EXHIBITOR WORKSHOP

Key Takeaways
SP #1. OUTCOMES
(EBO) Exhibiting By Objectives

- Exhibit by Objectives or Exhibit by **Hope**?
- **Reasons are NOT Enough!**
- **When the doors close, 90, 180 days after the show, how will we know we succeeded…**
  - Sales?
  - Marketing?
  - Customer Relationship Management?
What are your top three reasons?
SP #1. OUTCOMES (EBO) Exhibiting By Objectives

Every goal needs a planner and a plan.

Donate just think it... Ink it!

Inspect what you expect.

What gets measured gets done.
Using Formulas to Set Exhibiting Goals

- Exhibiting hours: 30
- Average # booth staff: \( \times 3 \)
- Interactions/hr/staffer: \( \times 3 \)

\[ \text{Total Exhibit Interaction Capacity} = 270 \]

- Target % convert to lead: 25%
- Number of leads: 68
- Target % convert to order/client (at/post): 20%
- Number of orders /clients: 14
- Average sale amount/client value: \( \times \$25,000 \)

\[ \text{POTENTIAL SALES OPP} = $350,000* \]

* ** Rule of thumb: 50 sq. feet per staffer
** ** 3 conservative/ 4 moderate / 5 aggressive

*Please note: This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, strength of your offer, lead follow-up, and many other factors.
1. Attendee behaviors have *changed*!
2. Most exhibitors are unaware and have not adapted:
   - *Fewer days and hours at shows*
   - *Pre-planning visit – arrives with an agenda*
   - *Only stops at 26-31 exhibits*
   - *50% of stops are pre-planned*
3. **GOAL:** Get “in the mind’ and “on the agenda” of enough of the *right* people!
SP #2. Selective Attraction Strategy

1. Calculate Exhibit Interaction Capacity and Set Goal
2. Budget at least 15% to Promoting Your Exhibit
3. Create Ideal Visitor Profile(s)
   - Relationship
   - Industries/Markets
   - Company Type
   - Job Function/ Titles
   - Geography
   - Size
4. Build Ideal Visitor Lists
   - Internal
   - External
5. Utilize multiple marketing media to land at least 3 direct touches with your Ideal Visitors.
SP #2. Use a Combination of Marketing Media

- Email
- Website
- Telephone
- Direct Mail
- Social Media
- In-Person Visits
- Print Advertising
- At-show Advertising
SP #2. Craft Compelling Messages That Interrupt & Engage

* Attention Strategies
  * NEW
  * Problematic
  * Learn
  * Familiar
  * Unusual
* Relevance = noticed, Importance = engagement
* Ask: *What situations would prompt them to think about what you do?*
  ➢ …dangle situations!
* Position visiting exhibit as the place to **SEE, DO, LEARN & GET**
Deliver a Clear Value Proposition to Build Desire and Create Action

* **PROBLEM:** Tired of? Worried about? Struggling with?
* **OPPORTUNITY:** Interested in? Curious? Want to learn more about?
* Give us 5 minutes at FABTECH Booth #123
* You will SEE
* You can DO
* You will LEARN
* Oh, by the way, you’ll GET…
Attract High-Value Visitors

Work Your C/P/S Triangle

Suspects
Open Door

Prospects
Advance to Next Step

Customers
Relationship Management – Probe for Opportunity
Ears to the Ground for Change – Advocacy
Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific **outcome** for each name on the list.
3. Contact them **three** times before the show through various media: **email, phone, social media, in person**.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the show.
5. Consider creating a contest to reward the person getting the most of their list to the show.
SP #3. Manage the Visitor Experience

Three primary needs of tradeshow attendees

Learning

Shopping

Networking
5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Be Noticed – Get Seen

2. Quickly & Visually Communicate What You Do & Why They Should be Interested

3. Be Approachable, Easy to Enter, Navigate & Exit

4. Provide Brief, but Meaningful & Engaging Interactivity

5. Deliver Something Useful & Valuable to Visitors
6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V
5. Interactivity & Engagement
6. Proactive Booth Staff
Another Year, Same Stress?

Can’t figure out your flipping project costs?
Creative Use of A/V
Interactivity & Engagement
The Power of Demonstrations & Presentations

#1 Way Attendees Want to Engage With Exhibits

* A well-planned presentation/demonstration can:
  * Increase qualified leads by 2 to 4 times.
  * Increase awareness by 5 to 10 times.
  * Positively influence opinions and purchasing intentions.

Source: Live Marketing Statistics

* 51% of tradeshow attendees say product demos increase their recall of exhibits visited.

Source: Exhibit Surveys
The Power of Demonstrations & Presentations

1. Hands-on demonstrations
2. Interactive computer, tablet or video presentations
3. Small educational theaters
4. Visually support feature/benefit messaging
5. Simulations
Demonstration/Presentation Strategies

- **Prove** your claims.
- Demonstrate your key **differences**.
- Recreate a scenario, experience or situation.
- Let them tinker.
- Show before and after.
- Show old way versus new way.
- Make them guess to learn.
- Challenge attendees’ knowledge and skill.
- Provide unique or comfortable places for the demo.
## Analyze Your Products/Services

### Featured Products/Services Hierarchy:

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Situations That Create a Need</th>
<th>Features/Benefits</th>
<th>Offer/Show Special</th>
<th>Sales Support Materials</th>
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</thead>
<tbody>
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### Presentation/Demonstration

**Next Actions - Add more rows if needed.**

<table>
<thead>
<tr>
<th></th>
<th>Owner/Involved</th>
<th>Budget</th>
<th>Due Date</th>
<th>Done?</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Given feautured product/service and features/benefits, how can visitors interact with the pr</td>
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<td></td>
<td>Select type of presentation: Live Product/Service Demonstration, 1 to 1 or 1 to many?</td>
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<td>2</td>
<td>Video, Samples, Before/After, Gamification, Scale Models, Other?</td>
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<tr>
<td>3</td>
<td>Determine how information will be distributed: product literature, iPad stations, other?</td>
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<td>4</td>
<td>Prepare presentation staff scripts.</td>
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Make Your Booth Staff a Competitive Advantage

1. Best People Forward!!!
2. Accountable for Interaction and **Lead** Goals
3. Proactively Engage Attendees
   - Greet - Welcome - Meet - **Discover**
   - Stand - Open Posture - Smile
4. **Get Out of Unqualified Conversations**
   - Thank them and step back
   - Give them something
   - Direct them to another booth
How to Make Your Booth Staff a Competitive Advantage

5. *It's Not What You Tell, It's What You Ask!*
   - Know **questions** in advance
   - Ask easy questions first
   - Use more **open-ended** questions
   - Use their name

6. *Less is More! Hit visitor’s information bulls-eye.*
   - Ask about familiarity and what they want to learn
   - Use **feature/benefit** language
   - One message at a time
   - Keep it short
Prepare & Manage Your Staff

<table>
<thead>
<tr>
<th>Exhibit Staff</th>
<th>Owner/Involved</th>
<th>Budget</th>
<th>Due Date</th>
<th>Done?</th>
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</thead>
<tbody>
<tr>
<td><strong>Next Actions - Add more rows if needed.</strong></td>
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</tr>
<tr>
<td>1</td>
<td>Determine staffing plan: # of staff, (50 sq ft/staffer rule) department mix (sales, marketing, technical, management, other?), define roles and responsibilities</td>
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<td>2</td>
<td>Analyze and select staffers. Draft initial staff schedule and notify staff</td>
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<td>3</td>
<td>Order booth staff attire.</td>
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<td>4</td>
<td>Depending on the type of show, consider hiring professional talent to provide product samples, answer general questions, and/or attract attendees to your exhibit.</td>
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<td>5</td>
<td>Provide exhibit staff training with internal staff or hire professional trainer.</td>
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<td>6</td>
<td>Visit show’s Exhibitor website and review educational materials, if any. Forward website link to staff, if applicable. (12 weeks prior)</td>
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<td>7</td>
<td>Schedule show staff meetings to review goals, plans, roles and responsibilities. Usually 6 to 8 weeks before the show, 1 week reminder, and day prior to opening.</td>
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<td>8</td>
<td>Put together staff preparation kit and finalize booth schedule. (6-8 weeks prior)</td>
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<td>9</td>
<td>Register all booth staff - employees and hired talent. (8 weeks prior)</td>
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<td>10</td>
<td>Conduct pre-show staff meeting and training session. (1 week prior)</td>
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SP #4. Lead Management
Define What Is and What Isn’t a Lead

1. What Isn’t a Lead?
   • Badge scan with no qualifying information
   • Business card in a fish bowl or somebody’s pocket

2. What Is a Lead?
   • Personal Interaction
   • Qualifying Questions Asked
   • Answers Documented
   • Next Step Identified & Agreed To by Visitor
SP #4. Capture More Information to Generate Higher Quality Leads

1. You may never have this chance again!
2. Don’t just accept what’s embedded in the badge!
3. Identify what information your sales team/dealers want to create quality leads.
4. Typical information areas might include:
   - Email Address
   - Specific Project/Application/Needs
   - Product Interest & Level of Interest
   - Requirements or Specifications
   - Buying Role and/or Influence
   - Evaluation and/or Decision Team
   - Competitors
   - Budget
   - Timeframe
   - Specific Next Action Step
   - Other?
What are Exhibitors Measuring?

**Metrics Used to Evaluate Outcome of Exhibiting**

- **ROI Metrics** used by 62% of Exhibitors
  - Sales revenue to cost of exhibiting, 45%
  - Sales revenue potential to cost of exhibiting, 43%

- **Intermediate Performance Metrics** used by 86% of Exhibitors
  - # of leads in general, 68%
  - # of qualified leads, 62%
  - Quality of leads, 60%
  - # of meetings w/prospects, 57%
  - # of meetings with customers, 55%

- **Most Popular ROI Metrics Used**
  - Sales revenue to cost of exhibiting, 45%
  - Sales revenue potential to cost of exhibiting, 43%

- **Where Users Say Exhibitions Perform Best**
  - Sales revenue/potential to cost of exhibiting, 59%

- **Most Popular Intermediate Metrics Used**
  - # of leads in general, 68%
  - # of qualified leads, 62%
  - Quality of leads, 60%
  - # of meetings w/prospects, 57%
  - # of meetings with customers, 55%

- **Where Users Say Exhibitions Perform Best**
  - Lead performance metrics, 60%
  - # of meetings, 46%
### Exhibiting & Financial Performance Metrics

**YOUR COMPANY NAME**

### Report Information

<table>
<thead>
<tr>
<th>Prepared By</th>
<th>Date Prepared</th>
<th>T25/2015</th>
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### Trade Show Information

<table>
<thead>
<tr>
<th>Show Name</th>
<th>Show Dates</th>
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### Exhibiting Reasons & Objectives

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<tr>
<th>#</th>
<th>Objective</th>
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### SMART Goal for Each Objective

<table>
<thead>
<tr>
<th>Goal</th>
<th>Specific</th>
<th>Measurable</th>
<th>Action</th>
<th>Realistic</th>
<th>Time-bound</th>
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### Performance & Value Return on Investment

#### METRICS

<table>
<thead>
<tr>
<th>Exhibit Interaction Capacity/Utilization</th>
<th>Cost Per Interaction</th>
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<tbody>
<tr>
<td>Measures how well the exhibit capacity to interact with attendees.</td>
<td>Cost Per Interaction (Floor space cost x 3 to 5)</td>
</tr>
<tr>
<td>Cost Per Interaction (Floor space cost x 3 to 5)</td>
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</tr>
<tr>
<td>Actual # of Exhibit Interactions</td>
<td>150</td>
</tr>
<tr>
<td>Interaction Cost</td>
<td>$112</td>
</tr>
<tr>
<td>Cost of Field Sales Call (Source: CEB)</td>
<td>$535</td>
</tr>
</tbody>
</table>

#### PERFORMANCE SUMMARY

**Show Name & Dates**

<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>RESULT</th>
<th>BENCHMARK</th>
<th>FAVORABLE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Interaction Capacity/Utilization</td>
<td>70%</td>
<td>80-100%</td>
<td>No</td>
</tr>
<tr>
<td>Exhibit Attraction Efficiency</td>
<td>24%</td>
<td>45%</td>
<td>No</td>
</tr>
<tr>
<td>Lead Goal - Quantity</td>
<td>15</td>
<td>20</td>
<td>No</td>
</tr>
<tr>
<td>Interaction Conversion to Lead</td>
<td>31%</td>
<td>25%</td>
<td>Yes</td>
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</table>

#### VALUE & RETURN ON INVESTMENT:

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<td>$208</td>
<td>$367</td>
<td>$750</td>
<td>$185</td>
<td>100%</td>
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### Competitive Edge

"exhibiting excellence"