Present

THRIVE LIVE!
How to Re-Enter the Live Exhibiting Arena Better Than Before!

Topics Include:

- Unique Improvement Opportunity the Pandemic Offered All Exhibitors
- Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- Overview the Exhibit Marketing Process
- Quick Takeaways for Key Areas of the Exhibit Marketing Process
- How to Best Utilize Pittcon’s Exhibitor Success & ROI Center to Make Improvements Before Returning to Live Exhibiting!
How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost revenue due to the pandemic?
   - What does your business need right now?
   - How important is __________________ contact in acquiring customers and sales?
   - How does NOT exhibiting help you get it?

2. Use floor space cost x 3-5 budgeting rule of thumb

3. Calculate Exhibit Interaction Capacity

4. Calculate Cost Per Interaction

5. Determine conservative value of one customer or sale

6. Divide by total exhibiting investment
   - How many customers/sales do you need to get ROI?
### Example

<table>
<thead>
<tr>
<th>Item</th>
<th>Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show Budget (Floor space cost x3)</td>
<td>$3,275 x 3 = $9,825</td>
</tr>
<tr>
<td>Exhibiting Hours</td>
<td>22</td>
</tr>
<tr>
<td>(X) Exhibit Staff</td>
<td>2</td>
</tr>
<tr>
<td>50 sf per staffer</td>
<td>x_________</td>
</tr>
<tr>
<td>(X) Ints./Hour/Staffer</td>
<td>3</td>
</tr>
<tr>
<td>Total Interactions</td>
<td>132</td>
</tr>
<tr>
<td>Cost Per Interaction</td>
<td>$74</td>
</tr>
<tr>
<td>$598-$1,114 avg. field call cost</td>
<td>$_________</td>
</tr>
<tr>
<td>Value of Customer/Sale</td>
<td>$5,000</td>
</tr>
<tr>
<td>Exhibiting Investment</td>
<td>$9,825</td>
</tr>
<tr>
<td># Customers/Sales to Get ROI</td>
<td>1.97 (1.9%)</td>
</tr>
</tbody>
</table>

### Quick Takeaways For Key Areas of the Exhibit Marketing Process

1. Reasons are NOT enough!

2. Goals should address the 3 value areas with written action plans:
   - Sales
   - Customer Relationship Management
Quick Takeaways For Key Areas of the Exhibit Marketing Process

3. With $$$… Keep Strict Accounts!

4. Clarity is Power! – Who specifically is your target visitor?

5. Less is More! – What solutions should you feature?

6. People attend to ______________, SOLVE PROBLEMS and SEIZE OPPORTUNITIES.

7. #1 way attendees want to engage with exhibits is through presentations and demonstrations.

8. Two BIG questions in customers’ minds you must address:
   - Why at all?
   - Why you?

9. WIN the game before kickoff with highly-targeted and well-designed pre-show marketing.

10. Don’t let your exhibit get lost in the crowd - Make it STAND OUT!

11. The exhibiting environment is different and challenging.

12. Your ______________ make or break your success!

13. If you’re not writing orders at the event, the REAL product is leads!

14. What gets measured - gets done and gets improved!

15. Learning from every event is what puts you in the top 10% of exhibitors.

Use PITTCON Exhibitor Success & ROI Center to Make Improvements Before Returning to Live Exhibiting!

VISIT OFTEN & SHARE WITH YOUR TEAM!
https://pittcon.org/exhibitor/esrc/
**Countdown to PITTCON 2022**

**NOVEMBER & DECEMBER**

**Primary Areas of Focus:**
- Defining Outcomes
- Planning Strategy
- Designing Visitor Experience
- Cost Control

1. **Download Tools:**
   - Tradeshow Planning & Measurement Tool
   - Exhibit Cost Control Tool
2. **Complete Exercises:**
   - Define Your Outcomes
   - Manage Your Visitors Experience
3. **Watch On-Demand Webinars**
   - Getting Meaningful Return From Your Exhibiting Investment
   - Getting Most From Pre-During-Post
   - Integrating Content Strategy With Tradeshow Presence
   - Dynamic Demos
4. **Read Articles**
   - 32 Ways to Save Money
   - Exhibiting By Objectives vs. Exhibiting by Hope
   - So Why Should an Attendee Visit Your Booth?
5. **Ask an Expert:**
   - Email Productivity Questions

---

**Countdown to PITTCON 2022**

**JANUARY**

**Primary Areas of Focus:**
- Marketing Your Participation
- Staff Preparation
- Securing Visits from VIP’s

1. **Complete Exercises:**
   - Selectively Attract the Right Audience
2. **Watch On-Demand Webinars**
   - Win the Game Before Kickoff
   - How to Rock Your Conference Using Social Media
   - Using Social Media to Build Brand Awareness & Generate Leads
   - Secrets of the Aisles
3. **Read Articles**
   - High-Impact Pre-Show Marketing
   - Rewrite Your Exhibitor Listing to Drive Booth Traffic
   - How to Prepare Your Booth Staff for Success
4. **Ask an Expert:**
   - Email Productivity Questions
What are the three most important ideas you learned and will apply to improve your exhibit program?

________________________________________________________________________________

________________________________________________________________________________

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