

**Trade Show Marketing**

## National Association of Broadcasters: Building Market Share

**Background**

The National Association of Broadcasters hosts the premier trade show for the broadcasting industry, which draws over 100,000 attendees. The association heavily markets this show to both exhibitors and attendees. The broadcast industry had recently experienced major changes in technology. The adoption of digital technologies was creating a convergence of many industries, including radio, television, film, video and the Internet. This resulted in new challenges and opportunities for the association. The marketing team recognized that new strategies in positioning, messaging and promotion were required to effectively reach the association's wide range of audiences.

**JDG's Solution**

The promotional efforts for this show tapped the full range of JDG's capabilities, including strategy, messaging, creative development and execution, and web development.

JDG created a distinct show logo that used elements from the association logo to help brand the show while making a visual connection to the organization. This was an important connection because of the high regard in which NAB is held by those within the industry.

JDG developed icons to represent each of the market segments. When grouped together, they represented the full spectrum of industries and audiences targeted by NAB.

When speaking to one of the niche markets, the appropriate icon was used alone. These icons were even used on huge banners over the show floor to direct visitors to specific areas of interest.

JDG developed a toolbox of graphic elements, including type and color themes and market-specific images, that were used in a variety of ways to create a consistent brand experience for attendees, speakers, and exhibitors.

This campaign resulted in an increase of approximately 10,000 attendees and generated attendance and exhibit revenues that were nearly 10% above budget projections.

