

STUDY OF EXHIBITOR PROMOTIONAL ACTIVITY  
IN BEHALF OF THE NEW YORK WORLD'S FAIR .  
FALL 1963 THROUGH SEPTEMBER 1964

Prepared by: Public Relations Committee of the Industrial  
Exhibitors Council . . . . September 23, 1964

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## MAJOR CONCLUSIONS OF THE STUDY

- . In general, the industrial exhibitors have been quite aggressive in their promotion of the New York World's Fair.
- . While this aggressiveness has, in most cases, been concentrated in the three areas of publicity, sales promotion, and promotional tie-ins, total dollars invested so far are impressive. More than \$10,000,000 has been spent in direct promotion. Additional tie-ins account for upwards of \$75,000,000.
- . Except for transportation ads in New York, few exhibitors have done much direct advertising since Opening Day (when most were represented in magazines, supplements, radio, and TV). Thus, continuous broad-scale exposure of the Fair to the general public has not been as great as one would think, especially in the second half of the '64 season.
- . For 1965, very few exhibitors will use advertising at all. Most are planning to put still more emphasis on publicity and promotional tie-ins within their companies.
- . Nearly all agree that publicity opportunities will not be as great in 1965 as in 1964.
- . Thus for all practical purposes, the exhibitors' promotional activities in behalf of the Fair in 1965, while they will be substantial, will be below the levels achieved in 1964.

## RECOMMENDATIONS

- The Public Relations Committee believes that the World's Fair Corporation should consider carefully the possible effects of reduced exhibitor advertising in 1965. It appears clear that the exhibitors will spend somewhat less money on direct promotion next year.
- The Committee also believes that the Fair Corporation, which has put great emphasis on free publicity in promoting the Fair, should consider carefully to what extent we can all count on free publicity in 1965.
- It is worth noting, in this connection, that the Fair Corporation originally aimed for 40,000,000 paid admissions in 1964. With luck, the Fair will actually welcome about 26,500,000. With the present trend toward reduced direct promotional expense in 1965, coupled with the probable reduction in free publicity opportunities, it seems wishful thinking to assume that '65 will even match '64 unless a massive promotional effort is made.
- To be realistic about the present outlook, if the Fair Corporation goes ahead in 1965 in the patterns of the past, the Fair may miss its 2-year attendance target by as much as 20,000,000 paid admissions -- 28% below forecast.
- Thus the Committee, viewing present trends as matter-of-factly as possible, believes that the Fair Corporation will have to change its promotional emphasis in 1965 if it wants to reach large numbers of people

on a continuous basis and attract them to the Fair in equal or greater numbers than 1964.

. This change in emphasis should provide for:

- .... a strong and aggressive winter and spring promotional program which will include major centerpieces: for example, films, road shows, personal appearances by major personalities in behalf of the Fair, local promotions, etc.
- .... beginning in early April and running through September of '65, a substantial continuous advertising program in national magazines and newspapers. Few exhibitors will be expending funds in this vital area, and the Fair Corporation will have to stop assuming that they will.
- .... continuous use of newspapers and radio and TV spots in the New York area between May and September. Surveys to date indicate that N. Y. area attendance has not been up to par this year. Exhibitor promotion in New York was light in '64, will be lighter in '65.
- . .... much more emphasis on Special Events at the Fair itself, to give added incentive to people to come during the '65 season. Special events were started late this year, and the Committee believes this may have been a key factor in lagging Fair attendance during June and July.
- .... much more emphasis on attracting new exhibits, in order to add "reasons to come" for people; also, continued emphasis on sprucing up known weak areas -- restaurants in particular.

. The Public Relations Committee would be willing to set up a special working staff to assist the Fair promotional staff in developing or reviewing new plans for 1965, but only if it is felt that the meetings of the two groups can be productive.

TABLE I

PRESS RELATIONS ACTIVITY OF MAJOR  
INDUSTRIAL EXHIBITORS  
JANUARY-SEPTEMBER 1964

One minute summary :

In general, the exhibitors are aggressively active in the field of press relations. Almost all have held press conferences and pre-views. Almost all have standard press kits. All have put out releases. Nearly everyone has some sort of special handling procedure for visiting press. A continued effort is being made to get publicity for the individual pavilions through every conceivable channel, even including commercial TV newsfilm clips and radio-tapes.

It is also apparent that most exhibitors regard press relations activity as a prime promotional vehicle, and will push hard in this area in 1965.

PRESS RELATIONS ACTIVITY OF 20 MAJOR INDUSTRIAL EXHIBITORS

	Press Confs	Prev. Vists	Press Kits	TVNews Clips	Radio Nwtapes	Radio Records	Mat Re- leases	Spec Mat'l	Visitr Public	Custmr Public	Co. Intl Nwspaprs	Co. House Organs
Ford	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES	YES
G. M.	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES	YES
BellSystem	NO	NO	YES	NO	NO	NO	NO	YES	YES	YES	YES	YES
G. E.	YES	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES
Clairol	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES	YES
Coke	YES	YES	YES	NO	NO	YES	NO	YES	YES	YES	YES	YES
JohnsWax	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES	YES
7-Up	NO	NO	NO	YES	YES	NO	YES	YES	YES	YES	NO	YES
Schaeffer	YES	YES	YES	NO	NO	NO	YES	YES	YES	NO	NO	NO
ContIns	YES	YES	YES	NO	NO	YES	YES	YES	NO	NO	YES	YES
EP&L	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES	YES
Parker	YES	NO	YES	YES	NO	NO	NO	YES	YES	YES	YES	YES
Equitable	YES	NO	YES	NO	NO	NO	YES	YES	YES	YES	YES	YES
Chrysler	YES	YES	YES	NO	NO	NO	NO	YES	NO	NO	YES	YES
R. C. A.	YES	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES
Travelers	YES	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES
Dupont	YES	YES	YES	NO	NO	NO	NO	YES	NO	NO	YES	YES
I. B. M.	YES	YES	YES	NO	NO	NO	YES	YES	YES	YES	YES	YES
A. M. F.	YES	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES
USRubber	NO	NO	NO	NO	NO	NO	YES	YES	NO	NO	YES	YES

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## PRESS RELATIONS ACTIVITY

### DEFINITIONS

Press Conferences - Meetings with groups of editors either at the Fairsite or at Company locations to discuss news material directly involving your pavilion or the World's Fair.

Preview Visits - Actual visits of groups of editors under your auspices, to see your show or display at the Fair.

Press Kits - Folders containing fact sheets, copies of show script, photo-captions of show or display, etc. Brochures and bulletins are normally not considered press kits.

TV Newsfilm Clips - Usually 1 or 2-minute films made by specialized firms; prints are sent to TV stations along with suggested scripts. Soft-sell. Emphasis on news.

Radio Newstapes - Similar to TV newsfilms. Audio only, sent to radio stations in the form of tapes. Most common type: news interview with prominent personality at your pavilion.

Radio Records - Theme songs of shows. Sent to radio, TV stations. "It's A Small World" theme song is probably the leading example of this type of promotion.

Mat Releases - A canned story, cartoon, or photo caption offered to newspapers, magazines, or house organs via a syndicate. Editor is offered a free mat if he likes story. You pay flat fee, regardless of low or high volume of inquiry.

Special Material - Specific stories or background material written at the specific request of an individual editor. This category includes photos, film, audio tapes, and occasionally displays.

Visitor Publicity - This refers to "hometown publicity" -- i. e., sending photo captions of selected people who come through your pavilion (preferably from small towns) to their local newspapers.

Customer Publicity - Same as hometown publicity, except that it usually involves groups of key dealers, distributors, or visiting VIPs. Major use is by house organs and company magazines.

Company internal newspapers - Most big and middle-sized companies put out newspapers at their various plant locations. Material such as features, photos, interviews, etc., which directly involve the Fair or your pavilion and which appear in these papers, should be included here.

Company house organs - Primarily magazines & shareowner annual and quarterly reports.

TABLE II

DIRECT ADVERTISING IN THE GREATER NEW YORK  
METROPOLITAN AREA BY MAJOR INDUSTRIAL EXHIBITORS  
JANUARY-SEPTEMBER 1964

One Minute Summary:

A number of exhibitors appear to recognize the need for paid advertising in the New York area, in view of the population density here and the accessibility of the Fair grounds to New Yorkers.

Several are using railroad, subway and terminal displays on a continuing basis. Others have used billboards, newspapers, radio and TV, mostly on or about Opening Day.

In general, however, the amount of paid advertising in the New York area is quite light and this is especially true of radio and TV, the mass mediums of New York.

Those now using transportation advertising indicated they would consider repeating it next year. Few indicated any radio, TV or newspaper plans, however.

DIRECT ADVERTISING IN THE GREATER N. Y. METROPOLITAN AREA BY MAJOR INDUSTRIAL EXHIBITORS

	R. R. Status	NYC Subways	Air Terms	Bus	Bill-boards	N. Y. Radio	N. Y. T. V.	N. Y. Newsprs	N. Y. Mags	CCTV	Off. NYWrlldFair Guidebook
Ford	YES	YES	YES	YES	YES	NO	NO	YES	YES	NO	YES
G. M.	YES	YES	YES	YES	NO	YES <sup>1</sup>	YES <sup>1</sup>	YES <sup>1</sup>	YES	YES	YES
BellSystem	NO	NO	NO	YES	NO	YES	NO	YES	YES	YES	
G. E.	YES	YES	YES	NO	NO	NO	NO	YES <sup>1</sup>	YES	NO	YES
Clairol	NO	YES	NO	YES	NO	NO	YES	YES	YES	NO	YES
Coke	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
JohnsWax	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
7-Up	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Schaeffer	YES	YES	YES	NO	YES	YES	YES	YES	NO	NO	YES
Cont. Ins	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
EP&L	NO	YES	NO	YES	NO	YES	YES	NO	NO	NO	YES
Parker	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Equitable	YES	YES	NO	YES	NO	NO	NO	NO	NO	NO	YES
Chrysler	NO	YES	NO	YES	NO	NO	NO	NO	NO	NO	YES
R. C. A.	NO	NO	NO	NO	NO	YES	YES	YES	NO	YES	YES
Travelers	NO	YES	NO	YES	YES	YES	NO	NO	YES	YES	YES
DuPont	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
I. B. M.	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
A. M. F.	NO	NO	NO	NO	NO	NO	NO	NO	YES	NO	NO
USRubb	NO	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO

1 - Confined to Opening Day period

DIRECT\* ADVERTISING IN THE  
NEW YORK AREA

DEFINITIONS

Railroad Stations, New York Subways, Air Terminals and Bus Lines - refers to either car card ads, or display posters or dioramas mounted on station or terminal walls.

Billboards - in this case, highway billboards located in New York or on highways leading into New York and the Fair area.

New York Radio - paid commercials run on stations in the immediate New York area.

New York Television - same as radio; paid commercials.

New York Newspapers - advertisements that directly promote one's pavilion (Come See Us at the Fair), or the Fair overall.

New York Magazines - hotel giveaways such as Cue, Where, Host, etc. The New Yorker is also included in this category.

Closed Circuit TV - this refers to Teleguide, Channel 6 in New York, which goes into 75 hotels on a fee basis.

Official N. Y. World's Fair Guidebook - self-explanatory.

\* As used here, "direct" means advertising specifically aimed at getting people to come to your pavilion or the Fair. Ads that feature products first, and your pavilion or Fair second, are to be noted on a different table.

TABLE III

DIRECT NATIONAL ADVERTISING BY MAJOR  
INDUSTRIAL EXHIBITORS  
JANUARY-SEPTEMBER 1964

One Minute Summary:

When it comes to national advertising, i. e., reaching large numbers of the general public through paid media, the ardor of the exhibitors cools appreciably.

Only a few report having run TV commercials directly aimed at promoting their pavilion. Only a couple have used TV spots, or radio, or billboards. About one third did run ads in national magazines, and some used Sunday supplements. But these appeared around opening day, not since.

Most exhibitors indicated that their policy favored the tie-in approach, rather than the direct approach. They cite the unexpectedly high costs of their Fair participation as the major reason for not using paid national advertising, as well as the regional flavor of the Fair.

DIRECT NATIONAL ADVERTISING BY MAJOR INDUSTRIAL EXHIBITORS

	Netwk TVSpcc	Netwk TVShow	Netwk TVSpts	Netwk Radio	Nat'l Billbd	Cons. Mags	Bus Mags	News- Pprs	Sunday Supplmnt
Ford	NO	NO	NO	NO	YES	NO	NO	NO	NO
G. M.	NO	NO	NO	NO	NO	NO	NO	NO	NO
Bell System	NO	NO	NO	NO	NO	YES	NO	NO	NO
G. E.	NO	NO	NO	NO	NO	YES	NO	NO	NO
Clairol	NO	YES	YES	NO	NO	YES	YES	YES	YES
Coke	NO	NO	NO	NO	NO	NO	NO	NO	NO
Johns. Wax	NO	YES	NO	NO	NO	NO	NO	NO	NO
7-UP	NO	NO	NO	NO	NO	YES	NO	NO	YES
Schaeffer	NO	NO	NO	NO	NO	NO	NO	NO	YES
Cont. Ins.	NO	NO	NO	NO	NO	NO	YES	NO	NO
E P & L	NO	NO	NO	NO	NO	NO	NO	NO	NO
Parker	NO	NO	NO	NO	NO	YES	YES	NO	NO
Equitable	NO	NO	NO	YES	NO	YES	NO	NO	NO
Chrysler	NO	YES	NO	NO	NO	NO	NO	NO	NO
R. C. A.	YES	YES	NO	NO	NO	NO	YES	NO	YES
Travelers	NO	NO	NO	NO	YES	YES	YES	NO	NO
DuPont	NO	YES	NO	NO	NO	NO	NO	NO	NO
I. B. M.	NO	NO	NO	NO	NO	YES	NO	NO	NO
A. M. F.	NO	NO	NO	NO	NO	NO	NO	NO	NO
USRubber	NO	NO	NO	NO	NO	NO	NO	NO	NO

XERO COPY

XERO COPY

XERO COPY

## DIRECT\* NATIONAL ADVERTISING

### DEFINITIONS

Network TV Special - means an entire special network TV show specifically devoted to the Fair, and featuring an exhibitor's pavilion in the commercials. Only U. S. Steel has sponsored a show of this type, to date.

Network TV Show - means a TV show sponsored by an exhibitor, on which commercials have run that specifically promote an individual pavilion or the Fair overall.

Network TV Spots - commercials promoting a specific pavilion which have run in spot time on a network (not local).

National Billboard - Billboard space purchased nationally or in major regions, where the message specifically promotes your pavilion.

Consumer Magazines - Ads in national editions of Life, SatEvePost, Reader's Digest, etc., which specifically promote your pavilion or the Fair.

Business Magazines - Same as consumer. All special media such as Scholastic, etc., are included in this category.

Newspapers - Specific ads on your pavilion running in 16 or more market areas.

Sunday Supplements - This Week, Parade, Custom Supplements, etc. Multi-market. The N. Y. Times, for example, would not be in this category.

\* As used here, "Direct" means advertising specifically aimed at getting people to come to your pavilion or the Fair. Ads that feature products first, and your pavilion second, are to be noted on a different table.

TABLE IV

DIRECT SALES PROMOTION, N. Y. C. AND NATIONAL,

BY MAJOR INDUSTRIAL EXHIBITORS

JANUARY-SEPTEMBER 1965

One minute summary.

Second only to press relations activity is the exhibitors' aggressiveness in the field of sales promotion -- print, audio-visual and display material designed to promote their pavilions and the Fair.

Posters, models, special displays, booklets, brochures and many other types of sales promotion have been produced and distributed by the millions. This type of promotional material has been poured into thousands of travel agencies, clubs, social organizations, schools, as well as dealer and distributor channels. Banks, airlines, department stores -- there is almost no outlet that has not been exploited with printed matter. Slides and films have been produced in quantity, also.

Most exhibitors will continue this activity in 1965, since nearly all present materials can be easily reprinted and at minimum cost.

DIRECT SALES PROMOTION OF MAJOR INDUSTRIAL EXHIBITORS

	Infor. Spkrs	Postrs	Model	Spec. Dsply	Films	Slide Pres.	Bklets & Fax Gvawas.	Maps, TBks	Disc. Recs.	Treck Decals	Dstr/Dir. Promo. Pkgs.
Ford	YES	YES	YES	NO	NO	YES	YES	YES	YES	NO	NO
G. M.	NO	YES	YES	YES	YES	YES	YES	YES	NO	NO	YES
BellSystem	NO	YES	YES	YES	YES	YES	YES	NO	YES	NO	NO
G. E.	NO	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES
Clairrol	NO	YES	YES	NO	YES	NO	YES	NO	NO	NO	NO
Coke	NO	YES	YES	YES	NO	NO	YES	YES	NO	YES	YES
JohnsWax	NO	YES	YES	NO	NO	NO	NO	NO	YES	NO	NO
7-Up	NO	NO	NO	NO	NO	YES	YES	NO	NO	NO	YES
Schaeffer	YES	YES	YES	YES	NO	YES	YES	YES	NO	YES	YES
ContIns	YES	YES	YES	YES	NO	NO	YES	YES	NO	NO	YES
EP&L	NO	YES	YES	YES	NO	YES	YES	YES	YES	NO	YES
Parker	NO	YES	YES	YES	NO	NO	YES	YES	NO	NO	YES
Equitable	NO	YES	YES	YES	NO	NO	NO	YES	NO	NO	NO
Chrysler	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO	NO
R. C. A.	YES	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES
Travelers	YES	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES
DuPont	NO	YES	YES	NO	NO	YES	YES	NO	YES	NO	YES
I. B. M.	NO	NO	NO	NO	YES	NO	NO	NO	NO	NO	NO
A. M. F.	NO	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO
USRubber	YES	YES	YES	YES	NO	YES	YES	YES	YES	NO	YES

## DIRECT\* SALES PROMOTION

### DEFINITIONS

Information Centers - Special booths, counters, etc., set up so that people can visit them to get information about the Fair and your pavilion.

Speakers' Bureaus - A central location equipped with flipcharts, slides, films, scripts, etc., which has at its disposal a qualified list of speakers who can accept speaking engagements before groups.

Posters - Large paper broadsides depicting your pavilion.

Models - Scale models of your pavilion, available to banks, airlines, clubs, etc.

Special Displays - Floats, travelling exhibits, trailers, trucks, etc.

Films - Movies about your pavilion or show.

Slide Presentations - Self-explanatory. Include filmstrips.

Booklets & Fact Sheets - Almost any printed material which describes your exhibit and gives information on the Fair.

Maps, Giveaways - Buttons, badges, hats, balloons, trip tip booklets.

Discount ticket books - Coupons giving special rates at Fair exhibits, advance discount admission tickets, etc.

Records - Narration or music from your show, which are either given directly to the public, or consigned to dealers, or which can be purchased at your pavilion.

Truck Decals - Decals featuring your pavilion and the Fair, which can be used on your Company's trucks.

Distributor/Dealer Promotional Packages - Kits and merchandising folders containing information on how to tie in to the Fair, how to use the Fair to attract customer traffic, etc. Such kits usually contain booklets, banners, maps, discount tickets, "how to" information. Note : some exhibitors have put out kits for their employee relations operations detailing how to arrange employee trips and visits. These have been arbitrarily included in this category.

\* as used here, means primarily print, audio-visual, and display material prepared by the Company World's Fair Operation (or under its supervision) whose primary purpose is to inform others about your pavilion. Another criteria which should be used, is that distribution of this material be under your direct supervision.

TABLE V  
TIE-IN ADVERTISING, INCLUDING ACTIVITY OF OTHER DIVISIONS OR  
DEALERS OR DISTRIBUTORS BY MAJOR INDUSTRIAL EXHIBITORS  
JANUARY-SEPTEMBER 1964

One minute summary :

Using the excitement of the Fair as an ingredient to add excitement to their product messages, is a major way in which exhibitors are helping to advertise the Fair.

All who sponsor TV shows have in some way built in Fair mentions as a background to their product pitches. TV Spots, local radio programs, magazine advertising, newspaper and Sunday supplement ads have also carried Fair mentions in the form of theme lines, or pavilion "bugs," or copy mentions.

It should be noted that while the dollars involved in this tie-in advertising area add up into the millions, it is difficult to measure the degree of direct benefit which the Fair gets. The reason is that the Fair or the individual pavilion is seldom the subject of the advertisement; rather, it is one ingredient, and sometimes a very small one.

**IN-FAIR ADVERTISING INCLUDING ACTIVITY OF OTHER DIVISIONS OR DEALERS OR**

	Network TVSpec	Network TVShow	TVSpots	Local Radio	Billboard	Consumr Mags	Bus. Mags	News-paprs	Sunday Supplements
Ford	NO	YES	YES	NO	NO	YES	YES	YES	NO
G. M.	NO	YES	YES	NO	YES	YES	YES	YES	YES
BellSystem	NO	NO	NO	YES	NO	YES	NO	NO	NO
G. E.	NO	NO	YES	YES	NO	YES	YES	YES	YES
Clairol	NO	YES	YES	NO	NO	YES	YES	YES	YES
Coke	NO	NO	NO	YES	YES	YES	YES	YES	YES
JohnsWax	NO	NO	NO	NO	NO	NO	NO	NO	YES
7-Up	NO	NO	NO	NO	NO	YES	NO	NO	NO
Schaeffer	NO	NO	YES	YES	YES	NO	NO	NO	YES
ContIns	NO	NO	NO	NO	NO	NO	YES	NO	NO
EP&L	NO	NO	YES	YES	YES	YES	YES	YES	YES
Parker	NO	NO	NO	NO	NO	NO	YES	UNK	NO
Equitable	NO	NO	NO	NO	NO	YES	NO	NO	NO
Chrysler	NO	YES	NO	NO	NO	NO	NO	NO	NO
R. C. A.	YES	YES	YES	NO	NO	YES	YES	YES	YES
Travelers	NO	YES	YES	YES	YES	YES	YES	YES	NO
DuPont	NO	YES	NO	NO	NO	YES	YES	NO	YES
I. B. M.	NO	NO	NO	NO	NO	NO	NO	NO	NO
A. M. F.	NO	NO	NO	NO	NO	YES	YES	NO	NO
USRubber	NO	NO	NO	YES	YES	NO	NO	YES	NO

\* means advertising where another product or service is featured, and your pavilion is mentioned in a secondary way -- tag-line, shown in photo, mentioned in copy, etc. Advertising of this type is usually controlled by Company components or divisions, other than its World Fair operation.

TABLE VI

TIE-IN SALES PROMOTION, INCLUDING ACTIVITY OF OTHER COMPANY  
DIVISIONS, DEALERS, DISTRIBUTORS -- BY MAJOR INDUSTRIAL EXHIBITORS

JANUARY-SEPTEMBER 1964

One minute summary :

Bringing the Fair into the dealers' showrooms via display material, booklets, traffic premiums, etc. is a primary objective of most exhibitors.

Contests for both consumers and salesmen, P-O-P product displays, banners and streamers -- nearly all exhibitors have used these techniques in one form or another.

There is no question but that the Fair benefits from this type of activity, since nearly all these promotional programs include specific booklets and informational material about the Fair. Even though the primary purpose of tie-in activity is to sell products, the average consumer can also learn quite a bit about the Fair through the materials which are built into the programs.

It is probable that tie-in sales promotion activity will continue in volume next year. And it may even increase, in the case of successful exhibitors, since there is always less hesitancy to risk promotional money on "sure bets."

TITLE IN SALES PROMOTION INCLUDING ACTIVITY OF OTHER COMPANY DIVISIONS, DEALERS & TRUCKERS

	Incentive		Special		P-O-P	Traffic	Booklets,		Product	Truck	Stationary	
	Contests,	Swpstakes	Direct	MailProm			Disply.	Premis.			Brochures	Postcards
Ford	YES	YES	YES	YES	YES	NO	YES	YES	NO	NO	YES	YES
G. M.	NO	NO	NO	YES	YES	NO	YES	YES	NO	NO	YES	YES
BellSystem	NO	NO	NO	YES	YES	NO	YES	YES	NO	NO	YES	YES
G. E.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Clairol	NO	YES	YES	YES	YES	NO	YES	YES	NO	NO	NO	NO
Coke	YES	NO	NO	YES	YES	YES	YES	YES	YES	NO	NO	NO
JohnsWax	NO	NO	NO	NO	NO	YES	NO	NO	NO	NO	YES	YES
7-Up	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Schaeffer	NO	NO	NO	YES	YES	NO	YES	YES	NO	YES	YES	YES
ContIns	NO	YES	YES	NO	NO	NO	YES	YES	NO	YES	YES	YES
EP&L	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES
Parker	YES	NO	NO	YES	YES	YES	YES	YES	YES	NO	YES	YES
Equitable	YES	NO	NO	YES	YES	YES	YES	YES	YES	NO	YES	NO
Chrysler	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
R. C. A.	NO	NO	NO	YES	YES	NO	NO	NO	NO	YES	YES	YES
Travelers	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES
DuPont	YES	YES	YES	NO	NO	NO	YES	YES	NO	NO	YES	YES
I. B. M.	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
A. M. F.	NO	NO	NO	NO	NO	YES	YES	YES	NO	NO	YES	YES
USRubber	YES	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO

## \*TIE-IN SALES PROMOTION

### DEFINITIONS

Incentive Contests, Sweepstakes - Prize contests, drawings, etc. where participants can win Fair-oriented prizes or trips. Tie-in activities of this type usually feature a product first and your pavilion or the Fair second. Example : "buy ten cases of Boffo and you might win an, etc."

Special Direct Mail Promotion - primarily means direct mail programs by agents, distributors, or dealers designed to draw product inquiries or showroom traffic, but where the bait is some aspect of the Fair.

P-O-P displays - Product displays usually using your pavilion or the Fair only as an attention-getting device.

Traffic Premiums - Any Fair-oriented item -- toy, record, etc. designed to pull dealer or agent traffic.

Booklets, brochures, postcards - Self-explanatory. Product or service first, Fair or pavilion second.

Product Packaging Labels - Tags "As introduced at the Fair", labels, stickers, shipping carton slogans, et c.

Truck decals - "BUY BOFFO TODAY AT YOUR LOCAL STORE -- and see our pavilion when you go to the Fair."

Postal Indicias - Postage meter slugs containing a plug for the Fair or your pavilion.

Stationery, cafeteria, misc. - Promotional messages at the bottom of company stationery; imprinted drinking cups in plant vending machines; bookmatches; notepads; etc.

\* means print, audio-visual, and display programs whose primary purpose is to promote Company products and services first, and which, in doing this, mention or somehow tie-in your pavilion and the Fair.