



CASE STUDY: SOUTHWEST VETERINARY SYMPOSIUM

For the third year in a row, Rainmaker Advertising was selected as the agency of record for the Southwest Veterinary Symposium. We specialize in creative marketing that helps our clients discover the unique selling proposition of their company brand and guide them through the process of implementing that message throughout all marketing components.

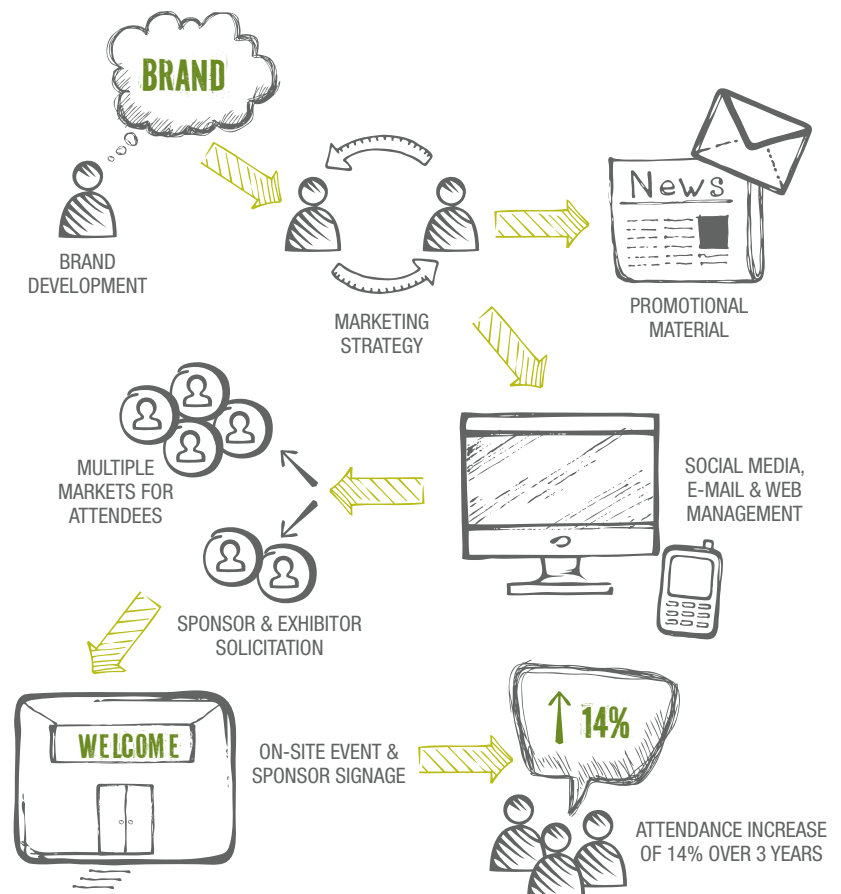
HIGHLIGHTS

- Event Theme Development
- Video Filming and Production
- Direct Mail Design and Implementation
- Website Design and Management
- E-Mail Marketing
- Exhibitor Recruitment
- Attendee Campaign
- Social Media
- Media Kit and Event Advertising
- Exhibitor and Sponsorship Prospectus
- On-Site Event and Sponsor Signage
- 84 Page On-Site Event Guide

The Rainmaker Team handled every aspect of the event including establishing a conference brand and message, production of exhibitor sales material, design and publication of all pre-registration and registration collateral, managing a year-long email marketing campaign, design of event signage and much more.

This year's campaign, "Come Together," revisited the original concept of SWVS; an organization with a mission built on bringing together multiple states and their veterinary efforts in order to create the best possible information and educational conference in the region. This year we asked everyone to "Come Together, Right Now" to share ideas and broaden their professional scope.

In the three-year period that Rainmaker served as the agency of record for SWVS, our marketing efforts increased total attendance by 14%. Prior to this, overall attendee numbers had been on a downward trend each year.





BRAND DEVELOPMENT AND MESSAGING FOR ANNUAL SYMPOSIUM



DIRECT MAIL CAMPAIGN (INCLUDING DESIGN AND FULFILLMENT) TO A TARGET MARKET OF 30,000



VIDEO PRODUCTION AND DISTRIBUTION THROUGH E-MAIL MARKETING AND SOCIAL MEDIA TO PROMOTE ATTENDANCE



DETAILED FORMS FOR REGISTRATION, HOUSING AND OTHER EVENTS FOR BOTH EXHIBITORS AND ATTENDEES



40-PAGE REGISTRATION GUIDE AND 84-PAGE ON-SITE GUIDE WITH DETAILED CONTENT AND CUSTOMIZED CHARTS



WEEKLY POSTS ON SOCIAL MEDIA OUTLETS TO KEEP CONTENT FRESH



MAINTENANCE OF WEBSITE INCLUDING SECURE ACCESS AND ONLINE REGISTRATION



OVER 20 UNIQUE E-BLASTS TO ATTENDEES, SPONSORS AND EXHIBITORS