

# EXHIBITOR

THE MAGAZINE FOR TRADE SHOW AND EVENT MARKETING MANAGEMENT

OCTOBER 2001



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RESULTS**

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# 2001 Sizzle Award Winners



## INTEGRATED PROGRAM

Client: Honeywell Corp.

Creative Services: Impact Unlimited

## INTEGRATED PROGRAM

Client: Bigchalk.com

Creative Services: Live Marketing  
(presentations and promotion),

Wagner Design (marketing materials)



## INTEGRATED PROGRAM

Client: TransCore Inc.

Creative Services: Blanchard Schaefer  
Advertising & Public Relations Inc.

## ALTERNATIVE ADS

Client: Pharmacia Corp.

Creative Services: Impact Unlimited



## PRESENTATIONS

Client: RapidStream Inc.

Creative Services: Live Marketing

## HOSPITALITY EVENTS

Client: Twenty Four • Seven

Marketing Bloc Inc.

Creative Services: Twenty Four • Seven  
Marketing Bloc Inc.



## DIRECT MAIL

Client: SBC Communications Inc.

Creative Services: Nth Degree,  
Synchronicity Inc.



# Beetlemania



## THE STORY

**Beloved icon boosts booth traffic 100 percent**

**CATEGORY**  
Integrated Program

**CLIENT**  
Bigchalk.com

**GOAL**  
Brand Bigchalk.com as a leading educational services provider and drive traffic to its Web site

**RESULTS**  
Generated more than 3,900 leads at the 2001 Florida Educational Technology Conference, more than double the previous year's lead count. Delivered presentations to 1,100 attendees and gave one-on-one demos to 590

**BUDGET**  
\$109,500

**CREATIVE SERVICES**  
Live Marketing  
(presentations and promotion)  
Chicago, IL  
312-787-4800  
www.livemarketing.com

Wagner Design  
(marketing materials)  
Ann Arbor, MI  
734-662-9500

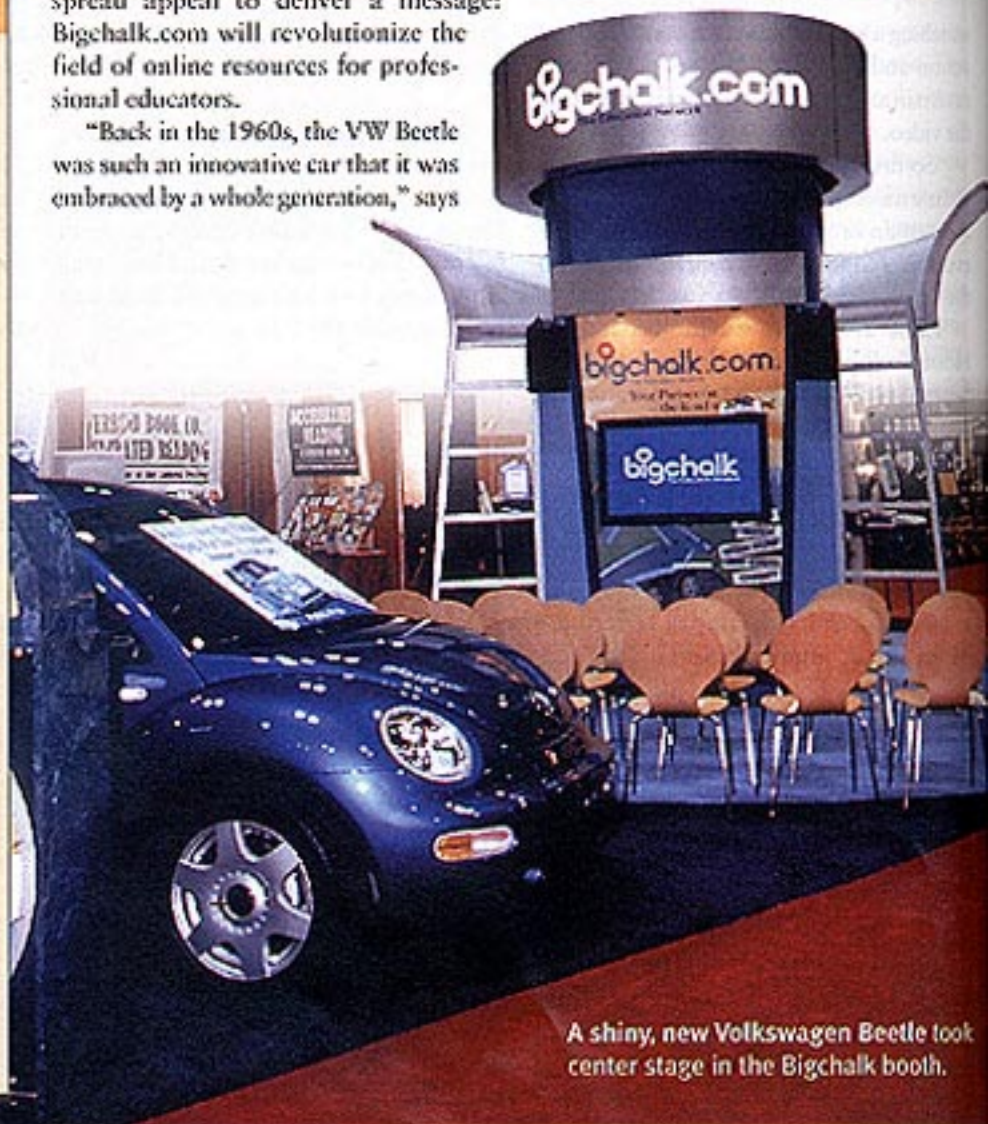
The exhibit was crawling with them: the silver, 1-inch-long, Matchbox variety, the blue, 8-inch-long, scale-model species, and swarms of the flashing kind clinging to attendees' lapels. And the main feature, of course, was a life-sized blue Beetle.

Bigchalk.com of Berwyn, PA, which offers an online portal of educational resources for teachers, students and parents, incorporated the new Volkswagen Beetle into its marketing campaign at the 2001 Florida Educational Technology Conference (FETC). The company took advantage of the cute little car's widespread appeal to deliver a message: Bigchalk.com will revolutionize the field of online resources for professional educators.

"Back in the 1960s, the VW Beetle was such an innovative car that it was embraced by a whole generation," says

Carol Sites, senior writer for Live Marketing of Chicago, which handled presentations and promotions for Bigchalk's campaign. "In doing so, the Beetle had a huge impact on the auto industry." Using an integrated theme called "Your Partner on the Road to Learning," Bigchalk hoped to make a similar impact on professional educators attending the FETC, held in Orlando in January.

The company's decision to go with the Beetle theme arose from its four goals for the show. The first was to brand itself. Second, "we wanted to create total attendee mania over Bigchalk," says Paula



A shiny, new Volkswagen Beetle took center stage in the Bigchalk booth.

Jackson, the company's director of marketing. The third goal was to get a smaller group of attendees to understand Bigchalk's five distinct product lines. All of this led to the final goal, which was to entice highly qualified leads to request trial samples of Bigchalk products.

Attendees were introduced to the theme before the show by a direct-mail piece sent to 6,500 pre-registered educators. The mailer describing Bigchalk's offerings came with a blinking VW Beetle-shaped pin. It invited recipients to wear their pins to the company's FETC booth for a chance to win a 2001 Volkswagen Beetle. Another 2,000 mailers were delivered to attendees' hotel rooms; Bigchalk staff also placed them in hotel lobbies.

At the show, the Beetle was incorporated into every aspect of the exhibit program, including graphics and two presentations. The main draw for attendees was the VW Beetle giveaway. Those with Beetle pins were automatically eligible for the car contest. To enter, visitors filled out a form that asked for their contact information and an indication of which Bigchalk products interested them.

Then they were encouraged to watch one of two live presentations. The first dealt with a professional-development product called "Generation Yes." The other covered a student-assessment product called "Homeroom." Both presentations tied into the Beetle theme. For example, the one about Generation Yes claimed the product was as revolutionary in the field of education as the Beetle was in the auto industry. "We used a lot of analogies comparing it with the Beetle's impact," Sites says.

The "Homeroom" presentation started with an interactive quiz asking questions about the original Beetle, such as how much oil it required (most cars need five quarts, while the Beetle only needed five pints) and what fluid the Beetle never needed (antifreeze).

Bigchalk gave out prizes during the presentations, including Matchbox Beetles and



**Beetles infested Bigchalk's program, surfacing in pre-show mailers, giveaways and activities in the exhibit.**

larger-scale models of the bug's current incarnation. And, of course, one lucky winner drove away with the real thing. After the presentations, attendees were invited to the exhibit's demo stations for one-on-one explanations of the products that interested them.

Beetlemania caught on at FETC. Of the 12,000 attendees at the three-day show, 3,925 stopped by to have their badges scanned, compared with 1,800 the year before. More than 1,100 sat or stood through an eight-minute presentation, and 590 visited with a Bigchalk staffer at the exhibit's demo stations. In addition, 642 people returned the information card from their pre-show mailer, for a 12-percent response rate. Another 159 cards were returned from the room drops.

At FETC, Bigchalk.com made revolution reign.

*By Frank Spaeth, senior editor.*

**E**arly on his road to learning,  
Peter's tea  
interests. T  
bigchalk.com.  
Your Partner on the Road to Learning.  
 YES! Enter me in the drawing for a 2001 Volkswagen Beetle!  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
E-mail \_\_\_\_\_  
Illustrator of e

**bigchalk.com**  
The Education Network  
**Your Partner on the Road to Learning**  
ASSESSMENT  
CURRICULUM  
PROFESSIONAL DEVELOPMENT  
LIBRARY RESOURCES  
COMMUNITY

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with  
**bigchalk.com**  
FETC Booth!