



Present

Building Brand Awareness & Driving Qualified Booth Traffic

**How to Attract Enough of the Right
Attendees to YOUR NFMT Exhibit**

Participant Learning Objectives:

*By the end of this webinar,
we will...*

1. Discuss how attendee behaviors have changed and why you MUST pre-market your exhibit to be successful.
2. Walk through a proven-effective exhibit marketing planning process.
3. Overview NFMT exhibitor marketing resources available.
4. Review an example of an integrated exhibit marketing campaign in action.

What Really Drives Business Growth?

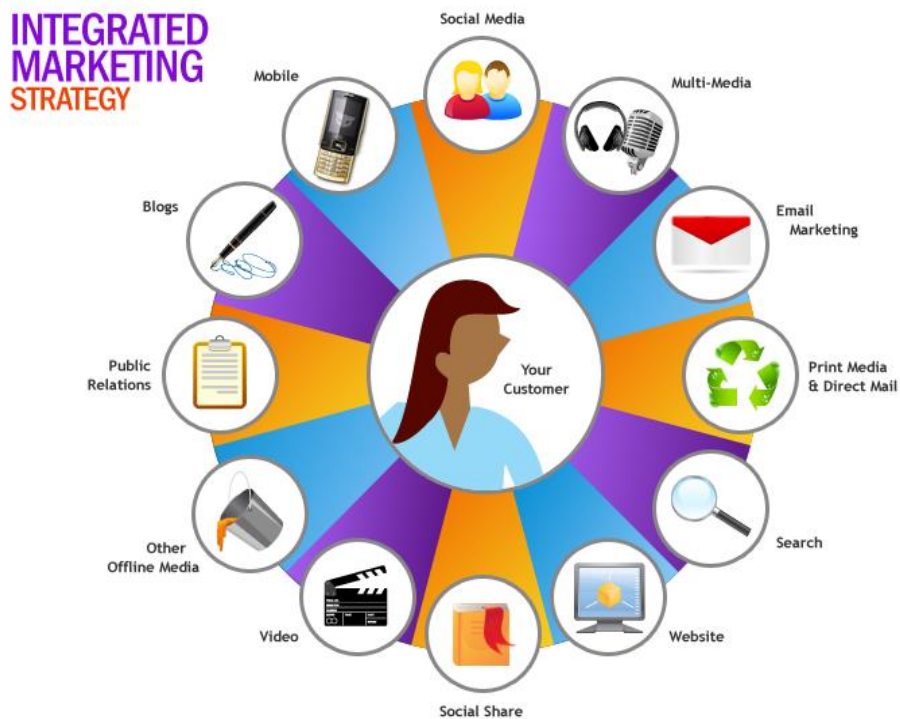
Peter Drucker said...

1. M_____
 2. Innovation
- *Everything else is an expense!*

What is the Key to Marketing Success?

Jim Rohn said...

1. Have Something GOOD to Say
 2. Say it WELL
 3. Say it OFTEN
- And I will add...*
4. Say it through _____ Media



Critical Business Success Factor

- How important is the facilities market to your company?
- How important is face-to-face contact with your market in terms of...
 - ✓ Customer Acquisition?
 - ✓ Customer _____?
 - ✓ Growing Your Business?
- On a great day in the field, how many customers or prospects is your average sales person standing face-to-face with?
- If I asked your sales team, are they finding it easier or harder to get face time with customers/prospects in the field, what would they tell me?

Tradeshows Are About...

_____ & _____

4 Dynamics That Are Difficult to Replicate Through Any Other Channel

1. Customers/prospects come to you
2. With a relatively _____
3. In your branded space
4. In an environment hyper-conducive to talking & ultimately doing business.

Focus on Critical Exhibiting Success Factors

1. **OUTCOMES:** Set goals that support your company sales and marketing, and CRM objectives and take advantage of the opportunities NFMT presents.
2. _____ **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with all qualified visitors.
4. **FOLLOW-THROUGH & MEASUREMENT:** Follow-through to convert visitor commitments to action, ideally purchasing, and measure and report results.

How Tradeshow Attendee Behaviors Have Changed

1. Registering closer to the show.
 2. Spending fewer number of days at shows.
 3. Looking for more content and useable information.
 4. Preplanning visit: _____% *arrive with an agenda.*
 5. Visits _____ exhibits on average.
 6. 50% of exhibit stops are _____.
- *In spite of all this, less than _____% of exhibitors execute a well-conceived pre-show marketing plan!*

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

Exhibit Marketing: 8 Step Planning Process

1. Determine Exhibiting Goals
2. Identify Target Visitors and Build Target Visitor Lists
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Promotion Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting Goals

1. 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 and Business Development
 - h. Thought Leadership
 - i. Other?

Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Step 2. Create Ideal Visitor Profile

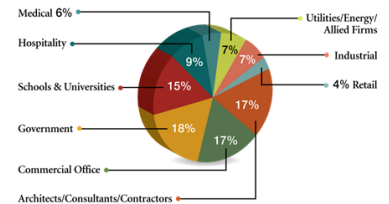
- Who do you want to interact with?
 - Market Segment
 - Company Type
 - Job Function
 - Geography/Location
 - Other?

- ACTION: Write down the types of attendee you want to see?

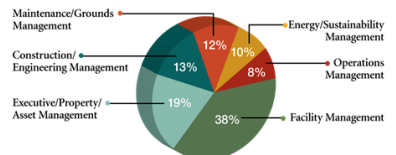
NFMT Vegas Delivers

The decision makers you've been looking for...

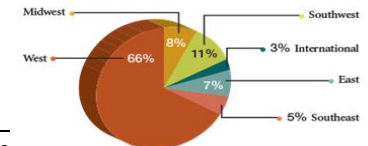
ALL MARKETS



EXECUTIVE POSITIONS



ALL STATES & INTERNATIONAL



Identify Target Visitors

The C/P/S Triangle



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 using 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 shows.

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 model)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

***FREE Pre and Post show
attendee registrant mailing
list available.**

Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	7	7
– Booth Staff on Duty	x <u>2</u> *	x _____
– Total Staff Hours	= 14	= _____
– Interactions/Hour/Staffer	x <u>3-5</u> **	x _____
– Exhibit Interaction Capacity	= 42-70	= _____

* 50 sq. feet/ staffer

** 3/conservative 4/moderate 5/aggressive

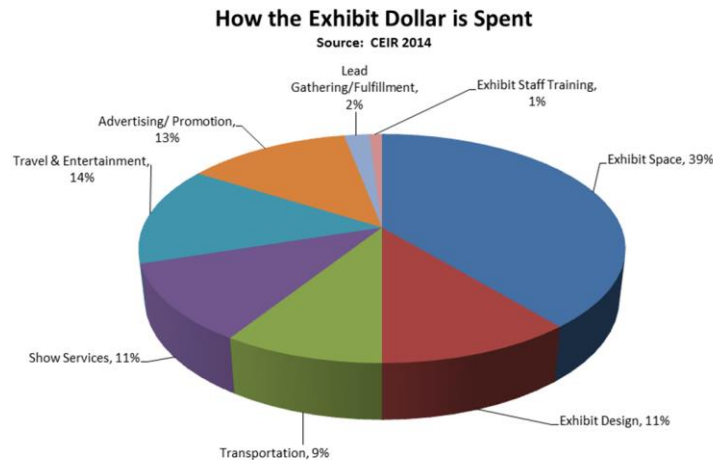
VISITORS BY TARGET TYPE

Distributor: 4,477 individuals, 1,111 companies
Building service contractor: 2,835 individuals, 1,166 companies
In-house service provider: 1,303 individuals, 545 companies

➤ **Success Tip:**

- Try to make your list at least _____ times your Exhibit Interaction Capacity.

Step 4. Budget Enough Promotion Resources



	Example	Participant
Total Show Investment	\$10,000	\$ _____
% for Exhibit Promotion	<u>.15</u> at least	x _____
Exhibit Promotion Budget	\$1,500	\$ _____

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

Step 5. Craft Compelling Messages

- * Job 1. Grab Attention!
 - _____
 - Problematic
 - Familiar
 - Unusual
- * Job 2. Create Interest!

Ask: *What situations would prompt them to think about what you offer?*

 - ...dangle situations!
- * Position visiting exhibit as the place to _____, _____, _____ and _____.

Step 5. Deliver a Clear Value Proposition to Build Desire and Create Action

- * _____: Tired of? Worried about?
- * OPPORTUNITY: Interested in? Curious about?
- * Give us 5 minutes at (show name) Booth #
- * You will SEE
- * You can DO
- * You will LEARN
- * Oh. by the way, you'll GET...

Step 6. Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. **Captivating** message and _____ design theme.
2. **Combination** of show, industry and direct marketing media.
3. **Communicate** four specific messages:
 1. What you do
 2. Why they should care
 3. Who you are
 4. Where and how to find you
4. **Creative Frequency:** Land *at least* ____ direct hits leading up to show time.

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Media
2. Public Relations
 - ✓ Media Contact List, Submit Electronic Press Kits
3. Electronic Media
 - ✓ Email Internet, Websites, Social Media, Mobile Apps
4. Direct Mail
 - ✓ Letters, Invitations, Postcards
5. Personal Contact
 - ✓ Rep Visits, Telephone Calls, Voice Broadcast

Low-Cost High-Impact Marketing Media Options:

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Landing Pages/Microsites with Needs Assessment & Appointment Enablers
4. Audio/Video Email
5. Voice Messaging
6. Social Media: Facebook/Twitter/Instagram/YouTube/LinkedIn
7. Blogs

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Company Profile – Online & In Printed Event Directory
 - Includes Name, Contact Information, Company Video, and Product e-Brochure
2. FREE All Access Pass to Send to Your Customers



PAID Show Advertising & Sponsorship Opportunities

Advertising:

- Pre and or post email blast (exclusive) only \$1,500 to \$2,500
- Product Showcase Sign in Registration Area only \$749
- Event Directory Ad with company logo

Sponsorships:

1. **Items:** Tote Bags, Badge Holders, Lunch Coupons
2. **Special Events:** Networking Party, Enter to Win-Cash Prize Drawing
3. **Show Floor/Convention Center:** Charging Stations (3), Program-at-a-Glance Signage, Exhibitor Locator Signage, Aisle Banners
4. **Digital:** Audio Visual Services (exclusive)

For questions or help, please contact:

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Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

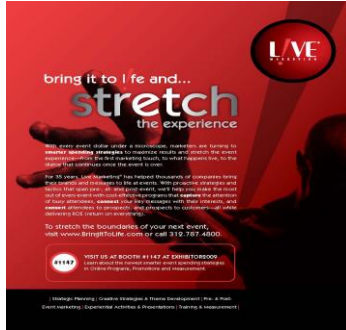
- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$3,300
- ❖ **Show Budget:** \$9,900 to \$16,500 (3-5x floor space – at least 15% to promotion)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
 - Execute C/P/S strategy with sales reps
 - Mail postcard to house list and pre-registered attendee list
 - Write exhibitor profile listing that gives attendees a compelling reason to visit
 - Promote show participation in relevant social media and use show's channels
 - Place show logo and booth promo on your company website, email signatures, all outgoing correspondence
 - Give Free All Access Pass to your sales reps to distribute to prospects
 - Product Showcase Sign in Registration Area - only \$749

Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- ❖ **Booth Size/Space Cost:** 10 x 20/\$6,600 member
- ❖ **Show Budget:** \$19,800 to \$33,000 (3-5x floor space)
- ❖ **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 and pre-registered attendee list with compelling reward for responding
 - Quick Fire Session to Introduce New Product
 - Sponsor Audio Visual Services to gain visibility in educational sessions
 - Daily video message to attendees (1 per day)

Pre-Show Marketing Plan Example

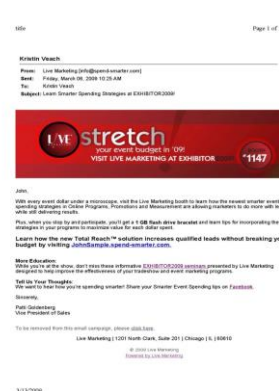
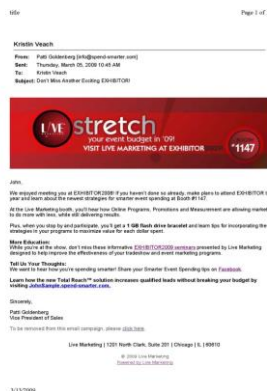
Pre-Show Print Advertisement



Personalized Postcard Mailer



2 Personalized Pre-show HTML Emails



Personalized Microsite with Video Host



Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. _____ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of _____ and/or traceable response?
6. What worked?
7. What did we _____?
8. What will we use for our next show?

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What specifically will you do to better promote your participation in the show?

NFMT Commitment to Exhibitor Education & Success Online Exhibitor Knowledge Portal

- Exhibitor Success Resource Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - “Ask the Tradeshow Expert” email Q&A
- Bookmark, Share and Access at:
<http://nfmt.com/vegas/exhibithall/SearchResults.aspx#forexhibitors>

