

# How to Promote Your Exhibit Experience to Drive More Quality Booth Traffic

With  
Tina Mercardo, 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/>



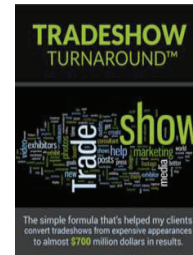
## Jefferson Davis

### 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)**



## 3 Primary Reasons People Attend Tradeshows

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



*Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic*





## Why you Must Promote Your Attendee Experience

1. Over-choice
2. Sensory overload
3. Information overload
4. Short interaction time
5. Competitive presence

*Messaging must be thoughtfully crafted & delivered to counter these challenges.*



## 8 Step Attendee-Focused Value Proposition & USP Development Process

### 1. Define your *Target Customer*

- Commercial/Government/**Green**
- Job Title/Function
- Geography
- Size: # vehicles in fleet
- Other?

### 2. Decide what *Solution(s)* you will feature

- **NEW**
- Trending/Hot/Top of the Mind
- Pillar Services/Products

#### PRIMARY JOB FUNCTIONS OF NAFA I&E ATTENDEES:

76%	Fleet management systems/software	41%	Accident management systems
69%	Vehicle selection	50%	Products/services for sustainability
72%	Maintenance (mechanical) management services	45%	Remarketing
69%	Vehicle upfitting	34%	Risk management
62%	Fuel management systems/software	39%	Leasing company services
52%	Safety management	26%	Financial services
50%	Training programs	30%	Short-term rental agencies
46%	Oil and fuel analysis	27%	Auto transporter
49%	Vehicle auction	19%	Insurance
		14%	Used vehicle guide publications

Information from the I&E Attendee Survey.



## 8 Step Attendee-Focused Value Proposition & USP *Development Process*

3. Define the *Applications* for featured solution(s)
  - How does the customer use the solution?
  - What are or might they currently be doing or using to address the need for your solution?
4. Define what *Situations* would prompt them to think about your solution(s)
  - What are problems, frustrations and issues they might be experiencing that would create interest in your solution?
  - What opportunities do your solution(s) create?



## 8 Step Attendee-Focused Value Proposition & USP *Development Process*

Why at All?

5. Define your *Salient* Features & Benefits
  - What are the top 3 features and benefits?
  - What customer needs do each feature and benefit address?
  - *What questions could you ask to get the customer to voice a need for each feature and benefit?*
6. Define your *Differentiated* Features & Benefits
  - What are your key points of differentiation?
  - What customer needs do the points of differentiation address?
  - *What questions could you ask to get customer to voice a need for your points of differentiation?*

Why You?



## 8 Step Attendee-Focused Value Proposition & USP *Development Process*

### 7. Define what the attendee will

- SEE
- DO
- LEARN
- GET by visiting your booth

### 8. Develop **HOOKS** and **CONTENT** based on this analysis and integrate into:

- Pre/at-show marketing: print, digital, mail, social media, etc.
- **Exhibitor Listing**
- Exhibit graphics
- Presentation and demonstrations
- Staff training



## Two Core Types of Messages

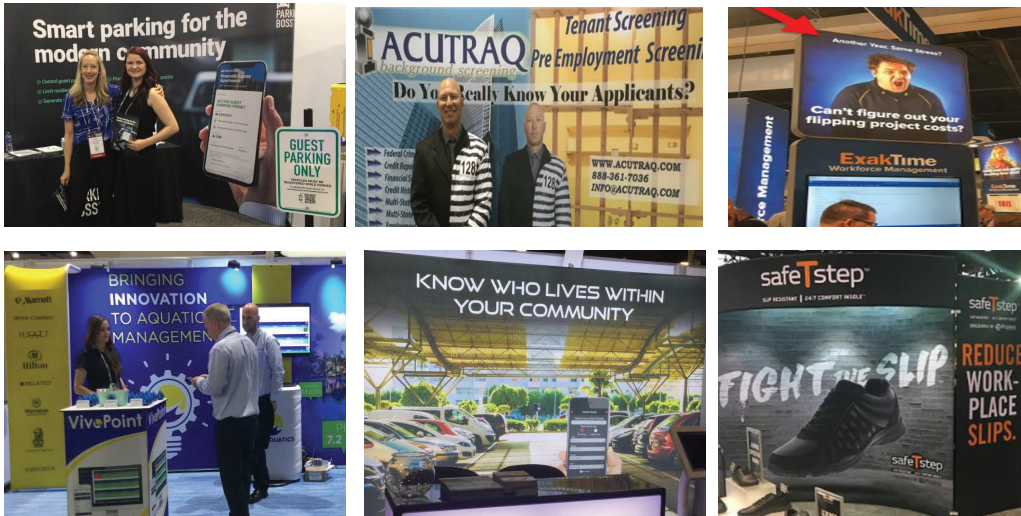
### 1. **Attendee-Focused Value Proposition:**

*A clear and concise message that gives attendees a compelling reason to visit your exhibit...*

- *By offering a solution to a problem or an opportunity to seize*
- *By letting the attendee know what they will see, do, and learn*
- *By letting the attendee know how much time is required*



## Value Proposition Examples



## Two Core Types of Messages

### 2. Unique Selling Proposition:

*A clear and concise message that helps attendees quickly understand what makes your company, products/services, and/or your exhibit experience different or more valuable than others.*



## Unique Selling Proposition Examples



Type Question in Question Box  
Press Send Button



# Clarifying Your Marketing & Exhibiting Objectives

## What are you trying to accomplish?

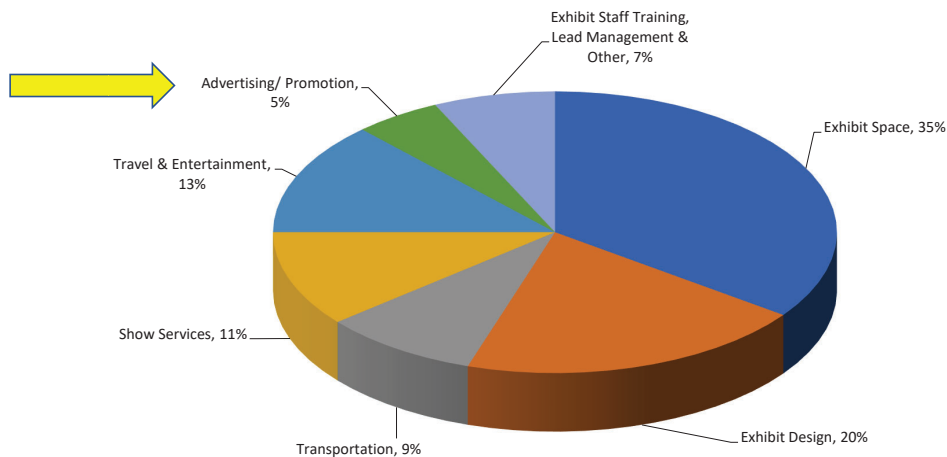
- Company/Brand Awareness & Visibility
- New Product/Service Introduction
- Relationship Management & Building
- Brand Positioning - Differentiation
- Educate
- Lead Generation
- Sales & Business Development
- Thought Leadership
- Other?

- **ACTION: What are your top three reasons?**
- **Convert them to written goals!**



# Where the Tradeshow Dollar Goes

**How the Exhibit Dollar is Spent**  
Source: Exhibitor Magazine, October/November 2022



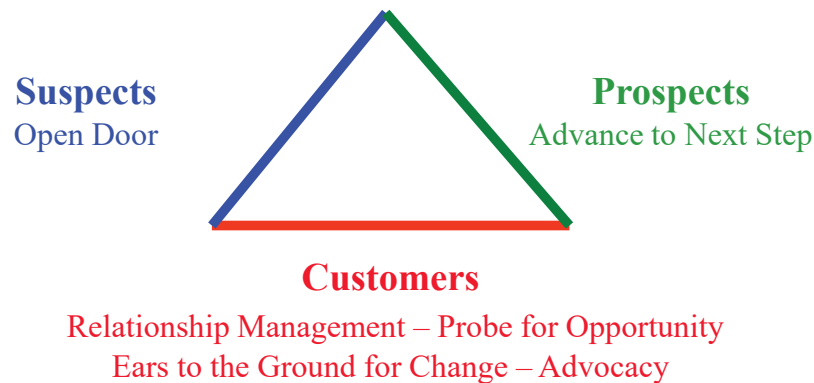




## Building Ideal Visitor Lists & Using NAFA Lists

### Attract High-Value Visitors

#### Work the C/P/S Triangle



## Building Ideal Visitor Lists & Using NAFA Lists

### 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.



# Building Ideal Visitor Lists & Using NAFA Lists

## Build Target Visitor Lists

- **BEST Tradeshow List Sources:**

1. \*Pre-registered attendee list
2. \*Previous or \*Post-show attendee lists
3. Company database (C/P/S process)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

\*Pre-, Post-Show & Last Year attendee mail lists available for a fee.  
\*E-blasts are available!

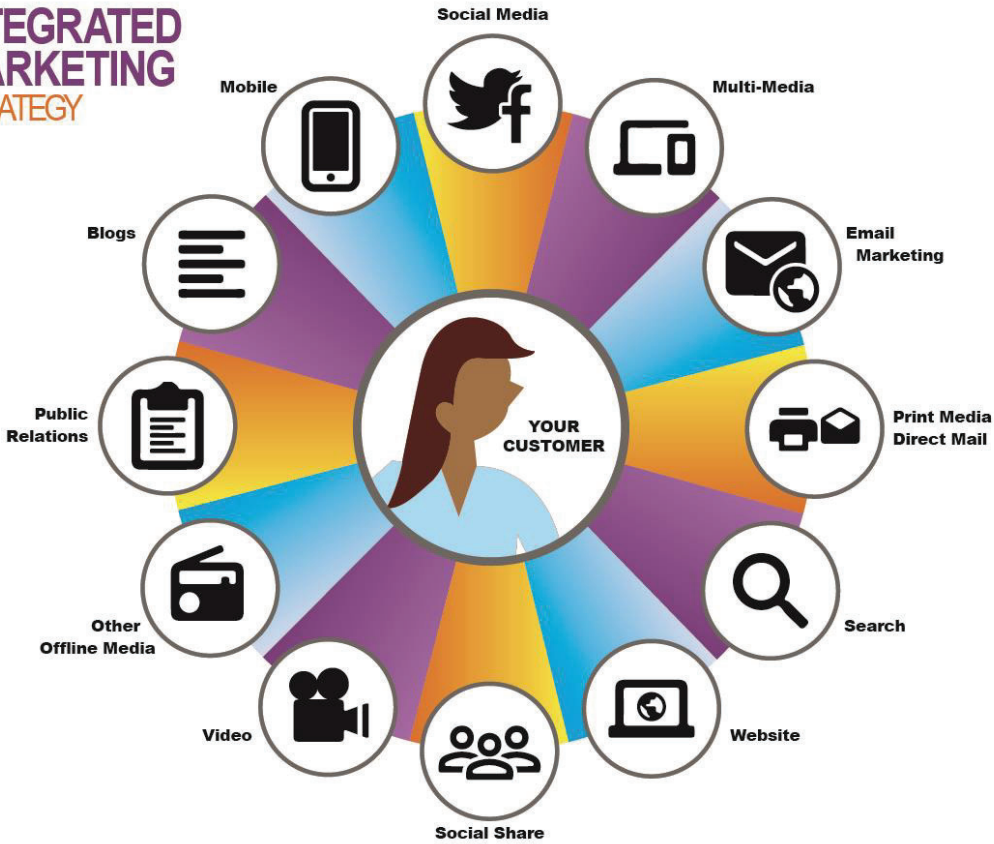


## Poll: How Many Media Do You Typically Use to Promote Your Exhibit?

- None
- 1-2
- 3-4
- 5-6
- 7 +



# INTEGRATED MARKETING STRATEGY



## Where to Promote Your Exhibitor 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



## Execute Marketing Campaign

### Sample Marketing Program: *Small Exhibitor*

**Booth Size/Space Cost:** 10 x 10 in-line/\$2,650 member

**Show Budget:** \$7,950-\$13,250 (3-5x floor space/at least 15%+ to promotion)

**Goals:** *Market Visibility/Awareness, Lead Generation/Sales*

#### Media:

- Execute C/P/S strategy with sales reps and dealers
- Mail postcard to C/P/S list
- **Use FREE Expo passes to offer to your best customers and prospects.**
- Update Online Booth Profile- Write a key word rich **exhibitor description** giving attendees a compelling reason to visit your booth and use product categories to increase search results
- Promote show participation in relevant social media and use show's channels
- Place show logo and booth promo on company website, email signatures, newsletter, social media, all outgoing correspondence



# Execute Marketing Campaign

## Sample Marketing Program: *Medium/Large Exhibitor*

**Booth Size/Space Cost:** 20 x 20/\$10,600 member

**Show Budget:** \$38,400-\$53,000 (3-5x floor space/15%+ to promotion)

**Goals:** *New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales*  
**Media:**

- *Do same things as small exhibitor*
- Mail high-level invitations (instead of postcards) to C/P/S list with compelling reward for responding
- Eblast pre-show to build awareness of NEW Product
- New Innovations Showcase
- **What for Thought Leadership/Brand Visibility?**



# Execute Marketing Campaign

## Pre-show Marketing Plan Example

### Pre-show Print Advertisement

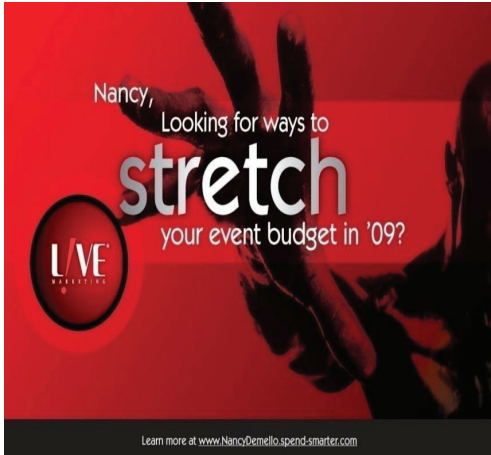
The advertisement is a vertical rectangular print piece with a red background. At the top right, there is a circular logo with the word "LIVE" in white. The main headline reads "bring it to life and... stretch the experience" in white and grey text. Below this, there is a paragraph of text: "With every event dollar under a microscope, marketers are turning to smarter spending strategies to maximize results and stretch the event experience. From the first marketing touch, to what happens live, to the value that continues once the event is over." This is followed by another paragraph: "For 35 years, LIVE Marketing has helped thousands of companies bring their events and messages to life at events. With proactive strategies and tactics that span pre-, on- and post-event, we'll help you make the most out of every event with cost-effective programs that capture the attention of busy attendees, connect your key messages with their interests, and convert attendees to prospects and prospects to customers—all while delivering ROI (return on everything)." Below this is the text: "To stretch the boundaries of your next event, visit [www.BringItToLife.com](http://www.BringItToLife.com) or call 312.787.4800." At the bottom, there is a red box with the number "#1147" and the text "VISIT US AT BOOTH #1147 AT EXHIBITORS009. Learn about the newest trade event spending strategies in Online Programs, Promotions and Measurement." At the very bottom, in small white text, it lists services: "Strategy Planning | Creative Strategies & Theme Development | Pre- & Post-Event Marketing | Experiential Activities & Presentations | Training & Measurement."



# Execute Marketing Campaign

## Pre-show Marketing Plan Example

### Personalized Postcard Mailer



With every event dollar under a microscope, you're probably being asked to do more with less this year, while still delivering results.

During EXHIBITOR2009, join Live Marketing® at Booth #1147 to learn 3 of the newest strategies for smarter event spending:

- Integrating Online Programs to Expand Your Reach, Not Your Budget
- More Bang for the Buck Promotions
- Measurement Strategies for Spending Smarter and Proving It

Plus, when you stop by and participate, you'll get a 1 GB flash drive bracelet and learn tips for incorporating these strategies in your programs to maximize results.

Learn how the new Total Reach™ solution increases qualified leads without breaking your budget by visiting [www.NancyDemello.spend-smarter.com](http://www.NancyDemello.spend-smarter.com)


 Live Marketing  
 1201 North Clark, Suite 201  
 Chicago, IL 60610

  
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# Execute Marketing Campaign

## Pre-show Marketing Plan Example

### Personalized Pre-Show Emails to Your House List

title Page 1 of 1

**Kristin Veach**  
 From: Patti Goldenberg [mailto:info@spend-smarter.com]  
 Sent: Thursday, March 05, 2009 10:45 AM  
 To: Kristin Veach  
 Subject: Don't Miss Another Exciting EXHIBITOR!



John,

We enjoyed meeting you at EXHIBITOR2008! If you haven't done so already, make plans to attend EXHIBITOR 09 year and learn about the newest strategies for smarter event spending at Booth #1147.

At the Live Marketing booth, you'll hear how Online Programs, Promotions and Measurement are allowing markets to do more with less, while still delivering results.

Plus, when you stop by and participate, you'll get a 1 GB flash drive bracelet and learn tips for incorporating these strategies in your programs to maximize value for each dollar spent.

**More Education:** While you're at the show, don't miss these informative EXHIBITOR2009 seminars presented by Live Marketing designed to help improve the effectiveness of your tradeshow and event marketing programs.

**Tell Us Your Thoughts:** We want to hear how you're spending smarter! Share your Smarter Event Spending tips on Facebook.

Learn how the new Total Reach™ solution increases qualified leads without breaking your budget by visiting [JohnSample.spend-smarter.com](http://JohnSample.spend-smarter.com).

Sincerely,  
 Patti Goldenberg  
 Vice President of Sales

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**Kristin Veach**  
 From: Live Marketing [mailto:info@open-d-smarter.com]  
 Sent: Friday, March 06, 2009 10:29 AM  
 To: Kristin Veach  
 Subject: Learn Smarter Spending Strategies at EXHIBITOR2009!



John,

With every event dollar under a microscope, visit the Live Marketing booth to learn how the newest smarter event spending strategies in Online Programs, Promotions and Measurement are allowing marketers to do more with less while still delivering results.

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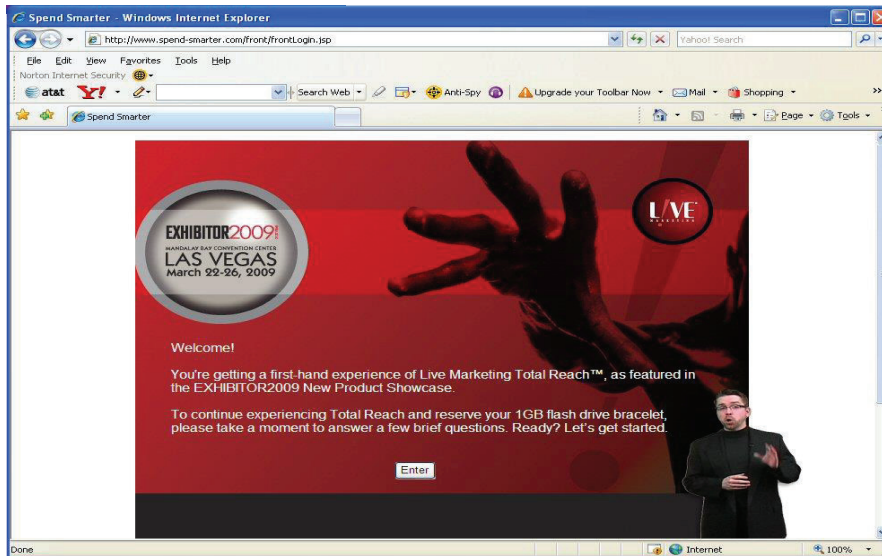




# Execute Marketing Campaign

## Pre-show Marketing Plan Example

### Personalized Landing Page



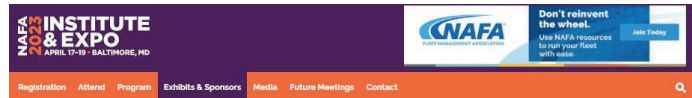
**Type Question in Question Box**  
**Press Send Button**



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



# NAFA Exhibitor Toolkit



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CAFMP

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