

An Outline of Marketing Efforts in 2007

Exhibit Sales, Sponsorships & Advertising

GOAL: To fill Arizona Biltmore's exhibit hall with the equivalent of 90 occupied 10X10' booths, almost a 33% increase over 2006 (and a 20% increase over 2005).

An exhibitor's brochure will be developed to provide information on all three opportunities for manufacturers and suppliers to reach the RESNA audience — exhibiting, sponsorships, and advertising in several RESNA vehicles. Two mailings will be sent (the first as quickly as possible, and the second in early January).

Sales and follow-thru will be handled by contract with Ad Guidance, a team of three individuals who have a history of developing successful long-term relationships between associations and companies. They began handling exhibit sales five years ago for a national association in Alexandria that had 67 booths, steadily increasing the number of exhibitors. Last year, they sold out at 195 booths while simultaneously increasing the booth price by 85%. The crucial element in their success is being able to expand the number of potential exhibitors to a number well beyond the 450 companies currently in our database. In this first year, they will enlarge the number of companies in the RESNA database to 1,000. (The Exhibitor Guide from Medtrade will provide a large number of new companies.)

Booth pricing is being altered modestly with a standard 10X10' booth increased from \$1,375 to \$1,500 (9%). A search of RESNA records revealed the last increase in booth prices occurred prior to 2000. Previous exhibitors will be offered the lower 2006 price if they commit by November 15. Similar modest increases will occur for island, peninsula, and nonprofit booths.

It makes good sense to also include advertising as part of the package offered to manufacturers and suppliers. RESNA has several communication vehicles (i.e., *AT* journal, *RESNA E-News*, website, Final Program, etc.). Sold separately, it is unlikely any would command attention. Offered as part of a comprehensive marketing package, it is more likely that RESNA will see immediate benefits.

Annual Conference Registrations

GOAL: To increase the number of paid attendees in 2007 by 10% (from 475 to 525).

RESNA will expand its marketing efforts using the in-house list of past attendees, members, and credentialed individuals by obtaining several (rental) lists of PTs, OTs, Rehab Engineers, and others. Ideally, we need to communicate with 12-15,000 prospects to see any significant increases in attendance. The more "qualified" the prospect (in terms of interest in rehab engineering and assistive technology), the more likely they will consider attending.

Staff will develop **two sequential brochures** for the conference. The first, a *Preliminary Program*, will be similar to previous brochures with information on instructional courses, featured speakers, the Fundamentals in AT Course, titles of workshops, speakers; and the usual information on credentialing exams, hotel information, transportation, and registration.

The second brochure, an *Update to the Preliminary Program*, will be added to the original brochure (either as an insert or enclosure) and mailed in March. It will contain content descriptions for workshops, as well as additional information that were developed since the mailing of the first brochure.

The conference will also be promoted via **short articles** in *RESNA E-News* and in space-available ads in *Assistive Technology* journal. Staff is also planning a series of blast emails to promote different aspects of the conference, keying mostly on the interest of content areas ("John Smith to Announce the Greatest Advancement in Low Vision Devices in 20 Years").

A one-page flyer will be inserted into all mailings in response to requests for information (i.e. credentialing exams, membership, etc.) and fulfillment of publication sales. The flyer will encourage individuals to visit the RESNA website for details on the content of the conference.

RESNA will also promote (the traditionally subsidized) student registration rates via a **student flyer** driving interested students to the website for more complete information. We will partner with Jill Pleasant, Director of the AZ Technology Access Program at Northern AZ University for lists of appropriate universities in the Western region.

Jill Pleasant will be asked to help identify local consumer groups to invite to the free Exhibit Hall on Sunday, June 17.

And, of course, the **website** will be updated frequently with information about the Annual Conference, the Arizona Biltmore

Membership Recruitment & Retention

GOAL: To increase RESNA total membership by 15%
(from 1,170 to 1,345, measured in Dec 2007)

A separate recruitment and retention schedule is being prepared by Rosina Romano. The recruitment efforts will be a combination of direct mailings of a membership brochure to acquired lists, reconnecting with credentialed individuals and past members, and exhibiting at some key trade shows. It is imperative that we make the value of membership **boldly evident**.

Retention will tweak what is currently being done: an early invoice at 75 days prior to membership expiration, a second one at 454 and third at 15 days, followed by a last chance letter once the expiration date has passed.

Membership peaked in 1995 with 1843 members recorded. Retention that year was 79%. In 2000, the Membership Year was switched from a calendar year to that of the anniversary of when a member joined RESNA. Since that time, RESNA has not kept retention rate data. We have begun in earnest to capture that important statistic, as it is often a pertinent indicator of the level of member satisfaction and/or perception of the value of membership. To determine the retention rate a baseline of the number of members up for renewal is calculated. The renewals are tracked until the end of the 90-day grace period after the expiration date. At that time the number of renewed members divided by the baseline number is the retention rate. The process is repeated for each of the other eleven months and a running average is taken.

NOTE: RESNA will develop a pop-up booth display to use at two trade shows in 2007 with information about **membership, credentials, and annual conference**. Medtrade (September, Atlanta) and AOTA (April 2007, St Louis).

Credentialing

GOAL: To increase the number of exams given from 19 in 2006 to 22 and the total number of examinees by 15% from 500 to 575.

RESNA will embark on a new direction with exam administration in 2007. In preparation for the impact of the CMS announcement requiring ATP or ATS credentials to perform a powered mobility device analysis, RESNA will promote three exam sites in 2007 "on spec." That is, three exams will be promoted without knowing in advance if there is sufficient number of candidates to make the event(s) feasible. RESNA staff will work with the grant team with input from selected state AT offices to determine the most likely sites and promote the exams with help from state AT offices, voc rehab networks, PT schools and other resources. If not enough interest is generated, the exams will be canceled.

Meanwhile, a more detailed plan will be developed with help from the PSB to exploit, prepare, and respond to the anticipated increase in candidates due to the recent announcement by CMS requiring ATS credentials for powered wheelchair analysis.

Publication Sales

GOAL: To launch an online RESNA Bookstore to sell publications and other appropriate merchandise resulting in revenues of \$50,000 in 2007.

We have no real history to guide us in developing this goal since RESNA's publication inventory has not been extensive. Annual sales of existing RESNA publications in the last four years have been:

<u>Year</u>	<u>Publications Sold</u>	<u>Revenue</u>
2002	673	\$34,405
2003	479	\$33,150
2004	430	\$24,215
2005	384	\$26,720
2006 (est)	350	\$19,000

In 2007, RESNA will offer 45-50 publications germane to assistive technology that are published by more than a dozen publishers. Individual negotiations will set the terms and conditions of each sale and staff will maintain records to determine sales levels, average order amounts, cost of sales, etc. The RESNA Bookstore will open online with initial sales being handled by email, phone or mail-in orders. By the end of Phase I of the website redesign, RESNA will have the ability to conduct e-commerce allowing individuals to actually purchase publications online including their desired speed and delivery service provider.