

Your Decisive Competitive Edge.

Athena's Trade Show Support Program

Athena's Trade Show Support Program leverages our **Synchronized Relationship Acquisition and Management Process™ (RAMP)** to focus on increasing trade show traffic for your exhibit booth and execution of post event follow up activities to qualify leads and move opportunities into active sales cycles. This program will support one customer trade show or conference event.

Athena's Trade Show Support Program includes:

- Content design and development of direct mail, email and telemarketing scripting for both pre and post conference follow up programs
- Execution of follow up calls for trade show exhibit visits and lead generation
- Trade show reminders to decrease attendee attrition to your exhibit
- Post event phone follow up for lead qualification and sales appointment booking (including follow up emails and direct mail pieces for attendee's)
- Nurture marketing for continued relationship building efforts to those attendee's who visited your exhibit

Benefits:

- Dedicated marketing resource to execute all support functions related to increasing exhibit traffic
- Immediate post event follow up with all attendee's to maximize lead qualification and conversion rates
- Allows sales team to focus on selling and closing qualified opportunities
- Measure and quantify your Trade Show Return-on-Investment using Athena's Campaign Analysis tools
- Creates market awareness and education regarding your businesses products and services

Client Responsibilities:

- Provide Athena with trade show or association registration and/or conference attendee list
- Booking of employee conference registration
- Associated travel expenses, sales collateral and promotional items
- Presentation materials, speakers, sponsors and other related trade show activity execution

Athena SWC LLC
100 Corporate Parkway
Suite 200
Amherst NY, 14226

Phone: 716.929.2711
Fax: 716.929.7201
Web: www.athenaswc.com
Email: info@athenaswc.com