



*Present*

# New NFMT Exhibitor Web-Briefing

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## How to Have a Positive, Productive and Profitable NFMT Exhibiting Experience

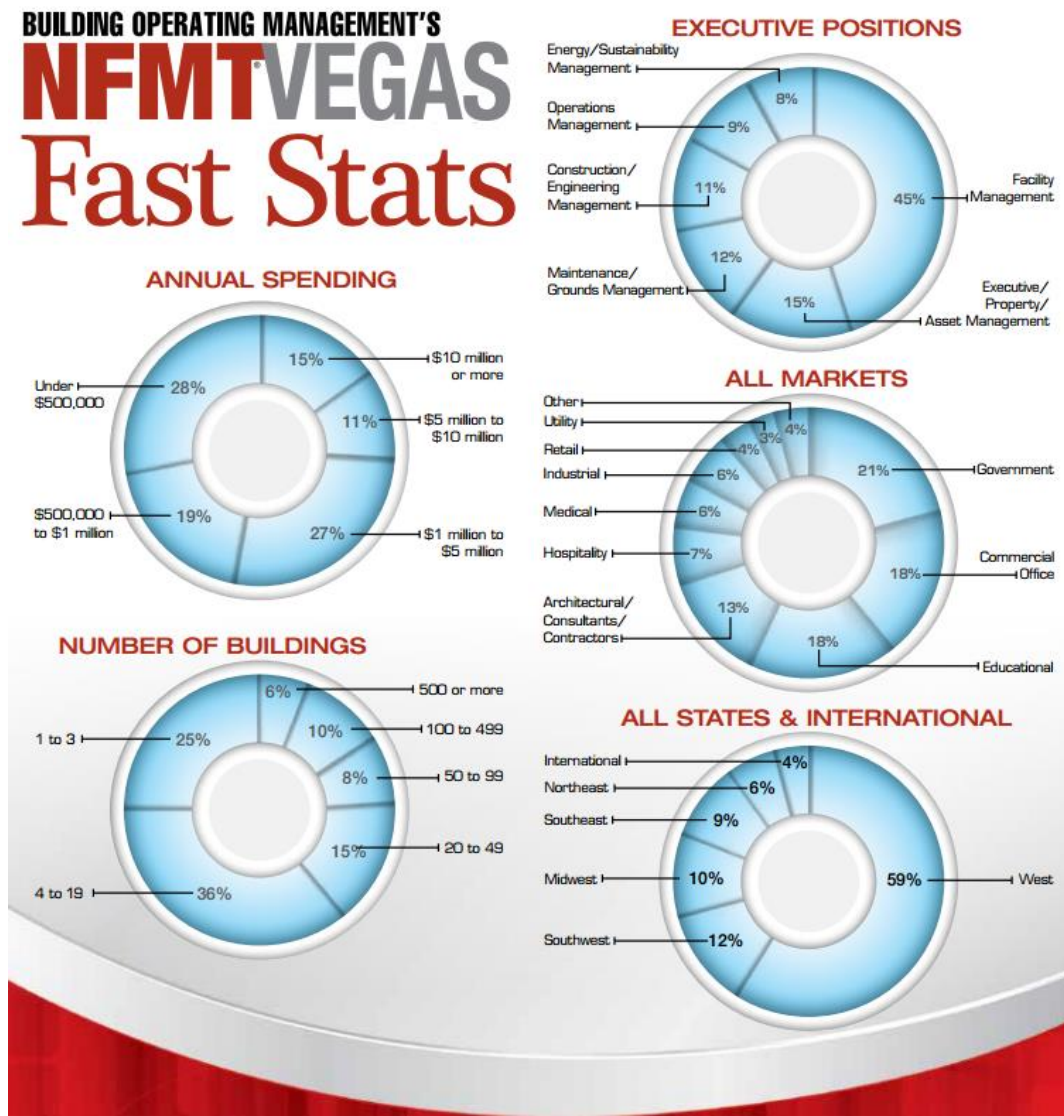
### Participant Learning Objectives *This briefing will...*

1. Provide new exhibiting companies and contacts with important information about NFMT, its attendees, and the ins and outs of exhibiting.
2. Inform about resources and support available from NFMT.
3. Present 10 strategic keys to executing a more successful exhibit.

## About NFMT Vegas

- NFMT Vegas is the premier West Coast conference destination for facilities professionals worldwide.
- Over 175 exhibiting companies
- Over 25,000 net square feet used in exhibit space
- 1,500+ attendees

## About NFMT Vegas Attendees



## What Do Attendees Want?

- To see \_\_\_\_\_ products and developments.
- Focused, relevant, and informative \_\_\_\_\_ communications to help them plan their visit and experience.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the **real world setting** and demonstrating quality and performance.

## How Do Attendees Behave?

- Tend to plan ahead, set agendas and visit booths with products/services that support their current and future interests and needs
- Look forward to \_\_\_\_\_ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.

## Exhibition Department Staff

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## **Todd's Suggestions for First-Time Exhibitors**

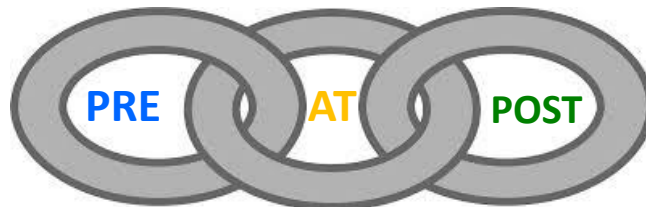
1. Use the Exhibitor Info web page to access show services and other important information:  
<http://nfmt.com/vegas/exhibithall/SearchResults.aspx#forexhibitors>
2. Use Pre-Show Marketing - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
3. Pay careful attention to deadline checklists – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
4. Review the Exhibitor Info web page's Rules & Regulations - This will reduce potential issues on-site
5. Use the Online Exhibitor Educational Resources.
6. Keep Your Contact Information Current.
7. Order Lead Retrieval for Capturing Leads On-Site.
8. Call NFMT staff with ANY Questions.

## **10 BIG Mistakes to Avoid**

1. Failure to \_\_\_\_\_ the Exhibitor Service Manual.
2. Unrealistic expectations.
3. Failure to set exhibiting goals.
4. Failure to pre-market their exhibit.
5. \_\_\_\_\_ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper \_\_\_\_\_ behaviors.
8. Taking booth down before the show closes.
9. Poor lead follow-up.
10. Lack of time perspective in evaluating show results.

## **Three Links of the Tradeshow Chain**

- Not just \_\_\_\_\_ days!
- At least \_\_\_\_\_ months!



## Critical Exhibiting Success Factors

1. **OUTCOMES:** Use Exhibiting by Objectives to support marketing, sales and CRM objectives and take advantage of the many opportunities NFMT presents.
2. **SELECTIVE ATTRACTION:** Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.
4. **FOLLOW-THROUGH & MEASUREMENT:** Follow-up leads to convert visitor commitments to action, ideally purchasing. Measure, report results, and learn from each show.

## The 10 Keys

### 1. Be Clear About What You Are *Really* Buying:

**Face-to Face** \_\_\_\_\_

RESULTS come from how well you put your company identity, staff, products and services face-to-face with the right people to exchange information that leads to a commitment to action on the part of the visitor.

#### Exhibit Interaction Capacity:

	<b>Example</b>	<b>Participant</b>
Exhibiting Hours	7	7
Times Booth Staff on Duty *	x <u>3</u>	x _____
Total Staff Hours	= 21	= _____
Times Interactions per hr/staffer **	x <u>3-5</u>	x _____
<i>Exhibit Interaction Capacity</i>	63-105	= _____

\* Staffing rule of thumb is 50 square feet/staffer  
 \*\* 3 = Conservative, 4 = Moderate, 5 = Aggressive

## 2. Know Why You Are Exhibiting & Set SMART Goals

Top Four Reasons for Exhibiting:

- Market awareness, presence and visibility
- Branding
- Lead generation and sales
- New product introduction

Your Reasons

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Set SMART Goals

- Specific, Measurable, Actionable, Realistic, Time-bound
- Create \_\_\_\_\_ action plans for achieving goals.



❖ **Read “Planning to Win: Will Your Company Exhibit By Hope or By Objectives?” located on the Exhibitor Info web page in the Exhibitor Success Resource Center section.**

## 3. Invest Enough Resources

The budgeting rule of thumb is to multiply your floor space cost \_\_\_\_\_ times minimally to determine your total show budget.

## 4. Get “In The Mind” and “On The Agenda” of Enough of the Right Attendees

1. Show attendee behaviors have changed.
  - 76% pre-plan their visit
  - Stop at \_\_\_\_\_-\_\_\_\_\_ exhibits on average (North America B2B average)
  - 50% of these stops are pre-planned
2. You cannot just rent space, show-up, and \_\_\_\_\_ the right buyers find you.
3. You MUST use targeted pre- and at-show marketing.

❖ **Watch the “Building Brand Awareness & Driving Qualified Booth Traffic” webinar replay located on the Exhibitor Info web page in the Exhibitor Success Resource Center section.**

## Deliver a Clear Value Proposition to Build Desire and Create Action

1. PROBLEM: Tired of? Worried about?
2. OPPORTUNITY: Interested in? Curious about?
3. Give us 5 minutes at NFMT Vegas Booth #
4. You will \_\_\_\_\_
5. You can DO
6. You will LEARN
7. Oh, by the way, you'll GET...



## 5. Make Sure Your Exhibit Communicates Effectively

1. Have a professional looking exhibit that grabs attention and supports your brand identity.
2. **Quickly and visually** answer three questions in the mind of attendees:
  - \_\_\_\_\_ do you do?
  - \_\_\_\_\_ should I care?
  - \_\_\_\_\_ are you?
3. Make it easy for visitors to enter, move around and exit your exhibit.
4. Make it easy for visitors to physically interact with your products and services.

❖ **Read “A Worthy Destination: Designing an Effective Exhibit” located on the Exhibitor Info web page in the Exhibitor Success Resource Center section.**

## Six Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. \_\_\_\_\_
3. Clear & Informative Messaging
4. Creative Use of A/V
5. \_\_\_\_\_ & Engagement
6. Proactive Booth Staff

## 6. Staff & Work The Show Properly

- **Put effective staffers in your exhibit**

- Friendly and engaging
- Proactive versus \_\_\_\_\_
- Knowledgeable
- Asks good questions and listens well.
- Can communicate \_\_\_\_\_ and persuasively
- Takes good lead information and gains commitment to the next step

**❖ Read “Staffing For Exhibiting Success: Your People Make the Difference!” located on the Exhibitor Info web page in the Exhibitor Success Resource Center section.**

- **Power Tips for effectively working the show:**

- Be in your booth and available the entire show.
- Smile and greet people in the aisle.
- Effectively engage visitors who enter your booth.
  - Know what \_\_\_\_\_ you need to ask.
  - Be able to deliver a short company story.
  - Be able to communicate your product/services messaging in a concise, persuasive and interactive manner.
  - Capture more information from visitors.
  - Get a commitment from the visitor to the next action step.

## 7. Take Quality Leads & Follow-up Effectively

- Lead quality is equal to the clarity of the next step and visitor’s \_\_\_\_\_ to take that step.
- Create a custom lead form and/or rent lead retrieval system.
- Follow-up fast or in-line with the visitor request.
- Link follow-up back to the visitor request.
- Vary follow-up media: email, mail, telephone, in-person, etc.
- Determine follow-up plan \_\_\_\_\_ the show.

**❖ Read “From Leads to Sales: How to Develop a “Closed Loop” Lead Management System” located on the Exhibitor Info web page in the Exhibitor Success Resource Center section.**

<b>COMPANY</b>		Show:
<b>OPPORTUNITY CARD</b>		Show Day: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3
Name: _____		
Company: _____		
Phone: _____	Email: _____	
<input type="checkbox"/> Customer <input type="checkbox"/> Prospect <input type="checkbox"/> Support <input type="checkbox"/> Other		
1. How did you LEARN ABOUT our EXHIBIT? <input type="checkbox"/> Walk-by <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> Print ad <input type="checkbox"/> Web ad <input type="checkbox"/> Referral <input type="checkbox"/> Other?		
2. Type of COMPANY? <input type="checkbox"/> Wholesale <input type="checkbox"/> Retail <input type="checkbox"/> Direct <input type="checkbox"/> Other: _____		
3. Job FUNCTION? <input type="checkbox"/> Logistics <input type="checkbox"/> Operations <input type="checkbox"/> IT <input type="checkbox"/> Executive <input type="checkbox"/> Other: _____		
4. USING Product/Service? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Somewhat		
5. GOALS/PROBLEMS? <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Other: _____		
6. OPPORTUNITY? <input type="checkbox"/> Product <input type="checkbox"/> Product <input type="checkbox"/> Services <input type="checkbox"/> Service		
7. ROLE in Evaluation/Decision? <input type="checkbox"/> Engineer <input type="checkbox"/> Technical <input type="checkbox"/> Operations <input type="checkbox"/> Executive <input type="checkbox"/> Recommender <input type="checkbox"/> Influencer <input type="checkbox"/> Decision Maker		
8. EVALUATION Stage? <input type="checkbox"/> Assessing Needs <input type="checkbox"/> Evaluating Options <input type="checkbox"/> Supplier Evaluation <input type="checkbox"/> RFP/RFQ <input type="checkbox"/> Don't know		
9. TIMEFRAME? <input type="checkbox"/> 10 days <input type="checkbox"/> 1-3 Mo <input type="checkbox"/> 4-6 Mo <input type="checkbox"/> 7 Mo-1yr <input type="checkbox"/> Don't know		
10. What is our Next ACTION? Information: <input type="checkbox"/> Give <input type="checkbox"/> Mail <input type="checkbox"/> E-Mail <input type="checkbox"/> Call <input type="checkbox"/> Yes <input type="checkbox"/> No Appointment: <input type="checkbox"/> Call for <input type="checkbox"/> Set When: _____ Action: <input type="checkbox"/> Site Visit <input type="checkbox"/> Question Proposal <input type="checkbox"/> Add to mail list When? <input type="checkbox"/> Immediate <input type="checkbox"/> w/10 days <input type="checkbox"/> 31days +		
NOTES:		
Priority: A - B - C Reg: _____		



## 8. Measure Results

- Don't just count \_\_\_\_\_ – count \_\_\_\_\_ over time!
- Develop a simple and consistent set of performance metrics.
  - (CPL) Cost Per Lead
  - (CPI) Cost Per Interaction
  - Potential Revenue Value of Leads
  - (ROI) Return On Investment



❖ **Read “Exhibit Measurement Made Easy: How to Measure Exhibiting Results and Return on Investment” located on the Exhibitor Info web page in the Exhibitor Success Resource Center section.**

### Performance Metric Examples:

	Example	Participant
<b>Cost Per Lead (CPL):</b>		
Total Show Investment (10x10, \$3,300)		
Floor space x 3	<u>\$9,900</u>	\$ _____
Divide by # Leads	50	/ _____
<i>Cost Per Lead</i>	\$198	\$ _____

*Average cost of a B2B tradeshow lead:*

- \$165 (Source: Exhibitor Magazine's 2015 Sales Lead Survey)
- \$283 (Source: Exhibit Surveys, 2013)

### Cost Per Interaction (CPI):

Total Show Investment (10x10, \$3,300)		
Floor space x 3	<u>\$9,900</u>	\$ _____
Divided by # of Exhibit Interactions	100	/ _____
<i>Cost Per Exhibit Interaction</i>	\$99	= _____

*Average Cost of a Field Sales Call: \$596  
(Source: CEIR, 2009)*

<b>Potential Revenue Value of Leads</b>	<b>Example</b>	<b>Participant</b>
Total # of A Leads	10	_____
Times Average Sale Amount	x <u>\$5,000</u>	\$ _____
<i>Potential Lead Value</i>	= \$50,000	\$ _____
Divided by Show Investment	/ \$9,900	\$ _____
Soft Dollar ROI	= \$5 to \$1	\$ _____

**Return on Investment HARD Dollar Formula & Example\***

Revenue From At/Post Show Sales	\$ 45,000	\$ _____
Less Cost of Sales (50% Gross Margin)	- <u>22,500</u>	\$ _____
Gross Margin	\$ 22,500	\$ _____
Less Show Investment	- <u>9,900</u>	\$ _____
Net Exhibit Profit	\$ 12,600	\$ _____
Net Exhibit Profit	<u>\$ 12,600</u>	\$ _____
Divided by Show Investment	\$ 9,900	\$ _____
Equals	= 1.27	= _____
Multiplied by 100	x 100	_____ x 100
<i>Return on Investment</i>	127% ROI	_____ %

\*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

## 9. Learn from Every Show and Stay Committed

- Make time to walk the exhibit hall and \_\_\_\_\_ successful exhibitors.
- Attend educational sessions and social/networking events.
- Do a post-show report and identify \_\_\_\_\_ learned so you can do even better at your next show.
- Be patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

## 10. Success Rule for Exhibitors New to a Tradeshow

- If the people attending NFMT influence/make buying decisions for what you sell,
- You cannot \_\_\_\_\_ the ultimate value of the show from one attempt.
- You must commit to at least \_\_\_\_\_ consecutive shows,
- Applying more of what you learn to each show.

### Get Ready for a Positive & Profitable NFMT Vegas Exhibiting Experience!

- NFMT is one of your most effective marketing and sales media, when done properly.
  - NFMT gives you the resources, support and access to be as successful as you want to be.
  - Use what you learned in this briefing and take advantage of all of the knowledge resources on the Exhibitor Success Resource Center.
- Website Link: <http://nfmt.com/vegas/exhibithall/SearchResults.aspx#forexhibitors>

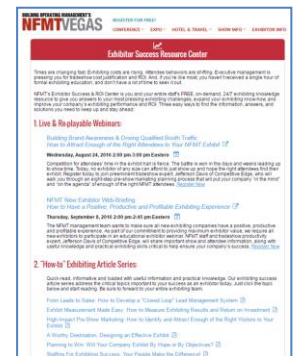
### Three most important ideas I learned from this session were:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### NFMT Commitment to Exhibitor Education & Success

- \* Exhibitor Success Resource Center:
  - Live and re-playable webinars
  - “How-to” exhibiting articles
  - “Ask the Tradeshow Experts” email Q&A

- \* Bookmark, Share and Access at:  
<http://nfmt.com/vegas/exhibithall/SearchResults.aspx#forexhibitors>



## **About the Expert Presenter**

### **Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™**

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 by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

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

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

**Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355**