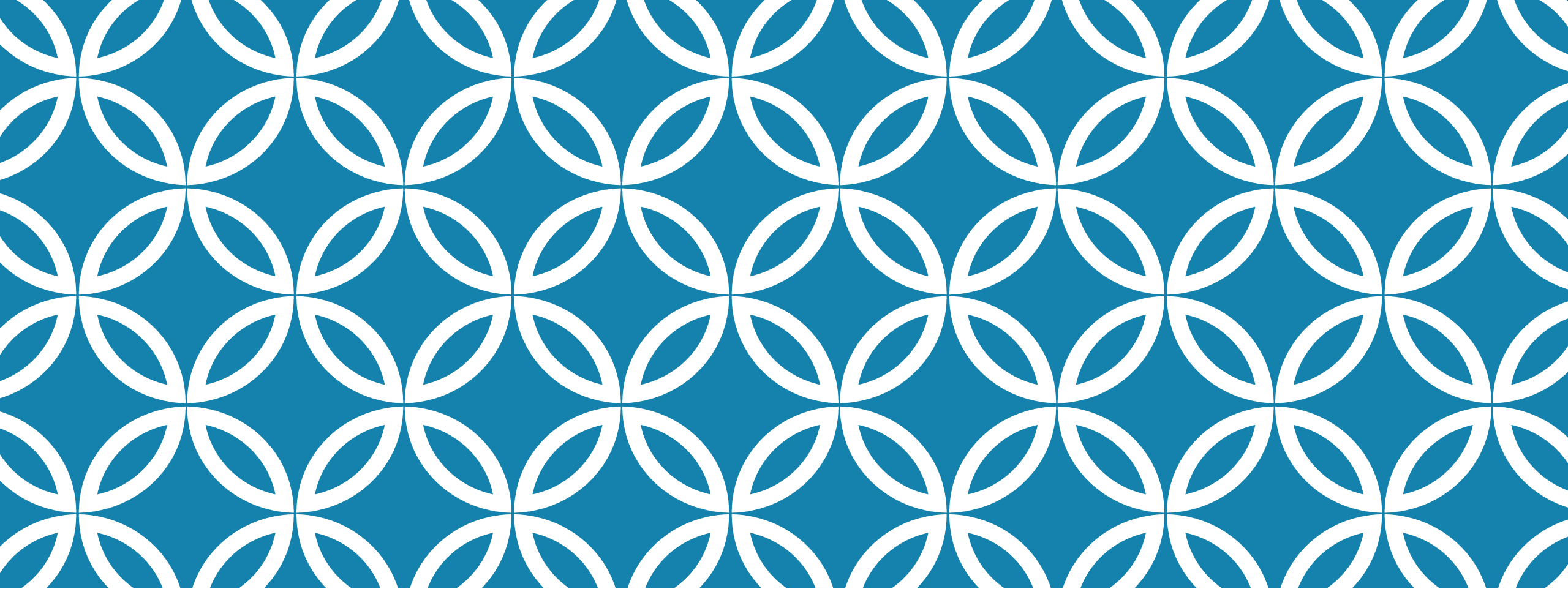




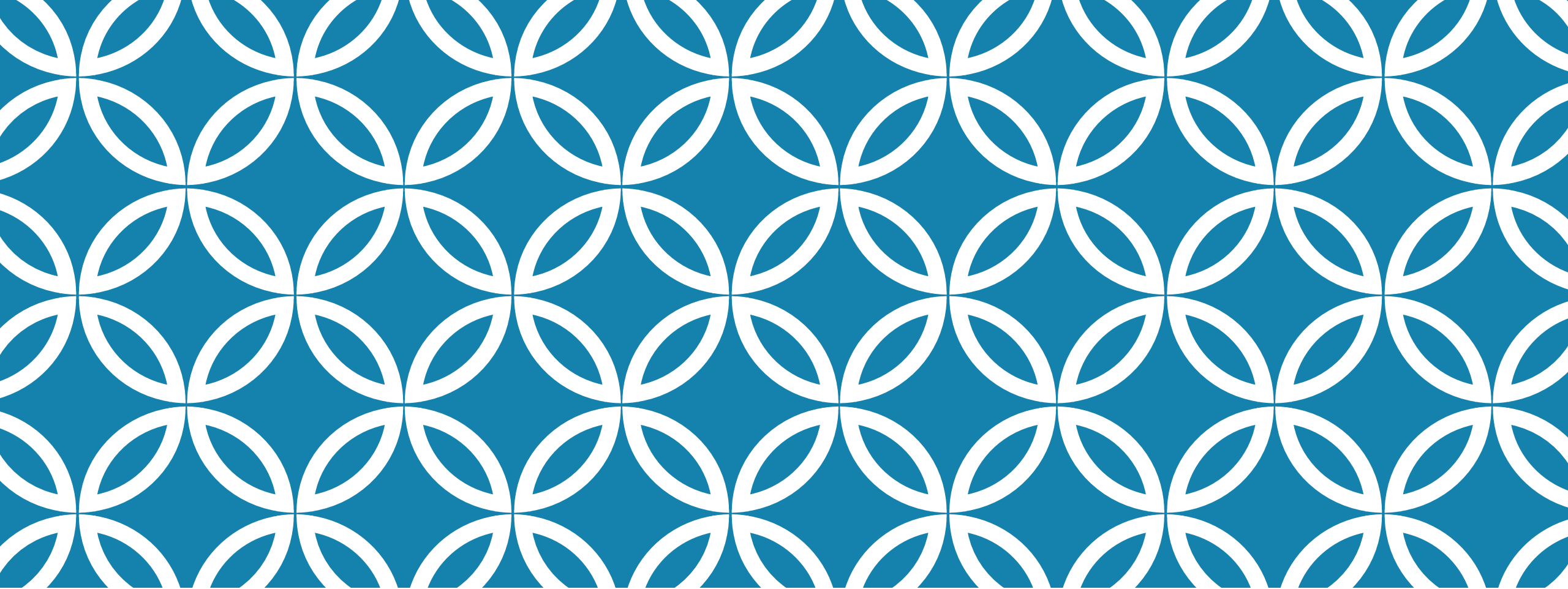
TRADE SHOWS



TRADE SHOWS

|

WHY?



BOOTHS |

BOOTH



BOOTH



BOOTH



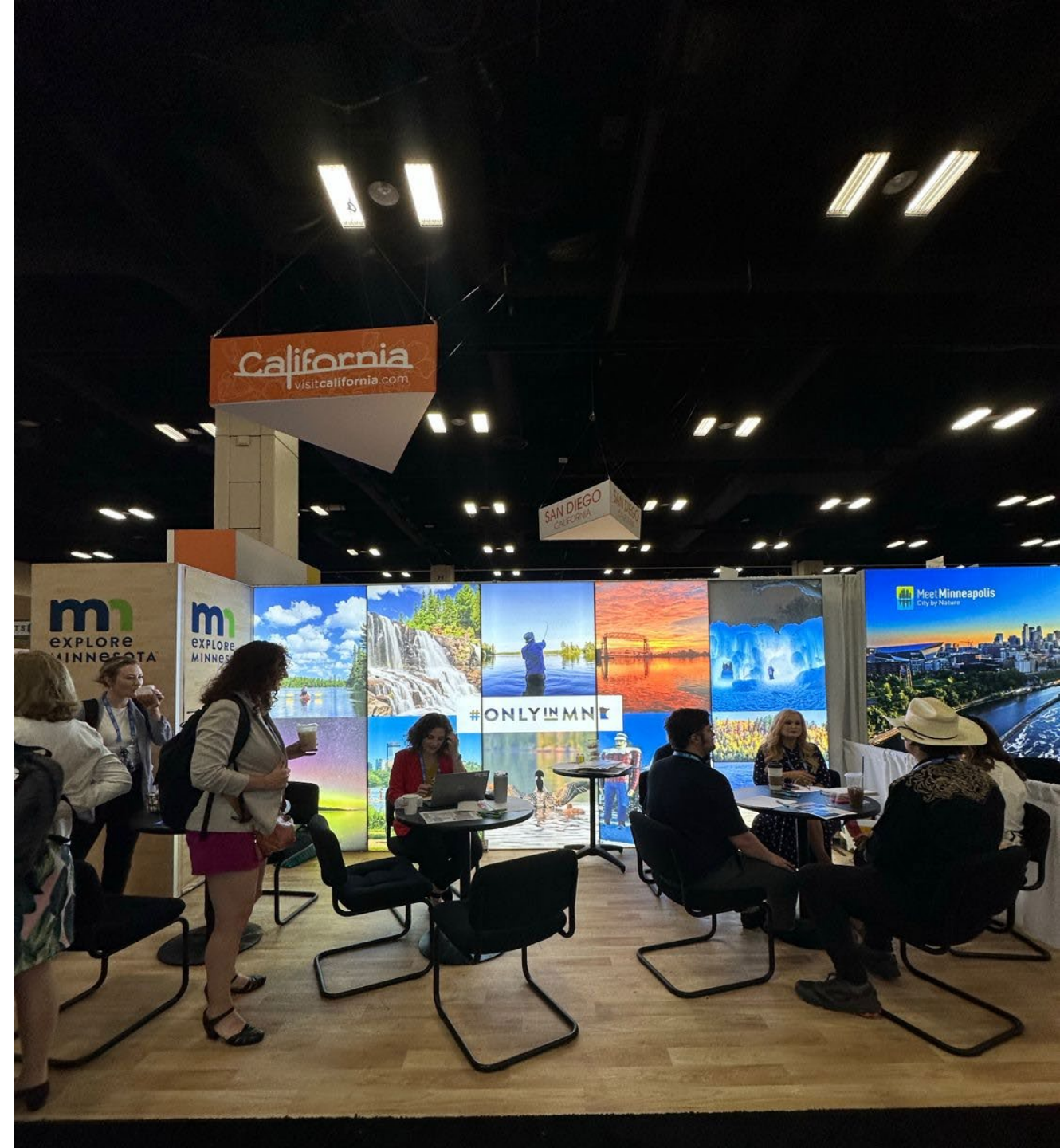
BOOTH



BOOTH



EMT / MEET MPLS



IMAX

MPLS-
ST PAUL-
BLOOMI
NGTON



IMAX

MPLS- ST PAUL- BLOOMINGTON





ENGAGEMENT |

SWAG



SWAG

01. T-Shirts

One thing about t-shirts: you can never have too many of them. But unless you intend for attendees to wear them to sleep, make sure their design is interesting enough to wear in public.

Eventbrite's [integration with TeeSpring](#) lets you upload artwork onto t-shirts, set your price, and create an online page for attendees and fans to purchase them. Your merchandise is then promoted on your event page.

Unit Price

\$8–12



INFO



ADVICE

Etiquette of Booth Behavior

- Train your staff
- Dress appropriately

Don't:

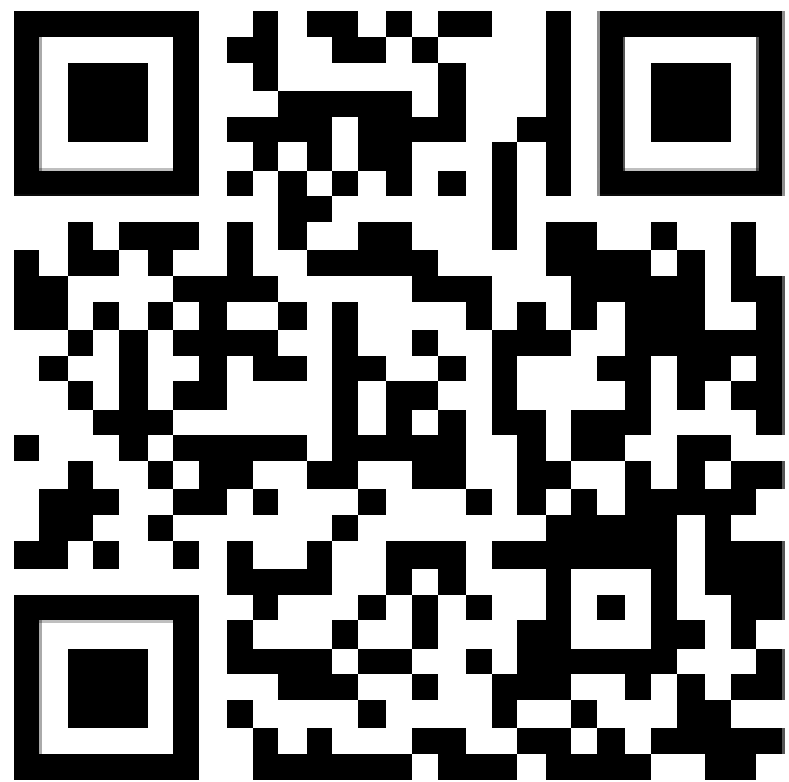
- eat in the booth
- lounge around in the furniture
- be on your phone
- show up smelling of alcohol
- read a book or the paper

BOOTH





SHOW TYPES |



SHOW TYPES | QR

SHOW TYPES

Booth Tradeshow

- Usually a standard 8x10 booth, includes a table and two chairs
 - At a designated time (e.g. 9 am-Noon, break, 1-4pm)
 - Many times you need to purchase electricity, wifi, food and beverage, carpeting, etc.
- Private Tradeshow - participants and exhibitors are badged to participate
 - Public Shows- free admission or ticketed



SHOW TYPES

Reverse Tradeshow

- Usually a small table with 1-2 chairs on one side and 1-2 chairs opposite.
- A schedule is provided of who and when you meet others
- The client sits at the table and you have a limited time (usually 6-8 minutes with 1 minute between appointments)
- You are often told what information can be provided: one sheet flier, business card, small give away

**No tradeshow booth or banners needed.
Just you!**



PROVIDED

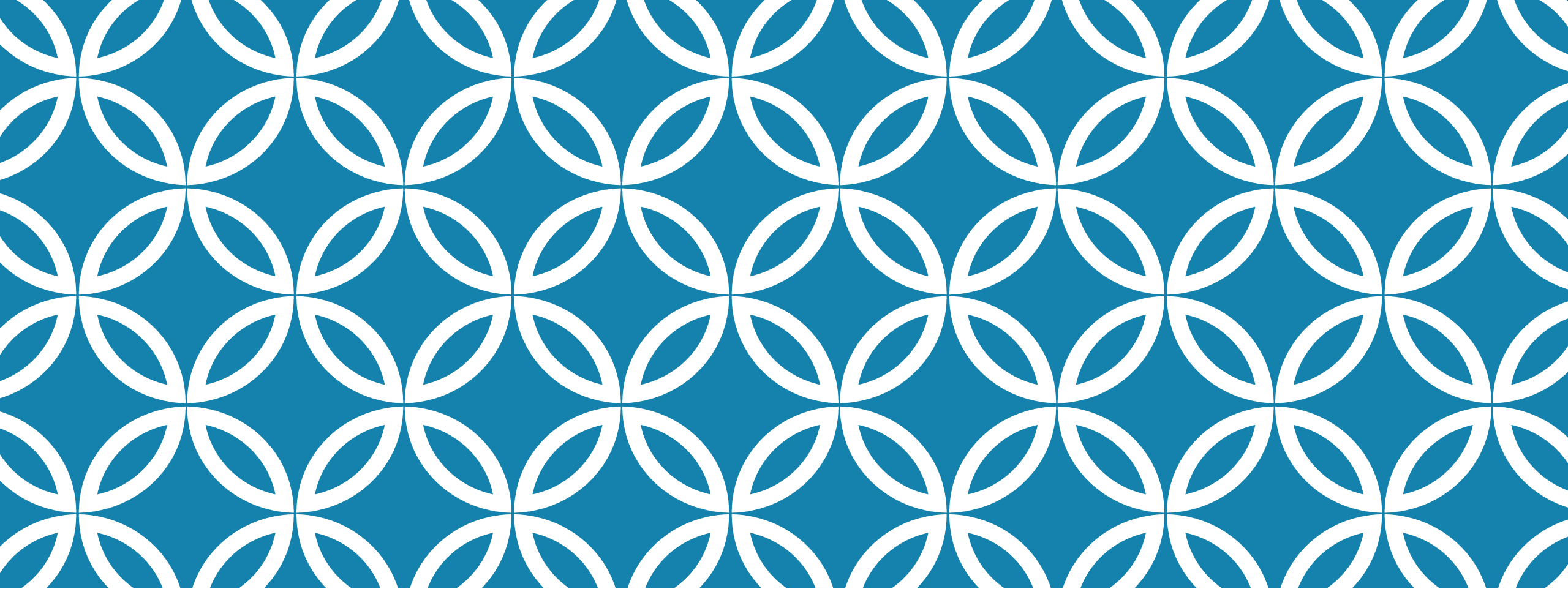
TABLE &
CHAIRS



SPORTS				
Shows/Expos	TYPE	COST	Membership	OTHER
Sports ETA (Symposium, Women's Summit, CEO Summit, Facility Summit, 4S Summit)	Reverse	\$1400 (symposium)	yes	Partner with employee, strong CVB relationships
Sports Relationship	Reverse	\$1,700	no	A lot of opportunity to build relationship and network with planners
Sports Express	Reverse	\$5000 (w/ hotel, food)	no	More intimate group of people. Great networking and relationship building because it's 4 nights
Connect Sports	Reverse	\$4,750	no	
T.E.A.M.S	Booth			
NCAA Host Symposium				
Sports Congress	Reverse	\$3,200	no	
The St. Paul Ice Fishing Show The Chicagoland Fishing Show St. Cloud Sportsmen's Show Fargo Sportsmen's Show Sioux Falls Sportsmen's Show			no	St Paul show is the largest Ice fishing show in North America

CORP/ASSOC/SMERF (Social, Military, Educational, Religious, and Fraternal groups)				
Shows/Expos	TYPE	COST	Members hip	OTHER
Connect Midwest	Reverse	\$3900 for Registration	no	medium sized show with lots of Helmsbricoe reps, very organized
Helmsbriscoe ABC (contract event planners)	Reverse	\$5000 for registration	yes	Hugh show but sectioned out by state. No preschedule appointments, you stand in line to meet them. Show is 2 days
Association North Meeting Symposium	Networking & educational	\$189/supplier member; \$249/non-member	yes	Actual association meeting planners attend and it's great for networking - only a one-day event
IPW (US Travel Assoc)	Booth	\$3800-\$12,000 depending on size of booth	much cheaper if you are	
GMITE (Global Mtg & Incentive Trvl Exchg)				
International Multicutural and Hertiage Tourism Network Trade Show	Networking & educational	\$550	no	Actual association meeting planners attend and it's great for networking - only a one-day event
Black Travel Summit	Networking & educational	\$1,612	no	
Express Conference (SMERF, Diversity, Incentive, Associations		\$5000 (includes hotel,food)	no	
American Society of Association Executives				
SGMP National Education Conference				(Society of Government Meeting Professionals)
Duluth Women's Show	Booth	\$475 Booth Only	No	Public Tradeshow. Opportunity to promote your city destination
Circle Wisconsin (Motorcoach Show)	Reverse	\$650	No	Reverse tradeshow. Appointment based. Tour operators and planners
Dulth Go Show (Seniors)	Booth	\$595 Booth Only	No	Public Tradeshow. Opportunity to promote your city destination
Small Market Meeting Conference		\$2,390	No	
Christian Meeting & Conventions Associations		\$2,500		

EDUCATION				
Shows/Expos	TYPE	COST		OTHER
Minnesota Festival & Events Conference	booth	\$300	yes	Great for DMO's that do a lot of events or are trying to attract more events. Good networking
Upper Midwest Convention Visitor Bureau Conference		\$275		Great for marketing and DMO leaders
Explore MN Tourism Conference		\$99	yes	Good for all DMO's and staff. Now a one day but it use to be a 2 day.
MACVB Education/Annual Conference		\$195		Great for marketing and DMO leaders
ESTO		\$1,025		Great for marketing and DMO leaders
Destinations International		\$1,095	yes	Great for marketing and DMO leaders
MPI (local chapter & World Educational Convention)		varies	yes	
MTJA (Midwst Trvl Jrnlsts)				
Midwest Travelers Network		\$199		Actual association meeting planners attend and it's great for networking - only a one-day event
National Speaking	booth	\$500	no	
Travel & Adventure Show	booth			



\$\$\$ |

EXAMPLE SHOW COSTS

2023 Sports Express

Cost \$4,895

\$4,495 registration, hotel, transport, food

\$400 flight



2023 Connect

Cost \$5,570

\$4,150 registration

\$1420 flight, transport, food, lodging



2023 HelmsBriscoe

Cost \$14,150

\$5,500 registration

\$7350 HB "preferred" guarantee

\$1300 flight, transport, food, lodging



EXAMPLES

ROI



LEAD FROM ASSOCIATIONS NORTH CONFERENCE

(ONE OVERNIGHT)

COST: \$1,360

(MEMBERSHIP \$510 / BOOTH \$850)

ROI: \$40K
\$14,120

HOTEL CONTRACT

ECONOMIC IMPACT IN THE BROOKLYN'S

LEAD FROM SPORTS ETA (2 NIGHTS)

COST: \$5000

PLUS TRAVEL, FOOD, LODGING

ROI: \$52K

ECONOMIC IMPACT IN THE BROOKLYNS

LEAD FROM SPEAKER'S SHOWCASE (1 DAY EVENT)

COST: \$500

BOOTH FEE

ROI: \$19K

HOTEL CONTRACT

Visit
SAINT PAUL
.COM

Saint Paul Convention & Visitors Authority
175 West Kellogg Blvd
Suite 502
Saint Paul, MN 55102
651-265-4900 800-627-6101
www.visitsaintpaul.com

Meeting:	City:	Dates:					
Goals/Objectives:							
Point Person:							
Attended By:							
Budget: \$		Account Code:					
Sponsorship:							
Exhibit Expenses: (Numeric \$)		\$					
Space Rental	\$	Labor Costs \$					
Booth Shipping	\$	Electrical \$					
Miscellaneous	\$ (explain)						
Miscellaneous	\$ (explain)						
Total Expenses	\$	\$					
Revenue Sources and Amount: \$		\$					
Pre-Promotion Strategy: (Describe strategy)							
Cost of this Strategy: \$		\$					
Registration Expenses: \$	/person	\$ Total \$					
Individual Travel Expenses:							
Expense Items:	Initials	Initials	Initials	Initials	Qtr Fare	Purch Comp	used
Airline	\$	\$	\$	\$			
Hotel/Exp	\$	\$	\$	\$			
Other (Transportation/F&B)	\$	\$	\$	\$			

EXAMPLE ROI REPORT FORM

List Prospects / Tentatives / Defectors:

List Accounts Resulting in Immediate Leads:

List accounts with potential leads within one year:

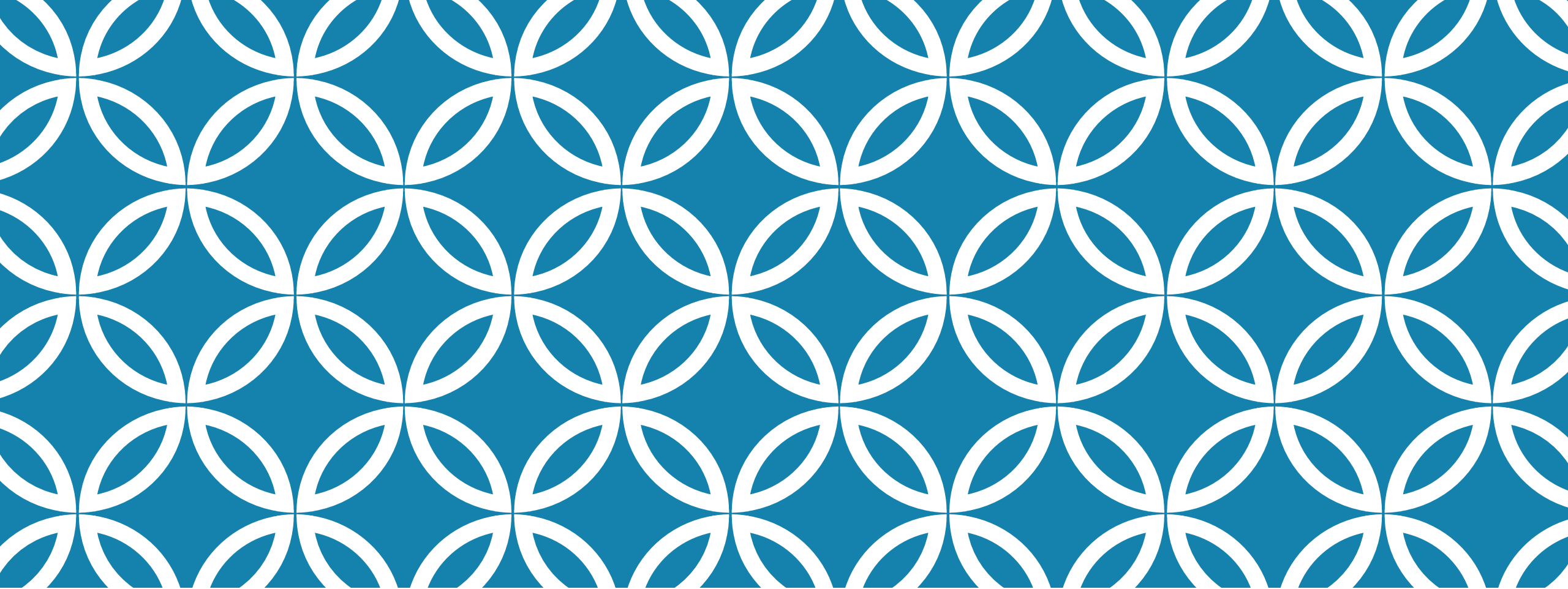
List accounts visited with and current status:

Evaluation:

Recommendation for future participation:

TRENDS

- Comfy Seating – Environments
- LED & Interactive technologies
- Rear lit graphics
- Natural elements, wood, plants
- Growing walls, foliage walls etc.
- Textured elements
- Custom Flooring, printed, rolled vinyl etc.
- Area rugs, lamps, plants (see comfy seating/environments)



PARTNERSHIPS |



CREATIVE ENGAGEMENT



CREATIVE IDEAS



CREATIVE IDEAS

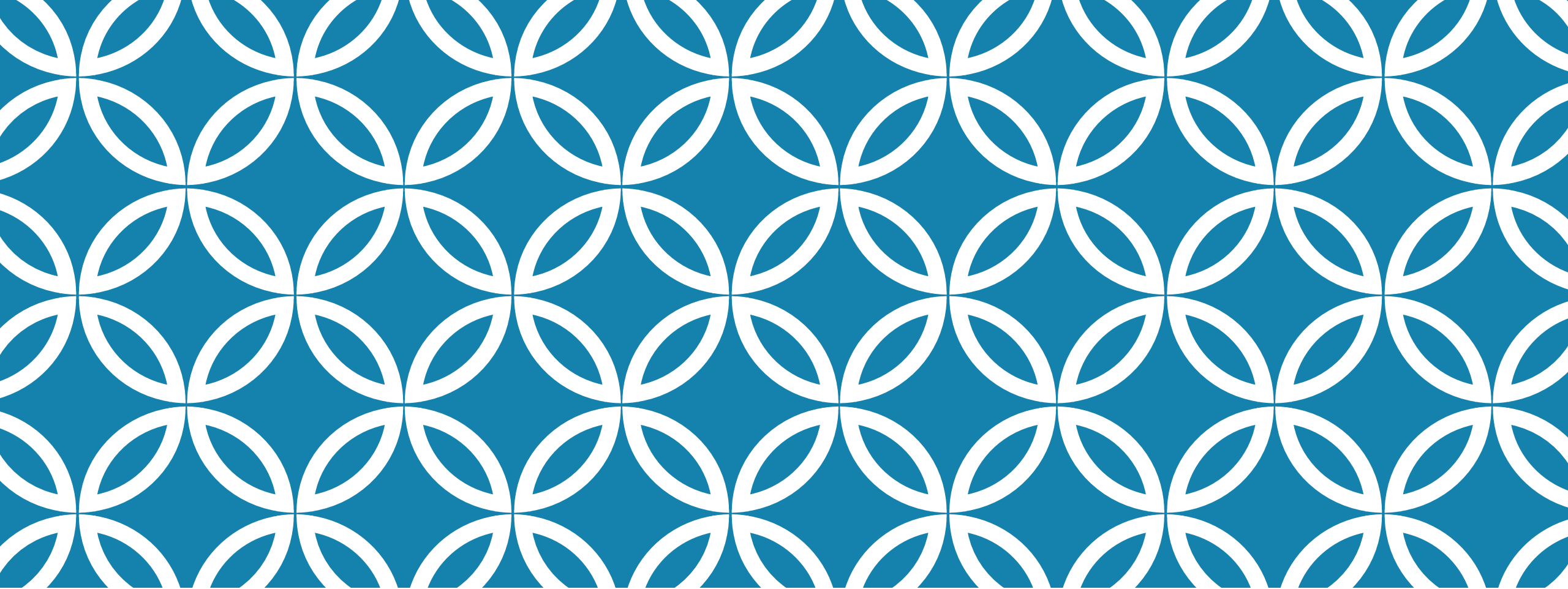


CREATIVE IDEAS

<https://youtu.be/6sSkyT9OJsQ>

CREATIVE IDEAS





TRADE SHOWS! |