



Baker Hughes Case Study

Trade Show Marketing

If you want to discover the world's most powerful system for maximizing the return on all the time and money you invest in trade shows, consider See Your Game®.

At the 2004 Global Petroleum Show there were 1,500 exhibitors with the latest in oil and gas technology. But only one company using a pioneering system to draw traffic and create one-on-one personal experiences with potential customers.

Relationship Building at Its Best

To experience trade show relationship building at its best, Baker Hughes, the oil field service giant enlisted the services of See Your Game®, an incredibly innovative marketing system that was the centerpiece attraction under the Baker Hughes big top.

Drawing the Attention of Thousands

See Your Game® drew the attention of thousands of visitors using the irresistible appeal of golf. Using their portable capture station, See Your Game® captured individual golf swings on digital video. After each swing participants were given their own personalized full color keepsake booklet, featuring their own golf swing in freeze frame action.



Personalized Giveaway

While other exhibitors gave visitors brochures filled with pictures of drill bits, compressors and down-hole tools. Baker Hughes gave each visitor a booklet filled with pictures of himself, along with some pertinent information about Baker Hughes products and services.

After the show, what company will be remembered? The company that created a personal connection with the client. What handout will still be prominently displayed in offices throughout the oil patch? The handout that made the individual customer the star.

If the See Your Game® service had ended with just the booklet, Baker Hughes would have already achieved success. But it was really just the beginning.

From One Time Contact to Long Term Relationship

See Your Game® helped Baker Hughes build ongoing relationships with their trade show contacts.

While other exhibitors' "hot leads" sat forgotten in a storage box or on a dark portion of the hard drive, Baker Hughes touched each of their trade show visitors personally, repeatedly and automatically.

Automatic Follow up Program

Even before the first booth is set up, Baker Hughes already has its follow up program planned and ready to execute. After the trade show, Baker Hughes used the See Your Game engine to send personal emails to each of the golf swing participants. Each email will contain a link to a special page on the Baker Hughes website where the participant can see himself in action. The first email will feature more freeze frame swing action. The second a photo of the participant with Hall of Fame hockey legend Lanny MacDonald. The third a full motion video of the participant's golf swing.

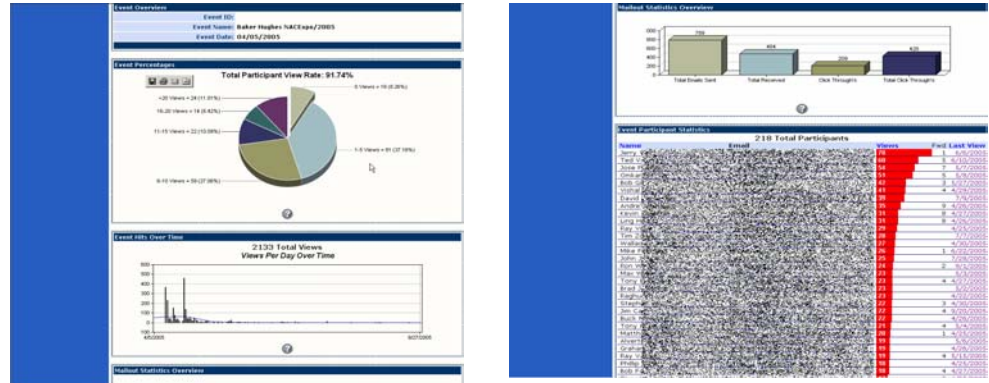


The few exhibitors who did follow up with their contacts would have sent more pictures of the down-hole tools. Baker Hughes sent personal, relationship building messages that will create impressive measurable results that they can monitor in real time online.



91.74% Response Rate

If the follow up campaign simply hits the average for a See Your Game program, Baker Hughes will achieve an 80% response rate (most marketers are ecstatic if their programs hit 5%). Participants will come back to view their swing online an average of six times. 20% of the participants will forward their swing website links onto friends and colleagues.



Report Summary:

- 218 people
- 91.74% response rate
- 2133 participant views
- Highest view rate – 78
- Average views per person - 14
- 61 people forwarded to 168 not at the Baker Hughes Booth

Maximum ROI

Baker Hughes made the momentary trade show visit live for months in the minds of their potential customers. They transformed one time contacts into warm ongoing relationships. Baker Hughes received maximum return on their trade show investment.

Want to find out how you can incorporate the See Your Game® system into your next trade show, golf tournament or special event?

Contact See Your Game® Inc.

3404 114 Ave. S.E.
Calgary, Alberta
T2Z 3V6

Phone: 403-257-4635
Fax: 403-257-6445

Web: www.seeyourgame.com

email: info@seeyourgame.com