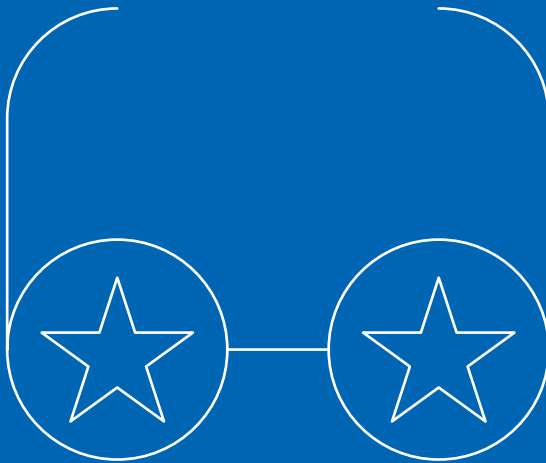




*five ways freeman can
supercharge your exhibit*

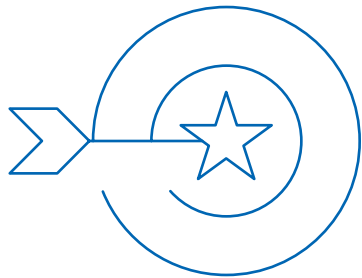
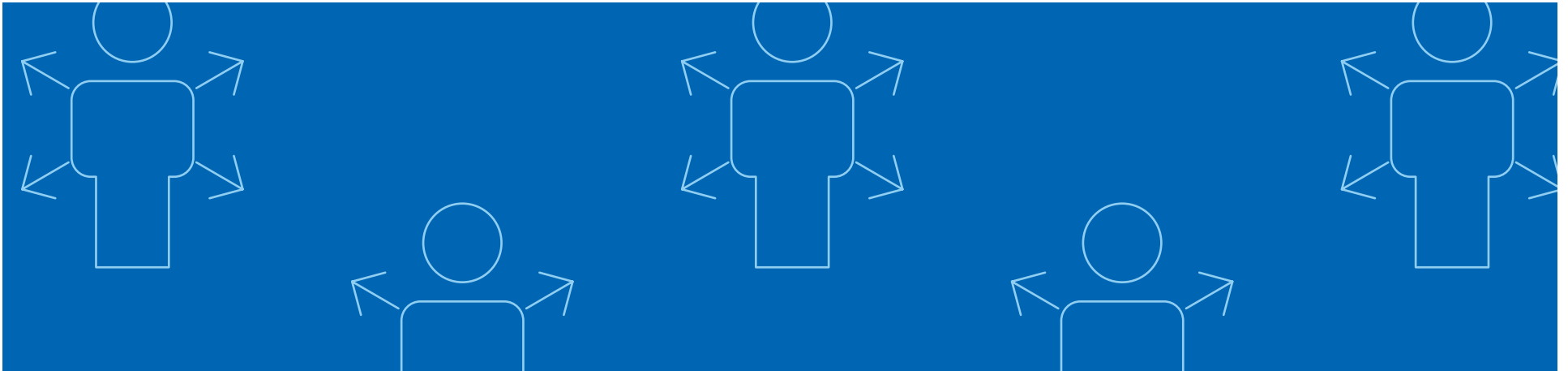
Your Trusted Partner for Extraordinary Experiences



Exhibitors face big challenges — not only are you trying to create memorable in-booth experiences that connect with attendees, but you must also connect the dots to prove a show's return on investment in order to secure future funding. That's a tall order, and it requires an engaging, cost-effective brand experience to help pull it off.

So how can you move your brand experiences from ordinary to extraordinary?

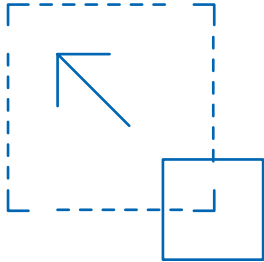
Here are five services that give you everything you need to produce exhibits that rise to new levels — from a trusted partner.



1. Strategy

A sound strategy can transform a simple exhibit into an integral part of your marketing mix, help you defend and grow your marketing budget, and drive marketing and communications long after potential customers have left your booth. Freeman offers comprehensive strategy services built on decades of extensive experience:

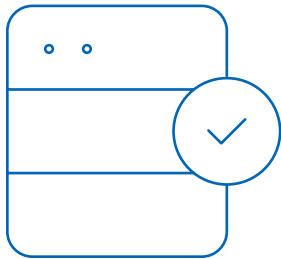
- **Market research** collects, analyzes, and interprets information to gain valuable attendee insights.
- **Branding strategy** goes beyond logos and colors, and includes messaging and positioning.
- **Digital marketing support** helps you develop and execute social media marketing, digital advertising, and email marketing to attract attendees and create brand awareness.
- **Technology solutions** attract traffic and attention for the booth space and add an additional engagement channel for exhibitors to connect with attendees.
- **Social media tools** help current and potential customers leverage social media to amplify your message, and to communicate and connect with attendees.
- **Metrics** established early in planning are critical to evaluate the effectiveness of marketing tactics, and to establish benchmarks for ongoing improvements.



2. Exhibit Design

You need to create an in-booth brand experience that will engage audiences in a time when channels compete for attention. Attendees are inundated with information and marketing messages, and training, new product launches, and demos — once exclusive to a trade show or conference — are often available online, 24/7.

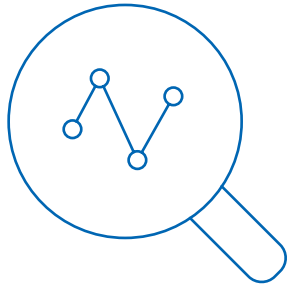
Our creative teams develop powerful exhibit designs that not only create an emotional link to your brand, but also motivate your audience to action. We take your message and transform it into three-dimensional exhibit experiences that command attention and invite interaction.



3. Digital Integration

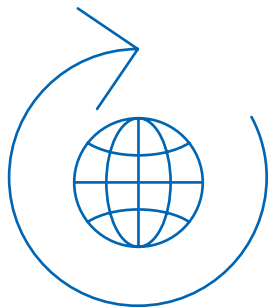
Digital is no longer an option — it's an attendee expectation, and its benefits can't be ignored. Explore digital integration to amplify your reach and give attendees the personalized experience they expect.

The right technology applied in a smart way can enhance the exhibit experience and provide you with valuable data. We empower our clients through a variety of digital products and services. Various technology offerings can help your booth rise above the showfloor noise — from digital signage and LED lighting to project mapping and virtual reality, our technologists are ready to help you decide, design, and integrate the right digital solutions. Other digital tools help create engagement through digital activations, or even let attendees explore your brand using virtual reality.



4. Research and Measurement

Companies need meaningful data to drive informed decisions around trade show participation. Our powerful data and analytics engine helps you set smart, strategic goals and measure performance. We offer scalable qualitative and quantitative measurement practices that are the bedrock of an on-target experience — forming structure, content, and overall environment. From focus-group design and facilitation to benchmark development and analysis, to financial and statistical reporting, you'll gain insights that drive continuous improvement. Our approach to exhibit measurement not only measures marketing results and overall business impact, but also provides powerful insights that help optimize the value and cost-effectiveness of future events.



5. Global Reach

Extending your exhibitor strategy to reach a global audience? You can work with Freeman in any corner of the world through our network of offices and Certified Partners. We take a “glocal” approach to your experience planning by localizing the experience for you and your attendees, while delivering a consistent brand message. No matter where in the world you go, you can rely on the same Freeman quality and customer service to support you and your team.

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discover all our services

To request an event consultation
with one of our experience experts,
visit us at freeman.com.

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