



Your Marketing Plan for the ILTA '08 Annual Educational Conference

"Global Perspective, Peer Advantage"

July 16, 2008





Today's Presenters

❖❖ Peggy Wechsler

Program Director and Vendor Liaison, ILTA

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Introduction to ILTA '08

- ❖❖ ILTA is the best show to get in front of technology contacts at medium to large law firms.
- ❖❖ The conference keeps getting better...and more competitive.
- ❖❖ Know your audience!
 - ❖❖ ILTA attendees are decision makers (IT Managers, Directors, C-Suite, Administrators (approx. 80%), and an increasing number of in-house influencers)
 - ❖❖ 100% of ILTA conference attendees are involved in technology purchases (either as influencers or direct decision makers). You will not find a more targeted event!
 - ❖❖ Check out the [2007 ILTA Member Technology Purchasing Survey](#) to get an overview of the interests/positions of the attendees.

Food for thought: How many ILTA members do you really know? Don't underestimate the power of networking.

ILTA '08 Educational Conference

"Global Perspective, Peer Advantage"



- This is the 31st Annual ILTA Education Conference
- 180 booths
- First time in true exhibit hall space
- 300+ Vendor companies
- Anticipating 1,400 Attendees (up from 1,342 last year)
- 12 General Tracks, 17 Peer Groups Tracks
- Law Department Vendor Showcase
- Voice and Data Communications Vendor Showcase
- State of the Art Demo Track
- 40 Demo Rooms
- <https://conference.iltanet.org>

ILTA '08 Educational Conference

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❖ Key ILTA Personnel at Conference

- ❖ Randi Mayes – Executive Director
- ❖ Peggy Wechsler - Program Director & Vendor Liaison
- ❖ Ken Hansen – **New** Vendor Coordinator
- ❖ **Monica Williams – Managing Editor**
- ❖ TJ Johnson - Conference Coordinator
- ❖ Judy Couvillion – Regional Coordinator
- ❖ Gaynor Senyszyn - Peer Group Coordinator
- ❖ Angela Roark – Administrative Assistant, Program Department



What Do You Want to Achieve?

- ❖❖ Before the show, there are so many things to do that sometimes exhibitors don't stop to think about what they would like to achieve at the show.
- ❖❖ Think about other audiences in addition to the ILTA members.
 - ❖❖ ILTA Board Members, Regional VPs, Peer Group VPs, Local City Representatives
 - ❖❖ Media
 - ❖❖ Consultants/Technologists
 - ❖❖ Industry Analysts
 - ❖❖ Other technology companies (potential technology/alliance partners)

Food for thought: Set specific conference goals and makes sure they are attainable, measurable, accountable and worth your efforts.



Pre-Show Promotions

- Targeting: Avoid “spray and pray” tactics and focus
- Getting heard - How? Different ways for different targets
 - Advertising
 - Direct Mail
 - Call Campaigns – Good technique?
 - Co-promotions
 - PR/Thought Leadership: pre-briefings, press releases, whitepapers (education and product leadership), media relations strategy

Food for thought: Get the most out of your targeted pre-show activities by delivering consistent and relevant messages across various media.



During the Show

❖ Networking Opportunities

- ❖ Opening Reception: All Aboard! for ILTA '08 (Sunday 7-9pm)
- ❖ Exhibit Hall Social: The Vendor Grand Prix (Monday 7-9pm)
- ❖ Evening Social: Asian Port of Call (Tuesday 6-Midnight) *Ticket required*
- ❖ Evening Social: Café Americana (Thursday 6-10pm) *Ticket required*
- ❖ Golf Tournament (Sunday 12:30-5pm) *Must register*
- ❖ Tennis Tournament (Sunday 2-5pm) *Must register*
- ❖ Fun Walk/Run (Monday 6:30-7:30am) *Must register*

❖ Meals – Tickets required for exhibitors. Meal tickets are included with consultant pass.

❖ Event tickets can be purchased via order form to be included in Conference E-News, Issue 3 (Peggy to send out this week)



Vendor Program

- ❖❖ Vendor Programs – Monday *RSVP to jf@envisionagency.com*
 - ❖❖ ILTA Vendor Business Meeting – 1:00-1:30 p.m.
 - ❖❖ ILTA Member Technology Purchasing Survey & InsideLegal Vendor Marketing Survey Results – 1:30-2:15 p.m.
 - ❖❖ ILTA Vendor Breakout Program – 2:15-5:15 p.m.
 - 5 topics covered in rotating roundtables...
 - ❖❖ Working with Association Media
 - ❖❖ Working with Technologists/Consultants
 - ❖❖ Working with Legal Media
 - ❖❖ Working with ILTA Regions and Peer Groups
 - ❖❖ Advice for Selling to ILTA's Members
- ❖❖ Media List
- ❖❖ Vendors can attend the educational sessions

Get your booths setup early Monday so you can attend!



During the Show

❖❖ Onsite Promotions

❖❖ Sponsorships

- ❖❖ Making the most of sponsorships

❖❖ Atrium Tower & Texas Station Sports Bar big screen commercial

❖❖ Speaking opportunities

❖❖ Vendor events

- ❖❖ Pick time and event carefully to not conflict with ILTA events or other large established vendor events

❖❖ Participate in exhibit hall reception

❖❖ Vendor bingo

❖❖ Demo room

❖❖ Room drops



Post-Show

❖❖ FOLLOW UP!

- ❖❖ 85% of tradeshow leads do not get followed up on!
- ❖❖ Have your follow-up program ready before you leave for the show.
- ❖❖ Consider advertising/content for upcoming issues of *Peer to Peer /white papers* to reinforce your messaging
- ❖❖ Don't limit follow-up to prospects. Cover all audiences.
- ❖❖ Ask your prospects about follow-up preferences
- ❖❖ Vendor survey – Make sure to respond when Peggy sends out the survey to get the final attendee list!

Food for thought: Follow-up and follow-through is where the “rubber meets the road” in terms of show ROI. Take it seriously and make it a company-wide priority.



Conference Guidelines

- ❖ Vendor posters or other collateral may only be placed in locations pre-approved by ILTA. Collateral materials may only be distributed in the public areas (outside of Exhibit Hall and demo rooms) with the prior approval of ILTA.
- ❖ Only one pre-conference and one post-conference direct mailer per vendor company.
- ❖ Booth sharing in the Exhibit Hall must be approved by ILTA. No temporary booths without pre-approval by ILTA.
- ❖ Marketing brochures showing vendor social events, demos, demo room educational sessions, etc., along with listing ILTA educational sessions where vendor staff are speaking must be pre-approved by ILTA to ensure that attendees can distinguish readily between ILTA materials and vendor materials.
- ❖ All affiliate events must be pre-approved by ILTA. No client events with more than 20 attendees (golf tournaments, helicopter rides, etc.) may be scheduled during the day.



Conference Guidelines (Continued)

- ❖❖ No badge “sharing”. Every vendor attendee must have his or her own badge (exhibitor, consultant, speaker).
- ❖❖ Any gifts or prizes valued at more than \$500 must be pre-approved by ILTA.
- ❖❖ Animals are not permitted in the meeting center.
- ❖❖ If you will be speaking at ILTA, determine up front if the expectation is for your presentation to be purely educational or more product /service focused. No “selling” during educational presentations.
- ❖❖ When in the audience, you are invited to participate in group discussions but may not mention your products or services. You are invited to share experiences or information pertinent to the topic.

Check out the ILTA Vendor Guidelines that covers more than just the conference.



Miscellaneous Vendor Information

- ❖ Vendor registration will be open Sunday 12-8 so you can get your badge before the opening reception.
- ❖ This year, ILTA is providing lead retrieval systems for the first time.
- ❖ Activities in the Exhibit Hall:
 - ❖ Vendor Reception on Monday (7:00 – 9:00)
 - ❖ Exhibit Hall Grand Opening on Tuesday (10:00 – 11:00)
 - ❖ Attendees will have lunch Monday through Wednesday adjacent to the Exhibit Hall (12:30 – 1:30)
 - ❖ Morning Coffee Breaks are Wednesday and Thursday mornings from 10:00 – 10:30
 - ❖ Afternoon breaks on Tuesday afternoon from 3:00 – 3:30 and Wednesday afternoon from 2:30 – 3:30
 - ❖ Cyber Cafés
 - ❖ Session Printing Stations



Miscellaneous Vendor Information (Continued)

- ❖❖ ILTA is going green!
 - ❖❖ Gaylord Texan comprehensive recycling program
 - ❖❖ Reduction in paper
 - ❖❖ Reduction in “other” materials
 - ❖❖ Use of Recycled Materials
 - ❖❖ Vendor Challenge



Miscellaneous Vendor Information (Continued)

- ❖❖ Coming soon
 - ❖❖ Instructions for big screen commercials
 - ❖❖ Instructions for banners
 - ❖❖ Information for demo rooms
 - ❖❖ Order form for event tickets
- ❖❖ Affiliate event requests – Submit NOW



ILTA '08 Vendor Bingo

- ❖ **No Stamping on Monday Night!**
- ❖ Each conference attendee is given a bingo card with a square corresponding to each booth.
- ❖ Each exhibitor is given a stamp to validate the bingo card.
- ❖ Conference attendees are encouraged to visit each booth to acquaint themselves with the exhibitors and get their cards stamped, which qualifies them for a drawing of the wonderful prizes the exhibitors donate for the event.
- ❖ **To get their card stamped, the attendee must answer two questions posed by each exhibitor.**
- ❖ There is one level of prizes for having at least 40 squares stamped.
- ❖ Vendors donate prizes with minimum value of \$100. Prizes over \$500 must be pre-approved.
- ❖ Prizes acknowledged in ILTA Globe
- ❖ Drawing on Thursday at 11:45 in the Exhibit Hall



Floor Plan Review



Important Deadlines

- ❖❖ Pre-Show Attendee List Distributed to Exhibitors – July 15
- ❖❖ GES to Begin Accepting Warehouse Shipments – July 25
- ❖❖ Discount Deadline for GES Order – August 4
- ❖❖ Badges Due to ILTA & Ticket Orders – August 8
- ❖❖ Deadline for Shipments to GES Warehouse – August 20
- ❖❖ Shipments Accepted at Show Site – August 25
- ❖❖ Exhibitor Setup – August 25 (8am-5pm)
- ❖❖ Exhibit Hours
 - ❖❖ Monday, August 25 7:00pm - 9:00pm Reception
 - ❖❖ Tuesday, August 26 9:30am - 5:00pm
 - ❖❖ Wednesday, August 27 9:30am - 5:00pm
 - ❖❖ Thursday, August 28 9:30am - 1:00pm
- ❖❖ Exhibitor Move-out - August 28 (1-6pm)
- ❖❖ Deadline for Freight Carriers to Check-in – August 28 check-in by 3pm



Thank You!

Questions & Answers

Questions? Contact

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Sign up to receive tips and more information
pre-conference at www.INSIDELEGAL.com.