Win the Game Before Kickoff

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

Participant Learning Objectives:
*By the end of this session, 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 planning process to create an integrated pre- and at-show exhibit marketing program.
3. Overview Pittcon’s exhibitor marketing resources.
4. Review an example of an integrated exhibit marketing campaign in action.
What are the Keys 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

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 objectives 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 results. 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: ______% arrive with an agenda.
5. Visits 26-31 exhibits on average. (NA B2B 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 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

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 & Business Development
   h. Thought Leadership
   i. Other?

➢ ACTION: What are your top three reasons?
➢ Convert them to written goals!

Our Top 3 Exhibiting Goals:

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________
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

- ACTION: Define your ideal visitor.

Attract High-Value Visitors

Work the 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 ______________ for each name on the list.
3. Contact them _____ 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.
5. Consider creating a contest to reward the person getting the most of their list to the show.
Build Target Visitor Lists

Best Tradeshow List Sources:

1. *Pre-registered attendee mail 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

* Pre-and post-show attendee mailing lists available for a fee.

Step 3. Calculate Exhibit Interaction Capacity

- Exhibiting Hours
  - Example: 24
  - Participant: 24

- Booth Staff on Duty
  - Example: x 2*
  - Participant: x_____

- Total Staff Hours
  - Example: = 48
  - Participant: =_____

- Interactions/Hour/Staffer
  - Example: x 3-5**
  - Participant: x_____

- Exhibit Interaction Capacity
  - Example: = 144 to 240
  - Participant: =_____

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

➢ Pro Tip:
  ○ Try to make your list count ______ times your Exhibit Interaction Capacity.
Step 4. Budget Enough Promotion Resources

How the Exhibit Dollar is Spent

<table>
<thead>
<tr>
<th>Source: CEIR 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising/Promotion</td>
</tr>
<tr>
<td>Trade &amp; Entertainment</td>
</tr>
<tr>
<td>Lead Gathering/ Fulfillment</td>
</tr>
<tr>
<td>Exhibit Staff Training</td>
</tr>
<tr>
<td>Exhibit Space</td>
</tr>
<tr>
<td>Exhibit Design</td>
</tr>
<tr>
<td>Show Services</td>
</tr>
<tr>
<td>Transportation</td>
</tr>
</tbody>
</table>

Average Exhibitor

**Example**

<table>
<thead>
<tr>
<th>Total Show Investment</th>
<th>$9,450-$15,750</th>
</tr>
</thead>
<tbody>
<tr>
<td>($3,150 member space cost x 3-5)</td>
<td>$_____________</td>
</tr>
<tr>
<td>% for Exhibit Marketing</td>
<td>x .15 at least</td>
</tr>
<tr>
<td>Exhibit Promotion Budget</td>
<td>$1,450 to $2,360</td>
</tr>
<tr>
<td></td>
<td>$_________</td>
</tr>
</tbody>
</table>

**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!
  - _______________
  - _______________
  - _______________
  - 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!
Deliver a Clear Value Proposition
to Build Desire and Create Action

* ____________________: Tired of? Worried about? Struggling with?
* OPPORTUNITY: Interested in? Curious? Want to Learn About?
* Give us 5 minutes at Pittcon Booth #123
* You will SEE
* You can DO
* You will ______________
* 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
Evaluate Exhibitor Marketing Opportunities

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/
   - Twitter: @Pittcon, #Pittcon, https://twitter.com/Pittcon
   - LinkedIn: https://www.linkedin.com/company/pittcon
   - Instagram: https://www.instagram.com/pittconconferenceandexpo/

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:
- **Digital/Online**: Mobile App, Product Spotlight Email, Registration Package
- **Events**: Short Course Coffee Break, Pittcon Party, Welcome Reception
- **Show Floor/Conference Center**: Head Shot Lounge, Carpet/Stair/Escalator Stickers, Elevator Clings, Coloring Wall, Tech Hub, Water Coolers, Press Room, Shuttle Bus, Lobby Banners
- **Items**: Badge Lanyard

For questions or help, please contact:
Rocco Pacella
pacella@pittcon.org (412) 825-3220 x202
Availability of opportunities changes frequently.
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)

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/at least 15% + to promotion)
- **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Generation/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.
Pre-Show Marketing Plan Example

Pre-Show Print Advertisement

Personalized Postcard Mailer

Pre-Show Marketing Plan Example (continued)

2 Personalized Pre-show HTML Emails

Personalized Microsite with Video Host
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?

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

1. ______________________________________________________________
2. ______________________________________________________________
3. ______________________________________________________________

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

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 With Your Team and Access at:
  - https://pittcon.org/exhibitor/esrc/
About Your Expert Presenter
Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™

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

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

Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com