

Marketing To Site Selectors

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Definition of the market

Site selector groups

1. Location consulting firms
2. Accounting firms
3. Contractors
4. Real estate companies/brokers
5. Lawyers
6. Bankers

Top Companies

1. Consultants
 - Ady International Company
 - Carter Burgess, Inc.
 - IBM Global Services
 - J.M. Mullis, Inc.
 - McCallum Sweeney Consulting
 - WDG Consulting
2. Accounting/Consulting Firms
 - Deloitte Consulting, LLP
 - Ernst & Young Real Estate Advisory
 - KPMG
 - PriceWaterhouseCoopers

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3. Contractors

- The Austin Company
- CH2M Hill Lockwood Green
- Fluor Global Location Strategies

4. Real Estate Firms

- CB Richard Ellis
- CRESA Partners Corporate Real Estate
- Cushman & Wakefield Global Corporate Services
- Grubb & Ellis
- Jones Lang LaSalle
- Pollina Corporate Real Estate
- Staubach

Size of Corporations Utilizing Consultants

• Small (20-99 employees)	17%
• Mid-Sized (100-499 employees)	24%
• Large (500-999 employees)	39%
• Very Large (over 1000 employees)	37%

Source: Survey by Area Development Magazine-2007

The Importance of the Relationship

Between the Consultant and the Economic Development Professional To the Consultant

- Information
- Contacts
- Continuity

To the Economic Development Professional

- Qualified Prospects
- Repeat Business
- Minimal Marketing Expense

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Rules for Marketing to Site Location Consultants

1. Market to Site Selectors on an Ongoing Basis to Achieve Top of Mind Awareness When a Project Comes Up
2. Do Not Be Obnoxious and in Their Face
3. Focus on What Site Selectors Want to Know, Not Just on What You Want to Push
4. Be Responsive—Follow Up Quickly on Any Request
5. Know What Your Strengths Are—Don't Try to Be Everything to Everybody
Don't Waste Their Time—Make Every Moment Productive

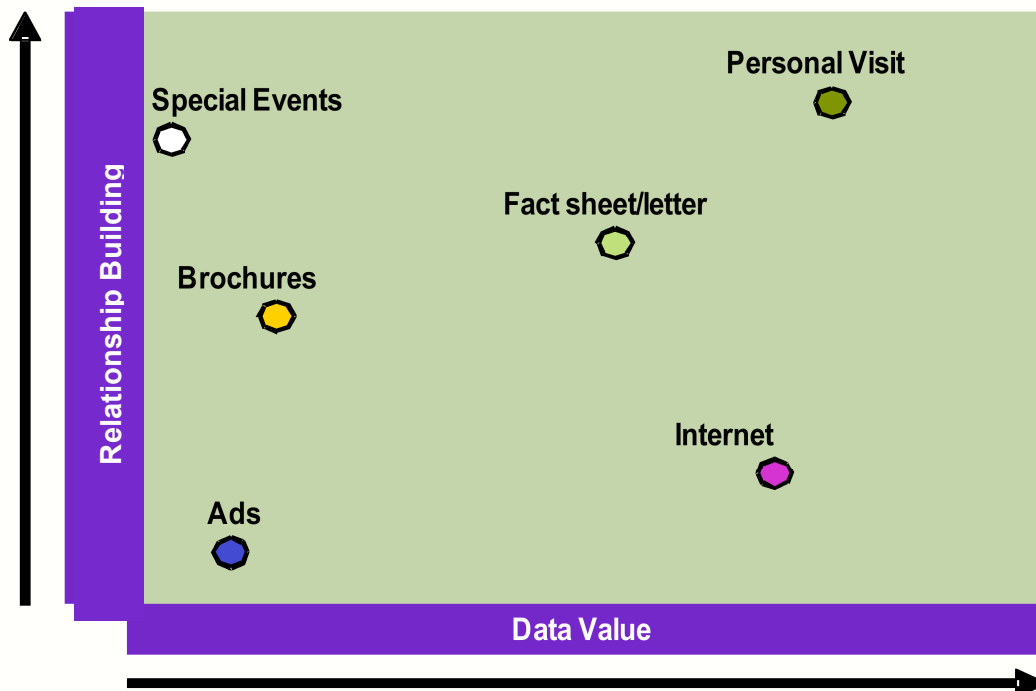
Prioritization of Data Needs

1. Labor market information
 2. Site/building specifications
 3. List of existing companies
 4. Incentive availability
 5. Wage levels
 6. Utility/infrastructure capability
 7. Training programs
- Quality of life characteristics

Proactive Marketing Approaches

	Data Value (Column 1)	Relationship Building (Column 2)	Corporate Effectiveness (Column 1 + Column 2)	Consultant Effectiveness [(2x Column 1) + Column 2]
Personal Visits	10	10	20	30
The Internet	10	2	12	22
Conferences/Trade Shows	5	5	10	20
E-Mail/ Newsletters	7	5	12	19
Familiarization Tours	4	8	12	18
Brochures	6	2	8	14
Advertisements	2	2	4	6

Source: Ady International Company



Personal Visit - Best Practices (30)

- Set up 2-3 weeks in advance
- Project managers are your best prospects
- Hold meeting in consultant's office
- Offer lunch brought in
- Offer to pay for consultant's time
- Represent a region
- Have no more than 2-3 from your area
- Be prepared
- Do overhead presentation

Internet - Best Practices (22)

- The price of entry today
- Make sure it's easy to find
- Provide the right data, organized in the right way
- Easy to navigate
- Design should support your positioning
- Follow up on inquiries promptly

Conferences/Trade Shows - Best Practices (20)

- Attend target industry conferences, especially those where you will stand out
- Conduct advance marketing to attending consultants
- Follow up all contacts after conference

E-Mail/Newsletters - Best Practices (19)

- Send monthly
- Avoid downloads if possible
- Use "bullets" instead of text
- Use links for more detailed information

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- Highlight recent changes in local business climate

Familiarization Tours - Best Practices (18)

- Limited group of invitees (10-20)
- Community presentation
- Local business persons presentation (testimonials)
- Consultant feedback on community/tour
- Assign ombudsperson to each consultant
- Pay all expenses
- Provide invitees with “private” time

Brochures - Best Practices (14)

- Refrain from temptation to use as a data dump or as a fluff piece
- Stress only key information in community profile format
- Be clear on community’s or region’s strengths/differentiation
- Direct reader to website for more data

Advertisements - Best Practices (6)

- Be very selective: choose your media based on your target markets and your positioning. Aim to stand out, not be one of many.
- Use for genuine news announcement--positive survey rankings, new/expanding companies, testimonials
- Must have a consistent presence

Questions

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