



Present

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

Participant Learning Objectives

1. The 3 primary reasons people attend tradeshow.
2. Why you must promote your attendee experience.
3. Discover the 8 Step Attendee-Focused Value Proposition & USP Development Process.
4. Clarifying your marketing and exhibiting objectives.
5. Budgeting for exhibit promotion.
6. Calculate your Exhibit Interaction Capacity.
7. Building ideal visitor lists & using NAFA lists.
8. Where to promote your exhibitor experience.
9. Sample marketing campaign.

3 Primary Reasons People Attend Tradeshows

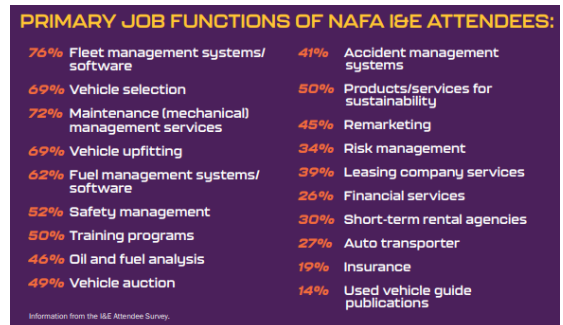
- _____/Continuing Education/Accrediting
- Network/Interact with Colleagues/Suppliers
- Source/Purchase Information/Revalidate
 - Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic.

Why You Must Promote Your Attendee Experience

1. Over-choice
2. _____ 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 _____ **Customer**
 - Commercial/Government/Green
 - Job Title/Function
 - Geography
 - Size: # Vehicles in Fleet
 - Other?



2. Decide what **Solution(s)** you will feature
 - _____
 - Trending/Hot/Top of the Mind
 - Pillar Services/Products

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 _____ 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?

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 _____ 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?

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 _____, do, and _____
- By letting the attendee know how much time is required

2. Unique Selling Proposition (USP):

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.

Clarifying Your Marketing & Exhibiting Objectives

What are you trying to accomplish?

- a. Company/Brand Awareness & Visibility
- b. New Product/Service Introduction
- c. Relationship Management and Building
- d. Brand Positioning - Differentiation
- e. Educate
- f. Lead Generation
- g. Sales & Business Development
- h. Thought Leadership
- i. Other?

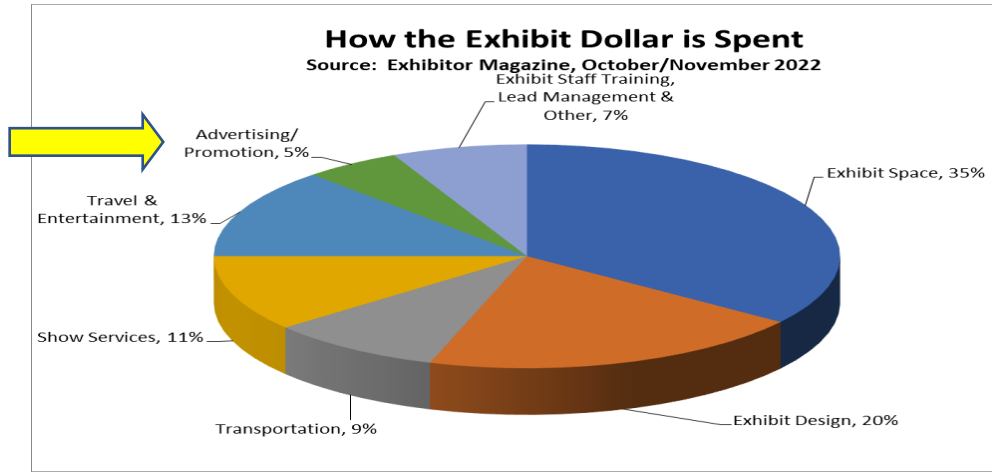
➤ **ACTION: What are your top three reasons?**

➤ **Convert them to written goals!**

Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Where the Tradeshow Dollar Goes



Budgeting for Exhibit Promotion

	Example	Participant
Total Show Investment (\$2,650 member space cost x 3-5)	\$7,950-\$13,250	\$ _____
% for Exhibit Marketing	_____ x .15 at least	x _____
Exhibit Marketing Budget	\$1,200 to \$2,000	\$ _____

When to increase? Big show, small booth, location concern, importance of show, match of attendees - allocate more!

Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
• Exhibiting Hours	9	9
• (x) Exhibit Staff	x <u> 2 </u>	x _____
➤ Rule of thumb: 50 sq. feet per staffer		
• (x) Interactions/Hour/Staffer	x <u> 4 </u>	x _____
➤ 3/conservative 4/moderate 5/aggressive		
• (=) Exhibit Interaction Capacity	= 72	= _____

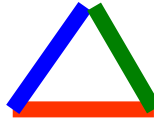
➤ **Success Tip:** Try to make your list count _____ times your Exhibit Interaction Capacity.

Building Ideal Visitor Lists & Using NAFA Lists

Attract High-Value Visitors

Work the 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

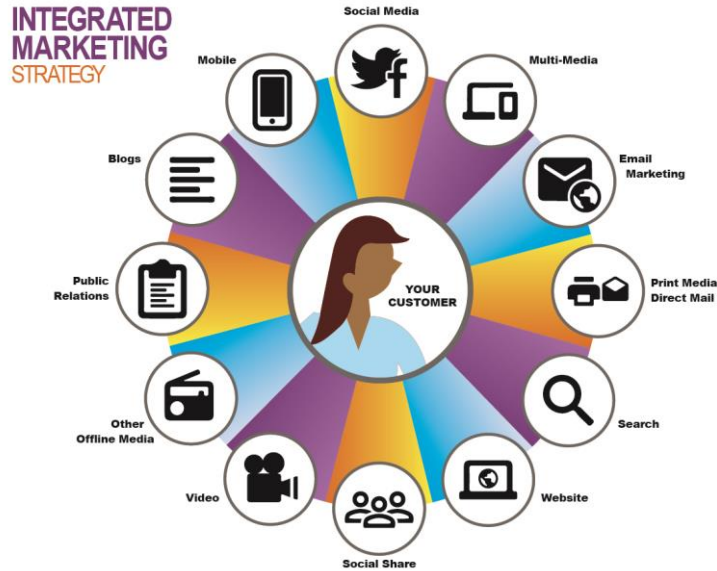
1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific _____ for each name on the list.
3. Contact them _____ times before the show through various media: email, phone, social media, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment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

Build Target Visitor Lists

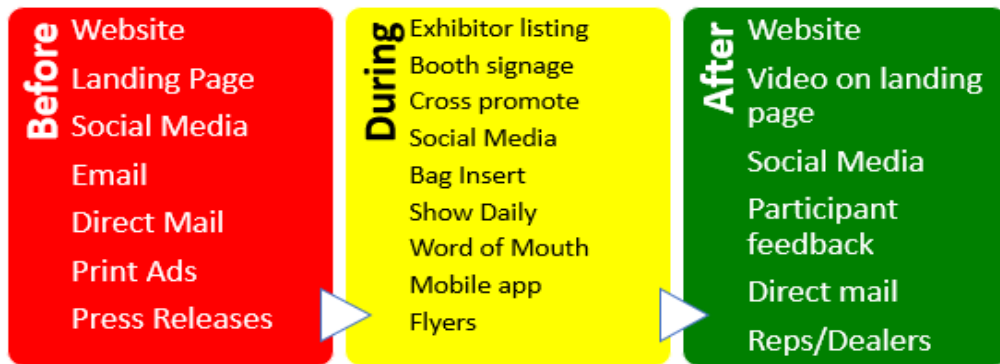
Best Tradeshow List Sources:

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.**



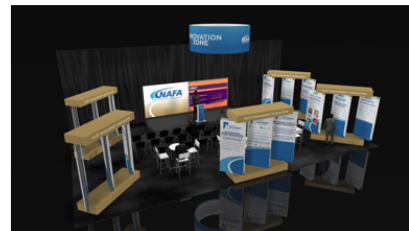
Where to Promote Your Exhibitor Experience



**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 17**
 - 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



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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

Sample Marketing Program: *Medium/Large Exhibitor*

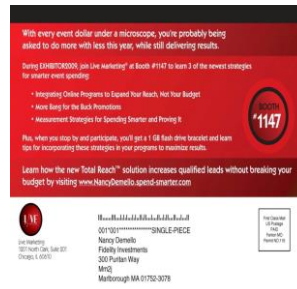
- ❖ **Booth Size/Space Cost:** 20 x 20/\$10,600 member
- ❖ **Show Budget:** \$38,400 - \$53,000 (3-5x floor space/at least 15% + to promotion)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Generation/Sales
- ❖ **Media:**
 - Do same things as small exhibitor
 - Mail high-level 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

Pre-Show Marketing Plan Example

Pre-Show Print Advertisement



Personalized Postcard Mailer



Personalized Pre-show Emails to Your House List



Personalized Landing Page

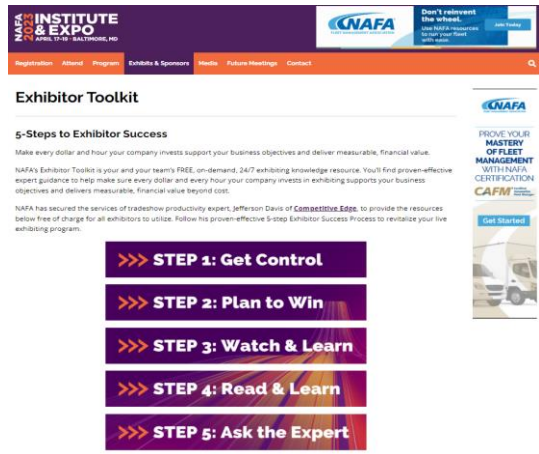


What three actions will you take from this session?

1. _____
2. _____
3. _____

NAFA Exhibitor Toolkit

**VISIT & SHARE
WITH YOUR TEAM!**
<https://www.nafainstitute.org/exhibitors-sponsors/toolkit/>



About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

**Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.
 Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**