



AngelVision Technologies

Focus on Trade Shows

You can use your same Impact Movie at ONE Trade Show 6 different ways

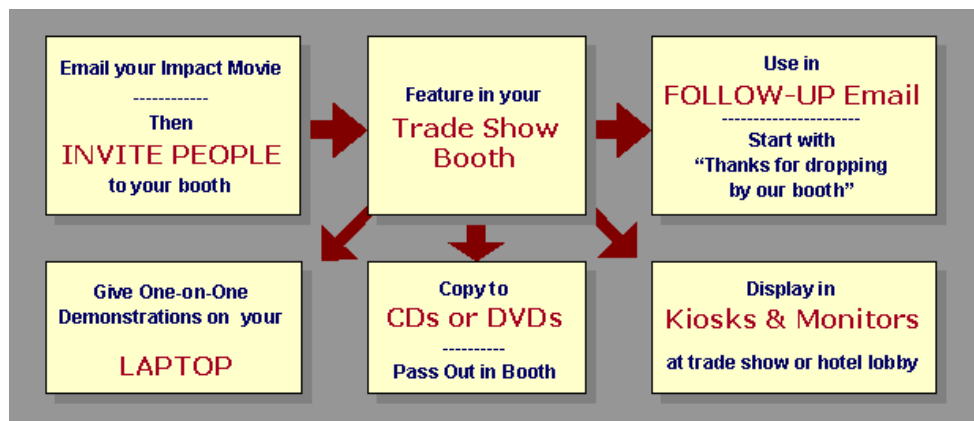


and get the MOST out of your Trade Show Investment

We are all so excited at gaining 20 pounds from eating miniature candies all day. As if repeating, "So, what do you do?" a few hundred times isn't bad enough, you pretend to look busy as people walk past your booth because they're afraid to interact with a (potentially aggressive) salesperson. Oh yes, the joys of working in a trade show booth.

Now, imagine having a movie playing that tells your story in the way that we actually LIKE to get information! Even the "casual passerby" will (1) watch, (2) hear and (3) understand your message because they won't be forced to speak to a salesperson or try to understand a boring, technical datasheet.

Use your ONE Impact Movie ALL These Ways and... Use it for Years



You're already spending a lot of money to be at the show.

Let us help you increase the return on your investment by increasing the number of people who Listen to and Understand your message.

By now, you know that Impact Movies deliver a convincing message to your audience. But what does this have to do with repeating the same jokes a few hundred times? Well, unlike a typical booth that includes a few signs, handouts and a fish bowl to collect business cards, use an informative Impact Movie that can be used 6 different ways – and for years – making Impact Movies the most versatile and effective sales tool in history. But don't take our word for it; read our Customer quotes.

Other Important Benefits of using an Impact Movie in your Tradeshow Booth

- The movie will free up all the time you spend just explaining what you do. Use your Impact Movie instead. Then **use your time** to build relationships with your booth visitors.
- Even the casual "passer-by" will stop, watch and understand your message.
- It will enhance your image in your industry.
- The next time they need your solution, they will remember your movie.
- Even after you can't say anything coherent anymore, your movie will still be broadcasting the same strong message.

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In fact, for less than the cost of ONE Trade Show you can use your same Impact Movie all these ways and for years.



Invitation Email

Use your Impact Movie to drive people to your booth. Email your movie to the attendees a week prior to the show. Include an incentive to drop by.

Customization

- The last sentence of your movie is customized to include booth information.
- Include an incentive to visit your booth.

Trade Show Booth

Feature your movie in your booth on a large screen or on laptops. Let it loop automatically.

Customization

- Swap all files for high res versions.
- Expand to full size.
- Remove form and website links.

CDs to Distribute at the Show

You may not spend \$20,000 to produce a CD, but if they're free why not use them? At a minimum, they will enhance your image. Next time a prospect needs your service, they will remember the company who gave them the CD.

Customization

- Similar to high res version, but includes links.

Follow-up Email

Although it's hard for us to believe, over 60% of trade show leads collected are never used. Now, just email a short note with your movie to all the people who visited your booth.

Customization

- Add "Thank you for stopping by" at beginning of the Follow-up Movie.
- Opportunity to build relationships & reinforce message seen at show.

Demonstrations on Laptop

Give one-on-one presentations to people you meet. Show your movie to Customers, the Press, Business Contacts and Partners.

Customization

- High res Kiosk or Booth version.

Kiosks and Monitors in Lobbies and Waiting Areas

Reinforce the message they saw in your emails or at your booth. Kiosks are typically not expensive. So, if you have already produced an Impact Movie, why not use it as much as you can?

Customization

- Similar to the High res booth version.



We want to help you get the **most** from your trade show investment.

So rather than trying to repeat the same 3-minute sales pitch
- until you forget what you're trying to say -
use an Impact Movie that will deliver a strong and consistent message every time.