

# Event Branding

## BACKGROUND

The National Association of Chain Drug Stores (NACDS) represents the nation's leading retail chain pharmacies and suppliers, consisting of nearly 200 chain community pharmacy companies. Today, the chain community pharmacy industry is comprised of 20,849 traditional chain drug stores, 9,818 supermarket pharmacies and 6,777 mass merchant pharmacies.

NACDS' top revenue-generating annual convention, Marketplace, takes place on a massive, half-mile long show floor. NACDS, however, began recognizing a sharp decline in show revenue. An \$8 million event, Marketplace was experiencing a steady decline in attendance. Standard promotions citing show statistics but not necessarily the tangible benefits of attending seemed to be less effective than previous years.

Association management discovered that its members felt deluged with show information and mailings. Attendees were not staying for the entire show or taking advantage of the array of available business opportunities at Marketplace. In short, they were not seeing the value in the show.

## GOAL

Enticing audience members to not only read your promotions but take action is a challenging, daunting assignment. NACDS needed a speedy, effective way to resuscitate their top revenue-generating convention and turn around its declining attendance.

NACDS turned to Bremmer & Goris to strategically reposition Marketplace and promote it as a "must-attend" industry event. Challenges we faced included:

- Repackaging and creating renewed interest in an existing show;
- Illustrating to attendees and exhibitors alike the value and many benefits the show had to offer; and
- Halting the steady decline of show attendance.

*"Save the Date" announcement let the audience know something new was coming.*



## ◆ CASE STUDY: Event Branding

### APPROACH

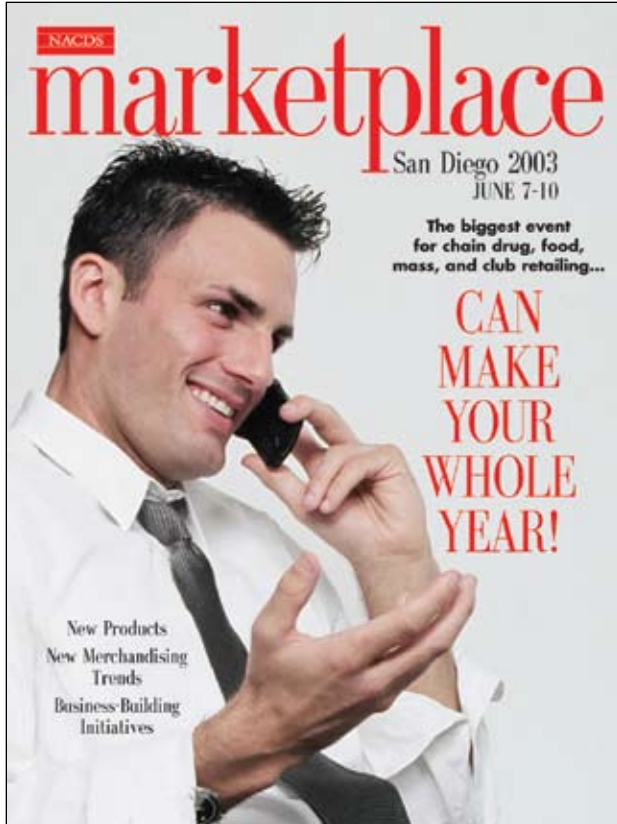
To help “stop the bleeding” and jumpstart this critical NACDS event, we decided to abandon the traditional association approach of sending out separate attendee and exhibitor brochures. Instead, we published a 32-page glossy magazine for both audiences that stood out from other mailings.

*Marketplace Magazine* became the vehicle used to launch the show’s new brand identity. By packaging the show promotion in an editorial format, we could direct timely, targeted information to specific audience members. Articles featured how to make appointments with key personnel at the show (a main goal for attendees), how to increase booth traffic, industry trends, show checklists and more.

Bremmer & Goris art directed a photo shoot for the magazine and all follow-up mailings. The image and branding became so strong, in fact, that conference attendees wanted to see the model in the photo shoot at the conference. A survey conducted by NACDS revealed that the magazine had a readership rate of over 75%. In addition, the show was so well received that an unprecedented 80% of booth space for the following year was sold during the conference.

*Marketplace Magazine established the new show brand and packaged a large amount of information into a high-value piece, including a special “get-a-free-registration” offer.*





Print advertising in related trade publications was another key component of this new campaign. Bremmer & Goris decided to use fold-out insertions in lieu of traditional space ads. These inserts were mini-versions of the magazine and ran in a series of three. The inserts reinforced the look of the magazine, which appeared in recipients' mailboxes at the same time.

Trade magazine inserts were designed to reinforce the new Marketplace Magazine.

## WHAT is Marketplace?

Your Best Trade Show Investment.

**T**he National Association of Chain Drug Stores (NACDS) Marketplace Conference is the trade show of all trade shows... literally the largest and most powerful convergence of drug, food, mass, club, and retailing on the East Coast. It is the ultimate destination conference for key representatives from chain drug retailing and the mass market industry... including health and beauty, auto (OEM), and general merchandise (J&M) buying and selling. Located in one of our premier venues near San Diego, Marketplace brings together 90 percent of the industry with over 100 trade show companies representing 700,000 units and 900 manufacturing companies in attendance across 13 companies... resulting in approximately \$100 million in annual buying power.

Thoroughly planned and executed, Marketplace is well attended by mass management from the small and mid-leveling services. This includes sales, marketing, and new financing executives, category managers, buyers, and the buyer community. These are key individuals about Marketplace because it is a meeting place, and because for companies, all products and services in the industry are gathered under a high-profile name. At Marketplace, attendees have the advantage of being able to compare products, programs, and pricing, while generating solutions with a steady and affluent

assessment of their target and needs. This is where you purchase. And, when you're buying, you're also selling. And when you're selling, you're also buying. And when you're buying and selling, you're also networking. And when you're networking, you're also... **2003 Marketplace Objectives:**

- To provide the industry's largest introduction of new products and merchandise... through our "Best of Market" program.
- To provide the industry's largest opportunity to expand business, improve existing solutions, and secure the latest in packaging and merchandising concepts... during our Exhibit Hall program.
- To provide exposure to new thought and ideas concerning customer engagement and loyalty... in our sponsored networking... in our Executive & Category Focus Sessions.
- To provide the most comprehensive and influential business meeting of the year for major retailers and exhibitors.

**“Anyone not attending Marketplace is severely challenged to meet the demands of their job and to provide a competitive advantage for their company. The person seeking success goes to Marketplace.”**

—Mark Griffin, Lewis Drug Inc.

## WHY Attend Marketplace?

**B**y attending Marketplace you can maximize your trade show investment and maximize your business. Marketplace participants can:
 

- Gain exposure to new products and merchandise... through our "Best of Market" program.
- Gain exposure to new thought and ideas concerning customer engagement and loyalty... in our sponsored networking... in our Executive & Category Focus Sessions.
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**“When you're not big enough to put a team in Deerfield or Woonsocket, you have to do it all at Marketplace.”**

**NEW and Highlighted Programs for Marketplace 2003:**

- "Best of Market" program... featuring over 100 new products and merchandise.
- Executive & Category Focus Sessions... featuring over 100 new products and merchandise.
- Sponsored Networking... featuring over 100 new products and merchandise.
- Executive & Category Focus Sessions... featuring over 100 new products and merchandise.
- Sponsored Networking... featuring over 100 new products and merchandise.

**“We go to about 30 shows a year, but a lot of times I don't see the major buyers. At Marketplace, I saw them all.”**

—Edna Cooper, Dixon Manufacturing

## WHO Should Attend Marketplace?

**“There are other shows, but there's no exhibit show that we go to that facilitates the high quality business activity we conduct at Marketplace.”**

—Kurt Lutzinger, Colgate-Palmolive Co. Inc.

**I**f you are a retailer or manufacturer serving the Chain Drug, Supermarket, Mass Merchant, Club and Labor Retailing industry... you won't want to miss Marketplace 2003.

**As an example, Marketplace attendees by company from past trade shows:**

**See after you see the top exhibitors in the industry attend Marketplace, looking for the latest, new, and innovative products for their stores... including the Affordable, CVS, Edward Long, Fine Art, Walgreens, Wal-Mart... and over 100 more!**

... CASE STUDY: Event Branding

The remaining show promotion was executed with a series of eight postcards. Each illustrated a quick tip about the show or presented registrants with a special offer. The postcards were printed together in advance to minimize print costs, and were sent out in two-week intervals to build the show identity and encourage registration.



Take advantage of this special one-time offer. Earn a **FREE** registration!

**Here's the deal:** Go to our web site and select "Promotions", sign up one prospective exhibiting company for the 2003 MAC2S Marketplace Conference, and your individual registration is FREE!

No cash, no tricks, no strings. This is your opportunity to refer an exhibitor to the next and most exciting "show of shows", and get a FREE registration.

marketplace  
www.mac2smarketplace.org San Diego 2003  
JUNE 7-10

See who's already registered, check PARTICIPATING COMPANIES on the web!

MAC2S INTERNATIONAL ASSOCIATION OF CREDITORS

PO Box 141704F  
Alexandria, VA 22313-1480



**5325 billion in annual buying power!**  
**YOUR LAST AND FINAL CHANCE.**

This is your last, absolute, ultimate, no-turning-back-chance to register for Marketplace, the industry "show of shows."

Last chance of more than 180 retail companies representing 70,000 items. Your final opportunity to meet 900 manufacturing companies across 12 major categories.

**We mean it. No ifs, ands, or buts.**  
**Register today.**

Log on to [www.mac2smarketplace.org](http://www.mac2smarketplace.org), and register online. Easy as that. Just don't miss it!

marketplace  
**IT'S ALL HERE VIA WEB!**  
June 7-10, 2003 • San Diego

Who else do you need to see... call them again, personally!

MAC2S INTERNATIONAL ASSOCIATION OF CREDITORS

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marketplace booth do's & dont's

Do plan early, pre-schedule appointments, develop company specific agendas and come prepared.

Don't dress like you're ready to hit the links, the beach, or the 5:00 lion feeding at the San Diego Wild Animal Park.

**Make the Most of Marketplace. Here are Some Exhibit Do's and Don'ts:**

**Do:**  
Pick and choose booth inventory carefully. Feature only your most important items.  
Create the right image. Make sure your booth is a good reflection of your company.  
Put service people there and name them.  
Submit appointments before the conference.  
For exhibitors, compare and contrast your members with their competitors.

**Don't:**  
Pack your booth with every product that's ever rolled off your company's production line.  
Wait until the last minute to put your meeting schedule together.  
Just show up and expect everything to "poppen" or have early and repeat to have seen it all.  
Forget to register or use the online tools at [www.mac2smarketplace.org](http://www.mac2smarketplace.org).  
Just wait for an appointment. Friends is preferable to none to meet.

GIVE THEM A REASON TO MEET YOU!

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marketplace  
Whatever you DO, DON'T Miss it!  
San Diego 2003  
JUNE 7-10

A series of postcards was mailed at two-week intervals leading up to the show.