

GGD Marketing Plan

Objectives

- Establish GGD as the market leader in sustainable exhibits for the trade show industry (both nationally and regionally) by:
 - Launching CEO as an authority on sustainability topics related to trade shows, exhibits, and beyond.
 - Developing newsworthy stories that create media attention and build buzz.
 - Creating an online environment where industry professionals can seek out thought leadership.
 - Showcasing new, innovative and cost effective products.
 - Building awareness, curiosity and steady website traffic.
- Position GGD as the “smart” alternative to traditional trade show booth displays, capitalizing on affordable sustainability—Practical Green®.
- Quickly and efficiently build a revenue stream for the new business unit, while increasing awareness of and purchases from First Trade Show.

Strategy

- Creatively leverage budget by utilizing appropriate forms of communications (PR, Trade Show Events, Networking, Direct Marketing, Advertising) to target key customers utilizing primarily sustainable forms of marketing (e-mail, PR recyclable paper if necessary)
 - **Web**
 - Launch GGD Website
 - Search Engine Optimization
 - Organic Page Rank (+6)

- Email Newsletter Creation (quarterly, beginning in July)
 - GGD will feature industry news and product updates to drive interest
- E-Mail Blasts
- Directory listings and online sponsorships that enable GGD to tap into established green databases and green aggregator sites
- Blogging
 - Create blog on own site to comment on conference, trade show, product, development, green movement, customer feedback
 - Keep fresh and relevant
 - Comment on relevant blogs to increase awareness of company
 - Increases SEO, thought leadership
 - Blogs to monitor include
<http://greenbiz.com/current/columns>,
<http://hugg.com/>,
<http://blogs.wsj.com/environmentalcapital/>,
<http://www.businessweek.com/investing/greenbiz>

- **Public Relations**

- To support Public Relations efforts, Marketing Company has created press kit materials, including a bio and “about us” one-sheet that highlights GGD’s practices
- GGD’s launch and subsequent public relations activities will be supported by traditional media relations, which includes:
 - Development (completed) and distribution of launch press release
 - Placement of bylined articles
 - Placement of local human interest stories about CEO
 - New Jersey businessman enters into “green” market
 - Placement in related stories potentially focused on green marketing, new green businesses, changing trade show and event industry practices, etc.
 - Development of creative stories and case studies that showcase GGD’s dynamic displays
 - Traditional media relations and blogging will focus on local New Jersey, green business, events, meetings and conventions and trade media and national outlets
 - National news media will be pursued towards the latter half of the campaign once outreach towards vertical publications has shown success
- Pursue speaking engagements related to trade show business and green movement

Core Message

“We know that there is an opportunity to make trade shows and events greener—not for the sake of just saying we are green, but because it’s the right thing to do. We sincerely want to eliminate waste while paying attention to cost,

innovation and visual appeal. Green is not only good for the environment, it's good for business."

Target Market

- Green Businesses/Retailers that want consistency in all marketing efforts
- Purchasing, Corporate Event Planners and Marketers at large corporations with sustainable practices
- Governmental Organizations mandated to reduce carbon footprint
- Businesses currently presenting at trade shows without green initiatives
- Exhibition Conference Planners
- Organizations seeking experts in the green movement or the advancement of sustainable products in the commercial landscape
- TBD: Other trade show display companies whose customers seek green options. This one needs further consideration; although an opportunity for immediate revenue exists, GGD may be educating its future competition

Competitive Landscape

- Exhibit Display Companies
- Exhibit Display Companies moving into green space (see Skyline.com)
- Sustainable Exhibit Display Companies
 - Ecosystems Displays <http://www.ecosystemsdDisplays.com/>
 - (see reincarnation product)
 - E and E Exhibit Solutions
 - Trade Show Emporium
- Wide Format Print Media

Product Service / Differentiation

- Sustainable Products that are Attractive, Realistic, and Affordable: Practical Green
- Not a green washer; honest about options and well-studied about the field
- Industry Knowledge
- Personal Service
- National Marketplace

Challenges in the Market

- Media attention
- Minimal current marketing
- “Greenwashing” of traditional display companies
- Perception that “green” is somewhat cost prohibitive

Tactics-- Phase 1: (First 45 Days)

Initial Marketing efforts includes outreach to existing clients and public relations initiatives to build awareness

- **Creative**
 - Finalize look-and-feel for all public communication; develop core messages based on prospect feedback to date
- **Direct Marketing:**
 - Build excitement with email blast to current (First Trade Show) customers
 - Leverage lists from other events (e.g., NJBiz) and begin systematic pre- and post-communications and tracking; inclusion in new database
- **Public Relations and Trade Show/Conference Presence**
 - Distribution to media outlets of launch press release and subsequent voice follow-up to key media contacts including, but not limited to:
 - *BusinessWeek*
 - *Exhibitor Magazine*
 - *Exhibitor Online*
 - *Exhibitors Daily*
 - *EXPO: The Magazine for Exposition Management*
 - *GreenBiz.com*
 - *M & C*
 - *The New York Times*
 - *Trade Show Executive*
 - *Trade Show Expo*
 - *Tradeshow Week*

- *Wall Street Journal*
 - *NJBiz.com*
 - *New Jersey Monthly*
- Leverage all appearances and regional visits (see below) to secure local media opportunities, highlighting product launches, as feasible

Tactics-- Phase 1: (First 45 Days) (continued)

- **Public Relations and Trade Show/Conference Presence (continued)**

- Develop speaker topics and description
- Develop Trade Show Attendance and Exhibit Plan (**Green** indicates that attendance is already confirmed)
 - **Green Event Summit:** San Francisco (June 12-13)
 - Exhibitor FasTrak: Boston (June 10-12), Chicago (August 12-14), San Francisco (September 30-October 2), Atlanta (November 11-13),
(<http://www.exhibitoronline.com/exhibitorshow/fasttrak/overview08.asp#conferences>)
 - Green Business Works Expo: Atlanta - June 3-6
 - <http://www.greenbusinessworksexpo.net>
 - EarthNow Expo: Las Vegas – June 4-5, 2008
(<http://www.earthnowexpo.com/>)
 - **TS2:** Philadelphia – July 28-31 <http://www.ts2show.com/>
 - Green Trade Show, Las Vegas August 24-28
 - Green East Expo, New York City, October 21-23

<http://www.greeneastexpo.com/>

- BiZBash Event Style Show – October 29 (other markets in 2009 possible)
- SustainPRO Conference: Chicago - October 29-30
<http://www.suprseal.com/default.asp>
- Opportunity Green, Sustainable Business Conference, Los Angeles, November 7-8
<http://www.opportunitygreen.com>
- EXHIBITOR2009 / EXHIBITORFastTrak call for presentations due 6/6/08
- EPDA AC&SS Conference, Miami Fla. Dec. 3-5

Tactics-- Phase 1: (First 45 Days) (continued)

- **Public Relations and Trade Show/Conference Presence (continued)**
 - Create special promotions and offers in conjunction with trade show presence, to ensure maximum onsite awareness and capture of prospects' data, opportunities for post-show sales, and regional PR opportunities.
 - Contact event promoters for speaking engagements

Clearly, GGD cannot possibly attend every green-related trade show in the U.S. Next step is to develop a general budget for attendance, exhibiting and sponsoring events for the remainder of the year. This decision will be made based on your past (First Trade Show) sales experience and a determination of required ROI to justify presence.

We will review every opportunity with an eye toward:

- Size and quality of market
- Ability to expand your database
- Opportunity to speak at the event
- Pre- and post-show marketing opportunity
- Scheduling and availability of qualified staff to properly work the event

Tactics-- Phase 2: (July-December)

- Continued public relations focus with bylined articles, green thought leadership stories, speaking engagements

- Direct marketing via lists secured at trade shows and speaking opportunities; e-newsletter every other month; monthly blasts to specific audiences (see below); immediate follow-up to prospects

- Utilize lists for non-customer target market announcing launch.
Target:
 - Purchasing managers
 - Coordinators/trade show planners
 - Government purchasers of displays
 - Sustainability officers (CRO.org)
 - Lists from previous tradeshow

This proactive effort is critical to your long-term business success. We suggest identifying specific markets to target each month. Starting with the Fortune 500, identify the individual within the company responsible for the sustainability initiative. (Supplement this list with research in business media – identifying those companies who are “taking green seriously”) Reach these decision-makers via (in order of preference):

1. Phone call
2. E-mail (if address can be secured)
3. Simple direct mailing (recycled) with offer to plant tree if they contact you

- Regularly read “green media” and business media related to sustainability and respond immediately to relevant “news”
- Develop case studies to post on website, utilize for articles, links from email blasts; as you develop a track record, submit for awards

Tactics-- Phase 2: (July-December)

- Business Development: Creating viable partnerships with complimentary brands and businesses, utilize information for continued marketing efforts

- Attend thought leader conferences for networking
 - Greener by Design 08 Alexandria Va, 6/12-6/13
<http://greenerbydesign08.com/>
 - Green Xchange Expo Los Angeles, CA Oct.1-3
<http://www.greenxchangexpo.com>
 - EPDA AC&SS Conference, Miami Fla, Dec. 3-5

- Maintain high level of buzz through continued PR focus/green trade show/traditional trade show presence through speaking engagements for remainder of year and ongoing

- Become active in industry groups setting green standards for the event industry

- Explore opportunities beyond the trade show industry (some of which may surface as a result of the June event), to encompass the event planning and "experience marketing" realm.

- Develop ad for vertical publications, trade show magazines and insert based on media plan

- Utilize directory listings in trade show verticals, specifically *Exhibitor Magazine* <http://www.exhibitoronline.com> , *Trade Show Management*, *Trade Show Expo* , TSEA listing, *Trade Show Week*, EPDA, etc
- Explore, ascertain and apply for green certifications such as LEED, EPA standards, etc. for press announcements

NEXT STEPS

1. Finalize look and feel and message points
2. Get copy, art, list approved for email blast and send
3. Establish marketing budget
4. Develop media plan based on budget parameters
5. Determine optimum trade show list for exhibiting as well as speaking
6. Apply for speaker opportunities with green conferences/trade shows
7. Initiate blog on GGD website
8. Establish sales team and assignments
9. Continue PR campaign and add clips to website; leverage press mentions in marketing messages and speaker applications
10. Establish marketing databases (existing First Display lists, trade show list, etc)
11. Establish role of Marketing Company for ongoing marketing needs, within and beyond current fee structure

"Stake in the Ground"

Budget Allocation (through 12/08)*

Tradeshow Attendance (T&E)	\$20,000
Sponsorship at Key Conferences:	15,000
Conference Exhibiting (inc. shipping)	40,000
Direct Mail (cost of mailer/postage, lists)	20,500
Advertising (directory, resizing)	15,000
(does not include creative development)	
Media Training and Photography	<u>5,000</u>
	\$115,500

Allocation by Percentage:

Trade Show Marketing:	65%
Direct Marketing:	18%
Advertising:	13%
Other:	<u>4%</u>
	100%

*Does not include Marketing Company fees or any costs for setting-up dedicated telemarketing resources

APPENDIX

Potential On-Site "Buzz Builders" for Trade Shows/Events

- Raffle off Panda banner stand
- Establish GGD booth as "trash buster" area, where other exhibitors and attendees can drop off paper and other materials for post-show recycling
- Sponsor social activity ("green bar") during event
- Sponsor "greenest exhibitor" award during show; secure "green celebrity" as judge
- High-level sweepstakes for eco-resort weekend
- Tie in with sustainable organization (e.g., "My Bag Cares") and co-market
- Serve green ice cream during summer events (mint chocolate chip, pistachio, green tea, etc.) as traffic-builder