



HELLO  
AND WELCOME

# CTSM PORTFOLIO

Marketing Coordinator  
OTC Industrial Technologies



December 2023

# Table of Contents

3

## VITAL STATISTICS

About Me | 4  
About OTC | 6  
Our Competition | 8  
About DIRECTAIR® | 9

11

## OVERVIEW

Annual Events | 12  
Improving & Growing | 15

17

## SHOW OF FOCUS & MEASURABLE OBJECTIVES

Trade Show of Focus | 18  
Objectives | 20  
Measurable Goals | 22

23

## EXHIBIT DESIGN & PRODUCTION

Planning & Goals | 24  
Design & Production: Requirements | 25  
Budget vs Actuals | 27  
Visual Layout | 29

35

## INTEGRATED MARKETING COMMUNICATION

Communication Strategy | 36  
Assessment Measures | 37

42

## RESULTS REPORTING

Results Achieved | 43

45

## CONCLUSION

Final Assessment | 46  
Improvement Recs | 46  
Strategy Plan | 48

55

## SESSION REFERENCES

52

## APPENDIX

*Let's get started*



CRITERIA  
1

VITAL  
STATISTICS



# ABOUT ME

# DREAM BIG

## About Me

Before anything, I am a mother to a beautiful little five year old girl, Emma, who is the light of my life.

I grew up in Loudonville, the canoe capital of Ohio, with a population of about 2,500 people and a graduating class of 80 in an old school surrounded by farmers and cornfields. I like to think it was because of where I grew up that gave me the drive and foundation I needed to be where I am today. Marketing has always been a passion of mine but I wouldn't say my start in marketing was like many. When I graduated high school I had big dreams and I was going to do anything to make sure I made them happen.

I've always been fascinated with marketing. As a child, it wasn't the TV shows that held my attention—it was the commercials. From a young age, I was determined to pursue a career in marketing, though I wasn't quite sure in what capacity. That clarity came when I was 14, and I realized my dream was to work in NASCAR marketing. And that's when my journey truly began.

This portfolio reflects the hard work I've put into shaping my career—a journey of tenacity, resilience, and embracing challenges. I seized every opportunity, from studying on airplanes while balancing college to networking with industry professionals and taking on growth-focused roles. Along the way, I discovered my passion wasn't just about sports but extended to marketing, events, and trade shows. Each step confirmed my love for creativity, strategy, and collaboration, proving I'm exactly where I'm meant to be.



# ABOUT ME



## Education & Career

In 2006, I was accepted into Belmont Abbey College as part of the first class to pursue a Bachelor's degree in Business Motorsports Management. At 19, I packed up my belongings and moved to Charlotte, North Carolina. Soon after, I became the first student from my class to secure an internship with a race team—Dale Earnhardt Incorporated. This opportunity allowed me to travel to NASCAR's Busch East series races every weekend as a public relations and marketing coordinator, while maintaining full-time student status during the week. By the time I graduated in 2010, I had gained significant experience in the NASCAR and motorsports industry, but a strong desire to return to my family in Ohio led me to accept a position with the Cleveland Cavaliers, where I discovered a new passion for event management.

After several years of event management experience, I transitioned out of the sports industry and into a marketing coordinator role with Akron Brass in 2015. There, I managed over 100 global trade shows in nine different countries and began working toward my CTSM certification. As someone new to the trade show industry, the classes I took for my CTSM were instrumental in navigating the complexities of both North American and global trade shows. The certification also broadened my perspective on how to approach international events, helping me to successfully manage shows in various countries with vastly different requirements.

In 2018, I took a brief step away from the trade show sector when I joined the American Cancer Society to oversee their Relay For Life events, managing a portfolio worth over \$600,000. When COVID-19 hit in 2020, I lost my position and started my own business until I found my way back to the corporate trade show world in July 2023 with OTC Industrial Technologies. As a marketing coordinator for the Air Supply Group (ASG), I oversee roughly seven rotating trade shows and various company events across the U.S. each year. Drawing from my experiences at Akron Brass and my CTSM coursework, I was able to help OTC develop a strong trade show strategy. The company's commitment to growing our marketing team, which has expanded from two to four members with plans for a fifth, reflects the increasing demand for compressed air solutions in manufacturing. OTC encouraged me to complete my CTSM certification, recognizing its value to both my career and the company's success.



## Who is OTC

**Unparalleled expertise. Trusted products. Driving Efficiency Forward. That's OTC.**

OTC Industrial Technologies is a leading provider of industrial solutions with a storied history spanning over 60 years. Originally established as Ohio Transmission Corporation in 1963, the company has significantly broadened its reach from its roots in Columbus, Ohio, becoming a key player in the industrial equipment and service industries throughout North America.



2K  
Total Associates



40 OTC  
Owned Brands



60  
Branch Locations



40+States  
& Canada

### Our Mission

OTC Industrial Technologies improves manufacturing operations through our breadth of product, best-in-class technical and engineering knowledge and superior customer service to lead every market we choose to do business in.

### Our Vision

A re-envisioned industry where OTC Industrial technologies provides turnkey solutions that improve uptime, labor safety, and energy conservation on a large scale, improving the world around us.

### Our Values

Integrity

Partnership

Balance

Achievement

Expertise

Investment



## What makes up OTC

OTC Industrial Technologies is structured into distinct divisions, each providing specialized solutions tailored to various industries. These divisions collaborate seamlessly to deliver reliable, innovative, and efficient solutions, positioning OTC as a comprehensive resource for industrial technology. The three main segments are Industrial Automation and Finishing (IAF), Tri-Power Motion, Power, and Transmission (PMT), and the Air Supply Group (ASG). ASG specializes in compressed air, including its flagship DIRECTAIR® product. DIRECTAIR® is unique to OTC Industrial Technologies, offering companies an innovative way to treat air as a utility, eliminating the need for costly compressor rooms. Along with DIRECTAIR®, ASG also provides comprehensive maintenance services and flexible options such as air compressor rentals and air compressor purchases, helping companies reduce costs and optimize efficiency. Our focus will specifically be on my sector of the business: Air Supply Group (ASG) and specifically, DIRECTAIR®.

## ASG Marketing Team

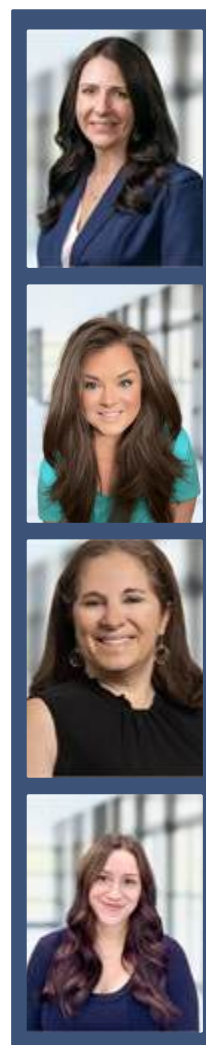
The success of ASG relies heavily on the efforts of its dedicated marketing team, which drives the visibility and engagement of all of the compressed air solutions, including DIRECTAIR®:

**Janine Robinson:** Director of ASG Marketing Communications, leading strategic marketing initiatives and overseeing campaign development.

**Ashley Gray:** Marketing Coordinator for trade shows, campaigns, and marketing events, marketing collateral, and content for DIRECTAIR®.

**Michele Gorman:** eCommerce Marketing Specialist, focusing on digital strategies and enhancing the online presence of ASG.

**Kamrym Bour:** Marketing Coordinator, supporting marketing projects, social media, and assisting with event coordination.



# ABOUT DIRECTAIR

An OTC INDUSTRIAL TECHNOLOGIES Product

30 YEARS OF SERVICE



## DIRECTAIR® an OTC Industrial Technologies Product

*"We sell air!"*

DIRECTAIR® is a product of OTC Industrial Technologies that offers compressed air as a utility service. This unique approach allows companies to outsource their entire compressed air needs, eliminating the need for in-house compressor systems. Unlike traditional models, DIRECTAIR® shifts the responsibility from the customer to DIRECTAIR®, allowing the experts at DIRECTAIR® to handle the engineering, manufacturing, installation, operation, and maintaining a new compressed air system that aligns with an air strategy that is built specifically for each customers requirements.

With DIRECTAIR®, businesses pay only for the air they use, making it a more cost-effective and efficient solution. The FOURTH UTILITY<sup>SM</sup> compressed air model ensures industries like manufacturing, automotive, semiconductor, packaging, and food processing benefit from a reliable, fully managed service without the hefty capital expenses associated with owning and maintaining their own compressed air system. DIRECTAIR® streamlines compressed air requirements, offering a turnkey solution that enhances operational efficiency, cuts energy costs by up to 50% and offers a 100% uptime guarantee.

DIRECTAIR® offers significant advantages by eliminating the need for large upfront investments and ongoing maintenance costs. Its modular installation saves valuable floor space, optimizing facility layouts. With 24/7, 365 days a year monitoring, DIRECTAIR® ensures a continuous air supply and reduces downtime. The energy-efficient systems lower utility costs and support sustainability goals, while scalability allows businesses to expand without major infrastructure changes. This comprehensive, managed service provides peace of mind, enabling companies to focus on their core operations rather than compressed air system concerns.





## DIRECTAIR® Competitors

Compressed air as a utility, also known as "air-as-a-service," is reshaping the way businesses manage their compressed air systems. Instead of investing in and maintaining their own equipment, companies can receive compressed air as a reliable, on-demand service with zero-capital investment. This model simplifies operations, reduces capital expenditures, and ensures predictable costs while improving efficiency. Industry leaders in this space include DIRECTAIR®, Kaeser Compressors, Universal Compressed Air (UCA), and Sullair.

Each of these companies brings a unique approach to the compressed air as a utility market. DIRECTAIR® leads the charge, offering fully managed, turnkey solutions that handle everything from system design and installation to maintenance and monitoring with their innovative MANAGAIR® system. Kaeser Compressors takes a similar approach with its SIGMA AIR UTILITY program, delivering tailored compressed air solutions at a fixed cost while focusing on energy efficiency and predictable operating expenses. UCA specializes in serving industrial clients, providing comprehensive system design, operation, and maintenance services to ensure uninterrupted air supply. Meanwhile, Sullair differentiates itself by integrating advanced analytics and energy optimization tools into its offerings, appealing to businesses prioritizing efficiency and system performance.

While all four providers aim to simplify compressed air management and eliminate the need for upfront investments, their strengths and specialties set them apart. DIRECTAIR® excels in delivering seamless, all-inclusive solutions that are tailor made for each customer based on their specific needs. Kaeser's program caters to businesses seeking cost stability and efficiency. UCA focuses on heavy industrial applications, and Sullair leverages technology to enhance performance and reliability. Together, these companies offer diverse options to meet the evolving needs of industrial clients.

Although detailed market share data for compressed air as a utility is scarce, the global air compressor market was valued at \$33 billion in 2021 and is projected to grow at a steady 3.1% annual rate through 2032. The air as a utility market is carving out a growing niche as industries increasingly see the benefits of outsourcing compressed air management. This trend underscores the value of these providers in addressing the diverse demands of a rapidly evolving market.

CRITERIA  
2

OVER  
VIEW



# Annual Events

## Trade Shows and Events

As the marketing coordinator for DIRECTAIR®, my role is to showcase the benefits of our compressed air as a utility model to diverse industries within manufacturing. Our 2024 trade show program spans five major events across various sectors, highlighting DIRECTAIR®'s reliability, scalability, and efficiency.

This year's lineup includes:

- **SEMICON WEST** (Semiconductor, Electronics) – July 9–11, San Francisco, CA
- **Turbomachinery & Pump Symposia (TPS)** (Energy, Oil & Gas, Industrial Power) – September 10–12, Houston, TX
- **Southern Automotive Conference (SAC)** (Automotive) – September 30–October 1, Chattanooga, TN
- **FABTECH** (Manufacturing, Metal Forming, Fabrication) – November 15–17, Orlando, FL
- **PACK EXPO INTERNATIONAL** (Packaging) – December 3–6, Chicago, IL

Beyond trade shows, I also support pivotal company events, including the DIRECTAIR® National Sales Meeting in January and the ASG National Sales Meeting in April. These meetings provide an opportunity to align strategies, share successes, and plan for future growth, reinforcing our commitment to innovation and customer success.



## THE PREMIUM COMPRESSED AIR SOLUTION

WE SELL AIR! WE WE SELL AIR

# Annual Events



2024

# AIR SUPPLY

## EVENTS & TRADE SHOWS

| DATE        | EVENT  | LOCATION          | INDUSTRY           | CATEGORY          |
|-------------|--|-------------------|--------------------|-------------------|
| 1/30-2/2    | DIRECTAIR® Sales Kickoff Meeting             | Las Vegas, NV     | Internal           | Corporate Meeting |
| 2/7-2/10    | ASG President's Club & Waste Management Open | Scottsdale, AZ    | Internal           | Awards Trip       |
| 4/28-4/30   | ASG National Sales Meeting                   | French Lick, IN   | Internal           | Corporate Meeting |
| 5/1         | OTC Churchill Downs Champions Day            | Louisville, KY    | Vendors            | Customer Event    |
| 7/9-7/11    | SEMICON West                                 | San Fransisco, CA | Semiconductor      | 10x10 Trade Show  |
| 8/20-8/22   | Turbomachinery & Symposia 2024               | Houston, TX       | Oil & Gas          | 10x10 Trade Show  |
| 9/23-9/26   | DIRECTAIR® Commercial Launch                 | Dallas, TX        | Internal           | Corporate Meeting |
| 9/30-10/1   | Southern Automotive Conference               | Chattanooga, TN   | Automotive         | 10x10 Trade Show  |
| 10/15-10/17 | FABTECH                                      | Orlando, FL       | Metal Forming      | 10x10 Trade Show  |
| 10/22-10/23 | Chicago Build                                | Chicago, IL       | Building Materials | Walking Only Show |
| 11/3-11/6   | PACK EXPO International                      | Chicago, IL       | Packaging          | 10x10 Trade Show  |





# Annual Events

## Trade Shows and Events

In addition to the five trade shows scheduled for our 2024 calendar, I am also tasked with planning and executing our National Sales Meeting in French Lick, Indiana. Furthermore, I organized the 2023 President's Club Awards Trip, which took place in Scottsdale, Arizona, during the Waste Management Open, as well as the Kentucky Derby and several DIRECTAIR® events across the United States.



# Improving & Growing



## Trade Show Program Improvements

With one year in the trade show industry under our belts at DIRECTAIR®, our program has significantly evolved throughout 2024, thanks in large part to the CTSM program.

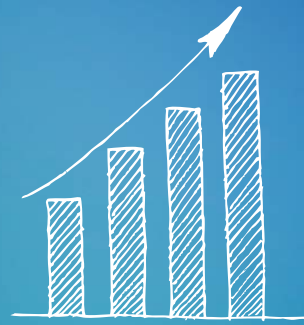
1. **Incorporating multi-channel marketing strategies** into each of our trade shows, following key takeaways from sessions like **3006R Multi-Channel Marketing Strategies for Your Live Events and Trade Shows** and **3015R Integrated Marketing Communications**. This approach allowed us to create cohesive, targeted campaigns for each show, incorporating pre-event digital advertising, email marketing, and the potential of geofencing during the show. The importance of integrating different platforms for consistent messaging, learned in **6008R From Marketing to Measurement**, has been crucial in ensuring brand consistency across all touchpoints

2. **Building a brand-new 10'x10' (transformable into a 10'x15') DIRECTAIR® booth for 2024** in collaboration with our current exhibit house. This initiative was inspired by insights from sessions **6020R The @Show Experience: Understanding the Essentials of Exhibit Design** and elective session **6091 Sustainable Exhibitions and Events**. The new booth was designed with modularity and scalability in mind, reflecting the flexibility and sustainability of the DIRECTAIR® system. We incorporated open space for interaction, a booth we could repurpose over and over, and interactive displays showcasing data from DIRECTAIR® systems. The booth is transportable and adaptable, ensuring it meets the logistical requirements highlighted in **6011R Event Logistics and Implementation**.

3. **Partnering with a new company** to develop an interactive virtual experience that demonstrates exactly what our product is and how it benefits customers in the manufacturing industry. This interactive experience offers visitors a virtual walkthrough of a DIRECTAIR® module, emphasizing key benefits like energy savings, system scalability, and real-time monitoring.

4. **Incorporating new marketing and trade show collateral** into our DIRECTAIR® Brand Guide. Inspired by strategies learned in **6010R The Basics of Event Planning and Management – Part I**, we included updated collateral such as case studies, industry-specific one-pagers, and infographics that were developed to be flexible across digital and print formats. The creation of these materials was informed by session **7058R Thrive Under Deadlines**, ensuring that even when working under tight timelines, we delivered high-quality content without sacrificing creativity or effectiveness.

# Improving & Growing



## Trade Show Growth: Special Circumstances

As our trade show program at DIRECTAIR® continues to thrive, we were excited to add a new event to our calendar this year, allowing us to explore an entirely new sector: semiconductors. We successfully integrated SEMICON WEST into our trade show lineup, marking our first venture into the semiconductor industry. This milestone allowed us to demonstrate how our compressed air as a utility can benefit semiconductor manufacturers by providing dependable, high-quality compressed air essential for precision and efficiency in production.

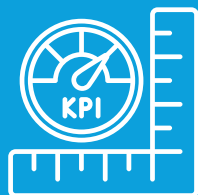
Drawing on insights from sessions like **5010R A Trip Around the World – Must-Knows for Global Exhibiting**, we carefully assessed the unique demands of the semiconductor industry, considering both regional market dynamics and technological expectations. At SEMICON WEST, we engaged with key industry leaders and highlighted the advantages of the DIRECTAIR® turnkey, scalable solutions in this cutting-edge market. We utilized lessons from session **3050R Focus on Attention: How to Optimize your Messaging on the Trade Show Floor** to ensure our messaging resonated with attendees, converting attention into meaningful interactions and leads.

The planning phase, influenced by the strategies outlined in **6010R The Basics of Event Planning and Management**, included the selection of appropriate booth elements, targeting key decision-makers titles in the semiconductor industry, and refining our messaging to focus on the critical role of precision and reliability in their production processes. Additionally, our team implemented new multi-channel marketing tactics inspired by session **3006R Multi-Channel Marketing Strategies for Live Events** to drive awareness and engagement before, during, and after the event.

In this portfolio, the steps involved in selecting, implementing, and measuring the results of this trade show, along with the strategic considerations and the industry-specific marketing adjustments, will be outlined in detail.

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SHOW  
OF FOCUS  
&  
MEASURABLE  
GOALS



# Show of Focus & Measurable Goals

## Trade Show of Focus

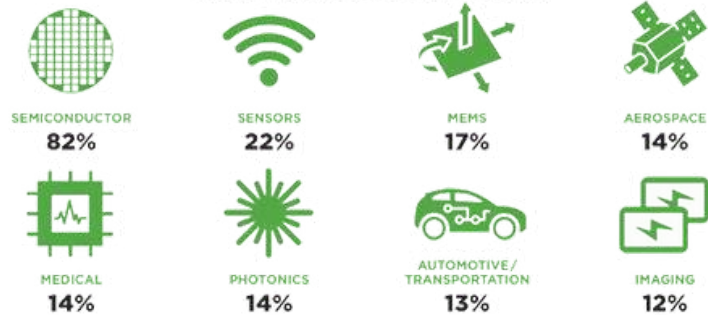
As we began planning and budgeting for the 2024 trade show season, we recognized the need to add another event to our lineup. The challenge was selecting the right industry—one that would fit our tight schedule while offering significant growth opportunities and quality leads. Recalling insights from **session 2001R: Selecting the Right Shows: The Critical Decision**, I remember on the importance of conducting thorough customer and prospect research, consulting with field sales teams, and analyzing industry trends. As Ian Sequeira emphasized, gathering qualitative and quantitative feedback from sales team can reveal which shows are most valuable, based on market growth and emerging trends.

In selecting SEMICON WEST, we applied this approach by conducting detailed industry research to ensure the show aligned with our objectives for growth in the semiconductor sector. Research showed a strong market for compressed air solutions within this industry, supported by feedback from our sales teams, who noted an increasing demand for reliable, high-quality compressed air as a utility. Adding SEMICON WEST to our trade show lineup not only aligned with our multi-channel marketing strategy but also allowed DIRECTAIR® to showcase its scalable, turnkey solutions in this cutting-edge market.

By utilizing these strategies along with the ones in the **elective session Best Practices; Trade Show Measurement Made Easy**, we successfully integrated SEMICON WEST into our 2024 calendar, marking a significant milestone for DIRECTAIR®. The steps we took to select, implement, and measure the results of this trade show, along with the lessons learned, are outlined in this portfolio.

### INDUSTRIES SERVED\*

\* Attendees can choose more than one industry





# Show of Focus & Measurable Goals

## Trade Show of Focus

What makes DIRECTAIR® so remarkable is its ability to fit into just about any manufacturing facility, no matter the industry. This flexibility means it's crucial for us to keep a close eye on the economic landscape and growth trends across North America to decide where our efforts will have the biggest impact.

### Our Decision-Making Process

When it came to deciding if SEMICON WEST was the right fit, we followed a structured process:

- **Surveying Sales Team:** We gathered insights from our sales representatives to understand industry needs and opportunities. This was our top priority.
- **Market Research:** We explored trends like advancements in technology, the rise of artificial intelligence, and the push for sustainability to see where DIRECTAIR® could play a role.
- **Strategic Fit:** We evaluated how DIRECTAIR® could meet the unique needs of the semiconductor industry, particularly in cost savings and reliability.

### Why SEMICON WEST?

After digging into the data, SEMICON WEST in San Francisco stood out as the perfect fit. The growth of electric vehicles (EVs) and the surge in EV battery plants across the U.S. opened up an exciting opportunity for DIRECTAIR®. While we're already working with some EV battery plants, the potential is massive.

Semiconductors, essential in both EV production and electronics, are seeing skyrocketing demand. A 2023 \*ConstructionDive.com\* report showed EV battery plants contributed \$35.2 billion to electrical machinery construction, accounting for 47% of all manufacturing construction. This highlights a growing need for reliable compressed air solutions, and DIRECTAIR® is uniquely positioned to meet that need.

### Strategic Alignment with SEMICON WEST

The semiconductor industry values precision and efficiency, and demand for reliable compressed air remains strong—even in tough economic times. DIRECTAIR® is the perfect solution, eliminating the need for costly capital investments in compressor systems and offering a dependable, scalable service.



# Show of Focus & Measurable Goals

## Reaching the Right Audience at SEMICON WEST

SEMICON WEST attracts the key professionals we want to talk to—engineers and executives who are focused on innovation and operational excellence. It's the ideal place for us to engage with decision-makers and show how DIRECTAIR® can help reduce costs, boost reliability, and improve operational efficiency.

## Objectives

Entering any new market or trade show requires careful strategy. While we have some experience selling to EV battery plants, we've never specifically marketed to the semiconductor industry before. As Marketing Coordinator, my role encompasses not only planning, executing, and attending the trade show, but also managing every aspect of pre-show, at-show, and post-show marketing. While jumping into a new industry can feel daunting, I found confidence in turning back to my notes from sessions **3006R: Multi-Channel Marketing Strategies for Your Live Events and Trade Shows** and **3011R: How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program**. These sessions provided invaluable guidance and worked hand in hand with our overall strategy.

Using insights from each session and my industry experience, my team and I outlined key questions we needed to address:

- What are our strategies for SEMICON WEST?
  - **Session 3006R** emphasizes the importance of utilizing a multi-channel approach, integrating pre-event campaigns like PPC ads, landing pages, blog and social media to build momentum, and post-event follow-up to nurture leads.
- How will we execute these goals?
  - Leveraging lessons from **3011R**, I know that aligning our exhibit booth and marketing assets with DIRECTAIR®'s brand identity is critical to create consistency and trust in a new market.
- How will success be measured?
  - From **3006R**, we assessed performance using metrics such as lead generation, engagement on digital platforms, and post-event follow-up success, ensuring our multi-channel marketing approach maximizes ROI.



# Show of Focus & Measurable Goals

## Objectives

- What assessment methods will be used?
  - **3011R** provided valuable insights on using brand-related metrics to evaluate customer perception and brand reinforcement at the event.
- What pre-, at-, and post-event follow-up methods will be employed?
  - Following **3006R**, we planned to implement a robust multi-channel follow-up strategy including personalized emails, lead nurture campaigns, and social media engagement to ensure long-term relationships with prospects.

In addition to our multi-channel marketing strategy, we also needed to focus on building our brand in the semiconductor industry. **3011R** emphasized the importance of consistency in branding across all touchpoints, from booth design to marketing collateral, ensuring that our brand is recognizable and aligned with our values.

We are creating a new booth for this year's event, which raises further questions:

- How will the exhibit align with broader brand goals?
  - From **3011R**, we know that the exhibit booth must reflect DIRECTAIR®'s identity and effectively communicate our expertise in the semiconductor industry.
- How do we make our brand more recognizable in these new industries through our booth design?
  - Using lessons from **3011R**, we focused on creating a cohesive brand experience that resonates with semiconductor professionals, emphasizing innovation and reliability.
- What design elements will best communicate our brand's identity?
  - We applied the strategies from **3011R** to ensure the booth design and presentation clearly convey DIRECTAIR®'s unique value proposition as a provider of scalable, turnkey compressed air solutions.

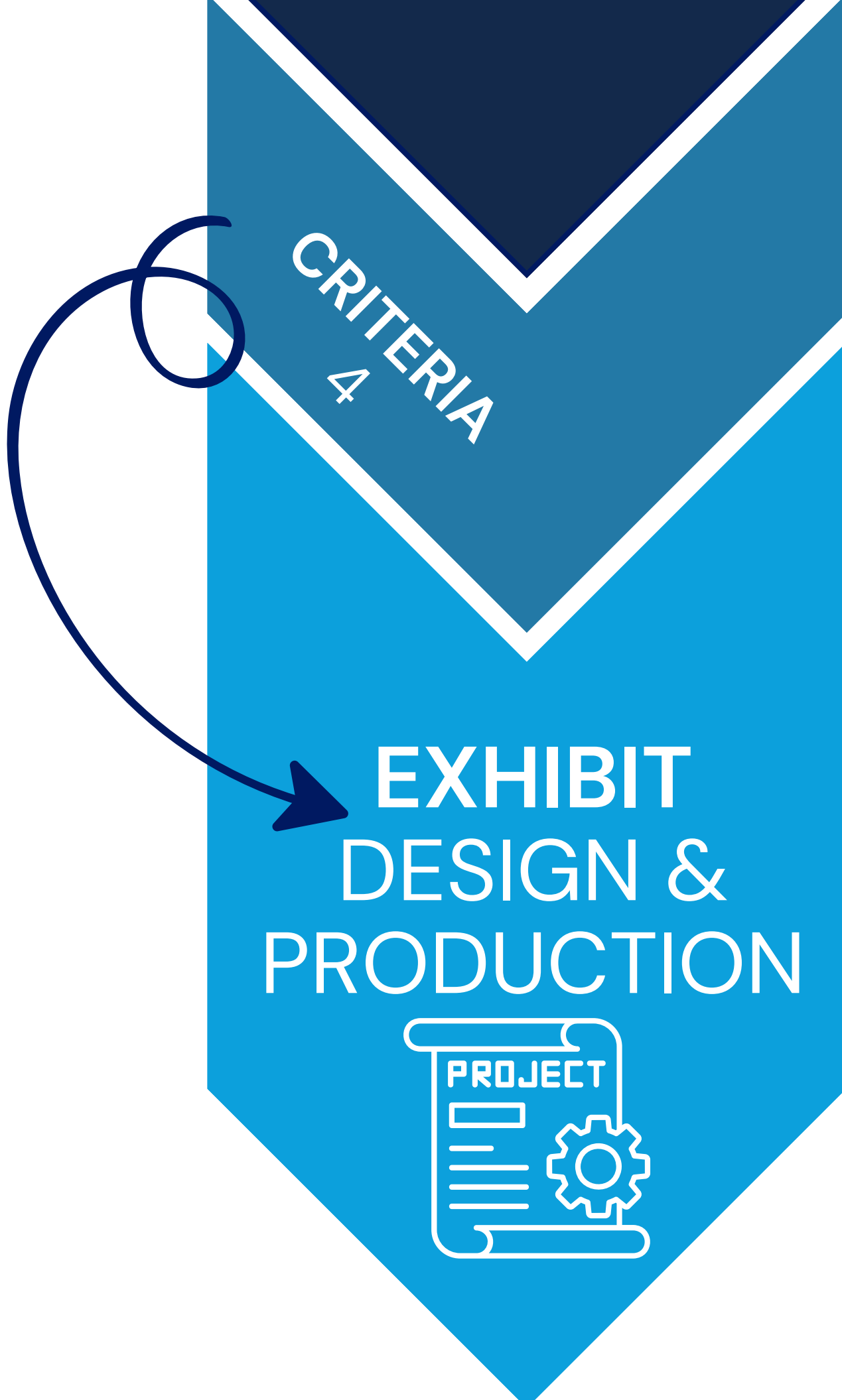


# Show of Focus & Measurable Goals

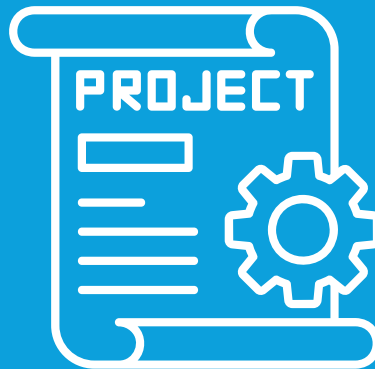
## Measurable Goals

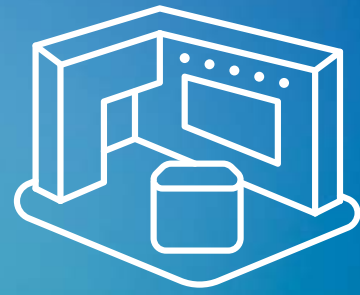
| STRATEGIES  | TACTICS   | ASSESSMENT METHODS  | MEASURABLE GOALS  |
|---|---|---|---|
| Build brand awareness in the semiconductor industry.      | Building landing page, email campaigns, LinkedIn posts, new blogs, , PPC targeting SEMICON attendees. | Track landing page views and submission rate, email open rates, social impressions, new website blog users/duration, CTR. | 100+ landing page clicks, 2%+ landing page submission, 20% email open, 100+ social impressions, 15% new blog users. |
| Maximize foot traffic to the booth.                       | Badge scanning and retargeted ads post-visit.   | Measure booth traffic and engagement rates post-show.   | 100+ booth visitors, 30% visit-to-lead conversion rate.   |
| Generate and nurture high-quality leads.                  | Lead capture forms, post-show follow-up emails, and social media engagement.                          | Monitor lead capture form completions and follow-up conversion rates.   | 75 new qualified leads, 50% follow-up engagement rate from sales calls.   |
| Leverage exhibit marketing for brand growth.              | Align booth design and staff with DIRECTAIR® brand goals.   | Conduct visitor surveys and assess brand perception via social media polls.   | 80% positive brand recall through post-show calls, 10% increase in overall brand recognition.                       |
| Engage prospects post-event via multi-channel strategies. | Deploys lead nurturing campaign follow-up emails, social recaps, and remarketing ads.                 | Evaluate email click-through rates and social engagement metrics.   | 20% email open rate for post-show follow-up campaigns, 5+ direct inquiries.   |

CRITERIA  
4



**EXHIBIT  
DESIGN &  
PRODUCTION**





# Exhibit Design & Production

## Exhibit Planning & Goals

During the initial planning and design process, we incorporated insights from session **6091 Sustainable Exhibitions and Events**, focusing on selecting materials and designs that minimized environmental impact. Our emphasis was on modularity and scalability—not only for cost efficiency but also for sustainability. The goal was to create a booth that could be reused across multiple trade shows without requiring a complete rebuild, ensuring that the booth met both financial and environmental objectives.

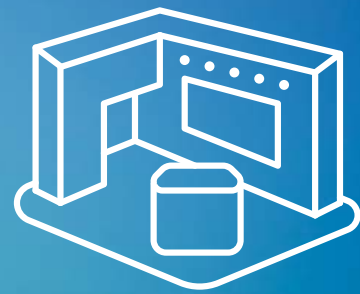
One of the key challenges we faced was representing our DIRECTAIR® module, which is a large, building-sized unit placed outside factories. Given the size and scale of the module, it is difficult to showcase it physically in a trade show space. To address this, we wanted our booth design to resemble the exterior of the module, allowing attendees to visually connect the graphics with the product itself. This was a crucial aspect of our new booth design and aligned directly with our overall branding strategy.

We selected Exhibit Options (EXO) as our partner, due to their proven ability to deliver high-quality, sustainable modular displays tailored to our specific needs, all while working within our \$30,000 budget. A key requirement was that the booth be flexible enough to scale from a 10'x10' to a 10'x15' configuration based on the demands of each trade show, eliminating the need for two entirely separate booths. This flexibility was essential to our strategy of maintaining sustainability while controlling costs.

Given that Exhibit Options is located in Las Vegas, Nevada, and we are based in Central Ohio, all communications were conducted via email and Teams meetings. Despite the geographic distance, the collaboration was seamless, and the design process fully accommodated our specifications and goals, with the graphics effectively representing the DIRECTAIR® module's exterior in a compelling way.

## Design & Production: Requirements

As we did not follow a formal Request for Proposal (RFP) process, we instead provided a detailed list of design requirements to ensure the booth aligned with our vision for sustainability, flexibility, and attendee engagement. What you see next is an outline that was put together based off of those specific design requirements:



# Exhibit Design & Production

## Design & Production: Requirements (ie. Needs List)

DIRECTAIR®



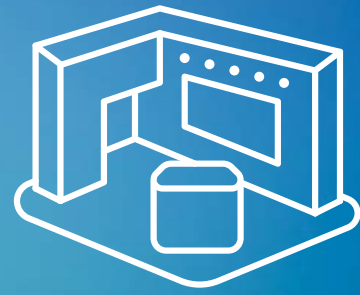
TRADE SHOW BOOTH

**Company Overview**  
*DIRECTAIR® is a leading provider of compressed air as a utility, known for its reliability, efficiency, and turnkey solutions. We are expanding into new markets, including the semiconductor industry, and require a trade show booth that reflects our innovative approach, meets sustainability goals, and enhances attendee engagement.*

BOOTH DESIGN REQUIREMENTS



- 1. General Specifications**
  - Booth Size: 10 x 15 (expandable to other configurations such as 10x15)
  - Purpose: To showcase DIRECTAIR®'s solutions and engage key decision-makers with a focus on innovation, precision, and sustainability.
  - Key Elements:
    - Modular and scalable design to allow reconfiguration for different trade show spaces.
    - Open and interactive layout to encourage attendee engagement.
    - Integration of digital displays to showcase real-time data and product demonstrations.
- 2. Visual Impact**
  - Branding: Booth should clearly reflect DIRECTAIR®'s brand identity, using the company's color palette, logo, and messaging.
  - Graphics: High-quality, eco-friendly graphics that communicate our core messages of reliability, efficiency, and innovation. The graphics should be easily replaceable for future shows to reduce environmental impact.
  - Lighting: Energy-efficient LED halo lighting and spotlighting to enhance visual appeal and key messaging areas.
- 3. Sustainability Requirements**
  - Materials: Use lightweight, sustainable materials such as extruded aluminum frames and recyclable graphics (e.g., Sintra) to reduce environmental impact.
  - Modularity: Booth components should be reusable across multiple trade shows to minimize waste and align with DIRECTAIR®'s sustainability goals.
  - Energy Efficiency: Incorporate energy-efficient lighting, A/V, and other booth features to reduce power consumption on the trade show floor.
- 4. Interactive Elements**
  - A/V Components:
    - Samsung 50" LED 4K UHD TV for digital presentations.
    - TouchWo 27" Android touchscreen display for interactive demos.
  - Engagement: Ability to display real-time data on the screens, showcasing how DIRECTAIR®'s solutions impact specific industries such as automotive and semiconductor manufacturing.

1



# Exhibit Design & Production

## Design & Production: Requirements (ie. Needs List)

## DIRECTAIR® TRADE SHOW BOOTH

### 5. Booth Structure

- Frames:
  - Durable, lightweight extruded aluminum frames.
  - Modular design to allow for quick setup and teardown, as well as easy expansion or reduction of booth size.
  - Custom Elements:
- Custom-fabricated canopy for added visual appeal.
  - Laminated wood finishes for the counter and display areas to create a professional, high-quality look.
  - Storage within the booth for marketing materials and giveaways.

### PROJECT REQUIREMENTS

#### 1. Timeline

- Requirements Submission Deadline: [8/1/2023]
- Design Meeting [10/3/2023]
- Art and Graphics Submission Deadline: [12/30/2023]
- Booth Completion Deadline: [3/30/2024]
- Delivery and Setup Deadline: [7/12/2024]

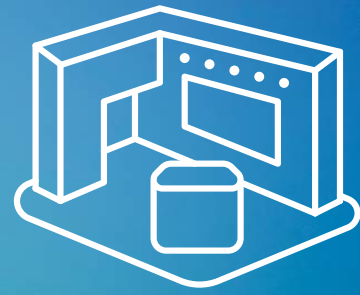
#### 2. Budget

- Total Budget: \$35,000
- Includes design, production, A/V, graphics, flooring, literature stand, crate, lighting, labor.

#### 3. Deliverables

- Design renderings and layout plans for the 10x10 booth and 10x15 booth option.
- Material samples to meet sustainability goals.
- Full production timeline with key milestones.
- Cost breakdown for each design element (hardware, graphics, A/V, labor, shipping, etc.).

2



# Exhibit Design & Production

## Design & Production: Budget vs. Actuals

### 1. Hardware

Budget: \$10,000

Actual: \$9,767.93

Variance: \$232.07 under budget

*The actual cost for hardware, including the custom modular frames and booth components, closely matched the budget, reflecting efficient cost management.*

### 2. Graphics

Budget: \$4,000

Actual: \$1,807.84

Variance: \$2,192.16 under budget

*Graphics costs were significantly lower than expected, due to the use of Sintra-mounted graphics and reusability across different trade shows, which minimized production needs.*

### 3. Audio/Visual (A/V)

Budget: \$3,000

Actual: \$2,084.79

Variance: \$915.21 under budget

*A/V expenses, including the Samsung 50" LED TV and touchscreen displays, were below the estimated budget, contributing to overall savings while still delivering high engagement.*

### 4. Flooring

Budget: \$2,000

Actual: \$888.74

Variance: \$1,111.26 under budget

*Flooring expenses were kept to a minimum, utilizing rollable vinyl, which was durable and cost-effective across multiple events.*

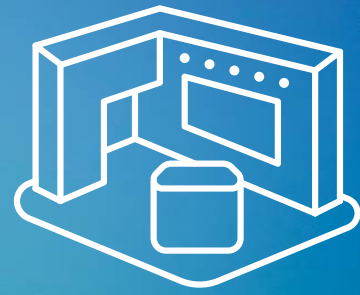
### 5. Labor

Budget: \$4,000

Actual: \$2,200

Variance: \$1,800 under budget

*Labor costs for setup and teardown were lower than anticipated, likely due to efficient processes that reduced overall labor hours.*



# Exhibit Design & Production

## Design & Production: Budget vs. Actuals

### 6. Miscellaneous

Budget: \$2,000

Actual: \$1,000

Variance: \$1,000 under budget

*Miscellaneous costs, including project management and shipping, were also below budget, demonstrating effective vendor relationships and logistics management.*

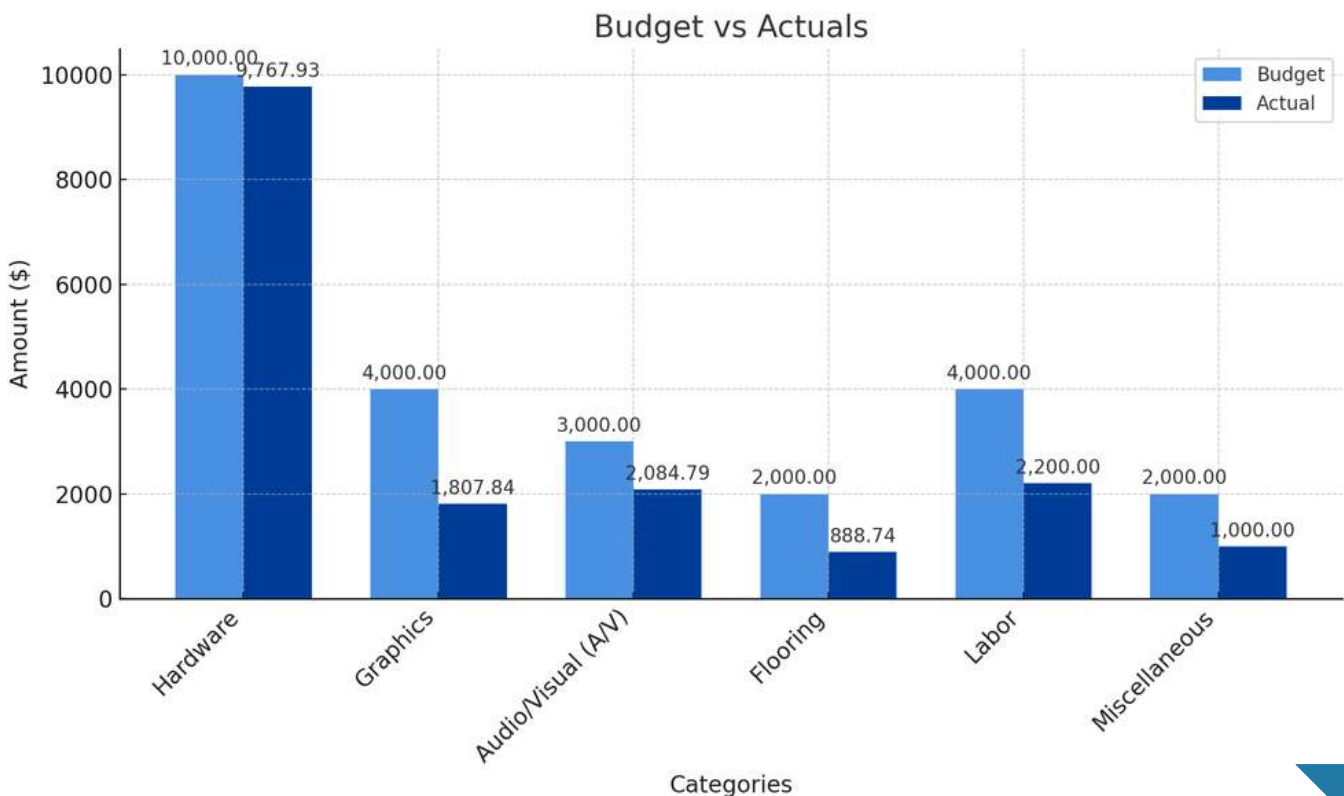
### Total

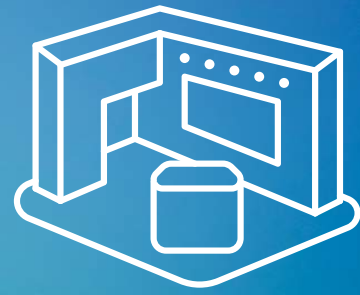
**Budget: \$30,000**

**Actual: \$29,908.25**

**Variance: \$91.75 under budget**

The project was completed just under the budget of \$30,000, ensuring that all aspects of the booth, from design to installation, were managed effectively without sacrificing quality or attendee engagement potential.

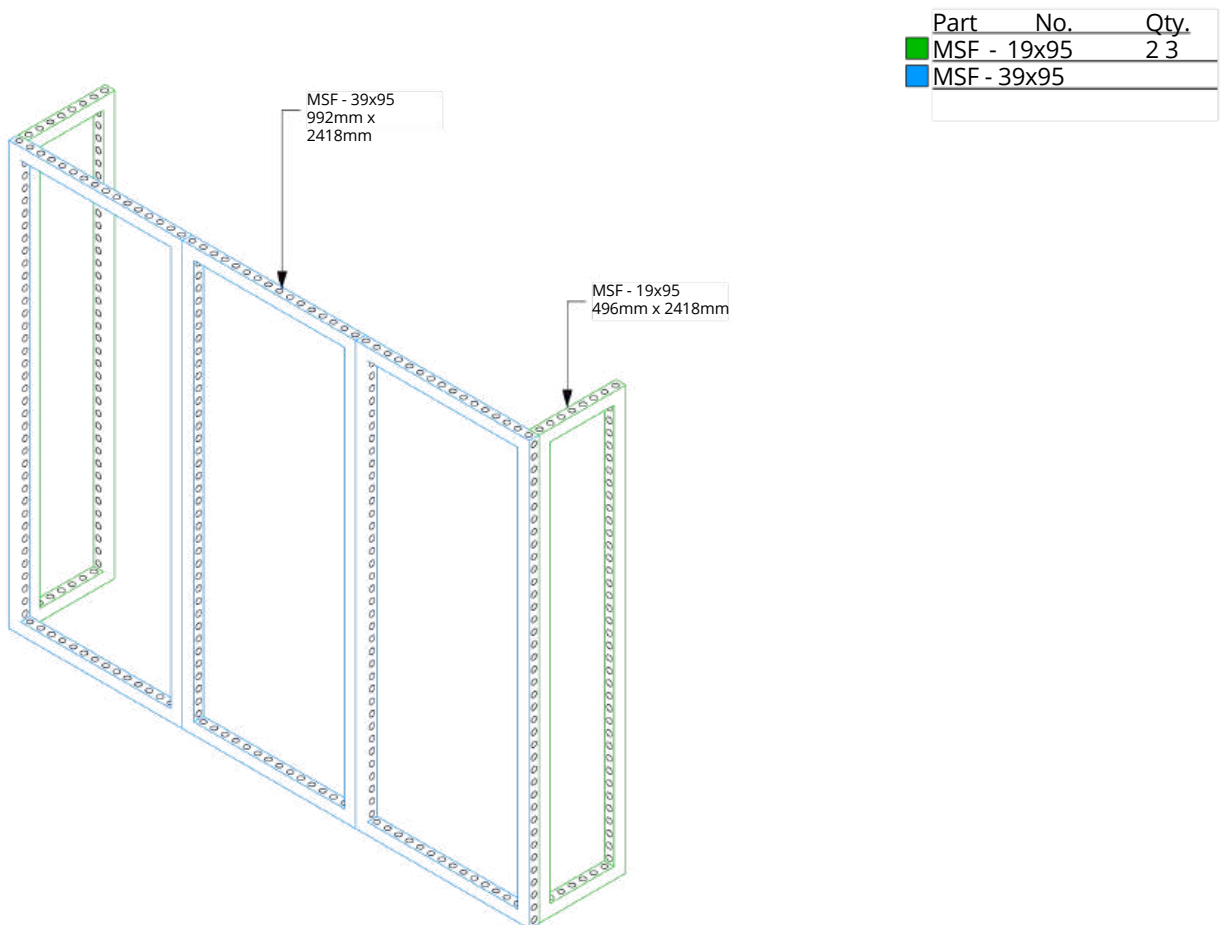




# Exhibit Design & Production

## Design & Production: Visual Layout 10'x10'

In line with our commitment to sustainability, the booth's modular design not only allowed for adaptability across different trade show spaces but also minimized waste by enabling reconfiguration without new materials. For example, we expanded the 10'x10' design to a 10'x15' format by adding frames and graphic elements. The design supports the core principles of both sustainability and functionality, offering a flexible layout that can be repurposed for future use, reducing the overall environmental impact.

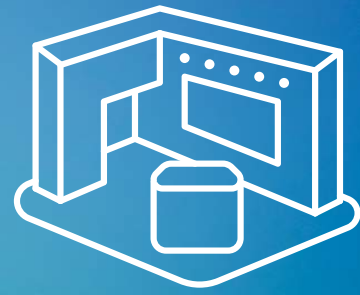


10x10 design option that shows the build, 3 back panels sizing as well as 2 side panels



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OTC Industrial Technologies • TBD July 5-6, 2024  
Booth size: 10 x 10 • Booth number: TBD • Design no. 415358.2

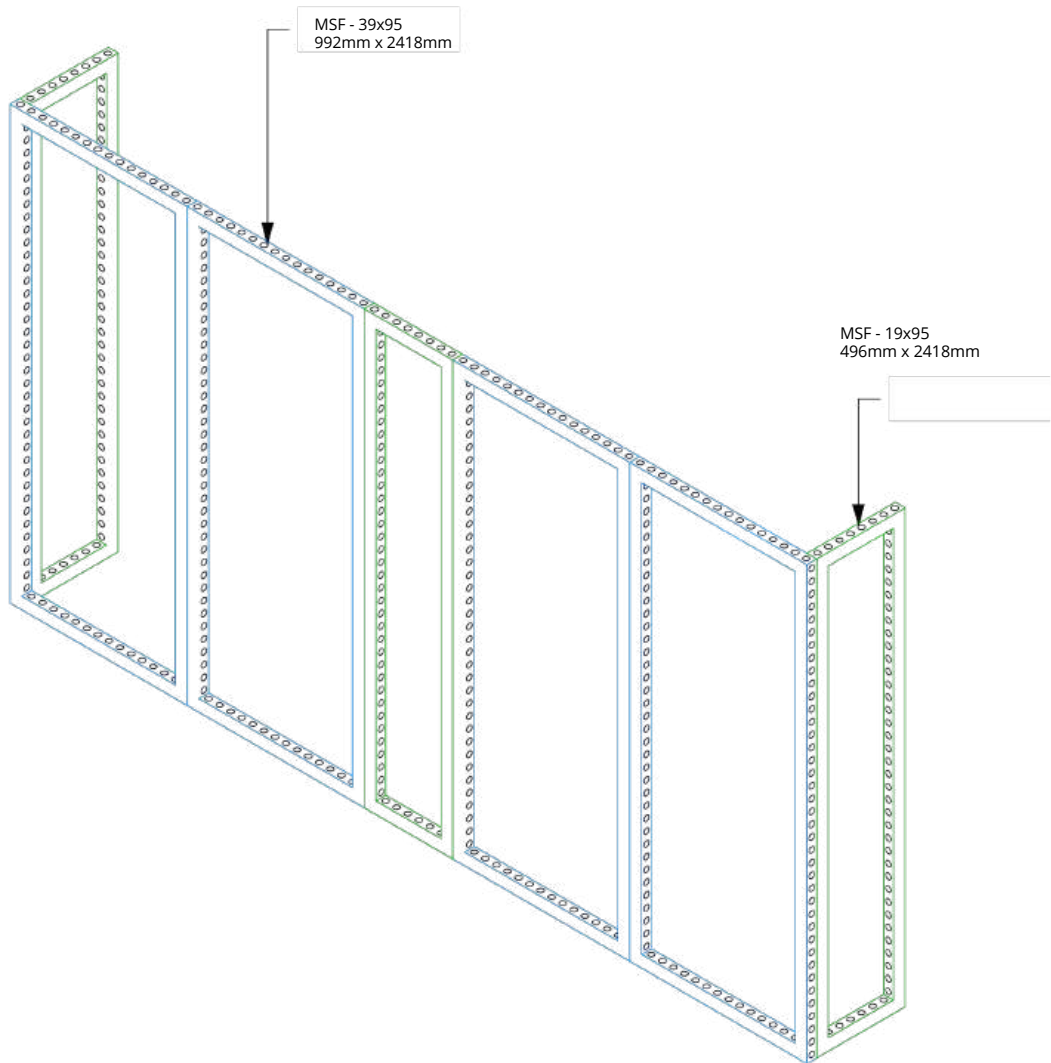


# Exhibit Design & Production

## Design & Production: Visual Layout 10'x15'

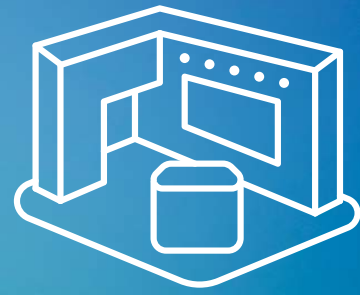
10'x15' design option that shows the build, 3 back panels sizing as well as 2 side panels but this one also includes an additional back panel for that extra length.

| Part | No.         | Qty. |
|------|-------------|------|
| ■    | MSF - 19x95 | 3 4  |
| ■    | MSF - 39x95 |      |



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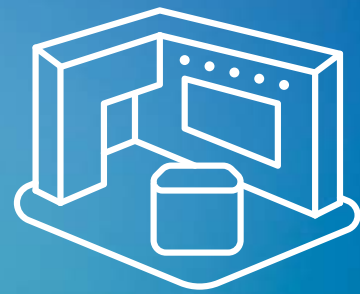
OTC Industrial Technologies • TBD • July 5-6, 2024  
 Booth size: 10x10 , 10x15 • Booth number: TBD • Design no. 415358.3



# Exhibit Design & Production

## Design & Production: Visual Layout 10'x10'

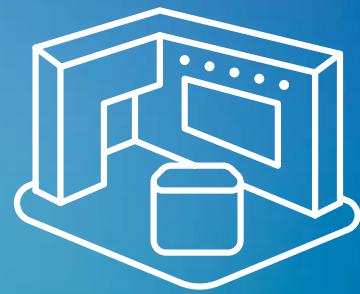




# Exhibit Design & Production

## Design & Production: Visual Layout 10'x15'

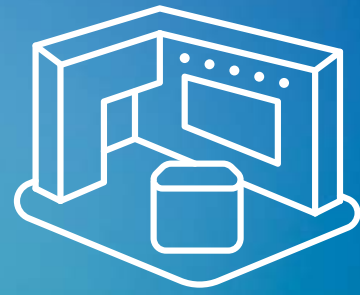




# Exhibit Design & Production

## Design & Production: Final Build





# Exhibit Design & Production

## Production Strategies

The production of our booth was a collaborative effort between our internal team and Exhibit Options (EXO), our design partner. This partnership ensured that our booth met both functional and aesthetic requirements while staying aligned with our budget and DIRECTAIR®'s brand identity.

### Collaboration with EXO

Our team provided the vision—what we wanted to communicate, how we needed the booth to function, and the vibe we wanted it to give off. EXO helped bring it all to life, turning our ideas into detailed renderings and prototypes that captured DIRECTAIR®'s unique value.

### Key Production Steps

1. **Concept Development** – The project began with brainstorming sessions where our team outlined the booth's purpose and goals, such as showcasing the DIRECTAIR® solution's scalability and energy-saving benefits. EXO created renderings and 3D models to visualize the final design.
2. **Material Selection** – Sustainability and cost-effectiveness were top priorities. Durable, reusable materials were chosen, such as Sintra-mounted graphics and rollable vinyl flooring. These ensured the booth could withstand multiple shows while minimizing waste.
3. **Graphics and Messaging** – Our internal marketing team provided the brand assets, including high-resolution images and messaging. EXO integrated these elements into the booth's design, ensuring the graphics were visually engaging and clearly communicated DIRECTAIR®'s value proposition.
4. **Interactive Features** – We knew we needed something to stand out, so we included an interactive virtual walkthrough and digital displays to show DIRECTAIR® in action. EXO helped integrate these elements physical elements to play the experience seamlessly into the booth design.

### Outcome

The final booth design was a success, meeting all our requirements while staying within the allocated budget. The modular setup allowed for seamless transitions between different trade show spaces, and the interactive elements provided a dynamic way to engage with attendees and showcase DIRECTAIR®'s capabilities.

CRITERIA  
5

# INTEGRATED MARKETING COMMUNICATION



# Management of IMC



## Communication Strategy: Planning

For the marketing strategy at SEMICON WEST 2024, I applied the principles learned in elective **Session 3015R Integrated Marketing Communications**. This session provided a framework for developing cohesive multi-channel marketing efforts that deliver a seamless and consistent experience to audiences. It emphasized the importance of aligning communication strategies with overarching marketing goals to ensure maximum impact and ROI. Additionally, the session highlighted the need to carefully select communication channels based on our target audience, budget, and event-specific objectives.

One of the key takeaways from the session was the value of combining multiple communication methods to create a single, unified strategy. At SEMICON WEST, I leveraged social media, email marketing, a landing page, PPC, and targeted digital advertising to achieve our goals. Social media was particularly effective for building brand awareness and driving engagement. As a company establishing its presence in the trade show space, it allowed us to connect with attendees on platforms they already use, generating buzz before and during the event. This approach was not only cost-effective but also provided measurable engagement metrics, giving us real-time insights into campaign performance.

We also created a dedicated landing page for SEMICON WEST, which centralized event-specific information and served as a tool for capturing leads. Targeted advertising complemented this by directing high-value prospects to the page, while email campaigns ensured consistent communication with both existing and potential leads.

Drawing on lessons from **3015R Integrated Marketing Communications and 3006R Multi-Channel Marketing Strategies for Your Live Events**, we structured our approach to address each stage of the attendee journey—building pre-show excitement, engaging visitors during the event, and nurturing leads post-show. This was our first opportunity to develop and execute a fully integrated multi-channel marketing strategy from the ground up, allowing us to explore how these channels could work together to amplify our messaging.

# Management of IMC



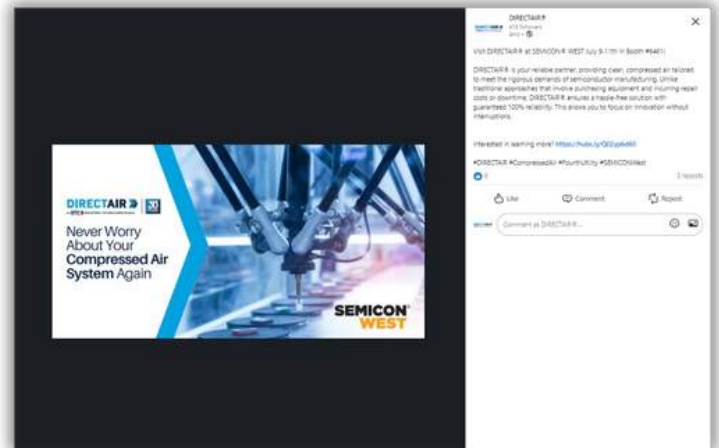
| METHOD OF COMMUNICATION          | RATIONALE  | TARGET AUDIENCE   | MEASURABLE GOAL  | ASSESSMENT METHOD  | RESULTS  | RECOMMENDATIONS FOR IMPROVEMENT   |
|----------------------------------|--|---|--|--|--|---|
| Landing Page                     | Low cost; landing page dedicated to show audience and will capture leads effectively.            | Event attendees and potential leads exploring DIRECTAIR® solutions.                 | Achieve 500 unique visitors with a 15% submission rate.              | HubSpot  | 173 unique visitors with a 2.89% submission rate (5 leads captured). | Optimize design to reduce bounce rate and add interactive elements like videos or case studies. |
| Paid Digital Ads                 | Target decision-makers in the semiconductor industry to drive booth traffic and lead generation. | Engineers, executives, and procurement professionals in the semiconductor industry. | Generate 4% CTR and 10 conversions.                                  | HubSpot  | 5.63% CTR with 2 conversions.  | Expand budget and refine targeting criteria for better conversion rates.                        |
| Show Specific Social Media Posts | Build brand awareness and engage audiences leading up to the event.                              | Industry professionals and influencers on LinkedIn and Facebook.                    | Achieve 500 total impressions for SEMICON posts and 3% CTR.          | HubSpot  | 600 impressions and average CTR of 0.87%.                            | Use video content and boosted posts to increase engagement further.                             |
| Industry Specific Blog Posts     | Build awareness in the industry with specific blog posts driving new traffic to website.         | Attendees actively following the show hashtag or event updates.                     | Increase new website users by 15% with average web session of 1m 30s | HubSpot  | 36% increase new web users and average session duration of 2m 38s    | Optimize content for SEO and utilize for paid digital ads.                                      |
| Geofencing Ads                   | Capture nearby attendees actively engaging at the event by targeting their mobile devices.       | Event attendees within a 1-mile radius of the convention center.                    | Reach 100 mobile users near the booth.                               | Use geofencing analytics to track impressions, clicks, and proximity engagement. | Did not implement due to time constraints.                           | Implement geofencing for the next trade show to measure effectiveness.                          |
| Post-Show Email Campaign         | Re-engage leads and nurture relationships to convert them into opportunities.                    | Booth visitors, event leads, and post-show inquiries.                               | Achieve avg 20% open rate and 10% click-through rate.                | HubSpot  | Achieved 15.91% avg open rate and 17.63% CTR.                        | Segment email lists further and use personalized subject lines to improve response rates.       |

# Management of IMC

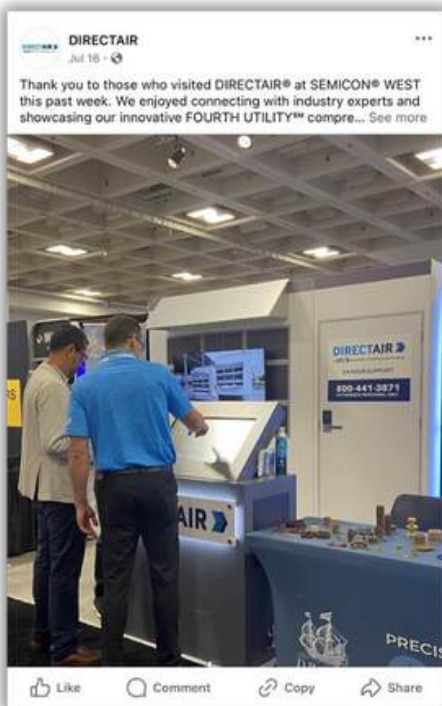


## Event Strategy Visuals – Social Media

### Social Media: LinkedIn



### Social Media: Facebook



# Management of IMC



## Event Strategy Visuals – Email Campaign

E-Mail 1

[About](#) [Advantages](#) [Contact Us](#)

Hello Customer,

Thank you for letting us know you're coming to SEMICON<sup>®</sup> WEST. We're excited to see you there! Be sure to stop by booth #6461 to learn how DIRECTAIR<sup>®</sup> can set you apart from the competition in manufacturing.

See you soon.

The DIRECTAIR<sup>®</sup> Team

**DIRECTAIR<sup>®</sup> Quick Links**

What is DIRECTAIR<sup>®</sup>?

[Learn More](#)

DIRECTAIR<sup>®</sup> Green Benefits

[Learn More](#)

**Contact Us**

9113 Le Saint Dr,  
Fairfield, OH 45014

614-963-8902

[Unsubscribe](#) [Manage Preferences](#)

DIRECTAIR, 9113 Le Saint Dr, Fairfield, OH 45014, USA, 614-963-8902  
[Unsubscribe](#) [Manage preferences](#)

E-Mail 2

[About](#) [Advantages](#) [Contact Us](#)

Hello Customer,

We are so excited to see you at SEMICON<sup>®</sup> WEST 2024! Before the event we wanted to introduce ourselves.

DIRECTAIR<sup>®</sup> is a product of OTC Industrial Technologies, the largest industrial compressed air sales and service company in North America. With 30 years of experience, we know a thing or two about compressed air and how it can help your operations run smoother and your bottom-line land in the green.

We're proud to deliver our FOURTH UTILITY<sup>™</sup> compressed air service to your company with an unmatched 100% guaranteed uptime, superior support, next level technology, and accessibility on your terms.

That's right, we provide system dependability 24/7, 365 days a year.

**What is DIRECTAIR<sup>®</sup>**

We call it the FOURTH UTILITY<sup>™</sup>: water, gas, electric, and now, compressed air. Click the video and in under 5 minutes, see how the #1 compressed air utility solution could work for you.

[Watch and Learn](#)

**7 Key Benefits**

Reliability and preventative maintenance are just two reasons why more manufacturers than ever are turning to DIRECTAIR<sup>®</sup> compressed

# Management of IMC



## Event Strategy Visuals

### DIRECTAIR® SEMICON WEST 2024 Landing Page – Microsite Preview

# Join DIRECTAIR®

## at SEMICON® WEST 2024

Booth #6461

**Check Us Out at SEMICON® WEST 2024!**

**July 9-11, 2024**

**Moscone Center, San Francisco, CA**

In the intricate world of semiconductor manufacturing, where precision and reliability are key, there's a behind-the-scenes hero for so many that deserves recognition: DIRECTAIR®. This innovative compressed air solution isn't just another tool; it's a game-changer that's reshaping how factories operate in this highly competitive industry.

Want to learn more about the work we've done? Stop by and chat with the team at booth #6461. Get the chance to talk about your business one-on-one with one of our air specialists and learn first hand how DIRECTAIR® can take your operation to the next level.

**Visit booth #6461 and enter into a drawing for a JBL Flip 6 Portable Speaker!**

**Can't make it? Fill out the form to right and enter our online drawing.**

**Learn How DIRECTAIR® Can Revolutionize your Business.**

First name

Last name

Email

Company

Will you be attending SEMICON WEST?

Yes! See you at Booth #6461.  
 No, but I want more info about DIRECTAIR®.

**Contact DIRECTAIR®**

Semiconductor Blog  
 Online Blog (Appendix A page 53)  
 Copy/Paste Blog (Appendix A1 page 54)

[Home](#) | [About Us](#) | [Contact Us](#) | [News & Insights](#)

## Transforming Semiconductor Manufacturing The Vital Role of DIRECTAIR®

By DIRECTAIR® Insights Team on June 10, 2024

[BACK TO MAIN BLOG](#)

**DIRECTAIR® INSIGHTS TEAM**

SHARE THIS ARTICLE

f
in

What if your semiconductor manufacturing facility had a compressed air system you never needed to repair or maintain? Imagine having all the clean air you need without ever thinking about it. Picture a cleanroom with a compressed air supply that conserves and saves the heart of your system.

This scenario is not a dream, but an everyday reality for DIRECTAIR® customers.

**What is DIRECTAIR®?**

30 years ago, DIRECTAIR® revolutionized the compressed air industry by providing a hard-to-find, turn-key air service solution that addressed the need for manufacturers to purchase, operate, repair, and maintain their own compressed air systems.

Similar to the way a business pays for the gas, electricity and water they use, DIRECTAIR® customers get all the reliable air they need when they need it and only pay for the air they use. With our POWER-TO-USE™ compressed air service, you never have to worry about production downtime again.

DIRECTAIR® handles the design, installation, operation, repair, and maintenance of the compressed air system that aligns with an energy, but specifically with your business goals in mind.

**Key Benefits of DIRECTAIR® in the Semiconductor Industry**

Production challenges faced by the semiconductor industry are unique in the realm of manufacturing, and must be met with proven, reliable solutions. Let's take a closer look at several significant ways DIRECTAIR® can benefit semiconductor manufacturers.

**Energy Savings**

Semiconductor manufacturers are high energy users and are always looking for ways to reduce expenses. Utilizing the expertise of our in-house engineers, as well as the latest in compressed air equipment and control technology, DIRECTAIR® has consistently provided customers 20-25% energy cost savings.

These additional metrics illustrate the impact we have had on manufacturing operations during the past 30 years.

**Energy Savings with DIRECTAIR®**

**\$350 Million** in color high savings

**Over 4 Billion** in color high savings

**Stay up to date**

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**Posts by Tag**

- [DIRECTAIR® \(9\)](#)
- [Air Supply Group \(5\)](#)
- [General Manufacturing \(4\)](#)
- [Clean Manufacturing \(2\)](#)
- [Utilities and Energy \(1\)](#)

**Trending**

**Revolutionizing the Compressed Air Industry with 30 Years of Innovation**

**DIRECTAIR® Celebrates**

# Management of IMC



## Event Strategy Visuals – Paid Social & PPC Campaign

### PPC – Facebook

#### Facebook

*\*Facebooks system will need at least 7 days to exit the learning phase.*

Objective Traffic, (Website Visits)

Locations Milpitas, CA (+2 miles)

Target Audience **Audience Interest/Technical Focus:**

- Ad Copy:**
- Precision engineering
  - Process control
- Primary text:**

Learn firsthand how our FOURTH UTILITY<sup>SM</sup> compressed air service can take your operations to the next level at SEMICON<sup>®</sup> WEST in the intricate world of semiconductor device fabrication, where precision and reliability are key, there's a behind-the-scenes hero that deserves recognition: DIRECTAIR<sup>®</sup>.

#### Headline:

Join DIRECTAIR<sup>®</sup> at SEMICON<sup>®</sup> WEST 2024

#### Description:

Booth #6461

#### CTA:

Learn More [➤ DIRECTAIR- SEMICON WEST 2024](#)

#### Graphics:



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6

RESULTS  
REPORTING  
MANAGEMENT





# Results Reporting

## Results Reporting: DIRECTAIR® at SEMICON WEST

| STRATEGIES  | TACTICS   | ASSESSMENT METHODS   | MEASURABLE GOALS   | RESULTS  | SUCCESS vs WORK TO IMPROVE  | RECOMMENDATIONS FOR IMPROVEMENT   |
|---|---|--|--|--|---|---|
| Build brand awareness in the semiconductor industry.      | Social media campaigns, targeted PPC ads, industry-specific blogs, and trade show presence. | Track social media impressions, blog views, PPC performance, and booth engagement. | 600 social media impressions, 15% new blog users, 5% CTR on PPC ads.                         | 638 social impressions, 36% new blog users, 5.63% PPC CTR. | +38 social media impressions, +16% new blog users, .63% CTR         | Expand blog outreach and collaborate with industry influencers to increase reach and engagement.        |
| Maximize foot traffic to the booth.                       | Align booth design and messaging with DIRECTAIR® brand identity.                            | Monitor booth visitor counts and interactions during the event.                    | 100+ booth visitors, 30% visit-to-lead conversion rate.                                      | 96 visitors, conversion rate unknown as of now.            | -4 booth visitors, conversion rate unknown. 12 month + sales cycle. | Add interactive elements to the booth to further engage visitors and increase conversions.              |
| Generate and nurture high-quality leads.                  | Badge scanning, lead capture forms, and retargeted ads post-visit.                          | Measure lead form completions, follow-up conversion rates, and direct inquiries.   | 75 new qualified leads, 50% follow-up engagement rate.                                       | 96 leads collected, follow-up engagement at 48%.           | +21 new qualified leads, -2% follow up engagement rate              | Adjust follow-up strategies with personalized emails and calls to improve engagement rates.             |
| Leverage exhibit marketing for brand growth.              | Align booth design and staff training with DIRECTAIR® brand goals.                          | Conduct visitor surveys and assess brand perception via social media polls.        | 80% positive brand recall through post-show calls, 10% increase in overall brand recognition | We were unable to complete this due to time constraints    | We were unable to complete this due to time constraints             | Align with sales staff earlier to incorporate visitor survey and incorporate into our existing program. |
| Engage prospects post-event via multi-channel strategies. | Deploy lead nurture campaigns via email, social recaps, and remarketing ads.                | Track email reply rates, click-through rates, and post-show inquiries.             | 20% email open rate, 10% click-through rate, 5+ direct inquiries.                            | 15.91% email open rate, 17.63% CTR, 2 direct conversions.  | -4.09% email open rate +7.63% CTR -3 direct conversions.            | Use video content and testimonials in email campaigns to boost engagement further.                      |



# Results Reporting

## Results Reporting: DIRECTAIR® at SEMICON WEST

As this is a new program for DIRECTAIR®, we are in the process of establishing a consistent review framework to track goals, metrics, and results. Currently, I meet with Janine Robinson, Director of ASG Marketing, to review each trade show holistically. Moving forward, we plan to involve the corporate marketing team and sales team on an annual basis to evaluate event metrics, discuss successes, and identify areas for improvement (see Appendix B). These meetings provide a valuable opportunity for collaboration and strategic planning to refine our approach and ensure we achieve our objectives.

To support the program's growth, we are formalizing the review process to include the following components:

- **Quarterly Check-Ins:** Regular evaluations of individual event results to quickly apply insights to upcoming shows.
- **Goal Tracking:** Consistent alignment on expectations and measurable progress.
- **Enhanced Reporting:** Improved tracking of trends across events and campaigns for data-driven decision-making.

This structured process will ensure alignment across teams while driving continuous improvement as we expand our presence at trade shows like SEMICON WEST.

CRITERIA  
7

CONCLUSION





# Conclusion

## Final Assessment of DIRECTAIR® at SEMICON WEST

SEMICON WEST was a pivotal moment for DIRECTAIR®, but more so for me and our trade show program. As our first venture into the semiconductor industry and my first venture back into the trade show industry after a 7 year break, this event allowed all of us to step into a new market, out of our comfort zones, and showcase the value of our compressed air as a utility solution. By setting clear objectives and aligning our strategy with measurable goals, we were able to generate meaningful results, including 96 leads, over 100 booth visitors, and a strong presence through our multi-channel marketing efforts.

Our ability to draw the right audience and demonstrate how DIRECTAIR® addresses the unique challenges of semiconductor manufacturing proved the effectiveness of our approach. At the same time, we recognized areas where we can grow, such as improving our post-show follow-up processes, allowing time for turnarounds, optimizing SEO, and incorporating more interactive booth elements to boost engagement. SEMICON WEST not only validated our ability to succeed in new markets but also gave us a roadmap for making future events even more impactful.

This experience reinforced the importance of collaboration across teams, from ASG marketing to corporate marketing and sales, ensuring that we remain aligned on goals and execution. SEMICON WEST was more than just a trade show—it was a stepping stone toward expanding our reach and positioning DIRECTAIR® as a trusted partner not only in the semiconductor industry, but the manufacturing industry as a whole.

## Recommendations for Trade Show Improvement

Based on the experience at SEMICON WEST and the insights gained through CTSM coursework, the following recommendations focus on enhancing the success of future trade shows and improving the overall program strategy. These recommendations are aligned with the goals and challenges specific to SEMICON WEST while building a foundation for long-term program growth. DIRECTAIR® will continue to strengthen its presence at trade shows, drive better results, and establish itself as a leader across industries.



# Conclusion

## Recommendations for Trade Show Improvement

Based on our experience at SEMICON WEST and the insights gained through my CTSM coursework, the following recommendations focus on enhancing the success of future trade shows and improving the overall program strategy. These recommendations focus on building on what we've done well while addressing areas where we can grow.

### **1. Strengthen Post-Event Follow-Up and Lead Nurturing**

While collecting 96 leads was a great result, the follow-up engagement rate of 48% shows there's room to refine how we nurture those leads and move them further along the sales funnel.

#### **Recommendations:**

- Create a personalized follow-up strategy with segmented email campaigns tailored to attendee interests, such as specific product benefits or industry challenges.
- Automate parts of the follow-up process using marketing tools that can trigger timely emails and track lead engagement in HubSpot.

#### **Support Strategy: What we've already done!**

- I have worked with our corporate marketing team since SEMICON WEST and am happy to report that we now have a process in place of a true lead nurturing campaign. Since the show, we have also set up or are in the process of setting up the following thanks to the results from SEMICON and the CTSM program:
  - Lead Scoring throughout our organization to optimize our leads and engagement
  - Accurate segmentation of our leads by industries we serve
  - HubSpot workflows and automations to optimize potential hot leads
  - Blog series tied to each specific trade show industry we attend
  - And so much more!

### **2. Refine Metrics and Reporting Processes**

You have to start somewhere. Since this is a new program, my process for reviewing metrics and results was nonexistent until now. Formalizing this process will help me track progress more effectively and make smarter decisions moving forward.

#### **Recommendations:**

- Schedule quarterly reviews to assess individual show results and apply those insights to upcoming events.



# Conclusion

## Recommendations for Trade Show Improvement

- Standardize reporting templates to ensure we're consistently tracking metrics like leads, traffic, and engagement.
- Incorporate qualitative feedback from booth staff and attendees to get a fuller picture of each event's success.

### **Support Strategy:**

- Hold regular meetings with the ASG marketing team and corporate team to ensure we're on track.
- Invest in reporting tools to streamline data collection and analysis; USE HUBSPOT MORE!

## **3. Expand Multi-Channel Marketing Integration**

What I learned: Our multi-channel efforts worked well, but there's an opportunity to make them more cohesive and impactful.

### **Recommendations:**

- Add video content to social media posts, emails, and PPC campaigns.
- Develop industry-specific landing pages for each industry, providing tailored content and capturing more leads for specific shows in those industries.
- Use geofencing ads at trade shows to target attendees nearby and drive booth traffic.

### **Support Strategy:**

- Dedicate budget for video production and advanced ad targeting.

## Strategy Plan to Support Recommended Changes

### 1. Team Collaboration:

- Host regular meetings with marketing and sales teams to review results, align on strategies, and assign responsibilities for pre-show, at-show, and post-show activities.

### 2. Budget Prioritization:

- Reallocate budget to focus on interactive booth elements, enhanced pre-show campaigns, and new multi-channel marketing tools.

### 3. Content Development:

- Build a library of reusable content like videos, case studies, and infographics to strengthen pre-show campaigns and post-event follow-ups.

### 4. Feedback and Adjustments:

- Collect feedback after each event to continuously refine our approach.
- Train teams on new tools and strategies to ensure everyone is aligned and confident in executing the plan.



# Conclusion

## Learning Experiences

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The CTSM program has been instrumental in shaping my ability to create a strategic, results-driven trade show program. The tools and frameworks I've learned have directly influenced how I approach my work with DIRECTAIR®, from setting measurable objectives to crafting multi-channel strategies and analyzing results. These insights have been essential for aligning our trade show efforts with our broader marketing goals and ensuring every initiative is purposeful and effective.

One of the most impactful takeaways from the program has been the ability to develop cohesive marketing strategies that integrate various channels, ensuring our messaging remains consistent and resonates with our target audience. For SEMICON WEST, this approach allowed us to align our booth design, social media, email campaigns, PPC, and follow-up efforts to drive meaningful engagement and achieve measurable results.

Additionally, the program has reinforced the importance of thorough research, careful planning, and adaptability under tight deadlines. These principles have guided my decisions when selecting shows, managing budgets, and executing campaigns. By focusing on clear goals and measurable outcomes, I've been able to evaluate success effectively and identify areas for improvement, such as enhancing post-event follow-up strategies, and creating the potential for a more interactive booth experiences.

Writing this portfolio has been an opportunity to bring together everything I've learned and reflect on the progress I have made. It's been a chance to assess what's worked, refine areas that need improvement, and develop a roadmap for my future success.

Looking back, the combination of CTSM coursework and real-world experience has truly made me a stronger, more strategic marketer. The lessons I've learned have shaped how I think about trade shows—not just as events, but as opportunities to create meaningful connections, tell our DIRECTAIR® story, and continue to drive growth.

SEMICON WEST was a success in many ways, but more importantly, it served as a learning experience that will continue to influence how not only me, but our company, with collaboration and how we will approach future events. As we refine our program, I'm confident that the knowledge I've gained from CTSM and the insights documented in this portfolio will help us achieve even greater success in the years ahead.



# SESSION REFERENCES



# REFERENCES

## CTSM REQUIRED SESSIONS

|       |  |                    |
|-------|--|--------------------|
| 3006R | Multi-Channel Marketing Strategies for Your Life Events and Trade Shows....      | 14, 15, 19, 20, 35 |
| 3015R | Integrated Marketing Communications.....   | 14, 35             |
| 6020R | The @Show Experience: Understand the Essentials of Exhibit Design.....           | 14                 |
| 2001R | Selecting the Right Shows: The Critical Decision.....                            | 17                 |
| 3011R | How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit.....     | 19, 20             |
| 6008R | From Marketing to Measurement.....   | 14                 |
| 6011R | Event Logistics and Implementation.....  | 14                 |
| 6010R | The Basics of Event Planning and Management – Part I.....                        | 14, 15             |
| 7058R | Thrive Under Deadlines.....  | 14                 |
| 5010R | A Trip Around the World – Must Knows for Global Exhibiting .....                 | 15                 |
| 3050R | Focus on Attention: How to Optimize your Messaging on the Trade Show Floor ..... | 15                 |

## CTSM ELECTIVE SESSIONS

|      |   |        |
|------|---|--------|
| 6091 | Sustainable Exhibitions and Events.....               | 14, 23 |
| 1019 | Best Practices: Trade Show Measurement Made Easy..... | 17     |

## ADDITIONAL RESOURCES

Construction Dive. (2023, September 5). EV battery plant construction booms with growing demand. <https://www.constructiondive.com/news/ev-battery-plant-construction-booms-demand/707853/>



# APPENDIX



# APPENDIX

## APPENDIX A: LINK TO ONLINE BLOG



### **Transforming Semiconductor Manufacturing The Vital Role of DIRECTAIR® | DIRECTAIR®**

Discover how DIRECTAIR® is transforming semiconductor manufacturing with worry-free compressed air solutions, energy savings, cleanroom confidence, and sustainability impact. Join us at SEMICON WEST 2024.

▶ OTC / Jun 19

[https://DIRECTAIR.com/news-insights/transforming-semiconductor-manufacturing?hs\\_preview=SPDQrJbe-169664407691](https://DIRECTAIR.com/news-insights/transforming-semiconductor-manufacturing?hs_preview=SPDQrJbe-169664407691)

# APPENDIX

## APPENDIX A1 :BLOG

DIRECTAIR  
® Blog May  
2024

### Header: Transforming Semiconductor Manufacturing The Vital Role of DIRECTAIR®

What if your semiconductor manufacturing facility had a compressed air system you never needed to repair or maintain? Imagine having all the clean, dry air you want without ever thinking about it. Picture a cleanroom with a compressed air supply so pure that contaminants are the least of your worries.

This scenario is not a dream, but an everyday reality for DIRECTAIR® customers.

#### H2: What is DIRECTAIR®?

30 years ago, DIRECTAIR® revolutionized the compressed air industry by providing a hands-off, worry-free air service that eliminated the need for manufacturers to purchase, operate, repair, and maintain their own compressed air systems.

Similar to the way a business pays for the gas, electricity, and water they use, DIRECTAIR® customers get all the reliable air they need. when they need it and only pay for the air they use. With our FOURTH UTILITY<sup>SM</sup> compressed air service, you never have to worry about production downtime again.

DIRECTAIR® handles the design, installation, operation, repairs, and maintenance of the compressed air system that aligns with an air strategy built specifically with your business goals in mind.

#### H2: Key Benefits of DIRECTAIR® in the Semiconductor Industry

Production challenges faced by the semiconductor industry are unique in the realm of manufacturing, and must be met with proven, reliable solutions. Let's take a closer look at several significant ways DIRECTAIR® can benefit semiconductor manufacturers.

- **H3: Energy Savings**

Semiconductor manufacturers are heavy energy users and are always looking for ways to reduce expenses.

Utilizing the expertise of our in-house engineers, as well as the latest in compressed air equipment and control technology, DIRECTAIR® has consistently provided customers 35%-50% energy cost savings.



# APPENDIX

## APPENDIX A1 :BLOG

These additional metrics illustrate the impact we have had on manufacturing operations during the past 30 years.

**Over \$350 million** in total energy savings

- **Over 4 Billion** total KWH saved

**100% Up Time Guarantee**

With over 17 million hours of reliable compressed air service experience to draw upon, DIRECTAIR® guarantees semiconductor manufacturers they will have all the clean air needed to operate their precision machinery. DIRECTAIR®'s equipment is supported and monitored 24/7 for performance and air quality, 365 days a year.

### H2: Cleanroom Confidence

DIRECTAIR®'s state-of-the-art compressed air system, filters, and control technology keep cleanrooms safe from harmful environmental contaminants that impede the manufacturing process.

### H3: Precision Clean Air Delivery

Semiconductor manufacturing must be held to the highest standards of quality. DIRECTAIR® can be counted on to provide the appropriate amount of dry air pressure complicated machinery needs to operate at top performance.

### H3: Sustainability Impact

In addition to savings in energy costs, DIRECTAIR® helps manufacturers expand their sustainability impact in other key areas.

We have significantly reduced the amount of carbon dioxide our customers' facilities produce. Our DIRECTAIR® solution has been responsible for preventing over 3 million metric tons of CO<sub>2</sub> from being emitted into the atmosphere.

In addition, our highly efficient and dependable compressed air service drastically cuts down on material waste and scrap, reducing landfill usage. Lastly, we work closely with customers to identify and apply for utility company rebates, grants, and discounts.



# APPENDIX

## APPENDIX A1 :BLOG

### **H3: Modular Compressed Air System**

DIRECTAIR®'s compressed air system comes in a self-contained module, which is engineered, and manufactured in our facility. Modules are configured to meet the specific needs of each customer and save our customers on critical floor space as each module is placed outside of their facility.

### **H3: Temperature Control**

Overheating can be extremely destructive to compressed air equipment. Our state-of-the-art compressor cooling technology ensures that DIRECTAIR®'s modules will always operate at peak performance.

### **H2: A Trusted Compressed Air Partner for Semiconductor Manufacturers**

DIRECTAIR® stands as more than just a piece of equipment; it's a trusted partner and embodies a commitment to excellence within the semiconductor manufacturing industry. Its impact on efficiency, reliability, and innovation is profound, making DIRECTAIR® an ideal choice for your compressed air utility service.

Join us at **SEMICON WEST** on July 9-11, 2024, at Moscone Center, San Francisco, CA to discover how DIRECTAIR® is revolutionizing semiconductor manufacturing and shaping the future of the industry.

# APPENDIX

## APPENDIX B

### SEMICON West Campaign Performance Recap

#### Campaign Summary:

Since the launch of the SEMICON West Campaign in early June, with the event taking place from July 9–11, Americaneagle.com effectively executed 5 organic social media posts, 2 blog entries, 1 EV Battery case study, and sent out 3 single send email campaigns. The social media effort drove over 600 impressions, with LinkedIn performance remaining fairly stable across all posts. The first email, aimed at encouraging attendees to visit the DIRECTAIR® booth, achieved the highest engagement. Paid advertisements yielded an average cost of \$4.08 per click and a Click Through Rate of 5.63%. This being our first-time event campaign initiative, each channel performance provides valuable insights for refining future event-specific campaigns to achieve better results.

#### Financial Summary:

| Channel   | Hours                |
|---|----------------------|
| Digital Marketing Strategy & Account Management   | 15 hours, 35 minutes |
| Social Media (Content & Graphics)                 | 13 hours, 55 minutes |
| Blogs, Landing Page Content Creation, Development | 12 hours, 30 minutes |
| PPC   | 6 hours, 35 minutes  |
| Email   | 20 hours, 15 minutes |
| Total Campaign Time                               | 68 hours, 50 minutes |

# APPENDIX

## APPENDIX B



### Overall Performance Summary:

| Channel Type          | KPI's   |
|-----------------------|---|
| LinkedIn Social Posts | <ul style="list-style-type: none"><li>• Total Impressions: 638</li><li>• Total Likes: 21</li><li>• Total Reposts: 11</li><li>• Avg CTR: 0.87%</li></ul>   |
| Blog Posts            | <ul style="list-style-type: none"><li>• Users: 47</li><li>• New Users: 29</li><li>• Sessions: 80</li><li>• Avg. Session Duration: 2m 37s</li><li>• Key Events: 0</li></ul>  |
| Email Single Sends    | <ul style="list-style-type: none"><li>• Avg. Open Rate: 15.91%</li><li>• Avg. CTR: 17.63%</li><li>• Avg. Reply Rate: 1.77%</li><li>• Unsubscribes: 2</li></ul>  |
| PPC (Semicon West)    | <ul style="list-style-type: none"><li>• Cost: \$277.38</li><li>• Clicks: 68</li><li>• Cost Per Click: \$4.08</li><li>• Click-Through Rate: 5.63%</li><li>• Conversions: 1 File Download, 1 Phone Call Click</li><li>• Cost Per Conversion: \$138.69</li></ul> |

# APPENDIX

## APPENDIX B


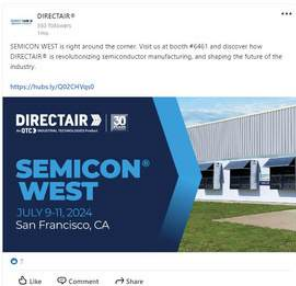
### Social Media Performance:


| LinkedIn<br>Social Posts               | Date<br>Published | Post  | Post Content   | KPI's   |
|--|-------------------|---|--|---|
| <a href="#">LinkedIn Social Post 1</a> | June 7, 2024      |    | <p>Visit DIRECTAIR® at SEMICON® WEST July 9-11th in Booth #6461!</p> <p>DIRECTAIR® is your reliable partner, providing clean, compressed air tailored to meet the rigorous demands of semiconductor manufacturing. Unlike traditional approaches that involve purchasing equipment and incurring repair costs or downtime, DIRECTAIR® ensures a hassle-free solution with guaranteed 100% reliability. This allows you to focus on innovation without interruptions .</p> <p>Interested in learning more?<br/> <a href="https://hubs.ly/Q02yp6d60">https://hubs.ly/Q02yp6d60</a></p> <p># DIRECTAIR<br/>           # CompressedAir<br/>           # FourthUtility<br/>           # SEMICONWest</p> | <p>Impressions: 171</p> <p>Likes: 6</p> <p>Reposts: 3</p> <p>CTR: 1.75%</p> |
| <a href="#">LinkedIn Social Post 2</a> | June 17, 2024     |  | <p>Only three weeks left until SEMICON WEST.</p> <p>Join us on July 9-11, 2024, in San Francisco. Discover how DIRECTAIR® isn't just a piece of equipment; it's a partner in excellence</p>  | <p>Impressions: 119</p> <p>Likes: 6</p> <p>Reposts: 2</p> <p>CTR: 0%</p>    |

# APPENDIX

## APPENDIX B

### Social Media Performance:



|   |                      |   |  |  |
|---|----------------------|---|--|--|
| <p><a href="#">LinkedIn Social Post 3</a></p> | <p>June 28, 2024</p> |    | <p>Mark your calendars for SEMICON WEST on July 9-11, 2024 in San Francisco. Join DIRECTAIR® as we explore how we're revolutionizing semiconductor manufacturing and shaping the future of the industry.</p> <p>Read the blog: <a href="https://hubs.ly/Q02CHmd0">https://hubs.ly/Q02CHmd0</a></p> | <p>Impressions: 142<br/>Likes: 4<br/>Reposts: 1<br/>CTR: 0.7%</p>  |
| <p><a href="#">LinkedIn Social Post 4</a></p> | <p>July 5, 2024</p>  |  | <p>SEMICON WEST is right around the corner. Visit us at booth #6461 and discover how DIRECTAIR® is revolutionizing semiconductor manufacturing, and shaping the future of the industry.</p>  | <p>Impressions: 193<br/>Likes: 5<br/>Reposts: 5<br/>CTR: 1.04%</p> |

| Facebook Social Posts                         | Date Published       | Post  | Post Content  | Metrics   |
|---|----------------------|---|---|---|
| <p><a href="#">Facebook Social Post 1</a></p> | <p>July 10, 2024</p> |  | <p>Our FOURTH UTILITY compressed air service will eliminate maintenance contracts and capital expenditures. DIRECTAIR® takes the burden of managing these complex systems from your team and places it in the hands of our experienced technicians 24/7/365, giving you more time to focus on your products.</p> <p>Learn more: <a href="https://hubs.ly/Q02G0dJ50">https://hubs.ly/Q02G0dJ50</a></p> | <p>Impressions: 13<br/>Likes: 0<br/>Shares: 0</p> |

# APPENDIX

## APPENDIX B

### Blog Performance:

|  |               |   |  |   |
|--|---------------|---|--|---|
|  |               |   | for semiconductor manufacturers.<br><a href="https://hubs.ly/Q02BM yZv0">https://hubs.ly/Q02BM yZv0</a>  |   |
| <a href="#">LinkedIn Social Post 3</a> | June 28, 2024 |   | <p>Mark your calendars for SEMICON WEST on July 9-11, 2024 in San Francisco. Join DIRECTAIR® as we explore how we're revolutionizing semiconductor manufacturing and shaping the future of the industry.</p> <p>Read the blog: <a href="https://hubs.ly/Q02CH hmd0">https://hubs.ly/Q02CH hmd0</a></p> | <p>Impressions: 142</p> <p>Likes: 4</p> <p>Reposts: 1</p> <p>CTR: 0.7%</p>  |
| <a href="#">LinkedIn Social Post 4</a> | July 5, 2024  |  | <p>SEMICON WEST is right around the corner. Visit us at booth #6461 and discover how DIRECTAIR® is revolutionizing semiconductor manufacturing, and shaping the future of the industry.</p> <p><a href="https://hubs.ly/Q02CH Vqs0">https://hubs.ly/Q02CH Vqs0</a></p>                                 | <p>Impressions: 193</p> <p>Likes: 5</p> <p>Reposts: 5</p> <p>CTR: 1.04%</p> |

# APPENDIX

## APPENDIX B

### Email Performance:

| <u>Email Name</u>                            | <u>Delivered</u> | <u>Open Rate</u> | Click-Through Rate | Reply Rate | <u>Unsubscribe d</u> |
|--|------------------|------------------|--------------------|------------|----------------------|
| DA-SEMICON - Email 1 - Attendees             | July 17, 2024    | 25.53 %          | 25%                | 5.32%      | 0                    |
| DA-SEMICON - Email #2 Attendees and Non_July | July 24, 2024    | 13.68 %          | 15.4%              | 0          | 1                    |
| DA_SEMICON Email #3 Attendees and Non_Aug    | August 13, 2024  | 8.51 %           | 12.5%              | 0          | 1                    |