

Make Sure Your Event Marketing is Eventful

If your company is like most, as much as 15% of your marketing budget is spent on in-person events such as tradeshows. A wise investment considering that studies show this type of program to be highly effective in creating brand awareness and generating leads. That said, studies also show that up to 80% of all tradeshow leads go unqualified. At Mardev-DM2, we'll help you target and qualify your event leads to fill your sales pipeline with the best prospects.

How DecisionMaker Tradeshow 360 Works

Mardev-DM2 has refined the tradeshow marketing process to include:

- Pre-show, targeted booth invitation calls
- Personalized invitations to key decision makers
- Post-show lead qualification
- New qualified prospects

To maximize your brand awareness, booth traffic, and sales effectiveness, DecisionMaker Tradeshow 360 organizes and executes pre-show and post-show activities at multiple levels to best fit the show size and your sales needs. We customize the program for your target market and the decision makers you need to reach so you successfully meet your event objectives.



Event Success

Pre-show Deliverables	Post-show Deliverables
<ul style="list-style-type: none"> ● Booth invitation calls to ensure booth traffic and meetings with hard-to-reach prospects at the event, and get the most out of your sales staff's time. ● Targeted multi-channel lists consultation and selection of most likely to include the top prospects you want to contact and influence prior to the show. 	<ul style="list-style-type: none"> ● Sales-ready qualification of show-generated leads to accurately determine authority and purchase plans. You'll also gain competitive intelligence regarding current and future prospect needs, vendor selection process, and other decision making criteria. ● New qualified contacts with rich, individual b-to-b demographics added to your marketing database, so you can target your messages and product promotions effectively.

Our Marketing Expertise Leads To Your Event Success

Only Mardev-DM2 combines 60 years of niche industry marketing expertise with precise proprietary lead qualification process. One specifically designed to drive attendance to and qualify contacts from face-to-face events. Unlike other event marketing services, Mardev-DM2 devotes the personal time, resources and attention to your event presence before and after the show to ensure your success. We mine our database of more than 35 million business decision makers, all of whom are individually screened and matched against your target market, and we focus on generating the best prospects for your product or service.

Custom Event Marketing Programs

DecisionMaker Tradeshow 360 has programs designed for companies and events of all shapes and sizes. Event marketing can uncover opportunities and introduce prospects you might never have met through any other venue. In fact, according to industry research, 87% of exhibition attendees who visit a booth had no contact with that company within the previous 12 months. And, 83% of them have the influence to recommend or make final purchasing decisions for products exhibited at the show. DecisionMaker Tradeshow 360 assembles the right mix of pre-show and post-show activities to produce:

- The most qualified, targeted booth traffic
- Qualified leads that are determined to be sales ready
- Access to new prospects that meet your lead profile

If followed up effectively, event marketing can mean the difference between simply exhibiting at a show and producing more.

TIMING	SERVICE	PKG QTY
Pre-Show	List rental: postal/email	5,000 ea
	Booth invitation calls: 3 dials per name	500 ea
Post-Show	Leads qualified	200
	New prospects added	750

Use Tradeshow 360 when you need:

- To seamlessly target booth traffic and schedule prospect meetings
- For pre-show planning, 3, 6, 9, or 12 months in advance of your event
- To thoroughly qualify show leads and gain new prospects

Quantify Your Results

We help you find the right audience in your target market. Then our comprehensive combination of services both before and after the show will maximize the results from your event marketing investment. Plus, you'll receive an event report card that includes complete results associated with each lead source, so you can focus your follow-up activities.

Get Started

Learn how to maximize the return on your event marketing and improve your sales effectiveness with DecisionMaker Tradeshow 360. Call 800.323.4958 to get started.



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MARDEV-DM2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle and accelerate your sales pipeline. We help companies add targeted and current contact information to their marketing database, provide qualified business data and marketing automation services for multi-touch campaigns and deliver dashboards and reporting that show measurable results and return on marketing investment.