

2015 Oil & Gas Trade Events Participation

You've read the compelling business to business trade show attendee statistics:

- 80% of trade show attendees either influence or make final purchasing decisions
- 50% of trade show attendees plan to buy one or more exhibited products or services within 12 months
- Most trade show attendees spend up to 8.1 hours visiting exhibits

And you're becoming convinced you want to participate in one or more Oil & Gas business to business trade show in 2015. That's a very smart decision!!

Now, here are some questions for you:

1. Is your product/service an upstream, midstream and/or downstream player?
2. In which are you stronger, the oil or gas market?
3. Is yours a land or offshore product – deep or shallow application?
4. What's your intended product reach – local, regional, national, international or more than one?

These are all questions you must answer before moving forward. You can get help refining your answers through SHOW Dynamics' team of disciplinary experts put together by Hiett Ives, Managing Director of this Business to Business Trade Show Marketing Company which he founded in 1989.

Fortunately for you, there is a veritable plethora of domestic and international Oil and Gas industry events virtually year around – the trick is picking the ones best suited to most effectively showcase what **YOU** are bringing to the marketplace.

In which are you more comfortable:

- As one of 2,500 exhibiting companies spread over two exhibit halls and four days in front of 60,000+ delegates or
- As a table top display and event sponsor at a two day symposium of the industry's top 175 subject matter experts?

As a player on both these levels (and the many in between), SHOW Dynamics is a good place to start putting together your participation.

There are several key Oil & Gas events players domestically and internationally who both solely and jointly sponsor multiple MONTHLY events around the US and Canada as well as in key international industry activity zones like the North Sea, Russia, China, Southeast Asia, the Middle East and Offshore South America.

These same players are organizing/hosting events on multiple levels of participation and the organizational, marketing, promoting and follow through authorities at SHOW Dynamics know with whom best to interact to get **YOU** the most advantageous

participation package at the most beneficial event(s) in **YOUR** identified “niche” market(s).

Now that you’re in the events most beneficial for (you//your product/service) in the locations that are going to provide the best potential client prospects, you want to be sure your participation nets you quantifiable and measurable results. This is where your event participation package comes in. This has three basic elements:

1. **Pre-Event Preparation** – Putting together the appropriate event specific/audience specific package of booth back wall, graphics, collateral material and pre event promotion activities to maximize your event participation
2. **At-Event Activities** – Consistently use the event/audience specific ‘Open Ended Question’ with everyone passing your booth and faithfully capture/record all “qualified” prospects information
3. **Post-Event Follow Up** – Beginning 24 to 72 hours of the show's closing, follow up with both qualified prospects, all visitors to your booth and all attendees who failed to make it by your booth. Program this into and make it an integral element of your CRM or other customer tracking tool. Your effective, consistent and repeated follow up makes or breaks this deal.

YES, there’s a lot to do and YES you have the authorities in how to make it all happen to your advantage immediately available to you. For a free, no obligations half hour evaluation of your current program, just place a call to Hiett Ives at 832-372-6900 or email to Hiettlives@SHOWDynamics.com. We look forward to visiting with you about your specific needs and requirements.