



# TRADE SHOW IDENTITY STYLE GUIDE

2024







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**BRAND  
IDENTITY  
FOR TRADE  
SHOWS**

**LOGO FAMILY**

The Banner Engineering logo is a key element to our brand identity. Whether using the logo with or without the tagline, it should be used wherever possible. If using the logo with the tagline “Smarter Automation. Better Solutions.”, changing the font or text of the tagline is prohibited.

**STANDARD LOGO**



**LOGO WITH TAGLINE**



**Smarter Automation. Better Solutions.**



## COLOR PALETTE

### Base Colors

#### White and Black

White as a base for the layout with 80% of area that can be added to with additional colors.

Black should be used with caution not to exceed 5%. Used only for logos and typography.

### Brand Color

#### Banner Engineering Yellow

To create brand recognition. Yellow is not to exceed 10% of area (overall booth and on demos).

CMYK	PANTONE
0/7/100/0	115C / 108U / 108CVU

RGB	HEX
255/214/0	#FFD600

### Functional Color

#### Light Grey

In addition to Banner Engineering Yellow, light gray can be used to further divide the information.

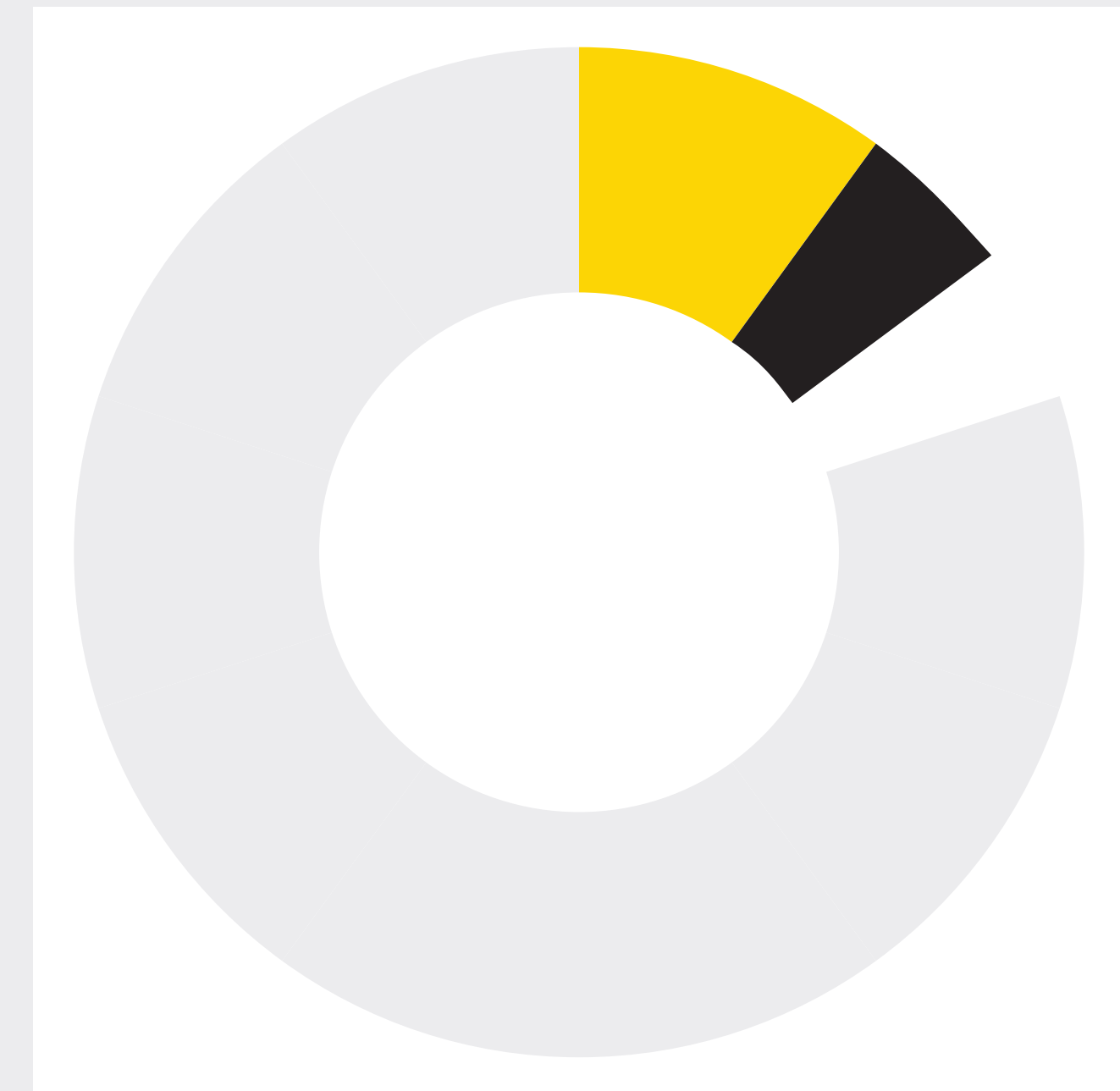
When used with white, it can be considered the base color in a layout. Only use if absolutely necessary.

Logos should be applied to white surfaces whenever possible, with yellow backgrounds being a secondary option.

CMYK	PANTONE
0/0/0/8	7541C / 649U

RGB	HEX
246/246/246	#F2F2F2

## PRIMARY COLORS FOR BOOTH DESIGN





## PRIMARY TYPEFACES FOR BOOTH DESIGN

### Primary Typefaces

The primary typeface is Proxima Nova. If you do not have this typeface available please reach out to our HQ Marketing group.

### HEADLINE

**Proxima Nova Extrabold**

### SUBHEADING

**Proxima Nova Bold**

### BODY COPY

Proxima Nova Regular



# 2

## BOOTH DESIGN

### OBJECTIVES OF THE BOOTH

Provide an inviting, open atmosphere where guests can experience our products in functional, relatable demos.

Position Banner as a source for Smart Automation products and solutions, not just a component provider.

### SELECTING A LOCATION

The ideal location for a booth is near high-traffic areas where walkways are on each side, or an island booth.

If either of those booth options are available, or concerned about traffic being low where an island is available, then select a corner booth at an intersection of two primary hallways. Lastly, if any of the above are not available, a standard booth location in a primary aisle is preferred.

### BOOTH SIZE

Booth size is often driven by budget and expected ROI. When attending large events where we expect high levels of booth traffic, ensure we have enough space to host our guests and present our brand.

Typical sizes based on booth location:

- Island: 20ft x 30ft (6m x 9m)
- Corner: 20ft x 20ft (4.5m x 9m)
- Aisle: 10ft x 30ft (3m x 9m)

For smaller events and trade shows where we expect fewer guests, a simple 10ft x 10ft (3m x 3m) is acceptable.

### GENERAL LAYOUT

Create an open, easy to navigate booth. At least 50% of displays should be free-standing, where guests are able to walk around the entire display and booth workers can assist from anywhere.

The booth structure should use square corners and avoid rounded structures wherever possible.

Carpet should be white.

Overhead lighting should be used and directed at the booth.

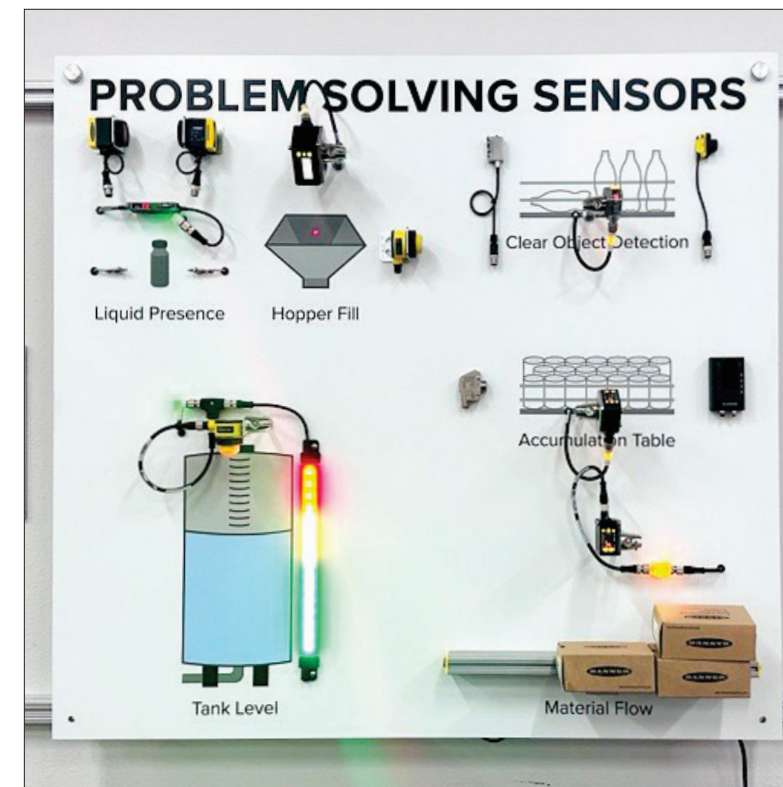
The use of back wall displays should be minimal. If back wall displays are needed then, ensure there is enough space for multiple people to view the display and not cause congestion..

Strategic products are to be placed at the front of the booth. Current example as of June 2024 include Snap Signal, Monitoring Solutions, Remote I/O, CDS, IO-Link, Measurement Solutions, Smart Safety, and PRO Lighting.

All displays must be interactive. Additionally, displays need to resonate with the audience, this may require custom displays to be built. For example, at a material handling & logistics show, a fully-functioning conveyor is an ideal way to showcase sensors and other products compared to static display panels.

Use lighting as much as possible near walkways to attract booth guests and demonstrate this important product category.

### EXAMPLES OF BOOTH DEMOS





## SIGNAGE

Overhead signs should be used whenever possible. Include logo along with our key product categories in the local language.

If you are unable to source a hanging sign, then position our branding as high as possible on the booth structure.

## VIDEO/MONITORS

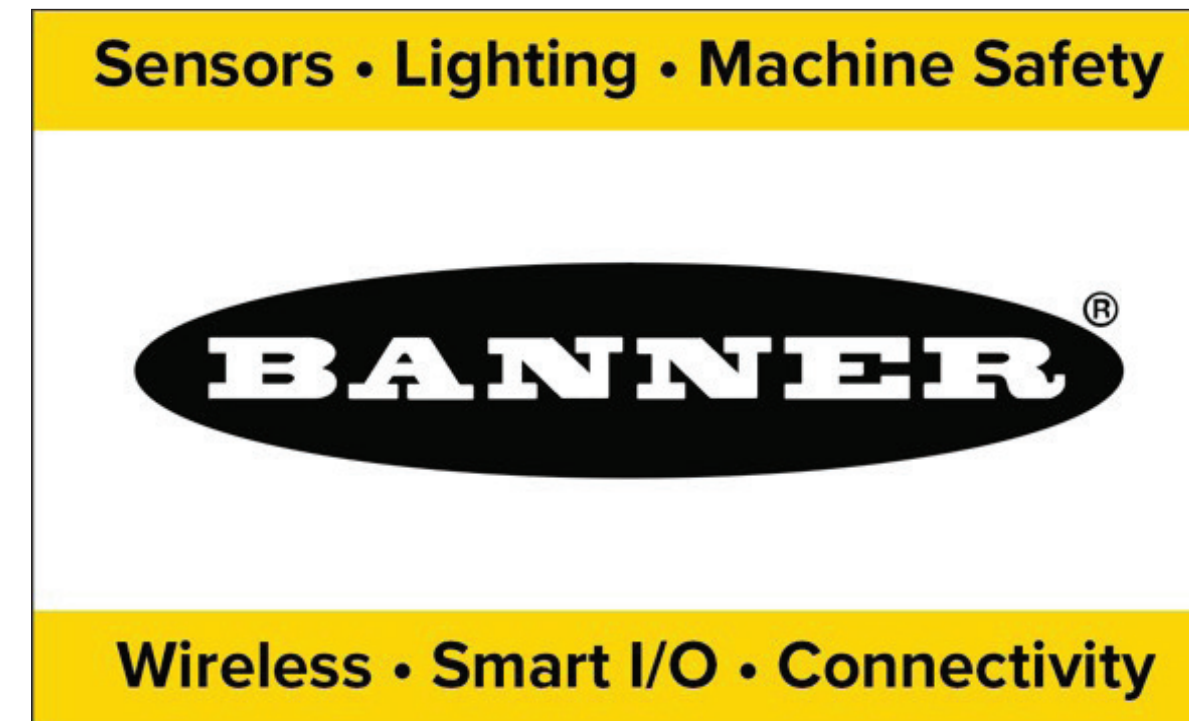
Use large monitors to showcase videos that have been produced by HQ Marketing. There is a video that runs for over one hour that can be repeated throughout the day.

There are a variety of product videos, and animations that have a brand awareness video running in between for your use.

The brand awareness video has been translated in several languages. Please use the appropriate translated video whenever possible.

Additionally, monitors should be used on demos to showcase software (e.g., Safety Controller Software) and web-based tools (e.g. Banner CDS).

## EXAMPLES OF SIGNAGE



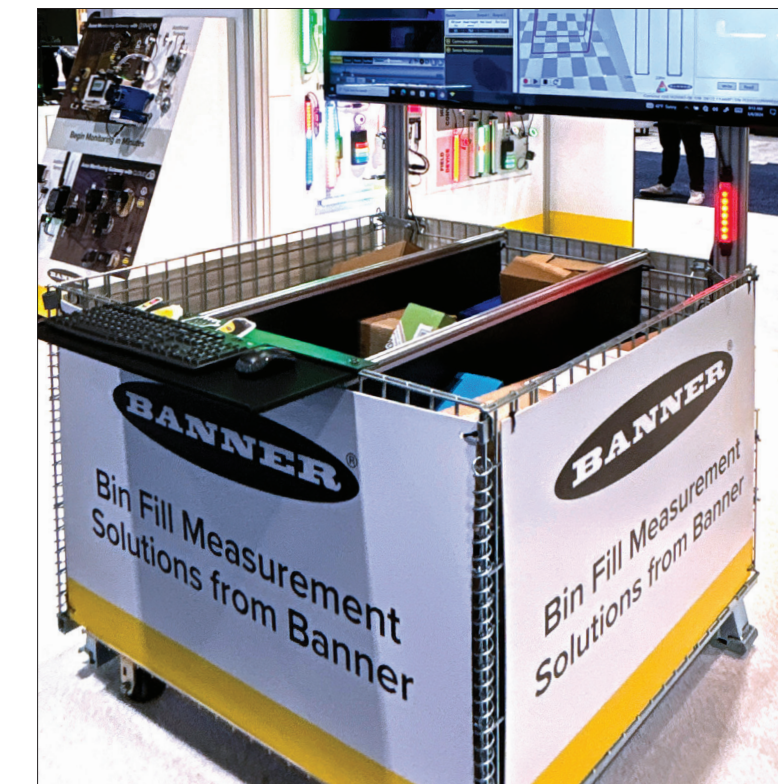


## MESSAGING

All descriptions should be messaged describing the customers benefits.

The use of concise descriptions will make it easy for the guests to understand the demo. Related the messaging to the trade show industry whenever possible.

## EXAMPLES OF MESSAGING





# 3

## BOOTH STAFF

### ATTIRE

- Yellow polo shirts with black or dark gray pants
- Optional: for a more formal look, add a black coat
- Black or yellow lanyards for show credentials

### COMPOSITION

Booth staff should be selected based on their ability to be outgoing and willingness to engage with attendees, along with strong product and industry expertise. The ideal booth worker knows how to respectfully ask someone walking by about what they do so the prospect can be qualified quickly and be brought into the booth if they are a good prospect. Most trade shows are focused on specific industries, and in this case, the booth should be staffed with salespeople who are experts in the industry.

### TRAINING

- All booth staff should have adequate training and familiarity with the products and demos in the booth.
- All booth staff should meet at the show each morning one hour prior to the show starting to review the booth, ask questions, and practice demonstrating the products.
- Subject matter experts (SMEs) should be available at the show to answer highly technical questions.

### STAFFING GUIDELINES FOR VARIOUS BOOTH SIZES

9 m<sup>2</sup> or 100 ft<sup>2</sup>: 2-3 staff members.

18 m<sup>2</sup> or 200 ft<sup>2</sup>: 3-4 staff members.

37 m<sup>2</sup> or 400 ft<sup>2</sup>: 4-6 staff members.

55 m<sup>2</sup> or 600 ft<sup>2</sup>: 6-8 staff members.

For larger booths, add 1-2 additional staff per additional 9 m<sup>2</sup> or 100 ft<sup>2</sup>

- If the booth has multiple areas (e.g., demo stations, meeting areas), you might need more staff to manage these zones effectively.
- If the booth features complex demonstrations or requires intensive customer interaction, additional staff might be necessary.
- Ensure that you have enough staff to cover all operating hours of the tradeshow. This might mean scheduling shifts to avoid burnout and maintain a high level of engagement throughout the event.
- Customer Interaction: Consider the anticipated foot traffic and the type of interactions required. High-traffic booths or those with interactive components may need more staff to ensure all visitors receive attention.

### EXAMPLE OF ATTIRE





# 4

## PROACTIVE LEAD GENERATION

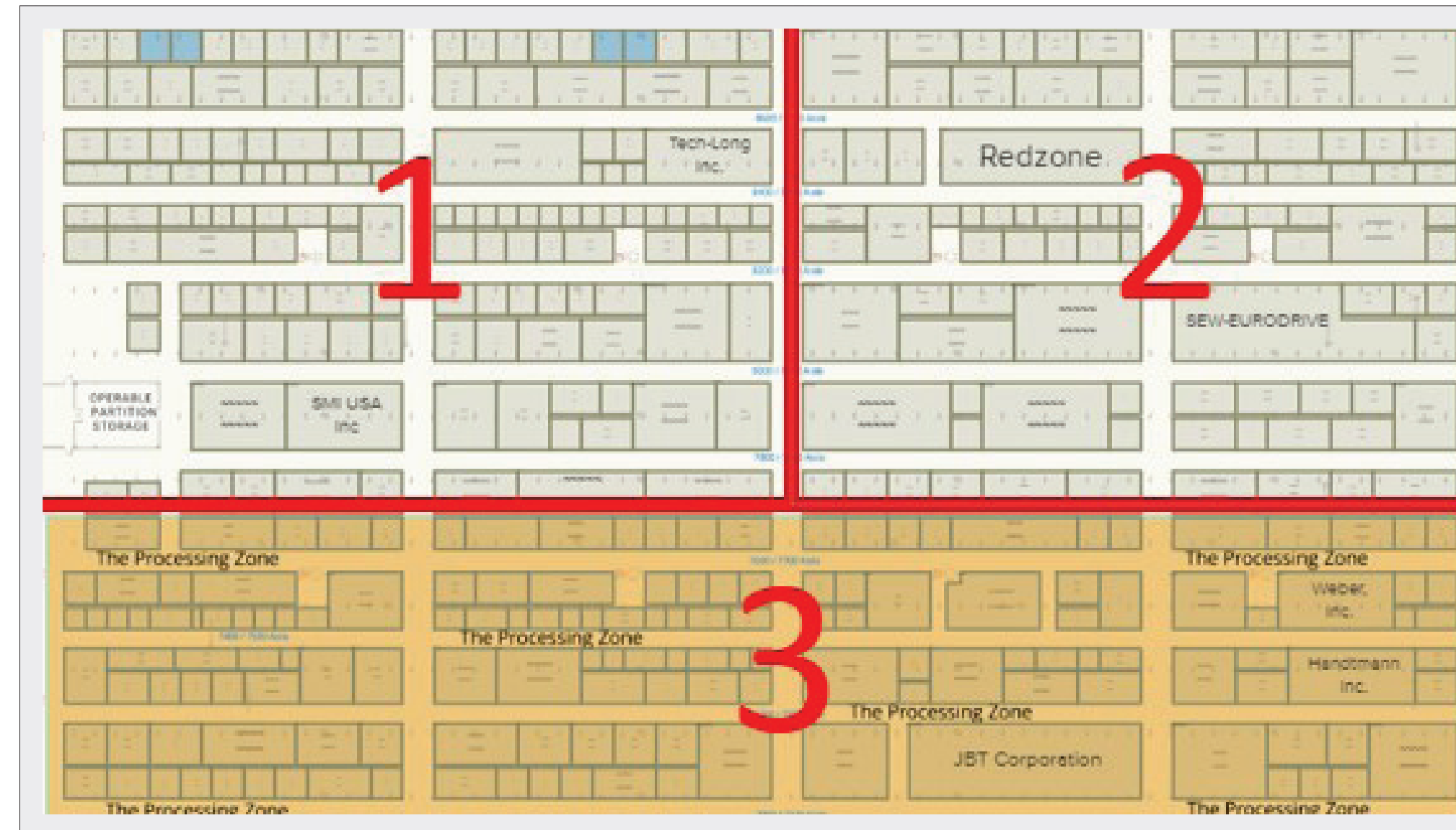
During the show, when booth staff are not working in the booth, they should be actively prospecting for new customers to invite back to the booth.

The most effective method for this that we've used so far is to segment the show floor into zones. Each booth worker is assigned a zone to walk and invite relevant guests back to the booth. Exceptions are made for certain prospects/customers in a region where a different booth worker/salesperson already covers that account, in this case, the account owner would approach that booth and not the person assigned to the area to avoid confusion at the account.

To entice potential guests to visit Banner's booth, a promotional item is often used. One effective promotion at US trade shows has been the Yeti mug giveaway.

Salespeople working the show floor in their zone are given cards that invite a guest to our booth. The card offers a free Yeti mug if they visit. Upon visiting the Banner booth, the card is taken by a booth worker, the guest's badge is signed, we give the guest their Yeti mug, then we give them a tour of the booth.

### HERE IS AN EXAMPLE OF HOW THE TRADE SHOW FLOOR WAS SEGMENTED INTO ZONES



### EXAMPLE OF PROMOTIONAL ITEM





# 5

## MARKETING COLLATERAL

### PRINTED LITERATURE

- Minimize the amount of printed literature that you bring to a show. Much of it ends up in the garbage.
- Only the most recent printed literature should be brought to the trade show.
- Try to focus on bringing literature that covers many different products, such as the New Products catalog.
- Alternatively, create a laminated page with QR codes that our guests may scan to quickly access PDF files of our literature.

### EXAMPLE OF PRINTED LITERATURE



### Smarter Automation. Better Solutions.

Banner Engineering designs and manufactures industrial automation products including sensors, smart IIoT and industrial wireless technologies, LED lights and indicators, measurement devices, machine safety equipment, as well as barcode scanners and machine vision. These solutions help make many of the things we use every day, from food and medicine to cars and electronics. A high-quality, reliable Banner product is installed somewhere around the world every two seconds. Headquartered in Minneapolis since 1966, Banner is an industry leader with more than 10,000 products, operations on five continents, and a world-wide team of more than 5,500 employees and partners. Our dedication to innovation and personable service makes Banner a trusted source of smart automation technologies to customers around the globe.



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## MARKETING PROMOTION

### BEFORE THE SHOW

#### Social Media – Corporate Account

- If your region has local social media accounts (e.g., Brazil, Mexico, Taiwan, Turkey), begin promoting the event one month in advance.
- If you do not have a locally-managed social media account, reach out to HQ Marketing to see what options are available for promotion via the corporate accounts.

#### Social Media – Booth Staff

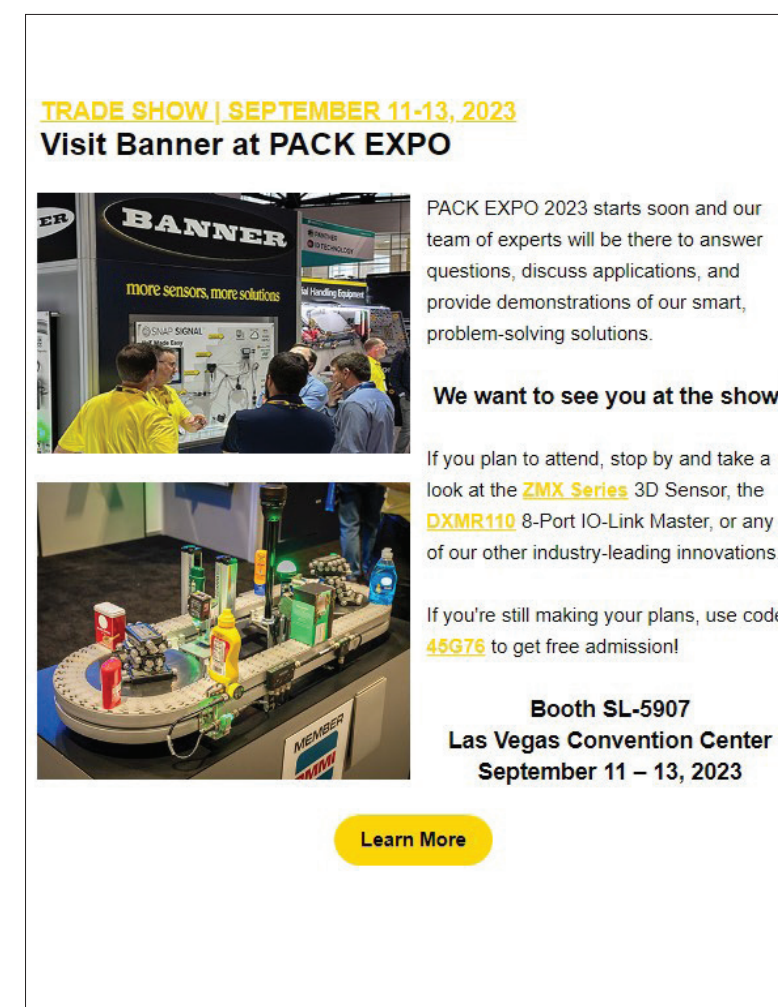
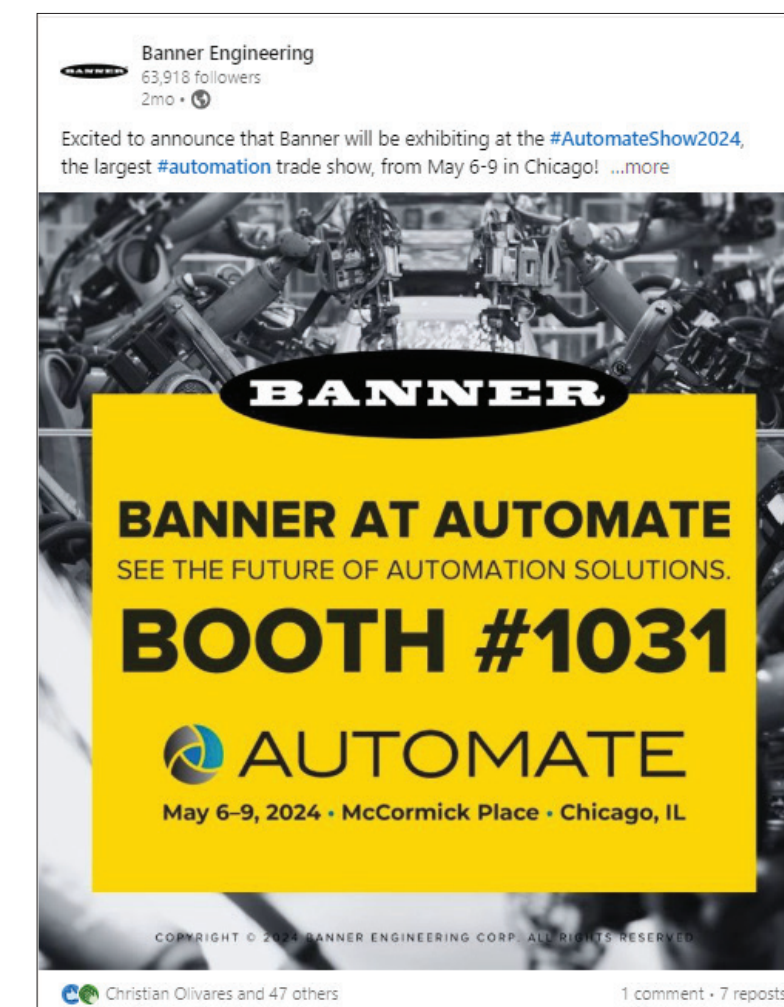
- Getting your booth staff to promote the event from their own social media accounts can be as good or better than promotion via the corporate accounts.
- Build social media posts for them to use, or provide clear guidance along with resources such as text and images to make it easy and stay on-message.
- HQ Marketing can help!

#### Emails

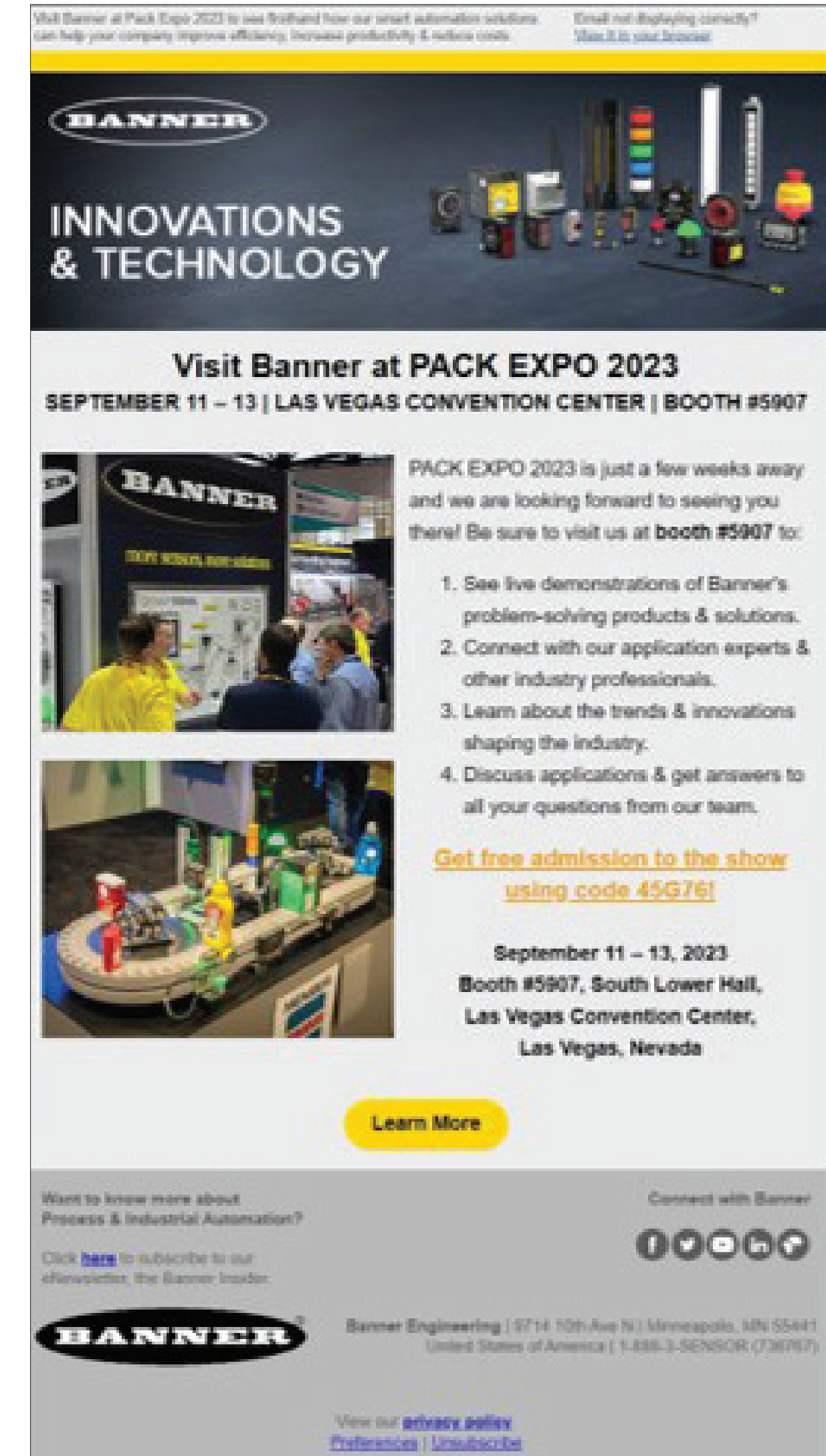
If you have a list of customers from the same show in a previous year, you should send emails to this list inviting them back to the show to see the latest we have to offer.

Emails can be sent via Pardot; if you do not have a system to send mass emails, contact Banner HQ Marketing.

### EXAMPLES OF SOCIAL MEDIA



### EXAMPLE OF EMAIL





## DURING THE SHOW

### Co-Marketing

- As early as possible, determine which customers will be exhibiting at the event and reach out to see if they are willing to participate in co-marketing with Banner.
- Our typical offer is to donate products to the customer for them to keep and use on their equipment at the show. In exchange, we will give them a sign to place in their booth directing their customers to our booth.

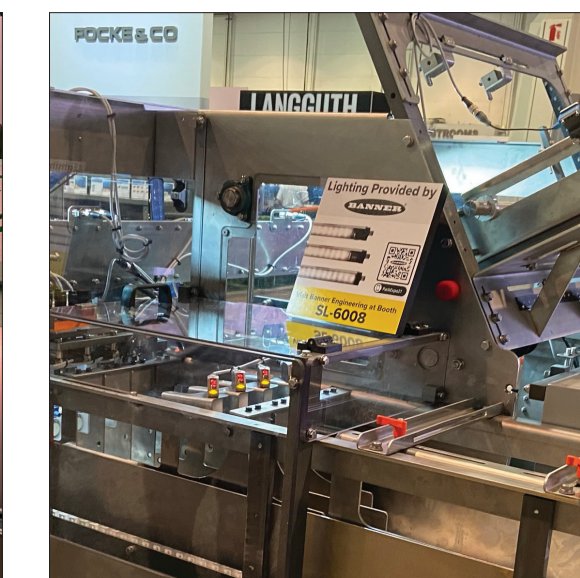
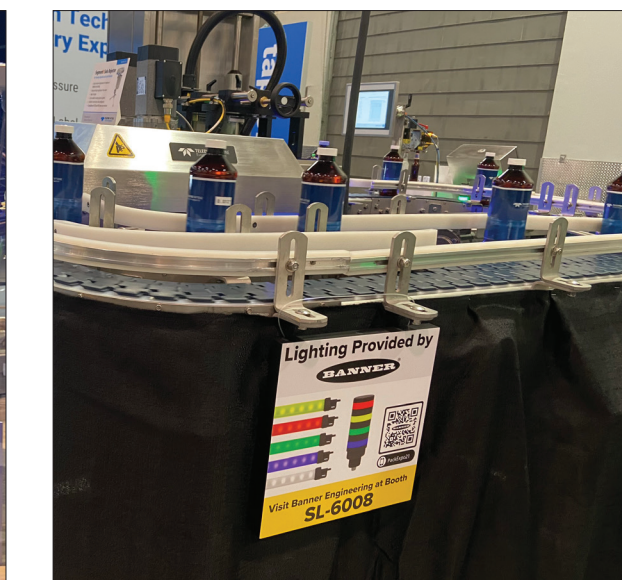
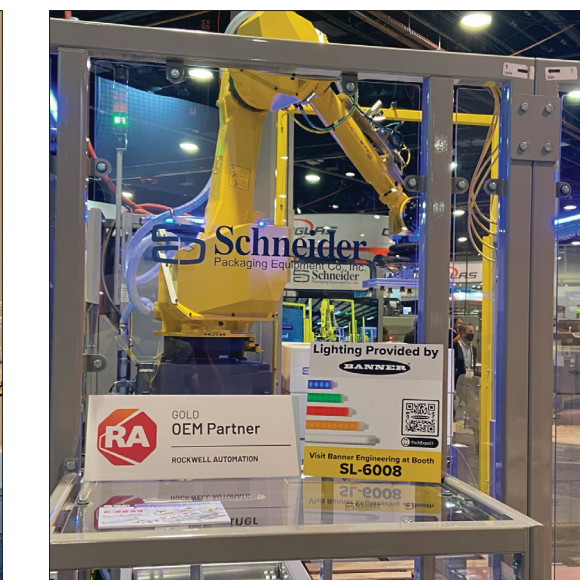
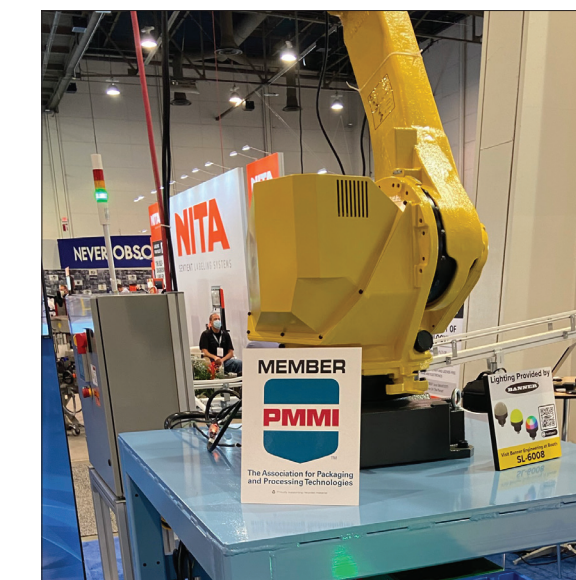
### Social Media

- Post updates from corporate accounts as well as personal accounts each day.
- Record as much content as you can for future use! Interview salespeople and subject matter experts and take a lot of pictures.

## EXAMPLES OF SOCIAL MEDIA



## EXAMPLES OF CO-MARKETING SIGN





## AFTER THE SHOW

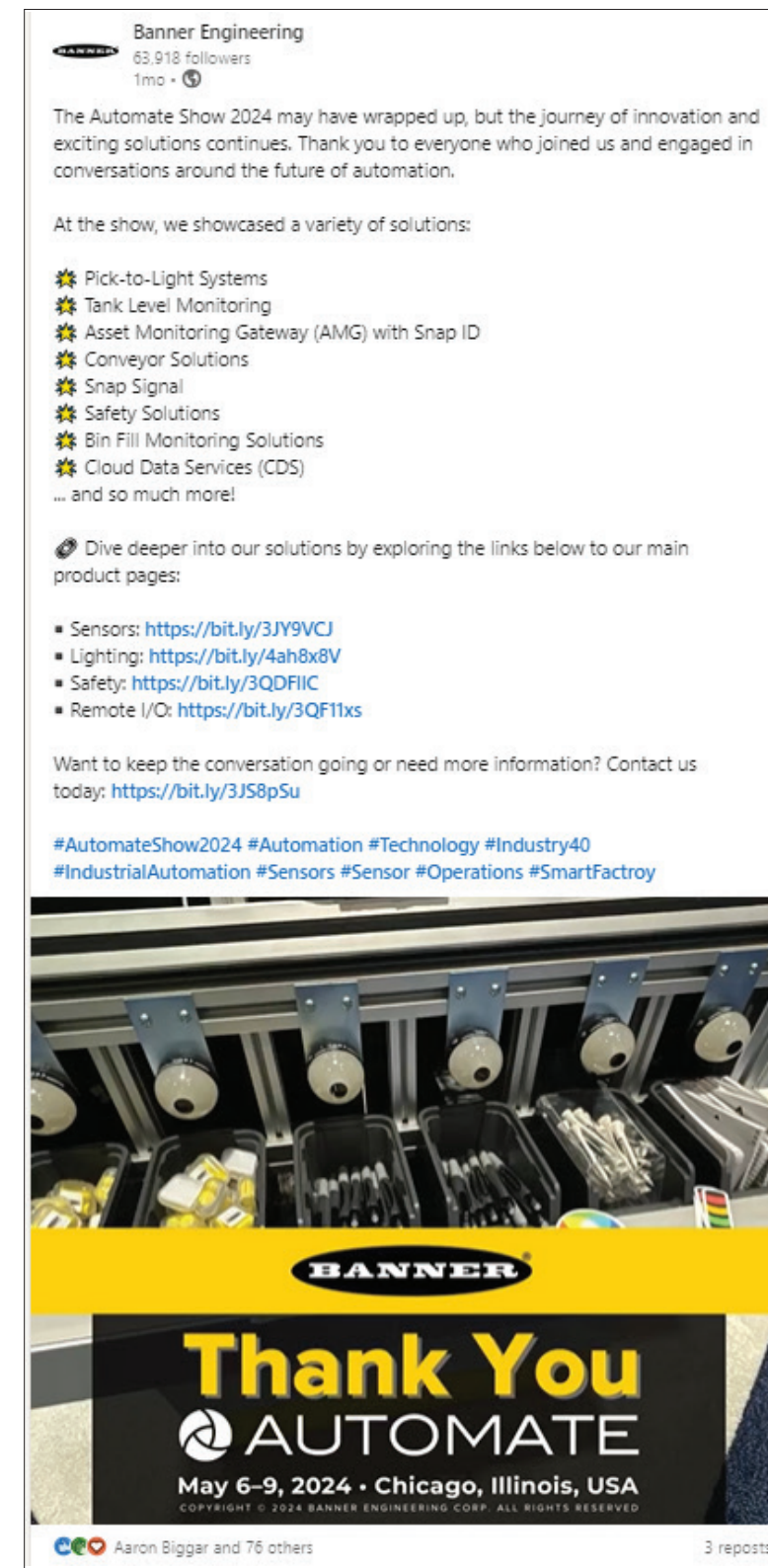
### Social Media

- Via corporate accounts and personal accounts, make one follow-up post thanking everyone for a great show.

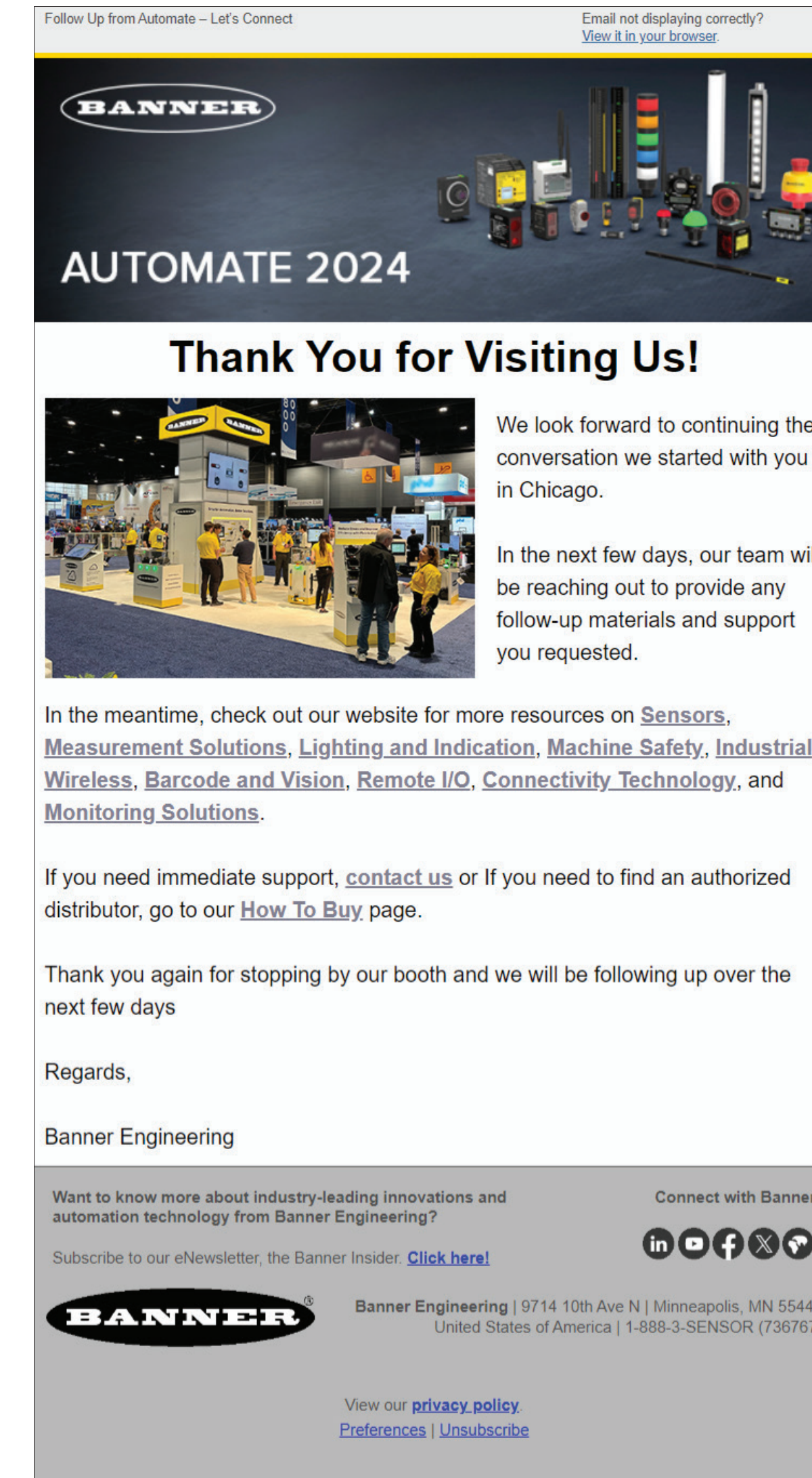
### Email

- Send thank-you emails via Pardot to all attendees.
- HQ Marketing can help if you do not have access to Pardot.
- Alternatively, you can use Campaign Monitor to send these emails.
- Thank-you emails should be sent no later than one day after the person visits our booth. Beginning in 2024, we started sending leads every day of the event to our email marketing team, who then sent a thank-you email the following day.
- IMPORTANT: Staying engaged with your leads after the show is critical. We want to get all leads into an engagement journey via Pardot that will provide them with relevant content each month, along with being subscribed to our Insider eNewsletter. Reach out to HQ Marketing to coordinate this and learn more!

## EXAMPLE OF SOCIAL MEDIA POST



## EXAMPLE OF THANK-YOU EMAIL







## LEAD CAPTURE, GRADING, AND FOLLOW-UP

### LEAD CAPTURE

- Each lead should be captured via badge scan and not on a hand-written form.
- All booth workers should have access to the badge scanning app on their phone. This provides advantages over only having a few shared devices including faster access, better data on leads, and the ability to scan leads outside of the booth. Whenever possible, spend extra money on getting more licenses to scan badges.
- All leads should be tagged with the booth worker's name. This is usually not a problem if each booth worker has the app on their phone as the booth worker's name will be captured in this setup process and added to each lead. If you must use shared devices, then each booth worker must add their initials to the end of each lead.
- **IMPORTANT:** Enter notes about the conversation you had with the person, what challenge they're trying to solve, what they were interested in, and specific follow-up actions you agreed to help with.

### LEAD GRADING

This process helps route and prioritize leads after the show concludes. Here are the grades and rules for each that must be used:

- **Direct Follow-Up:** Route lead to the booth worker who captured it.
- **Account Owner Follow-Up:** Lead needed a salesperson to visit them; urgent need. Route to account owner based on existing rules in Salesforce.
- **Inside Sales Follow-Up:** Lead was not interested in a visit from a salesperson, but needed some information sent to them. Route to Inside Sales for follow-up.
- **Marketing Email Campaign:** Lead did not need a visit or specific information but wanted to stay up to date on Banner. Add them to an email marketing campaign and develop their interest so that someday they become a lead.
- **Vendor, Send to Business Unit:** If one of Banner's vendors stops by the booth, or if someone comes by to try and sell us something, check this qualifier. If you know what department should be contacted, please put that in the notes.

### LEAD FOLLOW-UP

- **IMPORTANT:** Follow-up with all trade show leads no later than five working days after the event.
- All leads should be handled by Banner salespeople; unless there is a strong reason to do so, do not delegate (forward) the responsibility of the lead to a distributor.
- Convert all leads to either an opportunity, contact, company, or combination of those in Salesforce regardless of the outcome of the lead quality. This information may be valuable to have in the future.







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