Getting Meaningful Return from Your Exhibiting Investment

David Saef, Chief Instigator

October 5, 2016
Congratulations! Your stakeholders eagerly await your...

• New “Hot” Leads

• Increases in customer spend

• Improved brand perception

• Increased media attention

• Competitor intelligence

• New partnerships / distributors / potential employees

• Exceeding your objectives while managing on a limited budget!

So what’s your plan for making all this happen??
How will you get attendees to line up for you?
How will you make your presence memorable?
How will target attendees find what THEY want?
How will your staff support your experience?
You are the CEO – accountable for Return on Investment (ROI) via ROO (Return on Objectives)

\[
\text{ROI} = \frac{\text{Profit}}{\text{Costs of Investment}} = \frac{\text{Sales} - \text{Cost of Sales}}{\text{Costs of Investment}}
\]

\[
\text{ROO} = \frac{\text{Total expected } $ \text{ from Profitable Leads}}{\text{Show Costs}}
\]

Given long lead times, this is not realistic.
First, let’s confirm your goals

1. **# Leads / Engagements / Opportunities**

   We will generate ___ leads/engagements/opportunities at the PITTCON 2017 in Chicago.

<table>
<thead>
<tr>
<th>Lead</th>
<th>Business or Project Size / Budget</th>
<th>Service(s) Needed</th>
<th>Timing for Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
<td>Next 6 weeks</td>
</tr>
<tr>
<td>B</td>
<td></td>
<td></td>
<td>Next 3 months</td>
</tr>
<tr>
<td>All Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. **Change in Perception**

   Target attendees with whom we engage at SOLAR POWER INTERNATIONAL 2016 will learn

   ____________________, _____________________, and ___________________ in

   order to increase our potential for business.

3. **Other Goals:**
Next, let’s focus on generating Profitable Leads

- Identify Target Attendee
- + Pre Show Engagement
- + At-Show Reminders
- + Memorable Exhibit Experience
- + Meaningful Conversation
- + Trained Staff

Profitable Lead
## Identifying Target Attendee

<table>
<thead>
<tr>
<th>Focus?</th>
<th>Attendee Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>Administration</td>
</tr>
<tr>
<td>✔</td>
<td>Bench Chemist / Researcher</td>
</tr>
<tr>
<td>✔</td>
<td>Engineer</td>
</tr>
<tr>
<td>✔</td>
<td>Group/Section Leader</td>
</tr>
<tr>
<td>✔</td>
<td>Instructor / Professor</td>
</tr>
<tr>
<td>✔</td>
<td>Lab Manager / Supervisor</td>
</tr>
<tr>
<td>✔</td>
<td>Lab Technician</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Focus?</th>
<th>Attendee Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>President / VP / GM / Director</td>
</tr>
<tr>
<td>✔</td>
<td>Purchasing</td>
</tr>
<tr>
<td>✔</td>
<td>Sales / Marketing</td>
</tr>
<tr>
<td>✔</td>
<td>Student / Graduate Research Assistant</td>
</tr>
<tr>
<td>✔</td>
<td>Technical Field Support / support</td>
</tr>
<tr>
<td>✔</td>
<td>Technical Writer / Media</td>
</tr>
</tbody>
</table>

**Title/Description of Target Attendee:**

**Title/Description of 2\textsuperscript{nd} Priority Attendee:**

Pre-Show Engagement

- Calling Campaign
- Mailing / Handing out Pittcon conference brochures with booth number sticker
- Direct Mail
  - Company profile
  - Connect with attendees
  - Set meetings
  - Promote your brand
- Mobile App / Program ads
- Email
- Website Banner ads

- LinkedIn
  - Speaker promotion, Relevant content
  - LinkedIn Groups:
    - Pharma IQ
    - Food Science
    - AZO Network
    - Nanotechnology Zone
    - Genetics & Genomics
    - Select Science
- Press Release
- Twitter / Facebook / LinkedIn
- 4 FREE Guest Codes per 10x10
At-Show Reminders

• Sponsorships

• Instant Messaging

• Conference Session Engagement

• Social Media

• Press Conference
Memorable Exhibit Experience

Use simple, impactful backwall & use of color

Make meeting a clear focus

Have staff engaged at the aisle

Create engaging experiences
Plan & Prepare Your Exhibit

*Impressions are formed in seconds / avg booth interaction: 2.5 minutes*

**EXHIBIT LAYOUT**
- Do keep the exhibit as open as possible
- Don’t place tables on the carpet line
- Do display brochures in the back of the exhibit
- Avoid having a high contrast carpet with aisle

**EYE-CATCHING GRAPHICS**
- Do use minimal copy along with graphics
- Don’t overload with too much copy
- Do use the back wall to attract attention
- Don’t overload the back wall with information

SUCCESSFUL EVENT
Memorable & Meaningful Exhibit Experience

1. Brand Visibility
2. Entry Approachability
3. Way Finding
4. Client Journey
5. Product/Service Engagement
6. Messaging
7. Staff Engagement
Memorable and Meaningful Exhibit Experience

<table>
<thead>
<tr>
<th>1. Brand Visibility</th>
<th>Strong</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 100/10/1 feet</td>
<td>Clearly visible</td>
<td>Not prominent</td>
</tr>
<tr>
<td>- Clear Brand</td>
<td>Stands out</td>
<td>Inconsistent representation of</td>
</tr>
<tr>
<td>hierarchy</td>
<td>Reinforces brand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Way-finding</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Entry Approachability</th>
<th>Strong</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Entry points clearly</td>
<td>Entry points clearly marked</td>
<td></td>
</tr>
<tr>
<td>demarcated (welcoming</td>
<td>(welcoming or exclusive)</td>
<td></td>
</tr>
<tr>
<td>- Initial engagement</td>
<td>Initial engagement</td>
<td></td>
</tr>
<tr>
<td>- &quot;Welcome&quot; engagement</td>
<td>&quot;Welcome&quot; engagement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>from staff</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Way-Finding</th>
<th>Strong</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Clear signage</td>
<td>Clear signage</td>
<td></td>
</tr>
<tr>
<td>- Guidance on booth offering</td>
<td>Guidance on booth offering and experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Client Journey</th>
<th>Attract, Engage, Brand Activation, <strong>Give/Get</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Complete experience</td>
<td>Complete experience</td>
<td></td>
</tr>
<tr>
<td>- Compelling theme</td>
<td>Compelling theme</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Product / Service Engagement</th>
<th>Strong</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Focus on client benefits</td>
<td>Focus on product/service</td>
<td></td>
</tr>
<tr>
<td>- Focus on client engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Messaging</th>
<th>Strong</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Compelling (attractive, activates brand, deepens understanding of offering)</td>
<td>Products stacked high and deep</td>
<td></td>
</tr>
<tr>
<td>- Visually appropriate</td>
<td>Services described in minutiae</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Focus on product/service</td>
<td></td>
</tr>
</tbody>
</table>

**Give / Get**
Most important, overlooked success factor: Trained Staff

- Pick the right staff
- Kick-off training with C-Level Exec
- Train staff on objectives and strategy
- Provide detail on the whole attendee experience
- Dismiss staff who cannot contribute
- Make attendance a privilege not a requirement

<table>
<thead>
<tr>
<th>7. Staff Engagement</th>
<th>Strong</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Staff easy to identify and encourage attendee engagement</td>
<td>- Staff not clearly identified or crowding booth</td>
</tr>
<tr>
<td></td>
<td>- Open-ended question engagement</td>
<td>- Focus is on pitching product/service</td>
</tr>
<tr>
<td></td>
<td>- Interested in attendee focus rather than company pitch</td>
<td>- Little attendee engagement</td>
</tr>
<tr>
<td></td>
<td>- Staff reinforce theme and messaging during engagement</td>
<td>- Inconsistency in messaging</td>
</tr>
</tbody>
</table>
Pull Through Strategy

Execute, communicate and deliver a single, emotionally-relevant, and engaging message that promotes brand awareness, connects with an audience and builds brand loyalty.
Pre-Show Communications

Meet attendee needs and create anticipation

Everything we do revolves around you.

And that includes transporting you to Exhibitor2018. When you responded to our first email, you told us your least favorite thing about traveling to Las Vegas is “standing in the taxi line”. Well, stand no more. GES is ready to make your trip quicker and easier:

- Free GES shuttle buses will be running from McCarran International to the Mandalay Bay Hotel and Convention Center, Luxor and Excalibur on Sunday, March 5, from 11 am to 6 pm.
- When you arrive at the airport, look for the Exhibit Group/ Atlantis signs and representatives in and around the baggage claim and ground transportation areas; they’ll direct you to your bus.
- If you’re staying at another hotel farther along the Strip, you can easily catch the free link across the street from Excalibur behind the MGM Grand.
- To reserve your seat for this revolutionary free ride, click here.

Save yourself a seat on the EG bus.

www.eg.com  800.424.8224
BRAND/Product LAUNCH

Industry and Show Magazine Ads

Email Campaign Targeting Attendees

Evite to Beatles Revolution Lounge Party

EG Brand Airport/Hotel Shuttle Buses

“EG Favorites” Guide to Las Vegas Handout

“Revolution Challenge” Game and attendee data capture

EG Logo Lapel Pins

Peer2Peer Handouts and Branded Water

EG Logo Specials

Post-Show Phone Call Follow-up

Pre

show

• Seminar Speakers
• Peer2Peer Roundtable sponsorship
• Party at Beatles Revolution Lounge
• EG-branded giveaways at booth and party

post

Personalized Thank-You / Follow-up Email

@DSStrategy
Create more buzz with bloggers

Bloggers are content qualifiers therefore:

• *Passion drives their writing*

• *Readers are more engaged*

• *Communities are more influential*
  – They comment and share
  – Reader validation increases value for others

• *Provide real-time information*

• *No limiting criteria or approval process*
Tip #1: Don’t Treat Them Like Traditional Media

Use personalized invites, not news releases:

- If they aren’t welcome, they won’t come
- Make them feel important
- No limiting criteria or approval process
- Fresh and original content only
Tip #2: Give Them Something Special

Make them a V.I.P.:

• *Changed perception of your company products and services*

• *Examples:*
  
  – Exclusive access to senior executives
  
  – Designated text updates; tweet ups
Post-show checklist

• Conduct Post-Show Sales Analysis
• Watch for Post-Conference Attendee List from PITTCON
• Arrange Post-Show Follow-Up
• Review Billing Reconciliation
• Complete your PITTCON Post-Conference Survey
• Watch for Exhibitor Early Bird Registration
Exhibiting Tips

I'm sorry. The online order deadline has already passed for this show.

What's Included In The Standard Booth

Laboratory Informatics
- Booth Size: 10' x 10'
- Backwall Drape: Gray
- Sidewall Drape: Gray
- Aisle Carpet Color: Pepper

New Exhibitors Area
- Booth Size: 10' x 10'
- Backwall Drape: Gray
- Sidewall Drape: Gray
- Aisle Carpet Color: Pepper

Remaining Exposition Floor
- Booth Size: 10' x 10'
- Backwall Drape: Black/Gray/White/Gray/Black
- Sidewall Drape: Black
- Aisle Carpet Color: Gray

Rare floors are prohibited in display areas. Floors must be covered in exhibit spaces. Floor covering must be installed by 5:00 PM on Sunday, March 6, 2016 or Show Management at its discretion will have the floor.
Exhibitor tips

• Show Information
  – Exhibit Services (GES National Servicenter)
    800.475.2098
  – Booth Guidelines
  – Important Dates
  – Advanced to Warehouse – begins January 26-February 24
  – DISCOUNT DEADLINE (Save you money) – February 8
  – Other Cost Saving Tips...

• Services Most Frequently Ordered
  – Material Handling
  – Booth Accessories (Carpet, Furniture, etc.)
  – Electrical
  – Install/Dismantle Labor

• Services Provided By McCormick
  – Food & Beverage
  – Internet

• Other Services
  – Floral
  – Security
  – Audio-Visual
Exhibitor tips

• Special Freight Program (Transportation Plus) logisticsquote@ges.com

• Confirm your orders with the GES National Service Center, www.ges.com/chat

• Keep all shipping information with you at the show, including carrier and tracking numbers

• Safety

• Use your Service Contractor as a resource, 800.475.2098, ges.com/chat
Conference questions

Contact Kim Palastro at palastro@pittcon.org or 800-825-3221 with any questions.

For the most up-to-date Conference information, including schedules, hotel information and the exhibitor checklist, please visit www.pittcon.org
“You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”