



Are Your Tradeshows Too Transactional?

Are your...

- ...Sales leads leading nowhere?
- ...Competitors grabbing market share?
- ...Marketing costs on the rise?
- ...Business relationships in need of bolstering?

Maybe it's time to take a new look at your trade shows. Many exhibitors fail to connect with and influence key decision makers.

executive decision makers:



—SAGEWORLD.COM

The reason? Most companies don't deliver the kind of compelling brand experiences that motivate trade show attendees to take action.

Event Marketer says, "While most brands understand the power of branded experiences, they are still playing catchup." Why?

- **Trade show teams may be stretched too thin.**
- **Trade show marketing may be outdated.**
- **Trade show staff may not have the necessary expertise.**

Whatever the reason, in the battle for attention, you need expert assistance from an experiential marketing professional. Attendees today expect a high return on brand experiences. They're looking for experiences that are:

- **Authentic**
- **Relevant**
- **Valuable**
- **Personal**

experiential marketing event attendees:

50%

CAPTURE AND SHARE PHOTOS, VIDEOS OR SOCIAL POSTS OF BRANDED EXPERIENCES

72%

SAY FRIENDS' POSTS ABOUT BRANDED EXPERIENCES MAKE THEM MORE LIKELY TO PURCHASE THE BRAND

75%

ARE MORE LIKELY TO PURCHASE THE BRAND AFTER A BRANDED EXPERIENCE

—EVENTTRACK 2017 EVENT MARKETER

65%

OF BRANDS SAY THEIR EVENT AND EXPERIENTIAL PROGRAMS ARE DIRECTLY RELATED TO SALES.

75%

OF COMPANIES WITH EVENT BUDGETS BETWEEN \$50-\$100 MILLION SAY THEY EXPECT AN ROI OF MORE THAN 5:1 FOR LIVE EVENT AND EXPERIENTIAL PROGRAMS.

79%

OF BRANDS SAY THEY WILL EXECUTE MORE EVENT AND EXPERIENTIAL PROGRAMS THIS YEAR COMPARED TO LAST YEAR.

Architecting successful branded experiences requires deep expertise across a broad range of competencies including:

- **Experience design**
- **Experiential technology**
- **Experience activation**
- **Experience extension**

If you're ready to make experiential marketing work for you, do it right. Do it with an experiential marketing expert.

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