



QTI is the exclusive supplier of Calpis' agricultural products in North America. Calpis sells direct to the rest of the world.

The combined booth created synergy between the two companies while maintaining separate identities for an international trade show.

Lectures during the exposition in English, Japanese and Spanish were promoted via postcards and handouts.

役立つ情報満載のプレゼン

米国におけるカルスポリン®  
利用の最新情報  
大友 直樹  
日本語によるプレゼンテーションです

Lecture Hall A,  
1月28日(木曜日)12:30-12:50

CALSPORIN®

The face of trade shows has been changing over the last several years. The idea and philosophy remains the same—it's an opportunity to meet with a lot of prospects and customers at one time at one location. But travel restrictions, budget-watching, and lower participation all play into the new trade show program.

The Gunter Agency's strategy for trade show marketing is the same as any other marketing and promotional program. Rule no. 1 is to get noticed. Rule no. 2 is to have a goal.

We go beyond just the display design. Effective trade show programs are more than just setting up a booth, they are about engaging your clients and prospects. We'll work with you to build a sales and presentation strategy, not just a display. And we'll keep in mind budgets as we try to create multi-functional approaches for future usage and different audiences.

Business events are an experience that are part entertainment and part education. The best events hide the educational aspect and leave the participants with a "wow" when it is all over.

The CUNA "Big Game Hunter" tradeshow booth included teaser banners as you walked into the building, jungle sounds emanating from the booth, and personalized dog tags for every attendee.

Retractable banners are a popular way to display messages due to their portability. They can be used singly or in a multiple banner display.

But that doesn't mean there isn't a goal and message mixed in with the programming. Lasting impressions and actions that are taken later are the ultimate goal of the corporate event.

The Gunter Agency has years of experience creating and running fast-paced, entertaining programs and events, that include advance advertising, accompanying websites, script writing, signage and booklet design, award winning multi-media presentations with video, coordinating and booking of speakers and entertainers, and actual running of the multi-screen presentations.



## Event and Trade Show Marketing



*This trade show display for Swiss Valley Farms included a custom designed display, photography, light boxes and video.*



*Not every trade show is in a building. The Proganics tent at The Farm Progress Show featured banners, a video display, signage for the corn field behind it, and fun posters.*

*Although not a "business event", The Gunter Agency was involved in several components of the All Star Smooth Jazz Cruise's initial launch. Shown are Craig Chaquico and Mindi Abair.*



*Randy & Cindy Gunter shown at their station running an awards show for General Beverage.*

*Below: video segments featuring Windell Middlebrooks, Miller High Life's "Delivery Person", provides comic relief.*



*USA Olympic "Miracle" Hockey Star Mark Johnson speaks to an audience.*