CP #1.
Be Clear About What You Are *Really* Buying

**Face-to-Face Contact & Next**

* Exhibiting results come from how well you put…
  * company identity, staff, products and services
  * face-to-face with the right people
  * to exchange information & ideas
  * that lead to a **commitment** to action from visitors
CP #2. Move From an Expense to an Investment Perspective

* **Expense**: Spend because of *habit* or external factors.
  * Average company spends 41.3% of annual marketing budget on exhibit/event marketing

* **Investment**: Expect, *plan for*, and demand visible value and measurable ROI.
CP #3. Be in the **Right Shows**, at the **Right Level**, for the **Right Reasons**

1. *How Important is the Market to your company?*
2. *Do Enough of the **Right** People Attend?*
3. *Why do they attend?*
4. *What do they do at the show?*
5. *Go **Inside** the Attendance Numbers*
6. *Base Investment on Number of Profile Matches in the Show Audience*
Inside the Attendance Numbers

Industry At Large

Rightsized exhibit has at least 45% Exhibit Interaction Capacity relative to Profile Matches (2,664 EIC)

Gross Attendance: 48,000 Gross
Net Attendance: 37,000 Net
Profile Matches: 5,920 Profile Matches (16% AIF)
Exhibit Interaction Capacity: 450 Interaction Capacity (7.6% of AIF)
CP #4. Make Sure Your Exhibit Team Has a **Get From** Versus a **Get Through** Attitude

“**Get Through**” Attitudes & Behaviors

- Sees shows as a “necessary evil”
- Little to no pre-show planning
- Relies on *show organizer* to drive traffic
- Doesn’t *proactively* invite customers/prospects
- More interested in having *fun* than business results
- Spends booth time passively talking to other staffers
- Arrives late, leaves early
- Only talks to people in their territory
- Doesn’t qualify or capture visitor information
- Doesn’t follow-up on leads
The Tradeshow Opportunity Is Greater Than Your Sales Team Might Be Seeing

1. More F2F interactions in an **hour** than in a **day**
2. More F2F interactions in a day than in a month
3. More F2F interactions in a show than in a quarter
4. Reduces Cost Per Interaction
5. Customers/Prospects come to you…
   * with a relatively **open mind**…
   * in your branded and well-equipped space…
   * in an environment conducive to talking business
CP #5. Move From an Event to a Campaign Perspective

* Not just four days!
* At least six months!
CP #6. Balance *Logistics* With *Results* Driven Exhibiting Strategies

1. Average exhibitor spends 95% of time on logistics
2. Logistics only ensure *your booth, products and people* show up!
3. Need to spend more time on *strategic* issues.
CP #7. Execute *Strategic Practices* That Deliver *Business & Financial Results*

1. Define Outcomes
2. Selective Attraction
3. Visitor Experience
4. Lead Management
5. Measure Performance & Results

5 Critical Exhibiting Success Factors
## 16 WEEK TRADESHOW ACTION PLAN

**Company Name**

### Plan Information
- **Prepared By:**
- **Date Prepared:**
- **2023.01.01**

### TradeShow Information
- **Show Name:**
- **Setup Dates/Times:**
- **Show Organizer:**
- **Exhibit Hall Dates/Times:**
- **Show Venue:**
- **Dismantle Dates/Times:**
- **Booth #:**
- **Budget For This Tradeshow:**
- **Use Budgeting & Cost Control tool:**
- **Meeting Room #:**
- **Advance Warehouse Address:**
- **Target Audience:**
- **Description:**
- **Expected # of Target Attendees:**
- **Show Notes:**

### SMART Exhibiting Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Ideally you should strive for at least three goals - you can insert rows to add more goals</th>
<th>Owner</th>
<th>Accomplished?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<tr>
<td>3</td>
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<td></td>
</tr>
</tbody>
</table>

### Featured Product/Service Hierarchy:
- 1. New Products
- 2. Addresses Top of the Mind Issue
- 3. Bread & Butter Products

### Product/Service

<table>
<thead>
<tr>
<th>Feature/Benefits</th>
<th>Show Special</th>
<th>Sales Support Materials</th>
</tr>
</thead>
</table>

### 16 Weeks Prior to Show Date

<table>
<thead>
<tr>
<th>Weeks</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
</table>

### Exhibit Property, Graphics, Show Services

<table>
<thead>
<tr>
<th>Next Actions - Add more rows if needed</th>
<th>Owner/Involved</th>
<th>Budget</th>
<th>Due Date</th>
<th>Done?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Use existing exhibit, design new exhibit, order rental exhibit. Any exhibit area instructions? Any updates to exhibit required?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Design graphics: Given spotlighted product/service and its feature/benefits, what copy goes on it? Can it be featured?</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>3. Review exhibitor service kit carefully noting key deadline dates</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Budget for Exhibiting Success

- Apply tradeshow budgeting rule of thumb
  - *Floor space cost x 3 to 5*
- Track & Benchmark where your dollars go
- Budget more for:
  - *promoting to drive qualified booth traffic*
  - *delivering a quality visitor experience*
  - *booth staff training*
- Use zero-based budgeting to justify all expenditures
- Look at each line item and ask:
  - “Is this really necessary?”
  - “How can we do this at a lower cost and get the same or higher value?”
- Avoid cutting costs in customer facing areas
Know Where the Tradeshow Dollar Goes

How the Exhibit Dollar is Spent in 2017

- **Exhibit Space**: 37.9%
- **Show Services**: 12.8%
- **Exhibit Design Including Graphics**: 11.4%
- **Travel & Entertainment**: 10.9%
- **Shipping/Transport of Exhibit Materials**: 8.9%
- **On-Site Promotional Materials**: 5.2%
- **Off Show Floor Promotional Expenses**: 3.9%
- **On-Site Sponsorship/Advertising**: 2.9%
- **Lead Management & Measurement**: 2.7%
- **Pre-Show Promotions**: 1.7%
- **Exhibit Staff Training**: 0.7%
- **Other**: 1.0%

**Holding the Course**
The majority of exhibitors, 49% to 72%, report the percentage allocation per expense category in 2017 is the same as it was in 2016.

**Spending Increases in 2017**
The largest percentage of exhibitors report increased spending for:
- Exhibit space – 27%
- Exhibit design, production and refurbishing – 24%
- Show services – 19%
- Shipping/transport – 18%
# Track & Control Exhibit Spending

Use FABTECH’S FREE Exhibiting Budgeting & Cost Control Tool.

## Table

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Tradeshow Budget</th>
<th>Tradeshow Name</th>
<th>Tradeshow Dates</th>
<th>Tradeshow City</th>
<th>This Year’s Budget</th>
<th>This Year’s Actual</th>
<th>Difference</th>
<th>Difference %</th>
<th>Last Year’s Actual</th>
<th>This Year’s Actual As % of Total Cost</th>
<th>This Year’s Budget As % of Total Cost</th>
<th>Average Cost % Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

**Subtotal:** $0.00 $0.00 0.0%$0.00 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 39%

**Cost Design:**

<table>
<thead>
<tr>
<th>Design</th>
<th>Construction</th>
<th>Refurbishing</th>
<th>Graphics</th>
<th>Packing</th>
<th>Storage</th>
<th>Insurance</th>
<th>Display Materials</th>
<th>Installation &amp; Dismantle</th>
<th>Insurance</th>
<th>Other</th>
<th>Subtotal</th>
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</thead>
<tbody>
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</tbody>
</table>

**Subtotal:** $0.00 $0.00 0.0%$0.00 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11%

### Instructions:

- Blank Budget
- Cost Benchmark Chart
- My Cost Chart
- Cost Reduction Tips

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FABTECH

“exhibiting excellence”