

# How to Design & Deliver a More Valuable Visitor Experience

With  
Tina Mercado, NAFA  
& Jefferson Davis, Competitive Edge



## NAFA Exhibitor Toolkit



### Exhibitor Toolkit

#### 5-Steps to Exhibitor Success

Make every dollar and hour your company invests support your business objectives and deliver measurable, financial value.

NAFA's Exhibitor Toolkit is your and your team's FREE, on-demand, 24/7 exhibiting knowledge resource. You'll find proven-effective expert guidance to help make sure every dollar and every hour your company invests in exhibiting supports your business objectives and delivers measurable, financial value beyond cost.

NAFA has secured the services of tradeshow productivity expert, Jefferson Davis of Competitive Edge, to provide the resources below free of charge for all exhibitors to utilize. Follow his proven-effective 5-step Exhibitor Success Process to revitalize your live exhibiting program.

»»» **STEP 1: Get Control**

»»» **STEP 2: Plan to Win**

»»» **STEP 3: Watch & Learn**

»»» **STEP 4: Read & Learn**

»»» **STEP 5: Ask the Expert**



**VISIT & SHARE WITH YOUR TEAM!**

<https://www.nafainstitute.org/exhibitors-sponsors/toolkit/>



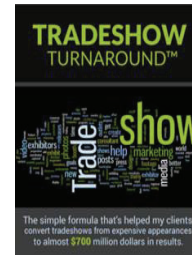
## Jefferson Davis

### B2B Marketing, Sales & Exhibiting Productivity Expert



Competitive  
Edge   
"exhibiting excellence"

- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Developed *Virtual & Live Exhibit Marketing Process*™
- Trained 2,000+ exhibitors on virtual exhibiting - over 100,000 on live exhibiting
- Process-based and results-focused
- Helped clients generate over \$800,000,000 in tradeshow results.



**CALL: 800-700-6174 in US or 704-814-7355**  
**EMAIL: [jefferson@tradeshowturnaround.com](mailto:jefferson@tradeshowturnaround.com)**



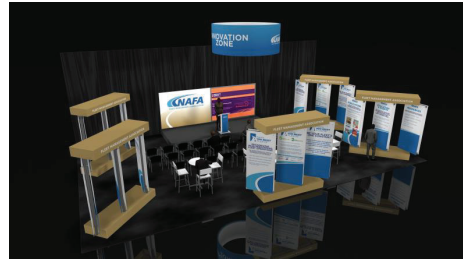
- Attendees are time pressured, have over choice about where to spend their time, and are very selective about how much time they spend in the exhibit hall, and which exhibits they visit...
- ***Is your exhibit adding value to their event experience?***
- ***Is your exhibit a "Worthy Destination?"***
- ***What will you do to promote your experience?***



## Promotion Made Easy! Innovations Showcase

- **Fee: \$1,500**
- **Program includes:**
  - (1) professionally created storyboard
  - Online listing
  - Inclusion in onsite Showcase presentation
  - Pre-show and onsite marketing
  - Showcase feature in FLEETSolutions
  - Inclusion in Best of I&E virtual program
  - Inclusion in Virtual Supplier Showcase
- **BONUS:** *sign up by Feb 15*
  - E3 Evaluation
  - Pre-show or post-show mailing list

## WHAT IS YOUR STORY



## Promotion Made Easy! Sponsorship Opportunities

- HeadShot Lounge: \$30,000
- **NEW** BrainDates : \$30,000
- **NEW** WiFi (includes splash page): \$25,000
- The Final Lap (Closing Event): \$25,000
- Notebooks: \$25,000
- Tote Bag: \$20,000
- Water Bottles / Stations: \$20,000
- NAFA Cafe (Expo lunch): \$10,000
- Pocket Guide: \$7,500
- Aisle Signs (5): \$5,000



## Promotion Made Easy! Easy Traffic Drivers

### • Low Cost

- Scavenger Hunt: \$4,000
- Expo floor decals: \$2,500
- Bag inserts: \$1,500
- Mailing Lists or eBlasts

### \* Free!

- Host a BrainDate
- Invite your list
- Online booth listing
- Attend & participate



## 3 Primary Reasons People Attend Tradeshows

1. **Learn/**Continuing Education/Accrediting
2. **Network/**Interact with Colleagues/Suppliers
3. **Source/**Purchase Information/Revalidate



## How Can We Better Meet LEARNING Needs?

1. Know what **current trends** are impacting the market and design your exhibit experience to directly address them.
2. Identify **practical knowledge take aways** and build your experience to deliver them.
3. Explain **precisely** how services/products help them respond to trends and perform their jobs more proficiently.
4. Provide **hands-on/minds-on** opportunities to interact with content.
5. Use **technology** to make content available in multiple formats: one-to-one, one-to-many and self-guided.
6. Offer take away content: **white papers, case studies** and industry intelligence reports spotlighting new/best practices, current/future trends and solutions to problems.
7. Create space in your booth for **peer-to-peer discussions**.
8. **Promote** your experience and emphasize four key words:
  - SEE – DO – LEARN – GET
9. Study **educational session** roster, suggest sessions relating to interests.



## How Can We Better Meet SOURCING Needs?

1. Prominently feature what's **NEW** in your exhibit.
2. Demonstrate and **prove** savings and efficiencies.
3. Provide **interactive** calculators.
4. Provide **truthful** competitive comparisons.
5. **Educate** visitors on how to evaluate your type of purchase.
6. Identify visitor **purchase criteria** and be able to deliver info when and how they want it.
7. Have **knowledgeable staff** available and able to answer attendee questions on the spot.
8. Use a **consultative sales approach**: ask situational and need based questions first, listen carefully to issues before providing information and solutions.



## Industry Research on the Impact of Demonstrations & Presentations

1. The #1 way attendees want to engage with exhibits on the show floor is through interactive demonstrations/presentations.  
*Source: CEIR*
2. According to Live Marketing research, 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.
3. 51% of tradeshow attendees say presentations/demonstrations increase their recall of exhibits visited. *Source: Exhibit Surveys*



## Determining What to Feature and Present/Demonstrate

New



Addresses a Top-of-Mind Industry Issue, Need or Problem

Bread and Butter Products

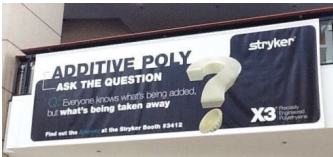




## Demonstration/Presentation Strategies



- ✓ Prove your claims.
- ✓ Demonstrate your key differences.
- ✓ Recreate a scenario, experience or situation.
- ✓ Show before and after.
- ✓ Show old way versus new way.
- ✓ Present to multiple buying influences.
- ✓ Challenge attendees' knowledge and skill.
- ✓ Make them guess to learn.
- ✓ Provide unique or comfortable places for the demo.
- ✓ Integrate presentation support technology.



## For Businesses Providing Services

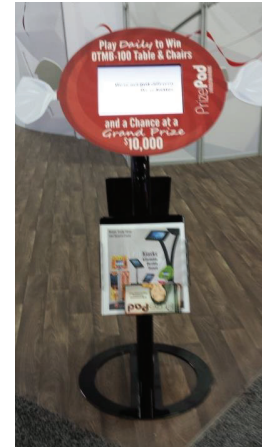
1. Service presentations requires more thought and creativity.
2. Identify problems you solve, opportunities you create, savings, efficiencies and improvements you can deliver.
3. Focus your presentation on results - not methodology!
4. Strategies:
  - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
  - Use a physical prop to hook and engage.
  - White paper or Industry Intelligence report
  - Case studies: Problem/Approach/Result
  - Visual Client testimonials in exhibit graphics



## Types of In-Booth Presentations & Demonstrations



1. One-to-One Personalized
2. One-to-Many Structured: Live Presentation - Mini Theatre - Booth Tour
3. Interactive A/V: Tablets, Computers, Projection, Touchscreens, Motion Sensing Technology
4. Gamification: Quizzes – Searches
5. Recreating Environments
6. Takeaway Content: Case Studies, White Papers, Process Checklists, Compliance Guides



## One-to-Many Theatre Presentations





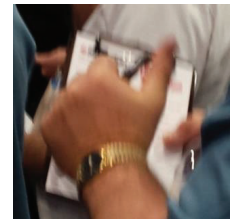
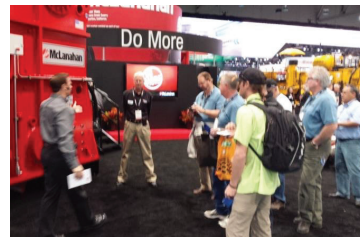
## One-to-Many Guided Presentations

**Objective:** Communicate breadth of solutions

**Strategy:** Guided booth tour presentation

**Tactics:**

- Crowd gatherers
- Corporate overview/4 product station tour
- Give interactive card to participants to engage with key messaging and capture visitor data
- Encourage visitors to meet with technical expert for a deeper dive

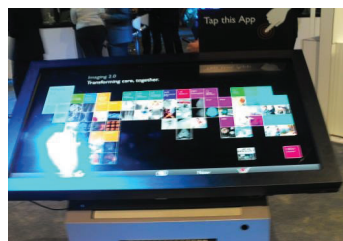


## Interactive A/V



**Applications:**

- Enable access to deeper information.
- Can be self-guided or guided.
- Meet various types of information needs.



## Guided Interactive Multimedia

**Objective:** Teach customer how to optimize cold vault space with company products

**Strategy:** Customize Your Cold Vault experience

**Tactics:**

- Position in highly visible place near main aisle
- Have staffers engage visitors as they pass or enter
- Visitors select their customer demographic and screen shows where to place and how much along with impact on sales



## Self Guided Interactive Multimedia



**Objective:** Reinforce branding as industry leader in innovation

**Strategy:** Multimedia wall

**Tactics:**

- Position near aisle
- Use motion sensors
- As visitor walks near the wall an innovation automatically appears
- As they walk down aisle other innovations appear



## Gamification



- Create buzz on the show floor while still presenting important information.
- Designed for participant interaction & fun.
- Energizes, engages and educates audience.



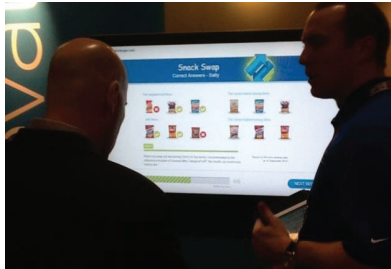
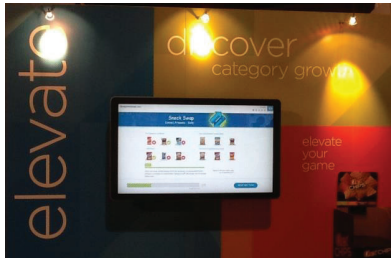
## Game Examples



- Pallet rack frame manufacturer wants to differentiate benefits of bolted frame racks versus welded frame racks.
- Technology provider uses an oversized version of Plinko game to tell their story.



## Game-Based Guided Interactive Multimedia



**Objective:** Have visitor assess knowledge

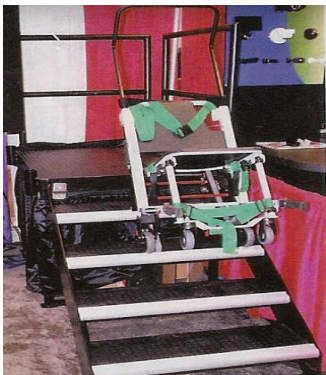
**Strategy:** Snack Swap Challenge

**Tactics:**

- Position at highly visible areas in booth
- Staffers engage visitors on entry or as they pass
- Participant tries to raise category sales by swapping three lowest selling products
- Program shows if they raised category sales



## Recreate Environments



**Application:**

- Good choice for large products
- Show inner workings
- Deliver key messages

**Benefit:** Appeals to technical, detail-oriented people





## Type Question in Question Box Press Send Button



## Time Considerations

- **Length:**
  - Short enough to hold interest.
  - Long enough to inform.
  - 20 minute cycles:
    - Demonstration: 5 to 8 minutes
    - Qualifying participants: 2 minutes
    - Resetting & Crowd Gathering: 10-13 minutes
- **Timing:**
  - Hold at consistent intervals throughout the day.
  - Increase frequency during unopposed exhibiting hours.





## 4 Questions to Aid in Designing Effective Demonstrations & Presentations

1. Who is your target audience? What are their titles? What are their top-of-mind concerns?
2. How do your products/services address their concerns?
3. What is the one key idea you want the audience to walk away with?
4. What actions do you want viewers to take during and after?



## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

- 1. Set Clear Objectives.**
  - What do you want your demonstration to accomplish?
  - What do you want your audience to think, feel, do during and after, and remember as a result of the demonstration?

Goals

An illustration of a hand holding a pen, positioned as if writing on a list. The list consists of three horizontal lines, each preceded by a number: "1.", "2.", and "3.". The numbers are written in blue ink.

## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

### 2. Focus on Your Audience.

- Don't think in terms of what *you* want to say: the audience won't care.
- Think in terms of what challenges the audience faces and how you help address them.



## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

### 3. Tell a Story.

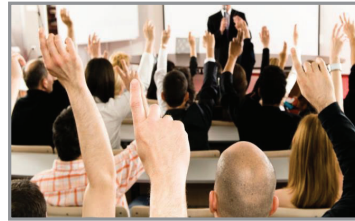
- A story has a hero, a villain, conflict and triumph.
- Remember, **the hero of the story is your target audience!**



## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

### 4. Get the Audience to Physically and Mentally Interact.

- “I hear and I think, I see and I remember, I do and I know.” Confucius



## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

### 5. Have a Dynamic Presenter.

- It's important that the person telling your story is a good story teller.
- S/he should also maintain consistent energy all day, every day, for the run of the tradeshow.



## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

### 6. Capture Their Information.

- This is your opportunity to engage with a lot of potential customers. Make sure you capture their qualifying information!



## 7 Steps to Building Effective In-Booth Presentations & Demonstrations

### 7. Have a Clear and Strong Call to Action.

- What do you want qualified attendees to do after the demonstration?
- Have next actions planned and make your demo pay off!
- Proactively engage with attendees to drive the next action!



# Case Story of an Effective In-Booth Presentation



**Target Visitor:** B2B Show Producers

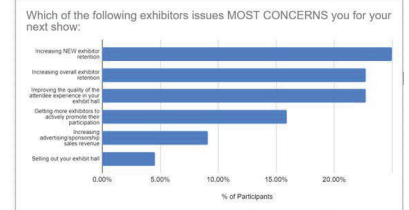
**Problem:** Exhibitor Attrition

**Service:** Exhibitor Education & Support Programs

**Theme:** Knowledge is Power... To Get, Keep & Grow Exhibitors

**Visitor Experience:** 60 Second Exhibitor Knowledge is Power Challenge

- Enter name & email address
- Answer up to 10 questions in 60 seconds
- Input biggest concerns at end
- If interested, brief presentation on program to address biggest concerns
- Leaderboard on app and flat panel
- Highest score wins a FREE program



**Type Question in Question Box  
Press Send Button**



**Please complete the post-webinar email survey.  
Thank you!**

