



# TimeShift Productions

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## Trade Shows

### How do we get our *MESSAGE* out?

A large industry trade show is coming and the Company wants to fill their demo schedule and generate new opportunities.

This semiconductor test system company asks TimeShift to help increase presence in the new market segment.

#### Project

TimeShift works with marketing, sales management and pre-sales applications to:

- create and focus the message,
- write an email invitation and companion web response page,
- tune the demo story line and create a show flyer.

TimeShift also supports the Company at the show during demos and using personal industry contacts to bring potential new customers to the booth.

#### Results

The Company showed multiple segment solutions at the show but *only this demo schedule was full*. Prospects from major IC companies attended. Several showed strong near term interest; most requesting follow up.

#### Value

With a total semiconductor test market of \$4 - \$6 billion, success requires both the right products and the right message. TimeShift helped improve the Company's confidence and position to increase penetration into a new key segment.

#### See your future... get there sooner

Headed toward a show and concerned about effectiveness? TimeShift can help you focus, drive prospects toward your booth, and pique their interest through your demonstration and collaterals.

Contact [TimeShift](#) today.