



- > Xand Marketing produced a successful lead-generating event for SICORP.
- > 150%+ increase in leads over SuperComputing 2004.
- > 60%+ of leads expect to make a purchase within the next 12 months.



**USE YOUR BEAN
WHEN PICKING YOUR
HPC INTEGRATOR.**

CASE STUDY **SICORP SuperComputing 2005**

“I want to let you know how pleased SICORP is with Xand Marketing’s execution of our current engagement. You and your team have done an excellent job of accessing co-op funds, creating a marketing plan, and serving as lead to prepare for our SC |05 campaign. Your performance has exceeded my expectations. I look forward to a long-term working relationship.”

Kevin J. Bovee,
President, SICORP, Inc.

Event Branding and Theme

- > Audience analysis and theme development for Seattle-based show
- > Tag line and logo for SC |05 that combined Seattle’s love of coffee with SICORP message
- > T-shirts and bags of coffee featuring tag line and logo as giveaways for completed surveys

Driving Traffic to Booth

- > Pre-show letter to current clients inviting them to attend as SICORP guests (2% response)
- > Pre-show postcard to pre-registered attendees and prospects instructing them to bring the postcard by the booth for a prize (14% response)
- > Press release about GSA contract; press kits incorporating release with vendor releases from primary vendors whose products were showcased in the booth
- > New website home page promoting new technology at show booth and special giveaways
- > Hourly theme-based give-away (USB coffee warmers) with winners listed at booth, driving return traffic



Booth Support

- > Video demoing new technology from primary vendors whose products were showcased in the booth
- > Flyer soliciting federal contracts and mentioning GSA contract
- > New booth graphics for backdrop and pedestals
- > Ordering of booth furniture/carpeting/etc., assistance with set-up and tear-down
- > Booth duty schedule
- > Sales-force training on show-floor prospecting
- > Booth staff to solicit survey response, allowing salespeople to engage captive audience

Lead Qualification

- > Booth survey to collect information on leads
- > Tabulation and analysis of leads

Lead Follow-up

- > Post-show follow-up mailing consisting of letter + chocolate-covered coffee beans
- > Sales force training on making post-show follow-up calls