



“How to Create Memorable Experiences in Your Exhibit that Drive Results”



Presented by:
Holly Sherrill, Marketech Inc.

Presentation vs. Demo?

Presentation

- A presentation is an exchange of information for enlightenment

Demonstration

- A demonstration is a persuasive selling opportunity
- Prove value, prove efficiency to buyers



Why Conduct Demos?



Why Conduct Demos?

- 7 out of 10 visitors plan their booth visits before the event begins.
- 45% of attendees only attend one exhibition per year
- 92% Of attendees say their number one reason for visiting exhibits is to look for new products

PittCon Attendees Say....

- 73% are involved in purchase decisions
- 50% plan to make a purchase within 6 months.
- 45% are first time attendees
- 40% state the expo is their main reason for attending
- 14,000 potential customers all in one place



Why Conduct Demos?

Demonstrations create
an event in the mind of
the visitor



Why Conduct Demos?

- Demonstrations create lasting memorability
 - *Action + Involvement = Memorability*
- Demonstrations allow the visitor to see the full range of products
- Demonstrations can focus on the benefits to the user
- Your products come alive
- Demonstrations are 3 -dimensional

Why Conduct Demos?



- The credibility factor increases when the attendee can see it in action
- The credibility gap is bridged when the demo performs as touted
- Skepticism is erased when the reality of a working product is seen

Why Conduct Demos?

68% of sales and marketing managers surveyed say that fewer sales calls are needed as a result of potential buyers having already seen a product/demo on the exhibition floor



Source: CEIR

Why Don't More Exhibitors Conduct Demo's

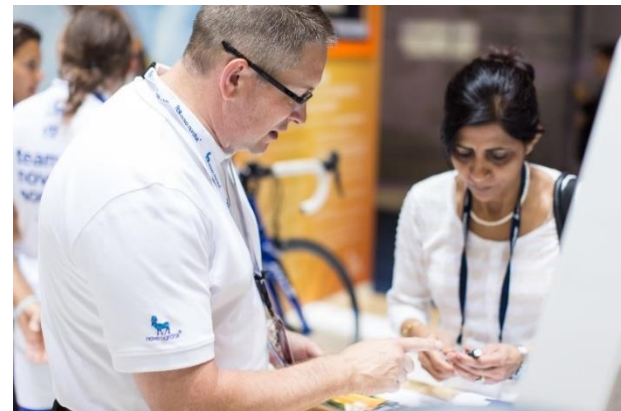
- Expense of shipping equipment
- Additional set up time and expense
- Additional/special staff needed
- Show management limitations
- Expense of larger exhibit space

Why Demos Fall Flat

- Can't identify demo type/subject quick enough
- All show and tell-boasting
- All hands-on w/no show and tell
- Message is not audience specific
- Environment is awkward/not comfortable
- Technical problems
- Speaker issues

Why Demos Fall Flat

- Too much information - too detailed
- No visitor interaction
- No pre-set objectives
- Confusing jargon/marketing speak
- Location in exhibit
- No pre-promotion



The Human Factors

Appeal to the Senses

- Sight
- Sound
- Touch
- Smell
- Taste



Sight

- Can audience see demo?
 - Viewing Angle (stage/seating)
 - Visual aids (props)
 - Content (lighting/delivery)
 - Can passerby's see the demo
- Can demonstrator see audience?
 - Eye contact (frequent)
 - Interactive (be a part of)

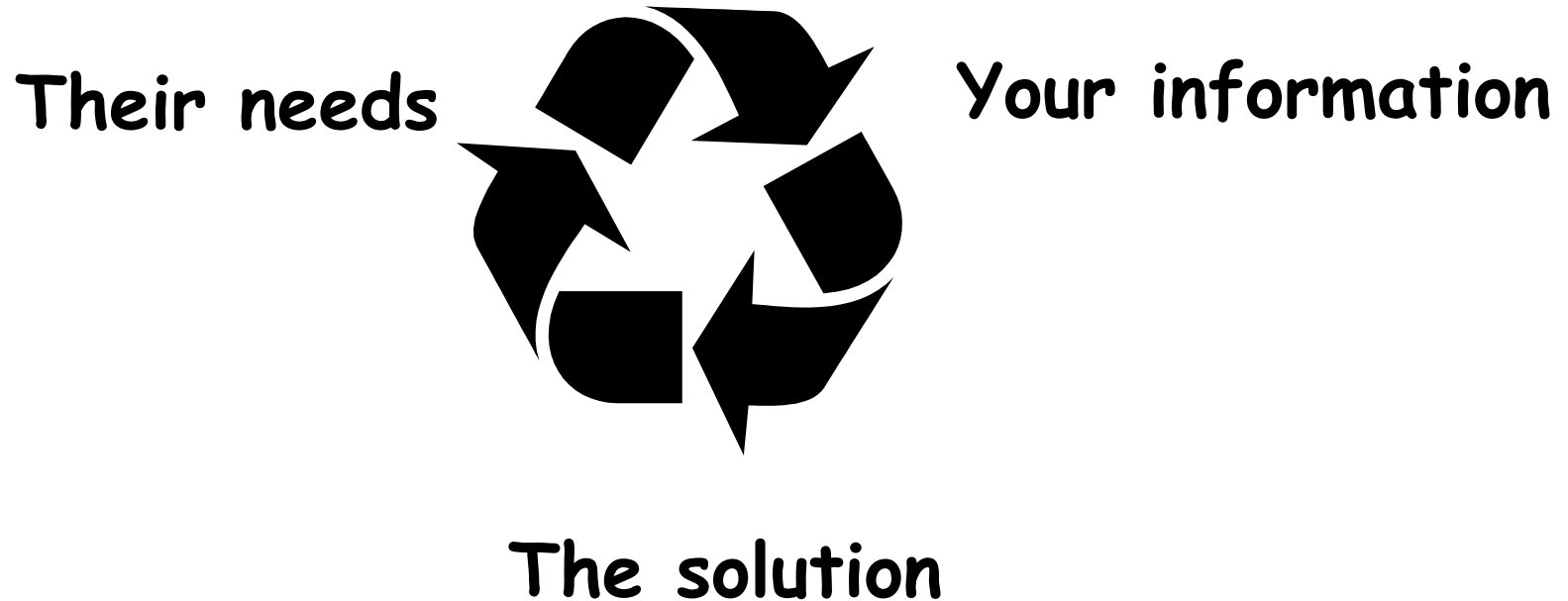
Sound

- Dull roar (background)
- Accent/language
- Jargon (too technical, internal speak)
- Volume (microphone? headsets?)
- Enthusiasm

Touch

- Hands-on
- Assistance from staff
- Encourage it

Dynamic Demonstrations Accelerate the Selling Cycle



Dynamic Demos



Three Keys To Success:



The Audience



The Message



The BIG IDEA



#1 Consider the audience

Who do you want to talk to?

- Create a prospect profile
- Then customize the demonstration to fit that audience





#2 Convey your Messaging

- Prioritize your message
- Simplify
- Let your demo prove your points
- Look at your demo through the eyes of your audience
- Think of new & creative ways to present



#3 Communicate the BIG IDEA!



- So what factor
- What's the takeaway?
 - Rehearse



Remember - It's all about the way your audience interacts with the product:

I Hear ...

and I am interested

I See...

and I Understand

I Do ...

and I Remember

Other Things to Consider

- What is the most compelling, most interesting, most unusual, most unique, oddest, coolest, special, thing
- What's important to this audience
- Audience participation
- Contest for giveaway or discount
- The time factor (2-4 min)
- More in-depth (off-site)
- Pre, At, Post show social media and marketing plan



Other Things to Consider/Hot Trends

- Set up an unveiling in the booth – specific date, time, press, executive management intro.....
- Create a game or exercise that allows attendees to compete with one another
- Have a printed schedule, in booth, outside of booth, in advance of event
- A virtual lab (in live time)
- Equipment off site-but nearby for appts.
- Mini models
- Theater with 3D animation video

Hot Trends



Have a Demo Strategic Plan - 5 Steps:

- Write a script with the target audience in mind
- Know what your goals are
- Stress the benefits (not features) to your target audience
- Develop a promotional social media plan
- Consider the staff that is needed



Step One: Write your Script

- What are your competitive advantages/differentiators?
 - Make them part of your message
 - Relay these to the demo staff
- Incorporate 2-3 of the most often asked questions
- Plan your demo time (keep it limited)
- Plan demo schedule
- Pick staff to demo



Step Two: Set your goals

- Set very specific objectives
- Criteria to meet the objectives
- Think about the type of demo
- Use people oriented stories - (how others use this product)
- Create your demo to support the story



Step Three: Stress benefits not features

- It's about benefits, not features
 - How will this help the prospect
 - Why should they consider it?
 - What has it done for others?
 - What other options do they have?
 - Answer the question -

WIIFM = What's In It For Me

Step Four: Promotional Plan

- Pre-show advertising
 - Social media
 - Personal invites
 - Website
 - Pre-set appointments
 - Giveaway invite
 - Special launch
- On-site
 - Ads
 - Banners
 - Room drops
 - TV
 - Bag inserts

Step Five: Your Demo Staff

- They account for 85% of your show success



Qualities of a Dynamic Demo Presenter

- 1 - Understands the Audience
- 2 - Understands their Role
- 3 - Understands the Goals
- 4 – Understands how to effectively conduct this demonstration
- 5 – Understands the “benefits” of this product



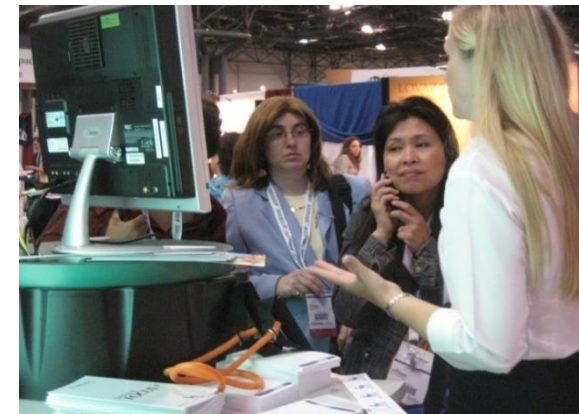
Demo Staff Skills

- Highly product knowledgeable
- Feels very positive about product/company
- Comfortable with pre-set agenda/script
- Shows enthusiasm for product/demo



Tips for Demo Staff

- Maintain eye-contact with your audience
 - Position yourself to the side
- Be aware of new prospects joining late
- Watch nonverbal communications
- Smile
- Thank attendees for attending
- Have a floater to help
- Allow time for questions during or after



Consider...

- Training session for you presenters
- Role play session for your staff to practice
- Offer feedback



Don't have room in your own exhibit? There is another option.....

Live Demo Areas On The Floor Available

The Details:

- Cost is a NON-REFUNDABLE fee of \$175
- Demos will be scheduled to run consecutively but NOT concurrently
- Exhibitors will have 15 minutes on the front end to set up their materials and 15 minutes after their demo to dismantle and totally vacate the area

Live Demo Areas On The Floor Available

Pittcon Will Provide:

- A low hard wall, 20' x 30' presentation area with a high counter presentation table
- One 120 volt, 20 amp outlet with a quad extension (4 outlet receptacle box)
- Seating capacity for 25 people with standing room capacity
- Wireless microphone and sound system suitable for a small group
- A 42" display monitor with speakers
- Full promotion of demo events to conferees with pre-show electronic communications, digital exposure on the Pittcon website and mobile app and onsite signage

Remember that your Demonstrations are Dynamic When...

You plan completely
Execute aggressively
Follow-up thoroughly



**Marketech is your training and
Measurement expert**

Contact:

Holly Sherrill, 205-807-5952

holly@marketech360.com