

VIP Marketing Programs for Trade Shows

Introducing Thomas VIP

Thomas VIP is an affordable, flexible and customizable attendee marketing program designed for the Trade Show and Event Industry. Borrowing from successful relationship marketing and points based reward programs and including a powerful and proprietary software program, Thomas VIP takes attendee marketing to the next level.

The Thomas VIP Program can:

- *Attract VIP Attendees and key industry influencers*
- *Convert casual attendees into buyers*
- *Increase repeat attendance*
- *Build Brand Loyalty*
- *Serve as a robust attendee marketing platform*
- *Work in conjunction with your existing marketing programs*

Thomas
VIP

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- *VIP attendee marketing*
- *Incentives and rewards*
- *Built-in email campaigns*
- *Include exhibitors and vendors in the program for greater results*
- *Turnkey, flexible, customizable*
- *Points based loyalty marketing*

Gain your competitive advantage

How Can I . . .

Attract VIP's to my Event?

Keep my ATTENDEES Coming Back?

Partner with my exhibitors and vendors to attract and retain qualified Attendees?

Powerful Features of the Program are:

- *A Multitude of relationship marketing strategies*
- *Powerful promotion designer and manager*
- *Incentive campaigns and points and rewards programs*
- *Complaint and resolution management*
- *Qualified attendee ranking and analysis*
- *Built-in email advertising*
- *Integrated software*

Exhibitor Programs:

All the benefits of Thomas VIP are available to exhibitors and vendors:

- *Use as a pre and post show marketing tool*
- *Attract attendees to your booth - build traffic*
- *Convert visits to your booth to qualified leads and sales*
- *Use the loyalty rewards throughout the year - not just at the event*

Points pooling is one of the most powerful aspects of the Thomas VIP program. Show management and exhibitors join in a synergistic and mutually beneficial program that leads to an increase in quality attendees, increased order writing, and greater participation in the event overall. Additionally,

- *Overall marketing costs are lowered.*
- *The collaborative nature of trade shows and events is fully taken advantage of*
- *A turnkey, flexible and powerful program is available to exhibitors*

Create Incentives to:

- *Attend the event*
- *Make a purchase*
- *Refer other attendees*
- *Visit specific area of the show floor*
- *Attend seminars, meetings, and collateral events*

The logo for Thomas VIP features the word "Thomas" in a large, elegant, gold-colored script font. Below it, the letters "VIP" are written in a bold, gold-colored serif font. A thin, gold-colored swoosh or underline element curves under the "Thomas" text and extends towards the "VIP" text.

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