

### Trade Show News Doesn't Just Happen, It's Made.

**TradeShowPR** proactively makes news — aggressively pitching the stories relevant to your show and matching exhibitors to reporters according to trends, products and services they want to research and write about. This is a new approach that redefines trade show public relations, working to deepen and strengthen your marketing mix. Take your public relations campaign to the next level with a team of professionals dedicated to building key relationships for your event while allowing your existing PR division to continue to focus on priorities being driven by executive leadership.

### Trade Shows Don't Just Grow, They're Built.

**TradeShowPR** delivers **Powerful Results**, driving success for show managers, exhibitors and the media.

- **Produce Revenue.** **TradeShowPR** is integrally tied to increasing revenue for your show. Exhibit sales, retention of exhibitor base and attendee marketing are all positively impacted by a strong presence in the media.
- **Promote Return on Investment.** **TradeShowPR** garners your exhibitors the pre-show and on-site coverage they seek. By providing this service, show management shores up exhibitors' likelihood of returning next year and creates a true competitive advantage over other shows related to your industry.
- **Positive Recognition.** **TradeShowPR** complements marketing efforts to position your show and individual exhibitors among targeted audiences – both in existing genres and new markets.
- **Proactive Reinforcement.** **TradeShowPR** works to ensure attendee targets know that the products and services they want to buy and learn more about will be showcased at your event.
- **Pivotal Relationships.** **TradeShowPR** facilitates contact between your exhibitors and the media sources they want to reach. This is a unique service that is perceived to be highly valuable by reporters and exhibitors alike.
- **Press Resources.** **TradeShowPR** develops an online information clearing house that can be accessed by anyone researching the industries served by your event, establishing your website as a comprehensive industry portal.

**TradeShowPR** is a service that understands and strategically supports the unique public relations needs of exhibitions, and is customized for each client to address specific challenges and opportunities facing their event.

### Comprehensive campaigns include:

- Complete pre-show exhibitor/press 'connection' campaign and news effort
- Development and management of online media center for exhibitors and press contacts
- Development and distribution of show news, including show 'opening' release and pitch effort
- On-site management of press room and activities relative to exhibition
- Post-show follow-up and summary report

### Additional services:

- Development and management of media partner advertising program
- Development and management of on-site media tour
- On-site press and exhibitor event
- PR support for associated conference or keynote sessions
- Exhibitor training sessions and presentations

Call Today  
To Connect  
Your Exhibitors  
with the Media.

Laura Riggs

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410.672.3161 phone/fax

Two proven names in the tradeshow marketing arena...  
**Laura Riggs** and **Michelle Kelly** provide **Professional Recommendations**  
as experts in growing the success of exhibitions and events.

### LAURA RIGGS

Since 1998, Laura Riggs has consulted as a marketing and public relations strategist on extensive national and international campaigns for clients such as Discovery Communications, Inc. (DCI), National Association of Broadcasters (NAB), American Public Transportation Association (APTA), Chief Executives Organization (CEO), Baltimore Marine Center at Lighthouse Point and National Trade Productions (NTP).

Respected as a dynamic business builder and creative solutions provider delivering impressive bottom-line impact, Laura thrives under the challenge of planning and managing demanding assignments and is energized by development of entrepreneurial business strategies that generate maximum results. She is adept at quickly assimilating into new fields of business, applying vast marketing expertise to the industries represented by various clientele.

Most recently Laura was retained to strategize the marketing campaign for the triennial public transit event APTA EXPO 2005. Her work encapsulated the public relations and marketing campaign from concept to execution towards both attendee and exhibitor targets. Overall, the EXPO realized a 5% increase in attendance, garnering national syndicated press coverage and retaining the event's ranking within the top 200 tradeshows in the U.S. as determined by *Tradeshow Week*.

Prior, Laura lead a similar effort for DEMA Show 2003 also *Tradeshow Week 200* event representing the diving, action water sports and adventure travel industries. In an economy where trade shows had been

### MICHELLE KELLY

Michelle Kelly is a spirited and savvy marketer with incomparable passion for her work and knowledge of the trade show industry. She has spent most of her 19 year career responsible for the development and execution of strategic marketing, direct mail, sales and public relations campaigns for multiple clients in the tradeshow and technology sectors, emphasizing branding, tactical development, audience research, international outreach, new product launches and cooperative partnerships.

Serving as senior director of convention marketing for the National Association of Broadcasters (1999-2004), Michelle was responsible for the strategic development and direction of convention marketing campaigns and business development programs for the nation's third largest convention representing the radio, television and video and film industries. Using her marketing talent to the best advantage of the show, the NAB broke their attendance record in her first year on staff and doubled paid attendance. Michelle directed all tradeshow related creative and theme development, strategic planning and audience development, brand management, customer research and focus groups, collateral development, direct mail and print production, advertising, interactive and international promotions, media relations, tradeshow marketing and booth design, list management, cooperative marketing programs, as well as budget responsibility for these areas. Also during that time she supervised a staff of four marketing professionals and served as liaison on 25-person convention planning committee.

experiencing negative growth or flat attendance at best since the events surrounding 9/11, DEMA 2003 realized 15% growth in attendance and record setting press coverage with more than triple press attendance, and increased exhibit sales by more than 25,000 net square feet.

NAB2001, sponsored by the National Association of Broadcasters for which Laura worked on the overall marketing effort, was ranked as the third largest tradeshow in the U.S. by *Tradeshow Week*, moving up from prior ranking of fifth, with an overall published attendance of 108,000 and exhibit space sales exceeding one million square feet. Laura worked on NAB shows 1999 through 2002.

Prior to consulting, Laura spent nine years at Discovery Communications, Inc. (DCI) in Bethesda, Maryland, where she was an integral member of the multi-award winning marketing team for The Discovery Channel. In that time the marketing team grew the network from infancy to distribution in over 70 million U.S. households and globally in 85 countries, establishing The Discovery Channel as the world's foremost producer and distributor of non-fiction entertainment, and building the most valuable audience in cable history. During her time at DCI, Laura was also involved in the re-brand and launch of The Learning Channel, as well as the branding and launch of Animal Planet, and the purchase and transition of The Nature Company retail chain to Discovery Channel Stores. ●

After leaving NAB, Michelle continued her relationship with the organization, supporting marketing efforts for their premier show brand as a consultant. Also, while consulting Michelle has been retained to strategize and execute strategic marketing and partner programs for Telexpo, a Brazilian-based telecom event and a security industry tradeshow sponsored by ASIS International as well as Hawaii based companies Showcase International, Hawaii Dental Association and Joint Spouses' Conference sponsored by the U.S. Air Force.

Michelle started her career at the Personal Communications Industry Association in Alexandria, Virginia, where she developed and managed direct marketing and advertising campaigns for their annual convention and also launched new conventions in Asia and Latin America. Her efforts grew attendance from 2,500 to 25,000 in four years.

Later she also served as senior account representative for largest telecommunications event in the U.S. with a \$3M budget.

Michelle Kelly is a graduate of James Madison University in Harrisonburg, Virginia, holding a BBA with a concentration in Marketing. ●

## Areas of Expertise

- Cable television
- Broadcasting & electronic media
- Video production & post production
- Wireless & telecommunications
- Executive associations
- Boating / marine
- SCUBA diving & action water sports
- Public transportation
- Textiles, apparel & retailing
- Dental & orthodontics
- Government security & law enforcement
- Adventure travel
- Modeling & talent