

Making Best Use of Exhibitions

Client: Microchip

Objective: Ensure that the electronica trade show was the most successful show for Microchip worldwide in that year, as measured in terms of leads and editor meetings.

Activities: A programme of activities including artwork for 30 stand graphics, flyers promoting the fun attractions on the stand such as a new Scalextrics slot racing toy based upon Microchip products. Short hourly seminars, with a development kit draw were supported with flyers. A series of meetings set up with the European electronics press and spokespeople from Microchip's US, UK and German offices.

Results: The show dramatically out-performed any other Microchip show in 2004. The seminars produced a total of 1,030 leads, representing two thirds of all leads from the show. Press meetings were held with 51 editors from 55 magazines, published in 22 countries.