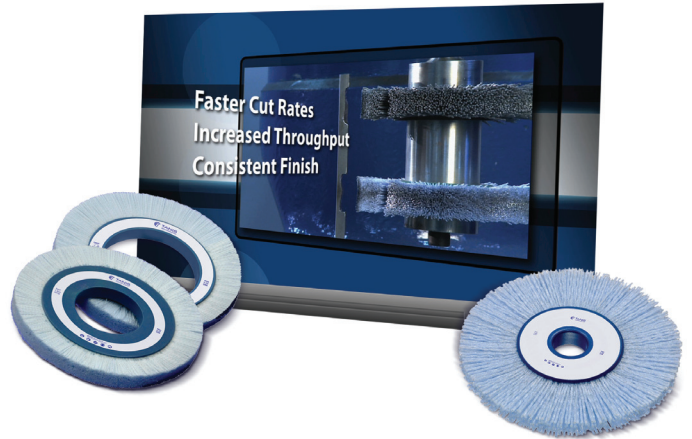


Draw attention to your booth and create a WOW factor at your next tradeshow or conference utilizing video. Introduce your company or product in a brief but highly effective manner.

Tradeshaw loops can be used to:

- Attract attention
- Draw attendees into your booth to learn more
- Introduce new products
- Differentiate yourself from the competition
- Strengthen your brand awareness

Let Saratoga help you produce a tradeshow loop that helps you attract attention to your new products and intrigues attendees to find out more about your company and its offerings. You can count on Saratoga to create an impact and increase leads at your next event!



Tips for Creating a Great Tradeshow Videos

To capture the attention of attendees and draw them into your booth to learn more about your company and its products follow these guidelines:

Keep it Short - A one to two minute video that loops is ideal

Be Concise - Establish your brand identity instantly

Use Key Phrases - Use key terms to get your message across quickly

Be Upbeat - Choose energetic music that is pleasing and fits your audience

Translate - Use for international audiences

Maximize your Effort

Design in modules to allow for maximum flexibility. Messages can be used together or individually in a multitude of communications efforts.

- Design your tradeshow loop as a First Play (introduction) for a menu of multiple product videos
- Product modules can be viewed on your corporate web site
- Post your video on YouTube with a mechanism to drive traffic back to your web site to capture leads
- The videos can be included in an email blast for post show follow-up
- Modules can be inserted into a live presentation
- Use in social networking communications