



## CASE STUDY THREE - PROGRAMS DELIVERED BY EVENT PRO-SSSS ASSOCIATION SERVICES

### EXHIBIT, SPONSORSHIP AND ADVERTISING SALES

- Our Director of Sales, Barbara Divver shared over 20 years of sales and association experience with AACC International. With just four months lead-time she turned around what was a slow sales year for the show floor in 2008. Our exhibit relationship management techniques produced positive results with sold out exhibits and sponsorships.

We worked to maximize exhibitor participation by applying a solid customer service approach to the sales process, keeping the exhibitors engaged throughout the year. We issued invoices, statements and managed all payments. We had 100% collections for the program 90 days out including late booth sales. We made the exhibiting process as uncomplicated as possible and provided onsite show floor management.

This service enabled the association staff to focus on their education program and delegates without neglecting their sponsors, which resulted in stronger commitments for the future.

Due to our successful relationship management model the 2009 show doubled in size from 2008 and during the 2009 show, we sold over 50% of the 2010 booths. We also had 65% of 2010 revenue banked for the association within 75 days of the close of the 2009 conference.

We took over advertising sales management for Cereal Foods World their global trade magazine. Advertising rose by 65% in the first three months. The association handed over two additional show floors and sponsorship programs.

"We really appreciate all of your help with getting us involved in the show, giving us a great exhibit experience and keeping us informed, thanks" *Stephanie Edgecombe - Tate & Lyle*

- Our President, Sue Fern turned around the bad financial situation for the Florida Chapter of ASLA in 2008. Sue created a structured Vendor Alliance Program. The program included booths at the annual conference, sponsorships, section event sponsorship and advertising.

In 2009 Sue brought in an additional 25% in revenue. In 2010 she worked with the conference chair to pre-sell the 2011 show floor and sponsorships. They sold \$65,000 on-site, which doubled the previous year.

In 2011 Sue sold over \$85,000 in booths and sponsorships for 2012 before leaving the 2011 conference. In total in 2011 she sold \$135,000 in the Vendor Alliance Program, which was 15% up on the previous year in a very bad economic climate in Florida...