

CONVENTION/MEETINGS MARKETING

2018 Winner: Association of Equipment Manufacturers

Entry Title: CONEXPO-CON/AGG 2017 Marketing Campaign

Project Overview

This is our attendee marketing campaign for CONEXPO-CON/AGG. CONEXPO-CON/AGG is the largest construction trade show in the western hemisphere where every major construction industry is represented among 2,800+ exhibitors, over 2,800,000 square feet of exhibit space, and more than 150 education sessions including tracks in asphalt, aggregates, concrete, earthmoving, lifting, mining, utilities and more.

Goals/Objectives

The primary goal of this campaign was to increase the quantity and quality of buyers registered for CONEXPO-CON/AGG. In order to reach this goal, we also had to find a way to overcome our biggest challenges:

- How do we communicate the size and scope of the show to prospective attendees?
- How do we convince prospective attendees, especially millennials, that the show is more than just “big iron”?

CONEXPO-CON/AGG 2017 creative theme was the foundation to start solving our two main challenges. This theme had a strong and bold mixture of big iron and technology with the ability to adapt to different vertical markets. We then used a comprehensive marketing plan to tackle these challenges and meet our goal. CONEXPO-CON/AGG is also AEM’s primary source for revenue to as we drive towards our vision - to be the leading organization in North America enabling equipment manufacturers to be successful in the global marketplace. CONEXPO-CON/AGG is the place where all aspects of our mission come to life for our members. We strive to bring as many qualified attendees to our show from around the world while also offering support in public policy, market information, technical and safety services, education, and market support pre-show and onsite so, as exhibitors, they too have a successful show.

Strategy/Tactics

The Opportunities:

- Past first-time attendees have told us the one thing they wish they would have known prior to coming was the size and scope of the show. Attendees have even been quoted as saying, “Had I known the show was this large, and that [exhibitor] had everything they manufacturer on display...I would have come years ago”.
- The average age of the CONEXPO-CON/AGG attendee was increasing significantly.
- Promotion of the show has revolved heavily around “big iron” in the past.
- Younger attendees show a stronger interest in new technologies in the industry, while the older generation shows more of a tendency to shy away from new technology as they are close to retirement, and the “old way” was and is working just find for them.

The Plan & Tactics:

The CONEXPO-CON/AGG Marketing plan consisted of efforts in:

- Direct mail
- Telemarketing
- Digital
- Web
- Email
- PR

- Exhibitor engagement
- Content marketing and social media
- A supporting organization program and advertising trade out program provided additional promotional support as we developed partnerships with key sister association and industry publications to trade advertising opportunities.

Additionally, every element of our attendee promotion campaign, fully supported by show management, transcended marketing into our PR and VIP departments as well, particularly with the Virtual Reality (VR) Box mailer, an IAEE award winning piece.

Success Metrics/Results Achieved

Our final overall domestic registration number was 5% over 2014 domestic registration. Our successful marketing tactics pre-show helped us achieve this goal.

How Did You Hear (Registration Question)

- Exhibitor Invite/Mailing (29%)
- Direct Mail or Literature (23%)
- Email (17%)
- Other (11%)
- Online Search (5%)
- Publication or Newsletter (5%)
- Website or Web Ad (4%)
- Social Media (2%)
- Mass Media (2%)
- CONEXPO-CON/AGG 365 (1%)
- Text Message (1%)

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Association Website:

www.aem.org