



Leave an Impression not a Footprint.

Tips on how to expand your reach—
not a landfill—with digital collateral in
your trade show program.



Extending Brands
into **experience**



Did you know 25,000 pages of lower-end coated virgin paper is equals to 1 tree? Add to that the environmental impact of printing, shipping/transportation, and waste (once the brochure is tossed) and you've got a huge footprint of collateral damage.

Email, websites and downloadable documents are all common elements in today's marketing landscape. By going digital, information is current, easier to access and distribute, more cost-effective, and eco-friendly.

Can you market smarter, and with a smaller budget, by going digital with your tradeshow marketing? MC² has some key tips and examples to help you make your case to management.

Reduce Costs

Cut Costs. Save a Tree.

Increase Effectiveness

Greater Impact with Less Waste.

Create a Complete Brand Experience

Interact with Customers Beyond the Show.

Build an Eco-Friendly Reputation

Want not, waste not.

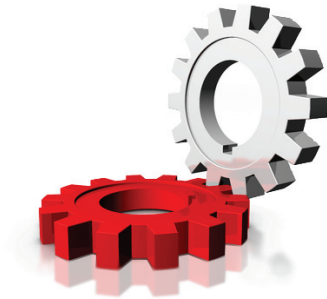


Reduce Costs

Regardless of the design and content of your marketing materials, how effective—and expensive—are they when they end up in the trash

Saving costs without sabotaging marketing results means taking a serious look at your trade show budgets line by line. Going digital eliminates printing costs, packaging, handling, shipping, drayage, and potentially, costs of labor and display units.

**75% of trade show literature is discarded.
— Source: Wall Street Journal**

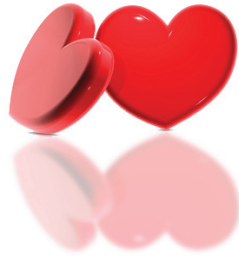


Increase Effectiveness

Digital collateral pieces offer an easier—and more cost-effective—way to keep information current, customized and personalized. In addition, tracking and follow-up capabilities can be built into the materials to connect with prospects after the show.

Use touch screens and print-on-demand services in your booth. Booth visitors can access the information they want, send it to an on-site print station, download to their PDA, or mark it for distribution back to their home office. Print-on-demand services increases the value of your communications by producing personalized materials. Reduce your show footprint by using “green” printing materials.

Printing with recycled materials and soy-based inks saves 47 trees and 75 32-gallon cans of garbage. — Source: Forest Stewardship Council

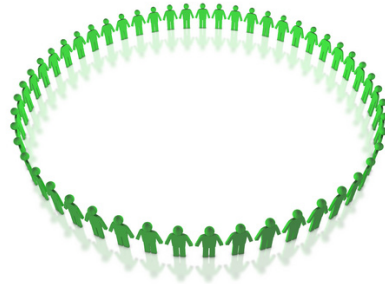


Create a Complete Brand Experience

Going digital leaves a lasting impression on your audience beyond the show. Place extensive and interactive materials on a flash drive. Besides the advantage of being a small, easy to carry, branded giveaway, flash drives can be programmed to present customized messages and auto-load your website.

Engage prospects with sight, sound and emotion. Videos are an effective tool to create a meaningful experience with your brand. Let prospects sell themselves on your brand through a video presentation. In fact, six times as many people prefer video to print information.

**94% of video recipients pass it along to another viewer.
— Source: VidPro.org**



Build an Eco-Friendly Reputation

Plain and simple, going digital is more eco-friendly.



Big Impression Checklist

What kind of impression are your marketing materials leaving behind? Take out the trash in your trade show budget and promise to:

- Cut Costs. Save a Tree.**
- Make a Greater Impact with Less Waste.**
- Interact with Customers Beyond the Show.**
- Want Not, Waste Not.**
- Leave an Impression, Not a Footprint.**

**Want to learn more on how your trade show
presence can have more impact, less footprint?
Contact us today.**



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into **experience**

MC² specializes in design, production and management of integrated marketing programs including events, exhibits, permanent and mobile environments and executive briefing centers. MC² has 10 locations throughout the United States and alliances around the world. We can help you with your collateral-to-digital transformation.

To contact us, email info@mc-2.com or call 800-537-8073.