



Compiled by [Sandy Cahill](#)  
From Marketing Sherpa

## Build Buzz at a Massive Trade Show on a Limited Budget

Last January, 192,000 people attended the biggest consumer trade show in the country - the Consumer Electronics Show (CES) in Las Vegas. The hundreds of exhibitors included Microsoft, Sony, Dell, Verizon, Intel, and HP. Some companies put millions of dollars into their booths.

**Interested in trade shows for your business?**

Call Cahill Consulting today for a **FREE** one hour consultation:

**503.517.3837**

During the 12 months previous to the show, Bluetooth's technology had reached critical mass but the brand was hardly known by the outside world --- especially among retailers.

Launch the brand to the rest of the consumer electronics world at this trade show was perfect ... if Bluetooth could get anyone to pay attention.

They thought if they could fill the trade show floor with hundreds of identical models in matching outfits, it couldn't miss! They would turn the entire show floor into Bluetooth's booth.

Obviously it was critical that the models stand out from the attendees. Dressed in black tuxedos with blue pocket handkerchiefs for the male models and classic black cocktail dresses with blue clutch bags for the women would be a huge departure from the general appearance of the average attendee. They also wore matching wrap-around sunglasses to help them maintain composure and avoid eye contact as they marched through on the floor.

In the middle of the day on January 8th, six 55-passenger buses pulled up in two parking lots outside the Convention Center. 300-models climbed briskly out and strode, in teams of 15, towards their variously assigned entrances all around the buildings.

The minute they got through security (which was cleared and pre-arranged), the models fanned out on the show floor "like a virus" quickly handing out blue business-sized cards to everyone they met. The cards had the Bluetooth logo on one side and a mysterious phrase like "I do not seek; I discover" or "Simplify Your life" in any one of eight languages on the other.

As the models began to run out of cards (men had 400 in their pockets, women had 200 in their clutch bags), their assigned team leaders radioed back to headquarters. Then at precisely the 75-minute mark, every single model on the show floor turned around and marched quickly back out to the waiting buses.

To attendees it seemed as though the virus had abruptly vanished.

The next morning, January 9th, buses pulled up again outside the Convention Center. This time 100 models stepped out, each carrying an identical bouquet of flowers in a blue vase. They quickly delivered the flowers to exhibitors all over the show which were companies who were members of the Bluetooth trade association.

The second the flowers were delivered, the models whisked out of the buildings again.

It seemed as though CES attendees were talking about Bluetooth everywhere - on the show floor, at parties, in restaurants, even on the plane home.

In the relatively tiny amount of time the models were on the show floor they were able to deliver a total of 86,500 cards in 75-minutes, on day one alone. During the much shorter time on day two, the models handed out 43,500 cards, many of them to attendees who had followed them as they marched off the show floor.

A random survey revealed that 68% of surveyed show attendees said they'd seen something at the show that increased their awareness of Bluetooth. Plus, Bluetooth's Web site's traffic, which was already at an all-time high due to show-related press releases, then rose another 94% the day of the event.

Last but not least, it seemed like almost every reporter filing daily news from the show mentioned Bluetooth.

If you're looking for a unique and relatively inexpensive approach to creating a buzz at a trade show this could work for marketers in any industry.

*Sandy Cahill*

Cahill Consulting  
Marketing, Advertising and Public Relations  
503.517.3837  
<http://www.cahillconsulting.net>

We hope this monthly article is of interest and adds value to your business, and that you enjoy receiving it. If, however, you'd like to be removed permanently from our mailings, **simply respond to this email with REMOVE in the subject line** and we'll be sure to take you off our list.