

# A New, Money Saving Idea in Trade Show Marketing...

## Put Your Booth on Your Website!

Trade shows are very, very expensive, time consuming marketing activities that have short, useful lives...with high costs and declining attendance.

Nonetheless, a presence at some shows can be very important to a company's sales efforts, so here's something new that you can do to help ease the budget pain, increase your product exposure, get more sales leads, and drive more prospects to your website.

When you place an SMS ShoPlace™ Trade Show Booth on your website, you get more enquiries, reduce costs, and reach a much greater audience during any trade show, **at no additional cost.**

### Here's Why

An SMS ShoPlace Booth extends the working life of your product exhibition for any period before or after the actual show, or for as long as you want to promote the products, *and through the Internet, it also reaches thousands of national and international prospects that do not attend the show.*

In fact, it works *even if you don't actually attend the show. That's the magic of Cyberspace marketing at work.*

*Want just a Cyberspace presence at a show?* No Problem. Modify your ShoPlace Booth, promote the special website address that brings prospects directly to your booth to see and learn about your products without the crowds, travel expense, and the competition. They place enquiries, and even participate in contests or other lead getting incentive programs, right on your ShoPlace Booth.

### Other ShoPlace Benefits:

- Easily and economically modified for any show or any variety of products addressed.
- Private, unobstructed views of all products and sales information-presented the way you want it presented-every time.
- Available year around for visitors, even those who missed the show.
- Reach regional, national, or international prospects with your products.
- Audio and video clips can show your best product features in action.

An SMS ShoPlace Virtual Booth gives prospects a reason to visit your website and puts your company into the future of trade shows and exhibitions...today!

If you also attend the show and have an exhibit, your ShoPlace Booth is at work helping you save money and get more leads and more sales. It supports your attendance as a preview of what you will be showing before the show, and it serves as a follow-up after the show. It also lets those who missed your booth to visit at no additional cost.

You alone decide when your show attendance is over. And for the next show, just modify your products, add the show name, and you're back in business.

**The internet has the power and the promise to change many marketing techniques; and it can reduce the cost and maximize the return on every trade show dollar spent.**

**Call 856.697.1257 and ask Anita today for more information on how the SMS ShoPlace Website Booth can stretch your tradeshow budget, get more inquiries, and go to more shows...at no additional costs..**

**SMS** scientific  
marketing  
services

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