



VISUALS PDF

**Hewlett-Packard Company  
NDES '99 TRADESHOW**

**mission**

- Introduce HP's Design Chain Engineering (DCE) concept
- Promote the products of HP and their Channel Partners
- Generate maximum traffic and capture information for lead generation

**creative strategy**

- Create a high-level lead generation program to target tradeshow attendees
- Develop a high-end pre-show direct mail and email campaign
- Develop a consistent theme for all elements including incentives and booth graphics
- Use promotional Web pages and advertising banners to generate booth traffic

**implementation**

- Establish deliverables, budget, timeline and milestones
- Compile database including research, surveys and telemarketing
- Produce and manage all direct mail logistics
- Create all booth graphics
- Set-up, produce and manage on-site booth incentives and giveaways
- Set-up and on-site management of "badge-reader" process and database
- Final database updates, analysis and reports

**results**

The booth and all its amenities created the largest number of lead generation traffic HP had ever experienced at NDES. In 3 days HP had over 4000 people complete the lead generation survey form. Both HP and the Channel Partners who were part of the booth considered it an overwhelming success.

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