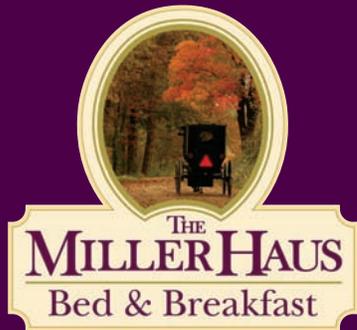


Check it out ...

We have given a new look to The Miller Haus Bed and Breakfast in Ohio's Amish Country. Check out their new logo and website by visiting millerhaus.com.



Did you know?

According to the May issue of Deliverables Magazine, a recent survey shows that "three-quarters of consumers still prefer to receive their coupons in their mailbox." E-mail was consumers' second choice with newspaper inserts coming in third.

Web Zips

With the inception of websites, we have had to learn a whole new vocabulary to communicate. One statistic often mentioned when discussing performance of a website is "bounce rate." This is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. The lower the rate the better your site is at attracting the right visitors and getting them to explore your site.

Cool Pics

To get action shots like this takes preplanning, proper lighting and a bit of luck. We wanted a photo that showed the action of pouring wine to create an eye-catching visual for Raven's Glenn Winery's new trade show booth shown below. For more cool pics, go to moreheadmarketing.com.



Trade Show 101: Look Before You Leap

By the time you pay for exhibit space, a booth, graphics, extra literature, pre-show advertising and staffing, participating in trade shows can be a big expense. With all the competition you need every edge you can get to stand out from the crowd. Although often overlooked, preplanning is key to maximizing your returns.

1. **Know what you want to achieve.**
 - Are you looking for new customers, or want current customers to buy more?
 - Are you introducing new products?
 - Are you positioning or repositioning your organization, its brand and products?
2. **Know who you want to target.**
3. **Quantify what you want to achieve.** What would have to happen to call the show a success? Obtain names of 30 interested prospects? Sell 2 products? Have 200 people visit your booth?
4. **Pre-sell with ads or direct mail.**
5. **Make your booth stand out.** Studies show that on average visitors spend 5 to 15 minutes per booth visit, giving you only a few moments to make a lasting impression.
 - Eye-catching graphics are key for creating interest, drawing customers to your booth and getting your message across.
 - Keep graphics simple. Your display should be treated as a billboard, communicating your message in three seconds.
 - Tell your designer your show goal and targeted customer.
 - Go for Quality. The cost of your graphic is a fraction of your overall exhibiting costs.
 - Lastly, remember that one of the primary drivers for show attendees is to discover something they didn't know about before. "What's new? What's hot?"

