

ABA TECHSHOW
2008
PRESENTED BY THE ABA LAW PRACTICE MANAGEMENT SECTION

March 13 – 15, 2008
www.techshow.com

Making the Most of Your Presence at
ABA TECHSHOW 2008
February 14, 2008

Presenters:

Larry Smith
Director, ABA Law Practice Management Section

Noreen Burke
ABA TECHSHOW Show Manager, Corcoran Expositions, Inc.

JoAnna Forshee & Jobst Elster
CEO & VP, Envision Agency

**ABA TECHSHOW 2008
Expo Overview**

- 22nd Annual ABA TECHSHOW
- New Location – Hilton Chicago
- Anticipating 2,500+ Attendees (up from 2,200 last year)
- Expo will be sold out
- 120 Vendor companies, 150 Booths
- Larger exhibitor booths, 10'x10' (10'x8' last year)
- Wider aisles
- Vendor Sessions built into Expo Hall
- All Educational Sessions (CLE) on same level as Expo Hall

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**ABA TECHSHOW 2008
Expo Overview (con't.)**

- Demo Rooms (still available)
- Key ABA TECHSHOW Conference Personnel
 - Noreen Burke, Carly DiVito (Corcoran)
 - Roxanne Dobrenick (GES)
 - Larry Smith (ABA)
- ABA TECHSHOW Board Members
- ABA TECHSHOW Expo Advisory Board Members

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ABA TECHSHOW 2008
Expo Hall Schedule

Wednesday, March 12, 2008

- Exhibitor Setup 9:00 A.M. – 5:00 P.M.
- Exhibitor Registration 1:00 P.M. – 5:00 P.M.

Thursday, March 13, 2008

- Expo Hall Hours 9:30 A.M. – 5:00 P.M.

Friday, March 14, 2008

- Expo Hall Hours 9:30 A.M. – 4:30 P.M.
- Teardown 4:30 P.M. – 10:00 P.M. (Out by 10:00!!)



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ABA TECHSHOW 2008
Sold Sponsorships

- **Gold Sponsor - LexisNexis**
3 Vendor Sessions
Litigation Track
Column Wraps
Sign Board
- **Silver Sponsor - Dell Inc.**
Thumb Drive
After Dark Reception
- **Silver Sponsor - Philips Speech Processing**
Conference Business Tote
After Dark Reception



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ABA TECHSHOW 2008
Sold Sponsorships (con't.)

- **Bronze Sponsor - Intercall**
Friday Award Luncheon
- **Bronze Sponsor - JDSupra**
Badge Holder/Lanyard
- **Vendor Session Sponsors**
Adobe
CT Summation
EED, Inc
LexisNexis



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ABA TECHSHOW 2008
Sponsorships Still Available

- **AfterDark Reception – Featured Sponsor -\$5,000**
(3 slots remain)

As a featured sponsor, your booth traffic will increase significantly as attendees stop by your booth to pick up their sponsor raffle ticket with your company logo (provided by ABA). When attendees arrive to the reception the raffle tickets will be turned into a prize drawing drum where the tickets will then be drawn by each sponsoring company throughout the evening. This reception is a great opportunity for attendees to network with your company representatives and enjoy a fun filled event.



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ABA TECHSHOW 2008
Sponsorships Still Available (con't.)

Benefits of Featured Sponsor for AfterDark Reception

- Company logo on signage at entrance to gala reception
- Company logo at entrance to ABA TECHSHOW Conference
- Four complimentary tickets to the reception for company representatives
- Company logo on table tents and cocktail napkins throughout reception
- Company logo continually rotating in Grand Ballroom as one of the featured sponsors
- Company given verbal recognition as featured sponsor at gala reception
- Company representative has opportunity to draw prize winning raffle



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ABA TECHSHOW 2008
Sponsorships Still Available (con't.)

- **Column Wraps - \$2,500** (2 slots remain)
Columns across from high traffic registration area
- **Standing Sign Board - \$2,800** (3 slots remain)
Placed in high traffic area's throughout conference
- **Attendee Bag Insert - \$1,500** (4 slots remain)



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**ABA TECHSHOW 2008
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: 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.




**ABA TECHSHOW 2008
During the Show**

- Networking Opportunities
 - TECHSHOW After Dark
 - Media Panel
 - Faculty Reception
 - Meals




**ABA TECHSHOW 2008
During the Show (con't.)**

- Onsite Promotions
 - Ads in show guide
 - Sponsorships
 - What's available
 - Making the most of sponsorships
 - After Dark Party
 - Passport to Prizes
 - Demo rooms
 - What's still available
 - How to get members to your demo room




ABA TECHSHOW 2008
Vendor Programs

- Wednesday, March 12, 2008
 1. Media Panel 3:00 P.M. – 4:00 P.M.
 2. Media & Faculty Reception 4:00 P.M. – 6:00 P.M.

****Get your booths setup early Wednesday so you can attend!**




ABA TECHSHOW 2008
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 to reinforce the impression made at the show
 - Don't limit follow-up to prospects. Cover all audiences.
 - Ask your prospects about follow-up preferences
 - Post-show attendee provided at no cost

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.




ABA TECHSHOW 2008
Thank You!

Questions & Answers

Post-TECHSHOW Webinar
Understanding How to Work with ABA: Sections, Events and Publications



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