	The Beatles	2019-12-17
Give It To Me Baby	Rick James	2020-01-02



GET READY TO ROCK

Stomp, Stomp, Clap - Stomp, Stomp, Clap.

Can you hear it? Even just in text, your body wants to rumble with it. Queen knew what they were doing. It's universal and resonates through a crowd. Exactly like your brand should.

IMTS is a big stage. With over 100,000 attendees looking for new equipment and service providers, it's important to get noticed. With a combination of digital, print and onsite opportunities, IMTS sponsorship packages can be tuned to fit your business and budget.



Hear the full IMTS Playlist!

Join Our VIP List

First Name

Last Name

Email Address

Company Name

What Song is On Your IMTS Playlist?

I'm Ready to Rock!



9: TRACK YOUR RESULTS!

87 Direct conversions
from the website

33 Soft conversions at
Exhibitor Workshop

8% Conversion Rate

28 New clients

\$140,000 Contact Sales

SUMMARY

- **Define the audience**
- **Identify the audience's needs**
- **Define goals that are achievable for the audience**
- **Develop a communication concept that addresses needs**
- **Visualize a design theme using a flagship design**
- **Plan all required touchpoints in the promotion**
- **Design all touchpoints strictly within the design theme**
- **Produce many, many touchpoints**
- **Track results**

Thank You!