Win the Game Before Kickoff

How to Fill Your Booth With High-Value Interactions BEFORE Pittcon Opens

With Rocco Pacella of Pittcon
& Jefferson Davis, Competitive Edge
Pittcon Commitment to Exhibitor Value, Knowledge & Success

* Exhibitor Success & ROI Center:
  - Live and on-demand webinars
  - “How-to” exhibiting article series
  - Exhibitor tools
  - Ask the Tradeshow Expert email Q&A
  - Exhibiting blogs

* Bookmark, Share and Access at:
  - https://pittcon.org/exhibitor/esrc/
Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Exhibited at over 200 tradeshows
- E3 team evaluated 26,500 exhibitors in action
- Intensely results-focused
- Developed practical, workable processes to address critical exhibiting success factors
- Helped clients generate over $800,000,000 in tradeshow results.

Subscribe to my Tradeshow Turnaround Blog
http://www.tradeshowturnaround.com/tradeshow-productivity-blog/

For a complimentary Tradeshow consultation
CALL 800-700-6174 in US or 704-814-7355
EMAIL: jefferson@tradeshowturnaround.com
What are the Keys to Marketing Success?

Mr. Rohn said...
1. Have Something GOOD to Say
2. Say it WELL
3. Say it OFTEN

I add...
4. Say it through MULTIPLE Media
Poll: How many media do you currently use to promote your exhibit?

- None
- 1-2
- 3-4
- 5-6
- 7+
To Generate Value & ROI –
Focus on 5 *Critical* Exhibiting Success Factors

1. **OUTCOMES:** Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM goals and take advantage of opportunities Pittcon presents.

2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, use targeted pre & at-show marketing to attract enough of the right people to your exhibit.

3. **VISITOR EXPERIENCE:** Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience that secures a commitment to a next action with qualified visitors.

4. **LEAD MANAGEMENT:** Identify what criteria you need to qualify, develop a questioning process and tool your staff uses to capture leads, and follow-up.

5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure performance, value and ROI. Learn from the experience.
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 useful information.
4. Pre-planning visit: 76% arrive with an agenda.
5. Visits 26 to 31 exhibits on average. (NA B2B average)
6. 50% of exhibit stops are pre-planned.

➢ In spite of all this, less than 20% 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 Marketing Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results
Step 1. Determine Exhibiting Reasons & Goals

- What are you trying to accomplish?
  - Company/Brand Awareness & Visibility
  - New Product/Service Introduction
  - Relationship Management & Building
  - Brand Positioning - Differentiation
  - Educate
  - Lead Generation
  - Sales & Business Development
  - Thought Leadership
  - Other?

➢ ACTION: What are your top three reasons?
➢ Convert them to written goals!
Step 2. Create Ideal Visitor Profile

* **Who do you want to interact with?**
  - Industry Segments
  - Scientific Specialty
  - Job Title/Functions
  - Geographical Location
  - Size
  - Other?

- Demographic information available at:
  [https://pittcon.org/exhibitor/pittcon-demographics/](https://pittcon.org/exhibitor/pittcon-demographics/)

- **ACTION: Define your ideal visitor.**
Step 2. Attract High-Value Visitors

Work Your 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 **outcome** for each name on the list.

3. Contact them **three** 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. (*Use Exhibitor Guest Program Invite*)

5. Consider creating a contest to reward the person getting the most of their list to the show.
Step 2.
Build Target Visitor Lists

- Best Tradeshow List Sources:
  a. *Pre-registered attendee mail list
  b. Previous or *Post-show attendee lists
  c. Company database (C/P/S model)
  d. Previous show(s) booth visitor lists
  e. Recent inquiries
  f. Distribution channel partner lists
  g. Trade publication readership lists

*Pre- and post-show attendee mailing lists available for a fee.
Step 3. Calculate Exhibit Interaction Capacity

- Exhibiting Hours: 24
- Booth Staff on Duty: x 2*
- Total Staff Hours: 48
- Interactions/Hour/Staffer: x 3-5**
- Exhibit Interaction Capacity: 144 to 240

* 50 sq. ft. per staffer
** 3/conservative 4/moderate 5/aggressive

➢ Pro Tip: Try to make your list count 3 to 5 times your Exhibit Interaction Capacity.
Poll: What percent of your exhibit budget is allocated to promoting your exhibit?

- None
- 1-5%
- 6-9%
- 10-14%
- 15% +
Where the Tradeshow Dollar Goes

How the Exhibit Dollar is Spent

Source: CEIR 2017

- Exhibit Space, 38%
- Exhibit Design, 11%
- Transportation, 9%
- Show Services, 13%
- Travel & Entertainment, 11%
- Advertising/Promotion, 14%
- Lead Gathering/Fulfillment, 3%
- Exhibit Staff Training, 2%

Average Exhibitor
Step 4. Budget Enough Promotion Resources

Total Show Investment  $9,450 - $15,750 ($3,150 member x3-5)
% for Exhibit Marketing  x .15 at least
Exhibit Promotion Budget  $1,450 to $2,360

When to increase? Big show, small booth, location concern, importance of show, match of attendees – allocate more!
Step 5. Craft Compelling Messages

* Job 1. Grab Attention!
  - NEW
  - Problematic
  - Learn

* Job 2. Create Interest! Ask: *What situations would prompt laboratory scientists/chemistry professionals to think about what you offer?*

  - Integrate customer situations into your pre/at-show marketing to grab attention!
Step 5. Deliver a Clear Value Proposition to Build Desire and Create Action

* **PROBLEM:** Tired of? Worried about? Struggling with?
* **OPPORTUNITY:** Interested in? Curious? Want to Learn More About?
* Give us 5 minutes at Pittcon Booth #123
* You will SEE
* You can DO
* You will LEARN
* Oh, by the way, you’ll GET…
Step 6. Analyze & Select Marketing Media

General Marketing Media Options

1. **Print & Display Advertising**
   - Show Specific and Industry Specific Print Media

2. **Public Relations**
   - Press Releases, Press Kit, News Posts

3. **Digital Media**
   - Email, Internet, Websites, Social Media, Mobile Apps

4. **Direct Mail**
   - Letters, Invitations, Postcards

5. **Personal Contact**
   - Rep Visits, Phone Calls, Voice Broadcast
**FREE Exhibitor Marketing Opportunities**

1. Company listing on the web site floor plan, mobile app, and Final Program.
2. Exhibitor Guest one day passes for the tradeshow floor to offer your customers/prospects. (4 free/10x10)
4. Logos, banner graphics, and digital brochure for use on your website and your own company communications.
6. Leverage social media:
   - Facebook: [https://www.facebook.com/Pittcon/](https://www.facebook.com/Pittcon/)
   - Twitter: @Pittcon, #Pittcon, [https://twitter.com/Pittcon](https://twitter.com/Pittcon)
   - LinkedIn: [https://www.linkedin.com/company/pittcon](https://www.linkedin.com/company/pittcon)
   - Instagram: [https://www.instagram.com/pittconconferenceandexpo/](https://www.instagram.com/pittconconferenceandexpo/)

For questions or help, please contact:
Rocco Pacella
pacella@pittcon.org  (412) 825-3220 x202
PAID Show Advertising & Sponsorship Opportunities

Advertising:
- Attendee Pre-Registration Mail List
- Final Program Ad
- Pittcon Pocket Guide/Pittcon Today Ad
- Demo Zone/Lab Gauntlet Participant
- Freshly Frozen Creations
- Mobile App Banner Ad, Push Notifications
- Passport Booklet
- Souvenir Inserts
- Newsletter Banner Ad

Sponsorships:
1. Digital/Online: Mobile App, Product Spotlight Email, Registration Package
2. Events: Short Course Coffee Break, Pittcon Party, Welcome Reception
4. Items: Badge Lanyard

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Availability of opportunities changes frequently.
Q & A

Type Question in Question Box
Press Send
Step 7. Execute Marketing Campaign
Sample Marketing Program: **Small Exhibitor**

- **Booth Size/Space Cost:** 10 x 10 in-line/$3,150 member
- **Show Budget:** $9,450-$15,750 (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 (pre-reg list) with a reward for responding.
  - Use FREE Exhibitor Guest code for your *4 most important visitors/10x10.
  - Update your exhibitor profile in your console and be sure to give attendees a compelling reason to visit your booth.
  - Promote participation in relevant social media and use show’s social media channels.
  - Place show logo and booth promo on company website, email signatures, newsletters, social media, all outgoing correspondence.
  - ¼ page ad in Final Program ($450 now – increases January 15)
Step 7. Execute Marketing Campaign
Sample Marketing Program: *Medium/Large Exhibitor*

- **Booth Size/Space Cost:** 20 x 20/$12,600 member
- **Show Budget:** $37,800-$63,000 (3-5x floor space/15%+ to promotion)
- **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales
- **Media:**
  - *Do same things as small exhibitor.*
  - Purchase attendee pre-registration list.
  - Mail and/or email high-level invitations (instead of postcards) to C/P/S and pre-registration list with compelling reward for responding.
  - Schedule press conference and provide press kits for new product.
  - Participate in Demo Zone for new product.
  - Sponsor Short Course Coffee Break to enhance thought leadership position.
**Step 7.** Execute Marketing Campaign

Pre-show Marketing Plan Example

Pre-show Print Advertisement
Step 7. Execute Marketing Campaign
Pre-show Marketing Plan Example
Personalized Postcard Mailer

With every event dollar under a microscope, you’re probably being asked to do more with less this year, while still delivering results.

During EXHIBITOR2009, join Live Marketing® at Booth #1147 to learn 3 of the newest strategies for smarter event spending:

- Integrating Online Programs to Expand Your Reach, Not Your Budget
- More Bang for the Buck Promotions
- Measurement Strategies for Spending Smarter and Proving It

Plus, when you stop by and participate, you’ll get a 1 GB flash drive bracelet and learn tips for incorporating these strategies in your programs to maximize results.

Learn how the new Total Reach™ solution increases qualified leads without breaking your budget by visiting www.NancyDemello.spend-smarter.com
Step 7. Execute Marketing Campaign

Pre-show Marketing Plan Example

Personalized Pre-Show Emails to Your House List

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John,

We enjoyed meeting you at EXHIBITOR2009 if you haven’t done so already, make plans to attend EXHIBITOR in year and learn about the newest strategies for smarter event spending at Booth #147.

At the Live Marketing booth, you’ll hear how Online Programs, Promotions and Measurement are allowing marketers to do more with less, while still delivering results.

Plus, when you stop by and participate, you’ll get a 1 GB flash drive bracelet and learn tips for incorporating these strategies in your programs to maximize value for each dollar spent.

More Education:
While you’re at the show, don’t miss these informative EXHIBITOR2009 seminars presented by Live Marketing designed to help improve the effectiveness of your trade show and event marketing programs.

Tell Us Your Thoughts:
We want to hear how you’re spending smarter! Share your Smarter Event Spending tips on Facebook.

Learn how the new Total Reach™ solution increases qualified leads without breaking your budget by visiting JohnSample.spend-smarter.com.

Sincerely,

Patti Goldenberg
Vice President of Sales

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Kristin Veach

From: Live Marketing [info@spend-smarter.com]

Sent: Friday, March 13, 2009 10:25 AM

To: Kristin Veach

Subject: Learn Smarter Spending Strategies at EXHIBITOR2009!

John,

With every event dollar under a microscope, visit the Live Marketing booth to learn how the newest smarter event spending strategies in Online Programs, Promotions and Measurement are allowing marketers to do more with less while still delivering results.

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3/13/2009
Step 7. Execute Marketing Campaign
Pre-show Marketing Plan Example
Personalized Landing Page or Microsite
Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. When was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of impressions and/or traceable response?
6. What worked?
7. What did we learn?
8. How can we use the best of this campaign for our next show?
Please complete the post-webinar email survey. Thank you!

Type Question in Question Box
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  - “How-to” exhibiting article series
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