



MING DA


THE CHARMING CONJURER



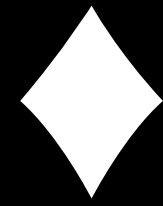


MING DA

THE CHARMING CONJURER

 @magicsng

mformagic.biz



TRADESHOWS

Your brand needs to stand out. Ming Da markets your tradeshow message with a visually stunning performance throughout the day. This is high-impact marketing magic for elevated engagement.

Ming Da's customized, scripted and visually alluring twenty-minute magic presentation highlights your brand's benefits while piquing the curiosity and interest of your prospects.

Repeating twice every hour, all day long, each trade show magic performance entices crowds to gather around your booth, luring prospective clients and professionals to your brand, while masterfully delivering a powerful marketing message that converts leads.





WHY HIRE A TRADESHOW MAGICIAN?

Ming Da brings results to your tradeshow marketing plan. His performances prime prospects to receive information about your business by stimulating their curiosity and grabbing their attention.

Tradeshow exhibits are expensive investments that yield little results from one booth to the next. Ming Da's world-class tradeshow skills separate your brand from the crowd, delivering your message in a powerful, professional manner.

Customized, scripted and visually appealing, his twenty-minute show is built around your brand's benefits so each prospect remembers you. The show repeats twice every hour, all day long. So, every 30 minutes, your exhibit gets another show to attract new crowds of potential clients.

Using the element of surprise in his magic, Ming Da spurs useful conversations about your business, helping foster the lead qualification process.

UNIQUE BENEFITS

Generate Traffic to and Around Your Booth

Tradeshow magicians are common in America but rare in Asia, which means that your booth will stand-out, enticing curious on-lookers to see what the buzz is about.

Educate, Entertain and Inform Prospects

Ming Da's custom scripting preparation will incorporate your products or services into his magic show. Booth visitors will learn why they should do business with your brand and what your value proposition is.

Pre-Qualify Leads

Not everyone who stops by your booth is a potential customer or client. This show caters to the leads you need. Ming uses his marketing and tradeshow experience to zero-in on the right individuals.



Increase Follow-Up Opportunities

Ming Da's tradeshow performance encourages participants to directly interact with booth staff so they can learn more about your company and brand. This is all done in a sophisticated and engaging manner that brings enthusiasm and excitement to the process.

Differentiate Your Business and Booth from the Rest

Magic appeals to all ages and backgrounds. With a tradeshow magician, you don't need a large booth to have a large presence on the tradeshow floor. Ming Da creates the crowds and buzz for your brand with in-person entertainment that is far more effective than static decorations.

Adaptability for All Booth Sizes

Tradeshow magic works equally well for an in-line 10'x10' booth as it does in a 50'x50' island exhibit. If you are looking for a larger seated presentation, then a "Theatre-Style" show with a big illusion is the perfect way to get your message across without subjecting your prospects to excessive PowerPoint presentations that are so common at tradeshows. However, if booth real-estate is premium "Aisle-View," then Ming Da's tradeshow magic can be

performed in 3'x3' of space—easily drawing-in record-sized crowds.

What to Expect During Ming Da's Tradeshow Performance

With a background in marketing and sales, Ming Da is a veteran expert at perfecting your pitch. He also uses his experience and skills to pull or push the most pertinent information to or from prospects, either by scanning badges, asking questions, or integrating your business offerings into his conversations.

Once a crowd gathers, he conveys your company's message and then directs prospects to a product expert or sales representative from your company. He will also ensure each prospect is identified to your team, so your sales people can immediately follow up with the attendees who are the most qualified to do business with your company.

"Ming Da went out of his way even though we exceeded the time we booked him. He personalized his performance and got really up-close and personal with all our C-suite executives. We highly recommend him for any corporate or personal event/party. He is well-liked by the CEOs."

Amy, Valiram Group



How Ming Da Prepares for Your Tradeshow

Ming Da consults with your business team to learn important keywords and phrases in your specific industry. These terms are flawlessly woven into his performance, ensuring your messaging is clear, effective and professional.

An In-Depth, Professional Process

Your tradeshow is an investment, and Ming Da takes that investment seriously. Ensuring every base is covered prior to the show, he will meet with your team and liaise through email or phone to thoroughly understand

- **Your critical tradeshow goals**
- **Your key messages to the attendees**
- **Your company mission, values, and essence**

From there, he will suggest some entertainment acts along with a script that will bring your message to the forefront of the show.

"Ming performed some of the best close-up magic that I have ever seen. Wildly entertaining!"

Dan Neary, Vice President of Asia Pacific, Facebook

