



JOHNSON PRESS OF AMERICA • volume 6 • issue 5 • september 2012

TRADE SHOWS

Make a plan, Stan

During the 23 years Robin Hazan has been involved in trade shows, she has learned an important truth. “You can’t wing it.”

To fully benefit from exhibiting at a trade show, an organization must map out a plan, said Hazan, who is the operations manager for Testa Communications. “There’s a lot of detail involved. You live and die by deadlines.”

Planning is the key to a successful trade show experience, agreed Peter LoCascio, founder of Trade Show Consultants in Salem, Ore. He encourages clients to meet about six months in advance to establish clear goals for their trade show exhibits.

“Without a plan, which includes objectives, budgets and individual responsibilities, there is little chance that an exhibit will find success on the trade show floor,” said LoCascio, who established his company in 1973.

Budgeting

Hazan typically works behind the scenes when Testa Communications participates in trade shows. The integrated media communications company in Port Washington, N.Y. exhibits in about five events a year. And in August, *DJ Times*, one of the company’s four publications, produces The DJ Expo in Atlantic City.

One of the first steps to preparing for a show, Hazan said, is looking at the costs involved. “See what your budget is. What can you spend on travel, on your booth? If you have a booth, do you want to buy it or rent it?”

A number of shows offer publication bins for those who cannot afford a booth or cannot afford to attend at all. This way, your publication can attend even though you can’t. Hazan says she’s seen fees in the range of \$150 for such bins.

With research and planning, you might be

Heimburger House Publishing Company displayed an impressive array of its magazines and books at the Spring S Spree trade show in Dayton, Ohio in April of this year. ▼



Don Heimburger/Heimburger House Publishing Co.



Exceeding our customers' expectations for more than 60 years...

continued from page 1

able to rein in your travel expenses, LoCascio said. But it's still worthwhile to invest in clean, comfortable lodging for your staff. "Your people are spending at least eight hours a day in a booth. You really want them fresh and effective."

Early steps

During the initial planning meeting that LoCascio recommends, participants should be establishing their objectives for the trade show. This is the time to determine what must be accomplished, how it will be done and who will be responsible for making it happen.

Communication will be important for establishing priorities. Publishers, editors and sales representatives all will come to the show with a different perspective. It's important for them to talk about them and agree on a strategy, LoCascio said.

He further recommends bringing anyone and everyone who will have some say on the final exhibit to the initial planning discussion. "Invite anyone with the ability to walk up to the exhibit the first day of the trade show and say, 'I don't like that sign.'" By then, he said, it will be too late.

Not only should you start mapping out strategy early, you should be taking steps to select your exhibit space and nail it down while it's still available,

LoCascio said. "It's first come, first served, with the exception of previous exhibitors."

It's wise to have another meeting, a pre-show briefing, the night before the trade show to recall the goals set six months earlier. "It's the time to say, 'This is what we're going to accomplish, and this is how I'll help,'" LoCascio said.

After the first night, meet again. "Talk about what's working, what's not working. Maybe a sales person got some leads. An editor may have gotten some story ideas."

Establishing a presence

Your show exhibit doesn't have to be costly, Hazan said, but it does need to make a positive impression and show people what you do. "You might want to make blow-ups of your magazine," she suggested.

Don't forget to prep the staff that will be working the trade show. They'll be the face of your operation. "The workers should be friendly and knowledgeable," Hazan said. "They should engage people, but without being pushy."

Pick your representatives carefully, LoCascio added. "Required in every person selected to work your trade show should be dedication, commitment, professionalism and sincerity," he said. "These special people should at all times exemplify the highest level of integrity and honesty your company stands for in the marketplace."

The entire staff should be prepared to answer questions and present a professional, enthusiastic face to show-goers. "You seldom get a second chance to make a good first impression."

Changing world

Trade shows are nothing new, Hazan said, but they have seen changes since she started attending them. "They're getting bigger and more advanced," she said. "The technology has changed. In



Don Heimburger/Heimburger House Publishing Co.

Two avid readers check out the latest copy of *S Gaugian* magazine at the Spring S Spree trade show earlier this year. *Print Matters* is very grateful to Heimburger House Publishing for providing the photos. ▲

some cases, the booths have become mini-buildings. There used to be more tabletop presentations."

Hazan said she values the availability of technology during the pre-production stage, especially e-mail and wireless technology that allow her to communicate with other team members no matter where she is.

During the show, technology provides a gateway to connect prospective subscribers and advertisers to your company. Exhibits can display QR codes that bring people to your Web site or to other sites that feature your company. Exhibitors also can direct people to their social media sites, where they can build upon the impression they strived to make at the trade show.

Unique opportunity

Trade shows are demanding, Hazan said, but well worth the effort. "It's about getting your product out there. You're in one place, and people come to you. The trade show is your industry. Sales people can see people in the field, but there's no way they can possibly see everyone." ■



One on one

JPA profile: Angela Hornbeck, bindery hand
Number of years with JPA: 12 years



Angela Hornbeck

Why she loves JPA: “There are a lot of nice people here,” said Hornbeck, who has held the same position during her entire time with JPA.

Family life: Hornbeck has two children: Zachary, 19, and Ryan, 15. Zachary lives on his own now, but they still spend time together. “Ryan likes basketball, so I play with him sometimes,” Hornbeck said. “It kills me, but I still do it.”

Hornbeck said she always would be grateful to her late boyfriend, Kenneth McClellan, for his encouragement and support during the 13 years they were together. McClellan died of cancer in August of 2011. “He helped me raise Ryan,” Hornbeck said.

Hobbies: Hornbeck never tires of listening to music, especially country western tunes, and she’s a big Reba McEntire fan. “I just love the way she sings. I don’t think anyone sings better.” Hornbeck likes Vince Gill, too. “I think he’s the best male singer.”

One cool fact: Hornbeck has several, beginning with the fact she survived a ruptured brain aneurysm in 1996. She considers herself fortunate to still be here. “I had no clue I had it,” said Hornbeck, who has suffered from short-term memory loss since the aneurysm ruptured. “I couldn’t work for a long time.



Kenneth, Angie, Ryan and Zachary

All of my family pretty much took care of me.” Hornbeck said she leaned heavily on the support of her father, Robert Hornbeck, who now lives with her.

Hornbeck’s life experiences include a great deal of travel,

too. She and McClellan visited the Bahamas, Mexico and Jamaica. Their journeys were interesting, she said, but she doesn’t plan to take any trips soon. “I really like staying at home,” she explained.

It helps, she added, that she’s now a homeowner for the first time. She completed her purchase earlier this year. “I’m 38 years old, and I’m just now buying my own place,” she said. “It feels great.”

Johnson Press of America
800 N. Court St.
P.O. Box 592
Pontiac, IL 61764



RECIPE

Very Strawberry Cheesecake

Prep: 10 minutes plus refrigerating. Makes 8 servings.

- 1 8-ounce package of Philadelphia brand cream cheese, softened
- 1/3 cup of sugar
- 1 8-ounce tub of Cool Whip brand strawberry whipped topping, thawed
- 1 6-ounce Honey Maid brand Graham Pie Crust
- 1 cup of sliced strawberries

Beat the cream cheese and sugar in a large bowl with a wire whisk or electric mixer (on high speed) until well blended. Gently stir in whipped topping. Spoon into piecrust. Refrigerate three hours or until set. Top with strawberries just before serving.

Johnson Press of America For quotes, please contact:

Duane Carrell

815.844.5161, ext. 235 or 217.341.1305 (cell)
duanecarrell@jpapontiac.com

Jill Rambo

815.844.5161, ext. 234
jrambo@jpapontiac.com

Randy Pennington

815.844.5161, ext. 237
rpennington@jpapontiac.com