

# Message Map: ABC Landscaping Show

Target - Company type, size and position	Main Challenges/Opportunities	Value Proposition	Offer(s)	Featured Education Sessions	Trade Show Floor Attractions	
<b>Who do your top exhibitors want to see most? Best segments for future growth?</b>	<b>Create meaningful copy that reflects target's most pressing problems.</b>	<b>List specific benefits to each targeted attendee segment.</b>	<b>Why should they register now? Create urgency.</b>	<b>Choose three to five education sessions that will move their needle most.</b>	<b>Recommend several trade show floor activities or exhibitors that appeal to their interest.</b>	
<b>Commercial Landscapers (20+ employees)</b>	<b>Client facing team -</b> 1) Business development 2) Designers 3) Project managers	Growing referrals. Increasing bid win rate. Re-occurring revenue. Skilled workforce. Project profitability. Innovation & differentiation.	Grow word of mouth. Optimize cost of sales. Improve business predictability. Identify and leverage strengths. Develop and motivate team members.	Early reg \$50 discount. Specialty Lounge Access for those sending a team. Business development video series.	1) Building a Referral Engine that Keeps on Giving 2) Critical Analysis of 6 Landscape Industry Estimating Systems 3) Would You Like Fries with that Lawn Maintenance Program?	Green Island. Customer service and sales theaters. New Products Showcase. Live in-booth demos.
<b>Residential Landscapers (20+ employees)</b>	<b>Client facing team -</b> 1) Owners 2) Business development 3) Crew leaders	Winning bids. Upselling strategies. Steady pipeline. Customer service. Skilled workforce.	Work on your business instead of in it. Results driven sales and marketing strategies. Develop supervisory skills.	Early reg \$50 discount. Free show floor only registration. Free team building handbook.	1) Xplode Your Landscape Customer Service 2) 7 Business Multipliers You Need To Know 3) Marketing on a Shoestring Budget.	Green Island. Outdoor Patio Challenge. New Products Showcase. Show specials.
<b>VIP Category - Owners - Commercial and Multi-location Residential Landscapers (50+ employees)</b>	Succession planning. Business growth strategies - i.e. Partnerships. Capital investment strategies. Employee recruitment and retention.	High level networking and peer-to-peer sharing experience. Special access to lounges. Case Studies.	VIP Invitation. Only available to the first 75 qualified registrants. Exclusive bonus session with keynote speaker.	1) Built to Last - 3 Models for Business Succession 2) 2015 Performance Benchmarks from High-Profit Companies. 3) Exclusive session with keynote speaker.	VIP reception and lounge access. Show specials.	

**Additional campaigns should be created for Alumni and regional attendance. Target email lists should include smaller businesses. They'll have similar challenges and opportunities. Education should be designed to meet the needs of the desired targets.**

[Sample Created by Velvet Chainsaw Consulting](#)

