

BCB Offers

QUALITY VS QUANTITY OF LEADS

10% OFF PLUS FREE SHIPPING!

Receive 10% off & FREE shipping on your first order at Boston Scott Golf during the PGA Merchandise Show! Orders must be completed during the PGA Merchandise event in order to qualify for this offer.

How to redeem your offer:

Reference code 'PGA2021' in your order to redeem this offer.

[Redeem](#)

Product focused offers generate **QUALITY** leads

Golf Ireland

Enter for a chance to win an ultimate Ireland golf trip for 2

This week-long trip of a lifetime includes golf at top-rated island of Ireland courses, seven night accommodation at world-class hotels and full Irish breakfast daily.

How to redeem your offer:

Visit the Golf Ireland showroom and click here to sign up for a chance to win the Ireland golf trip.

[Redeem](#)

High value offers generate a high **QUANTITY** of leads

CLEAR CALL TO ACTION

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FOR EXAMPLE:

1

Visit our booth and mention "BCB Offer" and you will receive a gift card.

2

Schedule an appointment and provide your shipping address upon meeting with our company representative and we will mail your gift.

3

Follow this link and upon entering our website, enter your name and phone number to receive your coupon.

DON'TS | EXAMPLES OF OFFERS THAT GENERATE LOW ENGAGEMENT

Buy 9 Percussion Massagers get the 10th Includes FREE Display.

Keep your golfers game ready and on the course. Offer available January 24 -31. To take advantage of this offer, send email to reseller@plymaker.com use code "MVSpecial" in subject line.

All redemption info up front, no need to enter email address to redeem the offer.

BIRDIE SHOW SPECIAL

Buy 6 of one item get 1 free.

No company name in offer, generic title, no info on the products they offer.

SEA BAGS MAINE

Place your order during the show & receive Free Shipping + Free Navy Anchor Tote

Purchase order minimum equal to \$1,000 or more for a new account or \$500-repair with Sea Bags. Some shapes & styles require minimum quantities, including custom design Sea Bags. Offer valid Jan 26-29

Don't Miss

Terms and conditions should be held back in the redemption instructions.

Harlestone's Show Special - 10% Off Wholesale Orders & Free Shipping (UPS Ground)

Offer valid to your first order and must be made during the event.

The discount will be listed as a "PGA MERCHANDISE SHOW OFFER" on the order form & invoice.

Don't Miss

No call to action here, all info is in the description so no need to enter email address.

GOAL: GENERATE LEADS

Raffles and draws are a great way to get visitors to engage with your brand and attract as many leads as possible.

Pros: Generates a large amount of leads, gets great brand exposure.

Cons: Having a general offer may impact quality of leads. However, at very targeted events this is a great way to reach a high percentage of the audience.

Examples:

- Offers:
 - Have a draw to win a free subscription to your product.
 - Raffle off a desirable item such as headphones, gift cards, or any other item of value that might interest the audience.
- Offer title:
 - Win a FREE Beats Solo2 Wireless Headphones set!
- Offer description:
 - Accept this offer for a chance to win a set of Beats Solo2 Wireless Headphones.
- Redeem Instructions:
 - By accepting this offer you automatically go in to the draw to win a set of Beats Solo2. The winner will be notified by email within the next 10 business days. Visit the Red Hat booth to check out the world's leading provider of open-source solutions!
 - Reminder, giveaway must be in compliance with the New York State liquor laws

GOAL: INCREASE BRAND AWARENESS

Share a few words about your new product/service and invite them to try it for themselves or learn more, or suggest a sample of your services – for example, a complimentary consultation.

Pros: Generates interest in leads that are very eager to learn more about your product = leads are of higher quality.

Cons: Volume of leads may be lower but their quality is higher.

Examples:

- Offers:
 - Invite them to sign up for a sampling to demonstrate the power of your new product.
 - Win our service and get 30% off another service we offer. Get an extra service free when you join.
 - Get a free consultation, meeting, or session with our consultant.
- Offer title:
 - 25% off on a course of your choice!
- Offer description:
 - Trifork's GOTO Academy offers Certified Scrum trainings from Scrum Alliance and other agile courses with bigspeakers. Come alone or bring your team! We are always happy to talk with you about your wishes - even for in-house training or coaching.
- Redeem Instructions:
 - Email to aul@trifork.com and add the promo code AgileAppBuilders16 in the subject of your mail. State your name, company, email, and billing address in the email and we will process your registration right away.

GOAL: DRIVE BOOTH TRAFFIC

Be it a cool gift, a demo, a free product sample, or any other promo – use BCB Offers to let everyone know what you're offering at your booth.

Pros: Drives more relevant traffic to your booth.

Cons: Not as effective on an on-going basis (post-event).

Examples:

- Offers:
 - Announce a marketing activity that you already have planned at your booth, such as a contest or competition, and make BCB Offers the way to sign up for it.
 - Invite them to your booth to show a dedicated demo at the event to demonstrate the power of your new product.
 - Free samples, demonstration of how to use the product, small gift.
- Offer title:
 - FREE iPad Pro
- Offer description:
 - Come by the Intelligaia booth, enjoy some chocolates, meet our design team and enter our raffle for an Apple iPad Pro!
- Redeem Instructions:
 - Chocolates - Unlimited Supply! First come first serve - sign up at our booth (& meet our design team as well for a quick chat).

FREQUENTLY ASKED QUESTIONS



What is BCB Offers?

BCB Offers is the digital marketplace for attendees to explore exclusive deals from exhibitors. Available to attendees both pre-show and on-site, BCB Offers gives attendees access to your offerings – all they have to do is click & collect.

What is BCB Offers to attendees?

The attendee is presented with a sequence of offers to collect. Once the offers have been collected, the attendee is requested to enter their email address. As a last step in the process, the attendee receives an email with all the offers that were collected and instructions on how to redeem them. The attendee can go back into BCB Offers throughout the show and access the list of rewards for multiple product categories.

How many exhibitors can participate in BCB Offers?

There is no limit to the number of exhibitors who can participate. The platform ensures that the order in which offers appear to attendees is randomized, so that each exhibitor receives the same amount of exposure.

How is BCB Offers promoted to attendees?

Promotion includes, but is not limited to:

- Promoted Pre-Show to thousands through multiple email communications.
- Promoted throughout the Show through signage and email notifications.

What happens when an attendee collects my BCB Offer?

Once the attendee accepts an offer, they will be directed to enter in their email address. The attendee receives an email summarizing ALL the collected offers and how to redeem them.

What types of offer and instructions do exhibitors use?

- Offers vary from one exhibitor to the other according to their products and services, the target audience, and above all their goals (booth traffic or brand awareness).
- Offers range from booth invitations, to dedicated product demos, and even physical gifts handed out to attendees that accept the offer.
- If you need some suggestions for your offer, please contact your sales representative.

What type of statistics as a participating exhibitor will I receive after the show?

Participating exhibitors will receive access to a dedicated dashboard that will summarize:

- Impressions—the number of attendees that saw your offer.
- Engagement—the ratio between the number of times your offer has been presented to the number of Buyers/Industry Professionals that have accepted your specific offer.
- Leads—the full list of qualified leads and profiles which you can export for your own marketing use.

What should I do with the leads I received at the end of the event?

Our recommendation is to contact the leads (prospects) as close to the event as possible—while the memory of BCB is still fresh. When contacting your prospects, we highly recommend that you:

- Include the name of the event in your email subject title.
- Mention BCB Offers and the redeemed offer in your message.
- Must follow NY compliance laws

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