



PMMI  
PACK EXPO International  
**marketing  
and creative  
services**

February 9, 2022



# csg is a proven partner

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PMMI is looking for a new partner to support the successful execution of a multi-channel marketing campaign for its flagship, biennial event, PACK EXPO International. After a four-year hiatus due to the COVID-19 pandemic, the 2022 event will be the year's most important business opportunity and must-attend event for packaging and processing machinery suppliers and product manufacturers representing more than 40 industries.

### **Opportunity is back, and PACK EXPO International is where to find it.**

The behavioral shifts in food and beverage consumption, personal care products and household goods paired with ongoing supply chain challenges have significantly impacted packaging materials, processes and purchasing trends for 2022 and beyond. Through our work with PROCESS EXPO, The Dairy Show, World Wide Food Expo, and AMI (now NAMI), we understand buying cycles, supply chains, value

propositions, environmental factors, target audiences, the role of influencers, and emerging market opportunities, which gives us unique but transferable insights to effectively promote PACK EXPO International. CSG understands the complex issues faced by industry decision-makers and how to message and position the show to illuminate value and solutions to drive attendance and exhibit sales.

### **IT'S A PERFECT FIT FOR CSG.**

CSG's legacy of success and results for our clients shortens our learning curve and allows us to begin adding value out of the gate. Our entire team is accustomed to the pace, messaging strategy, breadth of scope and raw energy necessary to successfully promote an event of this magnitude.

## let's do this.

# we'll not only meet your needs, we'll exceed them.

CSG embodies the best of association and exposition marketing strategy, branding and planning, and combines that expertise with a leading-edge creative and design agency. The result is a turnkey marketing solution for show organizers and associations that is unlike any other agency you'll work with.

#### **Guaranteed.**

We have decades of experience working with large trade associations to achieve similar goals and priorities as PMMI. Our proven processes, talented team and keen understanding of your challenges

enable us to hit the ground running and enter the partnership with decades of collective experience — ready to make smart recommendations to achieve your near- and long- term objectives.

CSG's team will bring innovative insights, fresh perspectives, cutting-edge strategies and valuable guidance to further elevate your marketing campaigns and the PACK EXPO International brand, positioning all of your profit centers for continued growth.



CSG has been an absolute godsend for us. Their staff worked incredibly hard to understand our organization, our mission, even our lingo to become a SEAMLESS PART OF OUR TEAM. Their work has taken our game to the next level and beyond, and they just keep improving year after year. I can't say enough about how pleased we are to be working with CSG!

**Colleen Phalen**  
**Chief Creative Officer**  
**American Association For Justice**

## our goal

Our goal is to become an extension of your team — a partner who does all the heavy lifting and makes you shine.

## our passion

Our passion for marketing, commitment to excellence and expertise of our team ensure your success.

## our mission

Our mission is to be the premier strategic marketing and creative agency that provides award-winning branding, integrated marketing solutions and unparalleled service to associations and show organizers.

# a trusted partner to industry-leading events



CSG works nearly exclusively with association and event organizers.

AdvaMed  
American Association for Justice  
American Association of School Administrators  
American Chemical Society  
American Fuel and Petrochemical Manufacturers  
American Gear Manufacturers Association  
American Pet Products Association  
Argentum  
Crohn's and Colitis Congress

Diving Equipment and Marketing Association  
FABTECH  
Food Processing Suppliers Association  
Global Pet Expo  
IAAPA, The Global Association for the Attractions Industry  
International Sign Association  
National Alliance on Mental Illness  
National Association of Broadcasters  
National Association of Chemical Distributors  
National Association of Convenience Stores

National School Boards Association  
National Shooting Sports Foundation  
National Telecommunications Association  
Sign Research Foundation  
Society of Naval Architects and Marine Engineers  
Solid Waste Association of North America  
SpaceCom Expo  
Water Environment Federation  
Women in Cable Television

what  
we'll do  
for you:

1

**We'll make your life easier.** We'll bring the great ideas and take care of the details while you focus on your already full plate of responsibilities.

2

**We'll be your brand steward.** We'll make sure that the messaging and presentation of the PACK EXPO International brand is consistent and on point across all channels.

3

**We'll be your partner.** And being a partner means that we'll do what it takes to get it done. Period.

4

**We'll keep our eye on your goal. Always.** We're committed to tracking and planning our strategic efforts to get results.

5

**We'll be responsible and respectful of your time and your budget.** We promise to deliver and execute your campaigns and projects on time and on budget.

# known for award-winning brands and campaigns



**66**  
IAEE Art  
of the Show  
Awards

**116**  
Graphic  
Design  
USA Awards

**23**  
Davey  
Awards

8 Association Trends  
2 Excite Awards  
1 American Business  
Media Award  
1 Excel Award

# comprehensive capabilities to meet all of your needs

## brand development

- Branding, themes and show identity
- Logo design and development
- Brand activations
- Onsite experiences

## design

- Graphic design
- Print and digital design
- Copywriting
- Advertising
- Show guides
- Publications

## strategy

- Audience acquisition strategy
- Marketing plan execution and support
- Membership recruitment and retention campaigns
- Persona and journey mapping
- Direct mail strategy management
- Partnerships and affiliate relationships
- List research and data segmentation

## digital, web and interactive

- Website design, development and programming
- Interactive engagement
- Game development
- Motion graphics and animation
- Geofencing/IP targeting
- Retargeting campaigns
- Authorized Feathr "power user"
- Native advertising and content marketing
- HTML5

## media and advertising

- Barters and trade negotiations
- Media placements
- Media planning

## virtual event solutions

### Creative

- Virtual identity updates and creative refresh
- Branded virtual backgrounds for speakers and attendees
- PowerPoint templates
- Virtual environment "signage"

### Create Dynamic Video Content Development & Production

- Pre-event promotion
- Opening videos
- Speaker introductions
- How-to tutorials explaining the structure of the event
- Keynote & session videos
- Session transitions

### Develop Digital Advertising Strategies

- Craft messaging strategy for all target audiences
- Plan and execute strategic campaigns that will drive attendance to your events and reach new audiences that may not have attended your in-person event
- Create an interactive microsite or digital brochure highlighting the features of your virtual event

## international marketing

- Campaign strategies and audience development
- ITA Trade Event Partnership Program
- Commercial Service partner recruitment and delegation organization

## public relations

- Press release writing and distribution
- Media relations
- Social content and strategies
- Onsite pressroom management and media relations
- Monitoring, tracking and measurement of media coverage

## social

- Paid advertising and promotional campaigns
- Onsite activations and engagement
- Influencer programs
- Content development and organic content strategies

## video

- Creative direction
- Videography and production services
- Interviews
- Editing
- Animation and motion graphics

## research

- Focus groups
- Post-show surveys
- Attitudinal segmentation and persona development

# our legacy of success will move you into the future

PMMI is looking for a suite of capabilities to support the successful execution of the 2022 attendee marketing campaign. With the creative strategy, marketing plans, media partnerships and strategic priorities already established, CSG is in a unique position to step in, instill confidence and get to work in order to achieve the goals set forth:

- **Sustain and grow PACK EXPO International's position as the premier trade show for the packaging and processing industry**
- **Heighten awareness and grow attendance**
- **Drive booth sales, sponsorships and registrations**

CSG is willing and able to execute against an existing plan and roadmap, but our fresh perspectives and objective view will inevitably add value and elevate the campaigns, creative and messaging strategy to work even harder. We work

diligently for our clients every day to support the functions imperative to a successful partnership with PMMI. We are known for exceptional:

- **Marketing strategies that drive adoption, engagement and conversion**
- **Brand development and breakthrough creative**
- **Strategic planning and tactical execution**
- **Digital campaigns that amplify messages and drive conversions**
- **Website experience and design, SEO, SEM, and smart content strategies**
- **Traditional direct response marketing including print advertising, direct mail and brand activations**

**Most importantly, we are known for our ability to be a seamless extension of our clients' teams** — thinking and acting as if we were part of the organization, proven by our steadfast commitment to achieving goals and laser focus on success.

The following pages demonstrate our experience as it relates to your needs. Each section will showcase our work with similar projects and our ability to elevate brands and create breakthrough strategies, digital campaigns, ad concepts, themes and unique tactics to successfully market large trade expositions. It will clearly demonstrate our ability to concept, create, plan, develop and deliver excellent marketing and creative services that get RESULTS.

# 1

## campaign planning

CSG Creative has a thoughtful and strategic method to successfully develop and implement comprehensive, omni-channel marketing campaigns. The foundation of our plans always begins with research to understand market conditions and emerging trends, audiences and industry personas, new opportunities for growth, registration trends and behaviors, successful strategies, competitors, threats, and near- and long- term goals. All of these data points are essential to understand the customer journey and develop plans and tactical recommendations that introduce the right messaging at the right time, in the right channel and to the right audiences.



**challenge**

PROCESS EXPO — the nation’s largest trade show for the food and beverage processing and packaging industry — has historical roots in the meat processing industry. Over the years, it has evolved to include the entire food and beverage industry, but many attendees and exhibitors still perceived it as “the meat show.”

**solution**

To combat the perception that PROCESS EXPO is a “meat processing show,” CSG presented creative and messaging to highlight the horizontal nature of the event. We communicated that PROCESS EXPO caters to all segments of the food and beverage industry and is the place to find crossover solutions.

The flexibility of the 2019 “PROCESS[it], PACKAGE[it], [PROFit]” campaign allowed CSG to create targeted micro campaigns with industry-specific creative to highlight show floor activities, education sessions and networking events that were relevant to each of the audience segments.

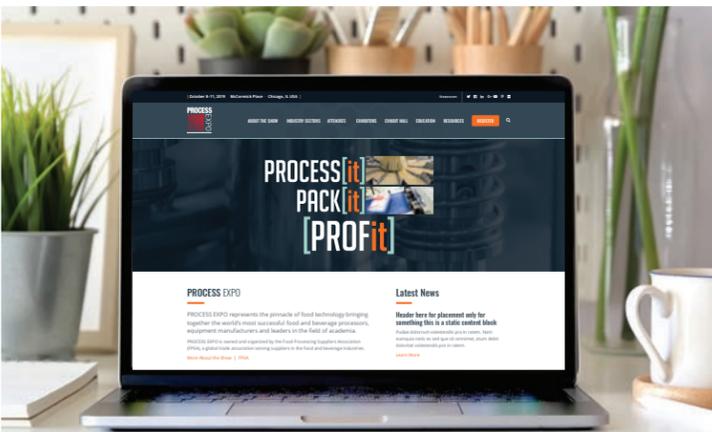
To support the horizontal campaign, CSG developed a robust multi-channel attendee promotional campaign that included direct mail, targeted email, telemarketing, digital advertising, print advertising and paid social media. The PROCESS EXPO website also featured dedicated content for each of the sectors. CSG collaborated with 57 media partners to reach prospects in each of the key industry segments,

using a mix of targeted banner ads, print ads, newsletters, eblasts, webinars and social media.

Additionally, the 2019 campaign focused heavily on reaching out to exhibitors to promote PROCESS EXPO as a horizontal show, encouraging them to highlight and display equipment and technology offerings for all the segments they cater to. Exhibitor outreach tactics included targeted direct mail pieces, emails and monthly exhibitor newsletters.

**results**

Registration data showed a significant increase — 20%–30% — in attendance from the prepared foods, bakery, dairy and beverage sectors, over PROCESS EXPO 2017. Additionally, there were significant marketing resources dedicated to the pet food segment, and registration for this audience increased by 197% over 2017.



**challenge**

We’ve seen tremendous growth in IAAPA Attractions Expo over the first three years working on the account — most notably a 34% increase in buyer attendance and a 24% increase in overall attendance. Though some agencies might consider such stats a win, at CSG, we’re always looking to deliver more to our clients, especially ones with whom we have worked for a long time.

For the development of IAAPA’s 2017 campaign, we set out to push ourselves creatively and strategically. We wanted a campaign that would not only reflect the trends impacting the attractions industry as a whole but also speak to the energy and excitement that are unique to this fun industry.

**solution**

As the global attraction’s industry’s premier event, the show is home to representatives from all types of attractions, from large theme parks to small mini-golf operations, zoos, science centers and everything in between.

To get a clear picture of what trends were impacting the industry, we proactively sought input from members of IAAPA’s communications

team, specifically the writers and editors of the association’s monthly magazine. They were able to provide a “frontline” perspective of what is impacting the industry now and what trends are coming down the pipeline.

Members of our design team worked together to develop a design trends presentation that showcased the hottest colors, type treatments and design elements. When we shared this presentation with the IAAPA team, they were able to let us know what trends resonated with them and their industry and steered us away from trends they knew wouldn’t work.

**results**

During our discovery process, we learned that a key trend currently impacting the attractions industry as a whole is guests’ demand for more custom/personalized experiences. This industry trend paired well with corresponding design trends, including the use of custom-made fonts and pairing photos with illustrations. It was here, at the intersection of industry and design trends, that the theme of “Creation Nation” was born.

By taking the time up front to gather insights from team members and to conduct range-finding, we were able to set expectations for the creative reveal, which meant that the approval process went much faster and that we were able to roll out the campaign much earlier.



# 2

## digital marketing and communications

No marketing campaign is complete without a full integration of digital tactics. CSG has an entire digital team to design and execute digital strategies built to pull loyal alumni, prior attendees and prospects through the marketing funnel into conversion. Our strategies are developed to deliver messages that build awareness, drive interest and engagement, encourage sharing, and, most importantly, generate conversions. Our most successful digital marketing campaigns have leveraged tactics including:

- Display and programmatic advertising
- IP/geofencing location-based advertising
- Retargeting and remarketing
- Paid social campaigns
- Lead generation campaigns
- InMail campaigns
- Content marketing and native advertising

PACK EXPO International's digital marketing strategies are a critical component of the attendance promotion campaign. CSG's team of experts will review the strategies and recommendations in place, past performance, platforms, advertising refresh cadence, and specific campaigns related to the registration cycle to make recommendations to improve performance and ROI. We know that it's a priority to drive early registrations to improve pacing and hit target attendance goals earlier in the cycle, and digital campaigns will be a key driver.

CASE STUDY | AACC

## TARGETED ADVERTISING

### challenge

In June 2019, the American Association of Clinical Chemistry (AACC) found itself behind its registration pacing goal for the Annual Scientific Meeting & Clinical Lab Expo. With only 5 weeks until its event, AACC came to CSG for strategic recommendations to quickly reach and convert more prospects while growing overall attendance.

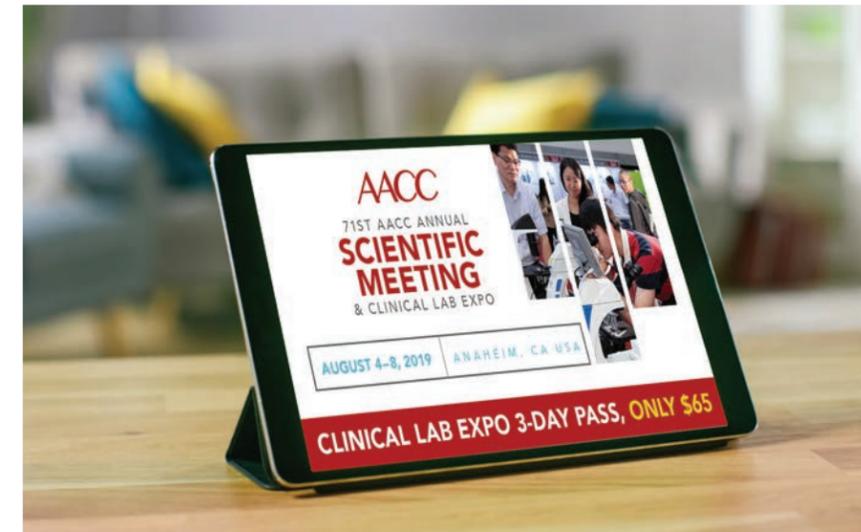
### solution

CSG worked closely with AACC to investigate the reasons why registration had slowed despite satisfactory digital marketing campaign performance in awareness and registration. They discovered that location and cost were major prohibitors for prospective attendees and concluded that the burden and cost of travel was the primary deterrent to registration. With only one month to implement, CSG developed a geotargeted strategy for remarketing and social media that focused on the

West Coast of the United States. The goal was to gain attendees in proximity to the Anaheim, CA-based event. CSG also developed messaging to emphasize the cost-effective registration options that AACC offered — such as the Clinical Lab Expo Pass that granted 3-day access to the Expo at an affordable price (under \$100).

### results

In just one month, the combination of value-specific messaging and geotargeted ads created more than 400,000 impressions. Registrations attributed to remarketing doubled, and layering in paid social media ads increased that again by 25%. Despite the low price point of the Expo Pass, the investment in geotargeted media spend captured an ROI of 300%.



# INTEGRATED DIGITAL



## challenge

When CSG was conducting discovery meetings with internal team members and numerous professional services consultants, we found that the marketing efforts for NAB Show were very siloed. There was very little connectivity between groups. Each team operated through the narrow lens of its unique contribution to the overall customer experience. Such siloes led to weak analytics, unanswered questions regarding user behavior and missed opportunities to build relationships with consumers.

## solution

CSG started with an audit of all the digital tactics in place at the time as well as the content used to engage prospects. Then, with the overall marketing objectives in mind, we looked at where we could make immediate connections for better roadmaps and records of how people were finding us, interacting with us and eventually converting to attendees/advocates. For example, we took basic web banner ads that linked to the show's homepage and transformed them into an engaging and trackable experience. We simplified the creative message, used a unique URL for tracking, linked the ads to a custom landing page related to the profile interest of a publication's readership, added a superpixel to the page, and then served retargeted customized banner ads with varied messages that matched the interests of that audience.

## results

Working with NAB Show, we have continued to deepen and grow the digital experience. We always have a finger on the pulse of what's next and on how technology is changing how we receive, consume, distribute and prioritize information in our personal and professional lives. For NAB Show and many of our clients, it has resulted in truly integrated digital experiences.



## website design, UX and content management

CSG has earned top awards for our web design and development. We are pros at creating dynamic, easy-to-navigate, easy-to-convert websites for our clients' events. We understand the content that drives decision-making and how to develop site architectures that facilitate quick and easy navigation to enhance UX and UI. CSG works exclusively in the WordPress platform due to its flexible design capabilities and user-friendly CMS.

When it comes to outbound digital campaigns, we understand the importance of visually connecting our campaigns to the experience on the website, the hub of all marketing efforts. We drive digital campaigns to target specific landing pages or existing content to elevate value and need to engage. We make sure that all web experiences have clear and visible calls to action that get the user to the conversion point quickly.

In addition to design and development, CSG implements robust SEO into our websites. We carefully evaluate selected pages on the site and work with the best tools to monitor and evaluate search terms and priorities, ensuring that content is appropriately tagged, positioned and updated to increase organic search.

# WEBSITE INTEGRATION



THE MEDTECH CONFERENCE  
SEPT. 23-25, 2019  
BOSTON, MA

**DON'T WAIT TO REGISTER**

Save \$200 through 7/26!

**REGISTER NOW**

## challenge

The MedTech Conference wanted to move the dial in 2019 to increase attendance and firmly establish the conference as the leading event in the medical device industry. A major obstacle to achieving this goal was the conference website, which lacked the sophistication of functionality and design needed to entice new audiences.

## solution

CSG built a new, modern website for The MedTech Conference that would appeal to the next generation of attendees. The redesign project included enhancing the website's functionality, streamlining its navigation, and improving the user experience on both desktop and mobile. By moving to WordPress, CSG delivered a new website that would be easy to update and accommodate changing conference needs. It provided prominent placement for ongoing promotions and allowed for content sections that could be customized to different attendee groups. The new website launched in February 2019 with a dramatic,

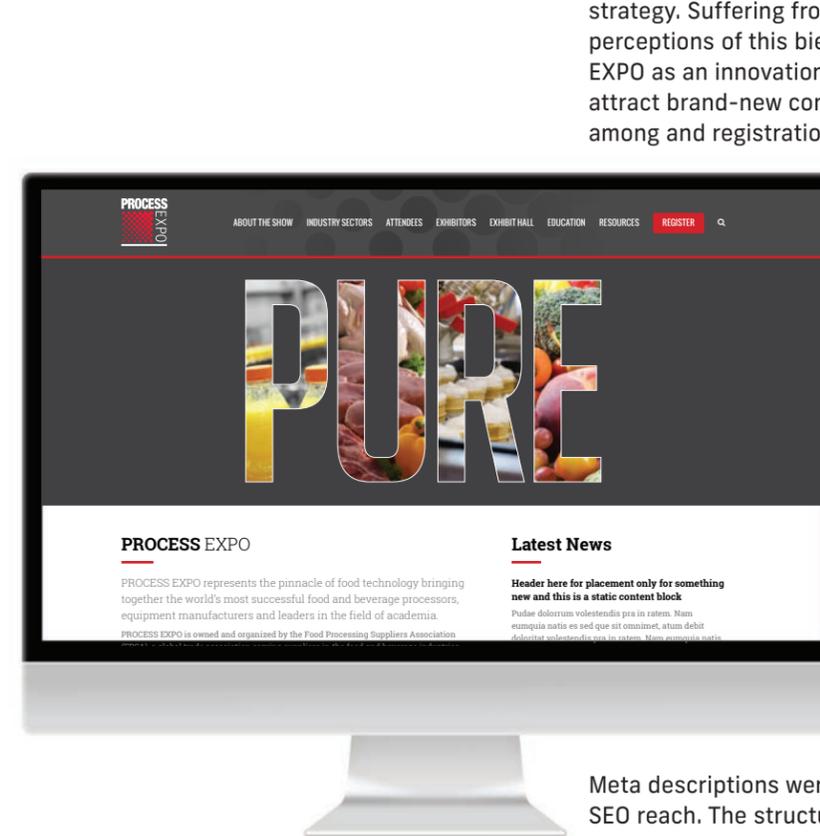
animated homepage slider that showcased new brand creative, also designed by CSG.

CSG then developed and executed a strategic digital marketing plan that supported the new conference website. Furthermore, digital marketing was a key component of the overall strategy to grow paid registrations. The robust 2019 digital marketing plan addressed all stages of the marketing funnel from awareness through retention to target past attendees and attract new prospects. It included SEM, display, retargeting, geofencing and lead gen tactics across Google and social channels. SEO was audited on an ongoing basis to ensure first-page search engine results. Digital tactics were used strategically in 2019 to create a savvy online presence for the conference and ultimately convert registrations.

## results

Attendance at The MedTech Conference increased by over 10% in 2019, and digital conversions represented close to 30% of total attendance. CSG monitored and optimized all digital campaigns on a weekly basis to ensure CTRs and digital conversion metrics remained strong. The digital marketing plan resulted in over 15MM impressions and 45K clicks. With a cost per conversion as low as \$4 for key tactics, the digital marketing plan managed by CSG delivered a very strong ROI for the conference team.

# WEB DESIGN/SEO/UX



## challenge

When CSG began the engagement with PROCESS EXPO in 2016 it was clear that the show needed an aggressive turnaround strategy. Suffering from a weak 2015 event, we needed to improve perceptions of this biennial event in order to position PROCESS EXPO as an innovation leader, to resell booths to past exhibitors and attract brand-new companies to exhibit, and to increase awareness among and registrations from an expanded target audience.

## solution

After executing an event rebrand, CSG knew the PROCESS EXPO website needed to be completely revamped. All marketing materials point to the website as the primary source of news and information, so the user experience has to be modern, engaging and straightforward. Our experienced digital team improved the visual representation of the event and also transformed the navigation and page layouts.

In addition, we optimized the new site to increase traffic via search engines. We installed a Yoast plugin, which included a readability and keyword analysis. The site's content was reviewed and edited for SEO effectiveness, including headers, names of pages and more.

Meta descriptions were updated and redirects set up to increase SEO reach. The structure of the content was reordered in the navigation so that critical information was reachable in the first or second levels of the site. Finally, a number of technical factors were evaluated, such as site speed and responsiveness, inbound links, and other factors that boost a site's search status.

## results

Total sessions increased 124%, total visitors increased 123% and total page views increased 282% over the previous campaign. Of the top 20 pages visited, 7 included new and enhanced pages targeting industry-specific audiences and recorded a total of 54,826 page views, a 294% increase over 2015.

A new interactive map recorded 4,428 hits from the redirect used to track it. This map was not posted until later in the show cycle and was used to increase retention as well as attract new prospects. And the "Reserve a Booth" page went from 253 page views in 2015 to 5,430 in 2017. The main exhibitor page went from 9,786 to 22,504 page views.

# 4

## video & photography

If a picture says a thousand words, a video says a million. CSG loves digital storytelling and understands that audiences expect to have an immersive video experience that portrays the show experience. Working with our production team in Hollywood, CSG brainstorms storyboards and creative direction to shoot and curate video that is not only compelling but also engages viewers, builds the brand and puts forth the right narrative.

Our video production goes well beyond the traditional talking heads to content that evokes real emotion and the irreplaceable value of face-to-face connections found only at our clients' events. We then leverage shorter edits of our videos for social and digital advertising.

We also incorporate dynamic motion graphics to help tell our stories. These high-energy and revealing pieces are especially effective for unveiling new brands, messaging or show promotions.

Finally, we know how to direct photography to capture the images that will complement our marketing efforts. Not known to leave anything to chance, we work side-by-side to art-direct shoots and stage shots to make sure we have what we need.

### CASE STUDY

### IAAPA

## STORYTELLING

### challenge

Video is a key component to any digital marketing strategy. But how do you make your videos stand out from the crowd and showcase what your brand is all about in a short timeframe?

For IAAPA Expo, it was important for our videos to showcase the complete Expo experience and break the mold of a "typical trade show video," which, for many other agencies, includes B-roll, a mashup of testimonials . . . and more B-roll.



With the launch of the International Association of Amusement Parks and Attractions (IAAPA) new association and show brand, we had the added challenge of incorporating the brand story into the videos. IAAPA challenged us to showcase the emotion and joy associated with their brand.

### solution

When thinking about the IAAPA Expo experience, we realized that we had three perspectives to share: an exhibitor, a repeat attendee and a first-time attendee.

We worked closely with IAAPA to identify three individuals that fit within those target profiles. Once the individuals were selected, we called each person to talk about our plan for filming, sample questions and the goal for the videos.

After filming each individual experiencing the show, our video team created a visual profile for each individual and their unique IAAPA Expo story.

### results

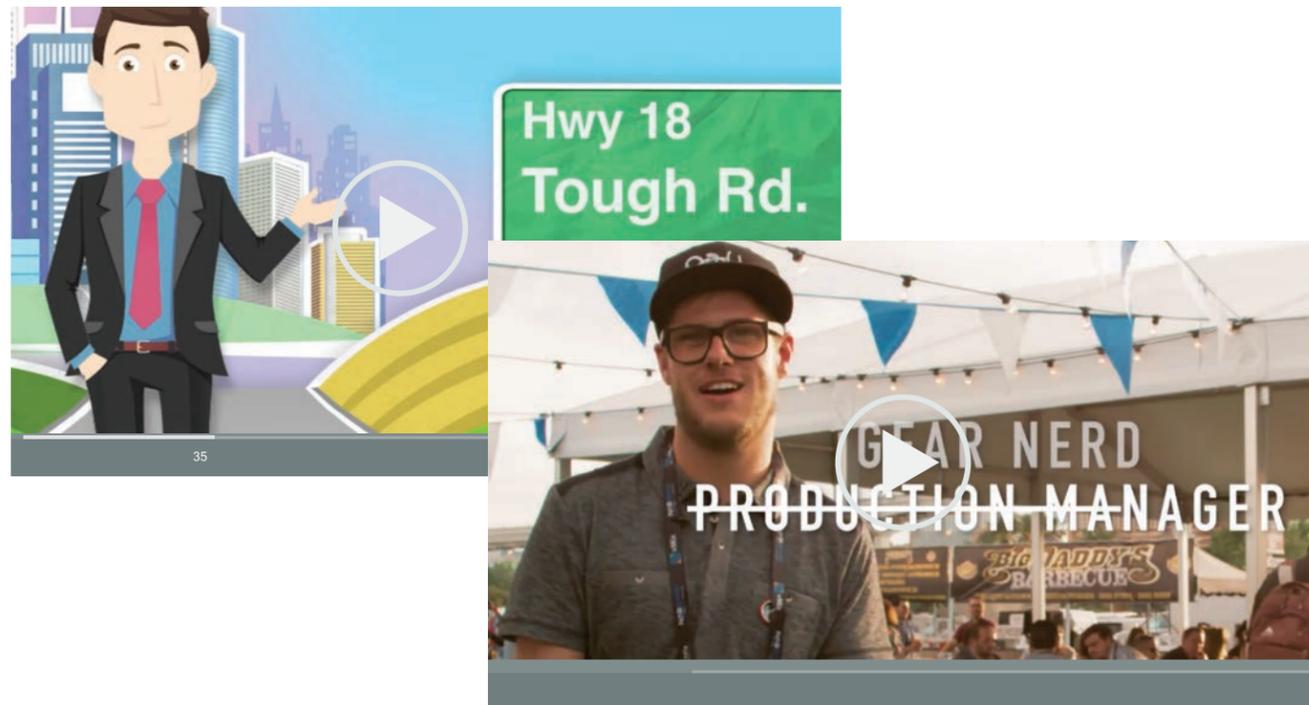
We launched each video at carefully planned intervals within the campaign.

First, we debuted the Exhibitor Video during a final push for exhibit sales over email and all social channels. On Facebook alone, it received 2,000+ views, 12 shares and 54 responses.

Next, the Repeat Attendee Video was launched with registration, receiving 12,000 views, 7 shares and 51 responses. It was then edited to serve in our video pre-roll advertisement campaign on YouTube. During this campaign, the video's VTR (view thru rate) was strong at 71%. This ranks well above a benchmark of 51% and showcases a high level of engagement with our content.

Finally, the First-Time Attendee Video debuted on social media prior to the Early Bird Deadline, receiving 21,000 views, 12 shares and 51 responses on Facebook.

Overall, we have been very pleased with the level of engagement and the videos themselves. Many IAAPA members and staff have told us that they get "goosebumps" watching them, as it helps them remember what is special about their industry.



# 5

## content strategy and management

Trade associations are inherently full of great content sources through publications, industry resources, advocacy initiatives, member profiles and, of course, their events. CSG works closely with our clients to develop content strategies that support SEO. This keeps the website fresh and dynamic, driving traffic from a broader audience, increasing scroll depth and time on site, and supporting marketing initiatives with content relevant to the value propositions presented to drive membership and show attendance.

We have created powerful vlogs and traditional blogs and developed highly successful native advertising that has increased traffic by tens of thousands to our clients' websites.

We also embrace the importance of cross-channel content promotion. That postcard you put in the mail? Let's repurpose it for a social media graphic. Let's repackage some of the content to support association initiatives post-event. The research report you just published? Can we serve it up digitally as a white paper to drive lead generation? By removing the silos from your marketing approach, you'll win with a more robust and integrated content strategy and the investment you make in content development will have a stronger ROI by spanning across multiple channels and increasing impressions.

# NATIVE ADVERTISING

## challenge

AASA's National Conference on Education is the most comprehensive professional development and networking event for more than 3,000 school superintendents and administrators. Most attendees are members of AASA, and the client was looking for a strategy to reach new audiences and to expand awareness and participation of non-members. In addition, we wanted to position AASA as a thought leader by creating content that would be further supported by the education offered during the two-day event.

## solution

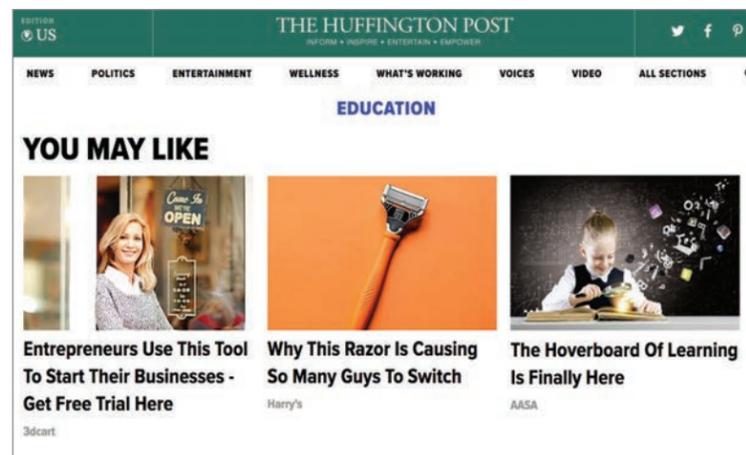
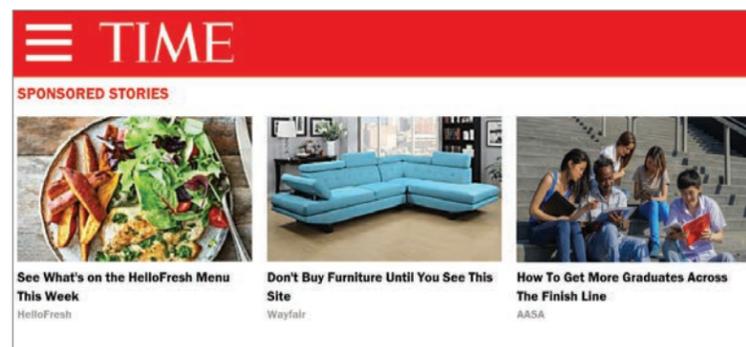
After researching many platforms and tactics, we decided to test a content marketing strategy with AASA. First, we identified hot trends and wrote a custom, medium-length article about each trend, providing an objective and thought-provoking viewpoint on each topic. We paid to place those articles on mainstream press, pushing them out through content streams to reach specific audiences where they are on the web. Because we were not necessarily focused on specific industry or trade sites, we were able to profile and model the prospect audience and serve them the paid content on CNN, The Today Show, Bloomberg, etc. The articles linked through to the NCE website, and each new website visitor was subsequently retargeted with digital ads promoting AASA as a valuable content source. We ran the campaign for 30 days.

A custom, medium-length article about each trend, providing an objective and thought-provoking viewpoint on each topic. We paid to place those articles on mainstream press, pushing them out through content streams to reach specific audiences where they are on the web. Because we were not necessarily focused on specific industry or trade sites, we were able to profile and model the prospect audience and serve them the paid content on CNN, The Today Show, Bloomberg, etc. The articles linked through to the NCE website, and each new website visitor was subsequently retargeted with digital ads promoting AASA as a valuable content source. We ran the campaign for 30 days.

## results

The results were outstanding. From a pure revenue perspective, the real-time conversions to paid registrations more than paid for the entire content marketing campaign. We were able to trace 453 hours that users spent in front of the NCE brand, reading content. We measured over 16,000 clicks and nearly 14,000,000 impressions. Another highlight was the

social media engagement linked to this campaign. Based on known behavior, we expected negligible results crossing into social media channels; however, we tracked 90+ social engagements. Altogether, we were able to earn the client more than 25,000 brand engagements (article views, native clicks, social actions and conversions). The majority of this activity was likely from non-members, which contributed to a 20% increase in non-member registration.



# ORGANIC SOCIAL

## challenge

The National Association of Convenience Stores (NACS) hosts an annual conference and exposition for convenience and fuel retailing professionals. Before the event, NACS wanted to maximize their reach to potential attendees through as many channels as possible. These channels ranged from print pieces to digital ads to social media platforms. It was important to NACS that they approach these outreach tools strategically and efficiently, that all efforts were integrated and that they optimized their resources.

## solution

NACS teamed up with CSG Creative to create paid and organic social media content for their target channels. The organic social media strategy was designed to engage existing followers as well as to extend organic reach across Facebook, Twitter and LinkedIn.

The paid social media strategy was intended to reach audiences that were not as engaged with the association but fit the profile of potential association members and NACS Show attendees. The two campaigns were designed to operate independent of each other while promoting the NACS Show through a cohesive voice and messaging.

## results

Quantifiable results of the campaign were monitored throughout its execution to improve existing strategy. The copy, content, voice and imagery; tags and links; and posting time of each piece of content were carefully considered and examined to ensure that each channel was

optimized. During the months preceding the NACS Show, CSG's organic social media content campaign caused a steady increase of traffic from all social media channels to event website. At the end of both the organic and the paid social media campaigns, paid social media content had reached 227,469 views (higher than anticipated) and was ultimately successful in spreading awareness with 639,425 impressions. The paid social media campaign saw an overall return on investment of 1719%.



# laser-focused on results

CSG prides itself on developing campaigns that get results for our clients. Our creative and strategies have increased attendance by the tens of thousands at our clients' events.

**Prior to the pandemic, CSG's average increase in attendance the first year of engagement was 8–15%.**



CSG Creative was an integral part of my organization's planning and execution for not just our trade show but also membership. Their work went far beyond the marketing we initially contracted them for and they became the strategic partner that we hoped they would. The CSG team consistently looked for new opportunities for our business and positioned the organization and its events in the best possible light, which helped us to exceed our goals and set an ever-higher bar. In short, our collaboration with CSG helped to set new horizons for FPSA and, more importantly, found ways to get there.

**Andrew Drennan, Senior Vice President  
Food Processing Suppliers Association/  
PROCESS EXPO**



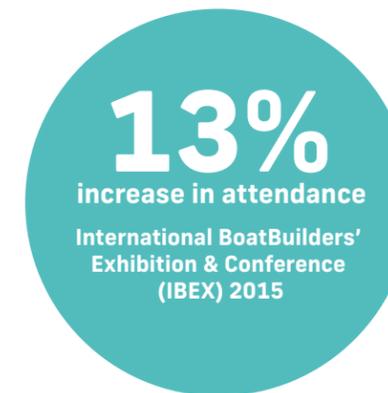
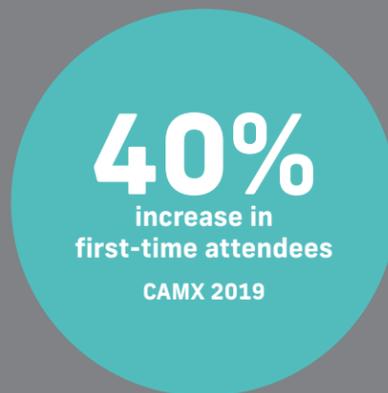
**13%**  
growth in buyer registrations

**24.3%**  
increase in international attendance

The average number of leads per exhibitor **increased 20%**

Website visits increased 153% and page views increased 319%

PROCESS EXPO 2017



**LARGEST SHOW IN 10 YEARS**  
**7%**  
increase in attendance  
NAB Show Las Vegas 2015

**LARGEST SHOW IN 69-YR HISTORY**  
AACC Annual Meeting 2017

**LARGEST ATTENDANCE IN 10 YEARS**  
AASA National Conference on Education 2020

# meet your team

Our talented team is comprised of marketing strategists, researchers, account planners, exceptional designers, digital and interactive pros, and production gurus who are all experts in developing, planning and executing award-winning marketing campaigns and brand development programs. Our goal is to be a seamless extension of your marketing team. We want to earn “a seat at the table” by proving that we are a critical partner whose insights and contributions are integral to your success.

our goal is to be a seamless extension of your team.

The following individuals will lead the PACK EXPO International team and direct the creative and marketing strategies to achieve your goals. The percentage next to their name correlates to projected time spent on PACK EXPO International.

## Paige Cardwell | 20%

President  
Chief Strategist



Paige Cardwell has marketed, promoted, produced and created successful association shows and event marketing campaigns for 25 years. Whether attracting 300 people or more than 100,000, Paige's unique blend of strategic initiatives, innovative approach and creative savvy offers each client insightful and smart

solutions to marketing and branding challenges intended to grow audiences and increase revenue. As President of CSG Creative, Paige leads her team and oversees the marketing, strategy and branding initiatives for all CSG clients. Paige is involved with each account, large or small, and eagerly shares her insights and best practices developed through years of success in the events business and association marketplace.

Paige has been a featured speaker at the Major American Trade Show Organizers (MATSO) Annual Meeting, ASAE's Marketing and Membership Conference, the International Association of Exposition and Events (IAEE), and on the Board of the Association for Women in Events.

Paige holds a BA in communications from the Annenberg School of the University of Pennsylvania in Philadelphia, PA. Paige is a member of IAEE, the American Society of Association Executives, and the Association for Women in Events.

## Carrie Schultz | 15%

Vice President, Strategy and Client Service  
Lead Strategist



Carrie is responsible for the strategic planning, management and execution of client marketing programs designed to increase membership retention and acquisition, as well as attendance and exposition sales for trade shows and conferences. Her work is results-driven and focused on getting the strongest return-on-

investment for all marketing efforts. Her expertise includes creation of strategic and tactical marketing plans, budgets and timelines; direct mail; copywriting and copyediting; list research and analysis; and Web development. She also is integrally involved in the brand development and digital strategy for our clients. Carrie leads a team of savvy account executives and is committed to unparalleled service and total client satisfaction.

She holds a BA in history from Emory University in Atlanta, GA. Carrie is a member of IAEE, and has participated in the Bell Leadership Institute training curriculum.

## Jess Schafer | 30%

Director, Strategic Accounts  
Lead Strategist



Jess was born and raised in Los Angeles, where she began her career in advertising while working in account services on various consumer and B2B brands.

Prior to joining CSG, she spent 10 years in the sporting goods industry, most recently as a director of brand marketing, where she led both brand strategy and creative direction for an international consumer brand. As the director of brand marketing, Jess led a team of brand managers and graphic designers, and was responsible for developing and executing integrated marketing campaigns comprising digital and social media, video content, event marketing, print, and in-store activations.

Jess is an avid list maker with a get-it-done attitude, and she thrives in collaborative and creative environments. As director of strategic accounts, Jess is responsible for brand development, strategic planning, partnerships and campaign execution.

She holds a BA in communications and art history from Santa Clara University.

## Heidi Aulakh | 50%

Director, Client Service  
Team Lead



Heidi is passionate about people and building strong relationships inside and outside of the office.

With 13 years of event, membership and marketing experience, Heidi offers a varied skill set for her clients and an in-depth understanding of the non-profit and association world.

A graduate of the University of Virginia, Heidi started her career at Wolf Trap Foundation for the Performing Arts and came to CSG by way of the International Association of Amusement Parks and Attractions.

Heidi's strong project management skills combined with her commitment to providing high-level customer service makes her an ideal partner for her clients. In 2013, Heidi completed the Second Wind Certified Account Managers Program, and she is a member of both IAEE and ASAE.

Outside of the office, Heidi enjoys walks with her dog, Sadie, and spending time with her family.

**Megan Hall | 15%**  
Vice President, Creative  
Lead Creative



Megan's passion for design is the cornerstone for the success of CSG. Her personal creative philosophy perfectly complements the overarching goals of CSG: delivering great design that gets great results. Fanatical about graphic design since she was a teenager and unwavering in her career goals ever since, Megan delivers a unique blend of strategic, managerial and creative skills that provides our clients with unparalleled creative solutions to their toughest marketing challenges. She oversees creative development and project execution, using her vast experience and keen eye to ensure that all projects meet the highest standards of quality, are technically flawless and meet all objectives as put forth by the client.

Under her leadership, CSG's award-winning design team consistently exceeds our clients' expectations with the creativity, variety and thoughtfulness of the campaigns we execute. Prior to CSG, Megan developed her skills in design and marketing on projects ranging from the development of corporate identity, branding, direct mail and promotional collateral to designs for large financial institutions and print-on-demand formatting for a variety of clients in Baltimore, MD, and Washington, DC. Megan earned a BFA in graphic design and photography from the University of Maryland Baltimore County in Baltimore, MD.

**Courtney Lopes | 40%**  
Art Director



This Northern Virginia native brings 17 years of design experience and an impressive repertoire of impactful designs and creative logos to her position.

Prior to CSG, Courtney was the sole designer at an Anheuser-Busch distributor, designing marketing materials and point of sale for their Northern Virginia

market. From beer labels to show guides, there's no project she won't tackle! Courtney brings a meticulous eye to the design team, and her love of typography helps knock out rebranding projects.

Courtney earned her BFA from East Carolina University. Go Pirates! When she's not designing, Courtney loves breaking down the barre, running 1/2 marathons with her twin sister, and enjoying pancake Sundays with her family.

**digital team**

**Wendy McCool Lewis | 30%**  
Director, Digital and Account Strategy



Wendy's enthusiasm for all things marketing is reflected in her broad communications skill set. As a 20+ year military spouse, Wendy epitomizes the agile personality that helps make marketing successful. And when it comes to digital, she's done it! Branding, strategic planning, campaign creation, digital

advertising, website and digital asset development, copywriting, social media integration and negotiating media — you name it. Wendy's vast experience implementing successful consumer and B2B marketing campaigns helps her clients achieve positive return on investment.

Wendy has an MBA in marketing and international business. She has worked for multiple advertising agencies and internal marketing teams for both commercial corporations and international nonprofits. She is always eager to learn her clients' businesses and search for innovative communication channels.

**Matt Hamilton | 20%**  
Director, Digital Design



Matt brings deep knowledge of design principles and creativity to an already talented agency. Matt provides high-quality design, layout and print production services, including designing promotional brochures, postcards, flyers, catalogs, advertisements, program materials, directories, books and

online materials.

Matt's previous position with America's Community Bankers allowed him to refine his skills by producing multiple marketing campaigns for the organization's various events, projects and constituencies. His favorite projects included logo and branding materials, web development, contributing to a monthly magazine and an advertising campaign promoting diversity.

Before joining CSG, he spent four years as a graphic designer with Public Affairs Group, Inc., of Washington, DC, focusing on corporate identity, direct mail and web development. Matt's technical abilities, attention to detail and love of the process stem from his BA in business information systems from Goshen College in Indiana.

**Peter Cajamarca | 35%**  
Digital Marketing Manager



Peter brings a 5+ years of experience in digital marketing strategy, optimization, and reporting to the CSG team.

Peter loves analyzing data and using those insights to make strategic recommendations. A background in science has honed Peter's analytical skills.

Additionally, Peter brings client-friendly experience to the table. At his previous role, Peter worked directly with clients in the hospitality industry. His high level of commitment to great service means client calls, reporting analysis, check-ins and more are all focused on helping clients understand the information and feel confident in moving forward.

Peter is deeply passionate about digital marketing because it gives a powerful platform to anyone who wants to achieve their marketing goals through a connected world. The targeting tools and levers give everyone a real opportunity for success. Managing these levers and making smart data-driven decisions is what fuels a successful campaign.

In his free time, Peter enjoys spending time with his dog, Icey, whether it is playing fetch, going on walks, hiking — but mostly playing fetch. Peter also is an avid soccer fan, and his favorite teams are D.C. United and AC Milan.

**Michelle Lee | 25%**  
Multichannel Marketing Specialist



A true INFJ on the Myers-Briggs personality indicator, Michelle believes that teamwork and passion are the keys to everything.

At CSG Creative, she supports the bustling account team in delivering award-winning marketing campaigns with attention to detail and project management.

Prior to joining CSG, Michelle was the marketing and customer service manager for a busy IT firm, and kept her CEO sane by providing exceptional service and executing customer-driven marketing plans.

Outside of the office Michelle enjoys yoga, figuring out what "clean eating" means, and running on short, merciful trails.

Outfitted with a BS in Marketing from University of Maryland and allured by the siren song of web analytics, Michelle leverages her curiosity to create amazing client experiences.

**Lara Lee | 25%**  
Digital Designer



Lara is a designer who loves to create memorable, meaningful digital designs that engage viewers and enhance usability.

Her expertise spans graphic and web design, front-end web development, print production, DSLR photography, and vector illustration.

Lara has been designing for print and web for over eight years. She started her creative career as a graphic designer at Rottman Creative Group, and eventually started her own business as a freelance designer for small businesses, nonprofits, and entrepreneurs. Today, Lara thrives on creating new digital designs completely from scratch. She can even hand-code entire websites without any WYSIWYGs.

Lara graduated from the University of Maryland with a BS in digital media & web technology: front-end web design & development, as well as a BFA. In addition to designing, Lara enjoys showing off her cockatiel named Bullet, running cross country, and clean eating.

**Katie Emig | 30%**  
Digital Content Specialist



From creating content, managing email campaigns, analyzing metrics, and spotting opportunities for growth across all channels, Katie can do it all.

Katie's passion for marketing first blossomed when she decided to take a marketing elective course during her senior year of high school. It quickly became her favorite class, and she was thrilled when she learned she

could make a career out of two of her passions: writing and social media.

She is always ready to dive headfirst into new challenges, as she feels it's the best way to learn new things. This is partly due to her experience working with smaller companies, where wearing multiple hats and taking on different responsibilities without hesitation is a common part of the job.

Prior to CSG, Katie was a content marketer for a startup company based in Annapolis, MD. During her time there, she increased social media engagement across all platforms and played a huge part in helping with the company's rebrand in 2021. She holds a B.A. in English from the University of Delaware.

# scope of work and cost estimates

## seo

CSG's SEO experts will perform a comprehensive audit of the PEI website to help achieve better search results. Our SEO review focuses on ensuring on-page elements are following best practices to increase your site rank. Fee includes an analysis of strategic web pages, on-page SEO strategies, site metadata, content development and review, and keyword development.

**Initial SEO Audit: \$5,500**

**Additional SEO reviews: \$4,000**

**Keyword research and copywriting: \$6,500**

## digital campaign management

CSG will set up the PEI digital campaigns on all selected platforms and will monitor and optimize performance on a biweekly basis. CSG will also provide access to our digital campaign dashboard where the PEI team can also monitor performance and metrics as they wish. PEI campaigns will run April 1 through the show and then transition to the on-demand campaigns for one-two months following.

**Management fee: \$1,500 per platform, per month**

## database augmentation

Another tool we may recommend is database augmentation using custom software that will allow us to append records based on data PMMI already owns. The benefit of using this tool is that the digital campaigns will reach deeper into existing customers, layering in additional prospects that could expand your reach across all platforms at an extremely low cost. Another feature of this software is the ability to create lookalike audiences. These lists will be used for all digital advertising tactics outlined in the recommendations. It's important to note that the data will be encrypted and only readable by digital advertising platforms.

**Estimated Fee: \$5,000**

## account management and strategic planning

CSG will be your strategic marketing partner and manage all aspects of the attendee campaign in collaboration with the PMMI team. Our team will be function as an extension of your staff and share the same goals and interests: make PACK EXPO International a huge success. Account management and planning services include:

- Multi-channel marketing strategy review and recommendations, program management, and tactical execution for multi-channel attendance and exhibitor campaigns
- Management of campaign and promotional timelines
- Collateral development, copywriting, fulfillment and coordination for all direct mail

- Email editorial calendar development and copywriting of 45-50 emails
- List research, acquisition, database builds, coding and tracking of all lists
- Response rate analysis for all tactics
- Website copy development as needed at show and for post-show promotions
- Onsite show attendance from four CSG team members and onsite marketing support, video, photography, daily email updates, etc.
- Program management, client meetings, committee meetings and other related PMMI meetings, as needed
- Benchmark reporting and metrics
- Post-show wrap-up reports and campaign analysis

Fee does not include direct expenses incurred on behalf of PMMI while managing all or portions of the marketing program (including travel related expenses, paid media, postage, fulfillment fees, etc.) These expenses will be billed back to PMMI on a monthly basis as they are incurred.

Professional service fees represent an average of 130-140 hours of time/month at the blended rate of \$150/hour. The fee will be billed monthly and spread over the term of the contract. If the contract were to begin on March 1, 2022, the contract term would go from March 1, 2022, through December 31, 2022 to include the post-show wrap-up and the on-demand promotions.

**Fee for services: \$20,500/month**

## emarketing

CSG will develop 45-50 unique emails for prospects and attendees, including 2-4 emails to promote on-demand Xpress content starting in early November. All copywriting services are included in the account management and planning fees. Other cost centers are:

## Email Template Development

Creative concepting, design, layout and responsive HTML template build for the PACK EXPO International 2022 email campaign.

**\$2,250/template**

## Attendee E-marketing Campaign and Post Show Promotions

Design, HTML build, test and email list query support for PACK EXPO International 2022. Includes promotional emails to prospects and registered attendees, countdown emails, tomorrow @ the show emails, post-show email, Xpress promotions, etc.

**\$1,250/email**

## paid sem and smm advertising

Leverage Google, Microsoft, YouTube, Facebook and Instagram to support the digital campaign. Facebook will launch on-site at PACK EXPO East to encourage early registration for PEI 2022. Other platforms will launch on April 1 and run through the show. Current digital plan includes a mix of search, display, video, image, slideshow, and offer ads to keep the campaign fresh throughout its run. CSG recommends refreshing campaigns every 3-6 weeks to optimize performance and will provide specific recommendations during your campaign plan review.

**Digital advertising banner suites: \$2,500 for first suite of campaign ad units (11-14 ad units); \$1,750 for each refresh, including target audience segments, offers, focused campaign messaging, etc.**

**Social ads: \$250/ad**

**Carousels and slideshows: \$450/ad**

**Motion graphic social ads: \$850/ad**

**SEM copywriting: \$6,500 for 8 ad groups**

# scope of work and cost estimates

## direct mail design

Our award-winning creative team will design four unique pieces to be mailed to a total of 345,000 prospects, using comp codes and QR codes to improve performance and trackability.

### DM1 (1 Version) Registration Announcement

Arrives week of May 23, to 85,000 end user prospects. Specs: Print Specs — 10.5 x 5.5 (2 full panels, 1 short fold) with spot UV

**Fee: \$3,500**

### DM2 (3 Versions) Targeted Brochure (featuring a comp code)

Arrives late June, to 105,000 end user prospects. Specs: Print Specs — 6 x 10.5 (4 panels/8 pages) with spot UV

**Fee (3 versions): \$12,250**

### DM3 (1 Version) — Show Overview

Arrives by mid-August 2022, to 105,000 end user prospects

**Fee (assumes 12-16 pages): \$10,500 – \$12,500**

### DM4 (1 Version) – Last Chance Postcard (featuring a comp code)

Arrives late September, to 50,000 end user prospects. Specs: 6X9 postcard with scratch off

**Fee: \$2,500**

### International Brochure for Trade Shows (Spanish and Chinese versions)

8 pages, 4 panel (2 full, 2 half); finished size 11x17; Developed in 3 languages (English, Spanish and Simplified Chinese)

**Fee: \$4,500**

## database management

Strategy, reference file setup, ongoing processing, data hygiene and ongoing analysis primarily for direct mail campaign.

**Estimated Fees: \$30,000 – \$40,000**

## video campaign

Production and promotion of four videos using B-roll from previous events as well as animated graphics, depending on topic and outlet for promotion. These videos will be promoted in emails, organically on social media and via paid digital ads. Estimated length: 45-60 seconds. All video pricing includes shorter cuts for social media.

### Video 1 (April)

Show Features overview video with voiceover to launch week of April 25. Includes exhibitor version

**\$15,000**

### Video 2 (June)

Trends/Solutions focused video, no voiceover, to launch week of June 13

**\$7,000**

### Video 3 (August)

Networking/Education Opportunities video with voiceover to launch week of August 1

**\$7,500**

### Video 4: (September)

Testimonials video from attendees, partners, and exhibitors to launch week of September 12

**\$7,000**

## traditional media campaigns

CSG's account and strategy team will engage with the PMMI Media Group and PEI media partners to evaluate and discuss creative promotional strategies via the trade press and publication partners. This includes consulting on existing negotiations and planning and negotiating any outstanding agreements for the PEI 2022 traditional media campaigns as well as monthly campaign management and metrics tracking.

**Fee for media campaign planning, management and monitoring: \$18,000**

### Print Advertising Campaigns

Design print ads for general show ad plus about 15 verticals.

**General show ad: \$2,500**

**Vertical versions: \$1,500/version**

### Ad Production and Trafficking

Includes sizing of ads, updating copy, preparing final files, content development for text ads and creating tracked URLs for all interactive placements, trafficking to pubs/sites for insertion/posting and eblast proofing for the integrated media campaign for PACK EXPO International 2022

**Fee for services: \$29,250**

## Media Partner Digital Banner Ad Suites

Digital ads developed for general show ad plus about 15 verticals. Ads will be refreshed at 3 points during the campaign cycle with fresh CTAs.

**Banner suite of 11-14 standard sizes: \$2,500\***

**Banner suite version for vertical audience:**

**\$1,750/vertical suite**

**Banner suite campaign refresh messaging/CTAs:**

**\$750/suite**

## Media Partner Emails

**\$1,250/email**

*\*Ads developed for SMM or Display may cross over to support the media partner assets.*

## CSG uses the following software and technology systems:

### Adobe Creative Suite

- Indesign
- Photoshop
- Illustrator
- After Effects
- DreamWeaver
- XD

### Current Track Agency Management Software

### Microsoft 365 Suite

Teams

Zoom

**PACK EXPO International 2022  
Projected Agency Cost Centers**

<b>Service</b>	<b>Cost</b>
Account Management and Execution (March–Dec)	\$205,000.00
SEO	\$5,500.00
SEO Updates (quarterly)	\$8,000.00
Keywords research and copy	\$6,500.00
Digital Campaign Management (April –Oct PEI; Nov–Dec OnDemand)	\$58,500.00
Emarketing Templates	\$5,000.00
Email Design and Coding (45-50)/19 media partners/2-4 post show	\$90,000.00
Paid SEM and SMM Display Suites	\$17,500.00
Social Media Ads	\$7,500.00
Direct Mail Design (4 pieces) + International	\$33,500.00
Videos and social shorts	\$36,500.00
Data and List Hygiene	\$45,000.00
Media Negotiations and Insertions	\$18,000.00
Media Campaign Digital Asset Design	\$54,000.00
Media Campaign Print Design	\$25,000.00
Media Ad Production	\$29,500.00
<b>Agency Services and Fees</b>	<b>\$645,000.00</b>



[csgcreative.com](http://csgcreative.com)