



Present

How to Regain Market Visibility and Tackle the Top Challenges Facing Exhibitors Right Now

Topics Include:

- Why Getting Back in Front of Analytic Chemists is Important and How Pittcon Will Help You Do It
- Top Challenges Exhibitors Are Voicing
- Gain More Control Over Exhibit Spending & Save Money in Spite of Increasing Costs
- How to Make Sure Your Exhibit Attracts Enough of the Right People
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- Define Your Outcomes & Strategically Plan for Results
- Critical Factors Every Exhibitor Needs to Address to Succeed
- Use Pittcon's Exhibitor Success & ROI Center to Improve Your Performance & ROI

Why Getting Back in Front of Analytic Chemists is Important and How Pittcon Will Help You Do it

- In the fast-moving scientific business world... out of sight really is out of mind!
- How important is face-to-face contact in how you open doors, build relationships, and bring in new business?
- How important is face-to-face contact in how you keep and expand business with existing customers?
- Are you finding it easier or harder to face time with analytic chemists in the field?
- How many face-to-face meetings are you averaging on a typical day?

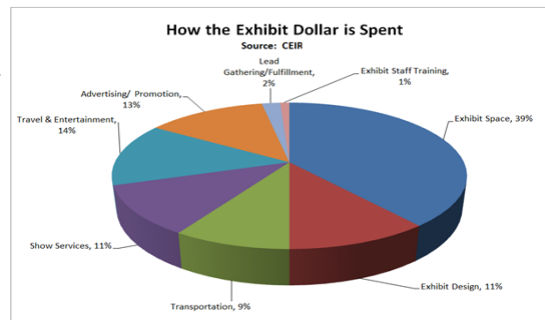
Top Challenges Exhibitors Are Voicing

- How to control costs during high inflation
- How to respond to concerns about reduced event attendance
- Cost-justifying exhibiting when business lost revenue and/or customers
- More pressure to deliver measurable value and/or ROI

Gain More Control Over Exhibit Spending & Save Money in Spite of Increasing Costs

- Download and use the FREE Exhibit Cost Control Tool available online at the Exhibitor Success & ROI Center: <https://pittcon.org/exhibitor/esrc/#roi>

Item	Companion Name				This Show Last Year Actual	This Year's Budget As % of Total Cost	This Year's Actual As % of Total Cost	Average Cost % Benchmark
	Budget	Actual	Difference	Difference %				
SPACE RENTAL:								
Booth Space	\$ -	\$ -	\$ -	0.0%	\$ -	0.0%	0.0%	
Hospitality Suite	-	-	-	0.0%	-	0.0%	0.0%	
Meeting Rooms	-	-	-	0.0%	-	0.0%	0.0%	
Other	-	-	-	0.0%	-	0.0%	0.0%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	39%
EXHIBIT DESIGN:								
Design	-	-	-	0.0%	-	0.0%	0.0%	
Construction	-	-	-	0.0%	-	0.0%	0.0%	
Relighting	-	-	-	0.0%	-	0.0%	0.0%	
Graphics	-	-	-	0.0%	-	0.0%	0.0%	
Printing	-	-	-	0.0%	-	0.0%	0.0%	
Storage	-	-	-	0.0%	-	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	0.0%	0.0%	
Display Materials	-	-	-	0.0%	-	0.0%	0.0%	
Installation & Dismantle	-	-	-	0.0%	-	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	0.0%	0.0%	
Other	-	-	-	0.0%	-	0.0%	0.0%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	11%
TRANSPORTATION (In & Home)								
Freight	-	-	-	0.0%	-	0.0%	0.0%	
Drayage	-	-	-	0.0%	-	0.0%	0.0%	
Customs & Brokerage	-	-	-	0.0%	-	0.0%	0.0%	



Tips for Saving Money

1. Read GES's online Exhibitor Service Kit carefully
2. Take advantage of show vendor discounts
3. Look into a rental exhibit
4. Cross promote your booth with complimentary exhibitors
5. Use flexible A/V versus printed graphics
6. Optimize all packages being shipped
7. Send fewer people and maximize those who do attend
8. Incentivize staff frugality: per diems vs expense reports
9. Share ground transportation
10. Bring all show orders and _____ all invoices

Visit:
<https://www.exhibitoronline.com/topics/>
 for more cost control tips!

Pre-Marketing Your Participation is More Important Than Ever Before

- ✓ Registering closer to the event
- ✓ Sending fewer – but more important people
- ✓ Must justify participation
- ✓ More time pressured
- ✓ Pre-plans agenda and schedule
- ✓ Only visits _____ booths on average
- ✓ _____% of visits are pre-planned
- DO NOT Exhibit by Hope!

How to Make Sure Your Exhibit Attracts Enough of the Right People

1. Who are the right people?
 - Customers – Prospects – New Opportunities
 - Clear ideal visitor profile
2. How much is enough?
 - Exhibit Interaction Capacity
3. What are you going to do to attract them?
 - Use multiple marketing media
 - Do It Yourself marketing
 - Integrate Pittcon marketing programs/sponsorships

Website ads – Email ads – Retargeting ads

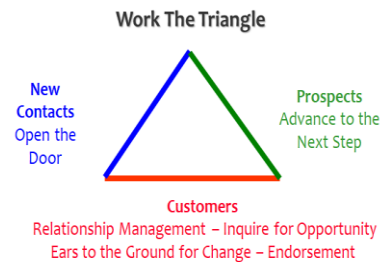
 - <https://pittcon.org/exhibitor/promote-your-booth/>



<https://pittcon.org/exhibitor/promotional-opportunities/>

Who are the Right People? Three Groups to Focus Your Efforts On

1. Start with your existing customers.
 2. Get your sales team and distribution network to focus on prospects in your sales pipeline.
 3. Create a clear profile of who you want to interact with at the meeting.
- Include anyone who _____ over the last 12 to 18 months.



How Many Do You Need to See? Calculate Your Exhibit Interaction Capacity

	<u>Example</u>	<u>Your Calculation</u>
• Exhibiting Hours	22	22
• (X) Exhibit Staff	2	x _____
➤ Rule of Thumb: 50 sq. feet per staffer		
• (X) Interactions./Hour/Staffer	4	x _____
➤ 3/conservative, 4/moderate, 5/aggressive		
• (=) Total Exhibit Interactions	176	= _____

What Will You Do to Attract Them? **Craft a Compelling Value Proposition**

Defining and communicating a clear and compelling Value Proposition helps you draw traffic.

- ✓ What is the single biggest _____ or challenge your customers face that you can help them solve?
- ✓ What improvements can you make in their research and projects?
- ✓ What is one useful thing you can quickly _____ them that will add value to their business or job?
- ✓ What will they gain, save, achieve or avoid by visiting your booth?

Promote Your Booth With DIY Marketing

1. Create _____ lists, design messaging/content specific to each list type.
2. Start marketing your participation in January!
3. Plan for at least _____ direct touch points, ideally through multiple marketing channels.
4. Use as many channels as you can: email, social media, web landing pages, direct mail.
- **PRO TIP:** Give a clear and compelling reason to visit your booth. *See – Do - Learn - Get*
5. **PRO TIP:** Review educational sessions on Pittcon’s website and determine which sessions relate to your products/services – promote and attend those sessions and suggest they visit your booth after to continue learning.
6. Include a clear _____ in all marketing.
7. Offer a reward for visiting your booth.
8. Consider offering a higher-level reward for scheduling and completing appointments. Use Calendly!

Exhibitors can attend education sessions. Exhibitor Learning Labs Available! 30-minute sessions on the floor.

Social Media Marketing Examples

Communicate a Problem

Share Research

Communicate Brand Positioning

Pittcon Conference and Exposition

Competitive Edge "solving customer"

Event Landing Page Example

- ✓ Clean design
- ✓ Clear brand identity
- ✓ Call to action
- ✓ Not too long
- ✓ Takes you to a landing page with many call to actions
- Request demo
- Sessions with calendaring
- Live chatbot

Pittcon Conference and Exposition

Competitive Edge "solving customer"

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost customers or revenue during the pandemic?
 - What does your business need right now?
 - How important is _____ contact in acquiring customers and sales?
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 a customer or average sale amount
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

	<u>Example</u>	<u>Your Calculation</u>
• Exhibiting Investment	$\$3,375 \times 5 = \$16,875$	\$_____
➤ Floor space cost x 3-5		
• Exhibiting Hours	22	22
• (X) Exhibit Staff	2	_____
➤ 50 sf per staffer		
• (X) Ints./hour/staffer	4	_____
➤ 3/conservative 4/moderate 5/aggressive		
• Total Exhibit Interactions	176	=_____
• Cost Per Interaction	\$96	\$_____
➤ \$1,114 avg. field call cost		
• Value of Customer/Sale	\$5,000	\$_____
• / Exhibiting Investment	\$16,875	\$_____
• # Customers/Sales to Get ROI	3.4 (1.9% conversion rate)	=_____

5 Ways to Cost-Justify Your Exhibiting Investment When You're Not Writing Orders at the Event

1. Cost Per Exhibit Interaction

- Estimate Number of Attendees Visiting Your Exhibit

Total Exhibit Investment

- Compare to average cost of a face-to-face sales call in the field, which according to CEIR industry research is \$1,114.

2. Cost Per Customer and/or Prospect Meeting

- Number of Customer and/or Prospect Meetings

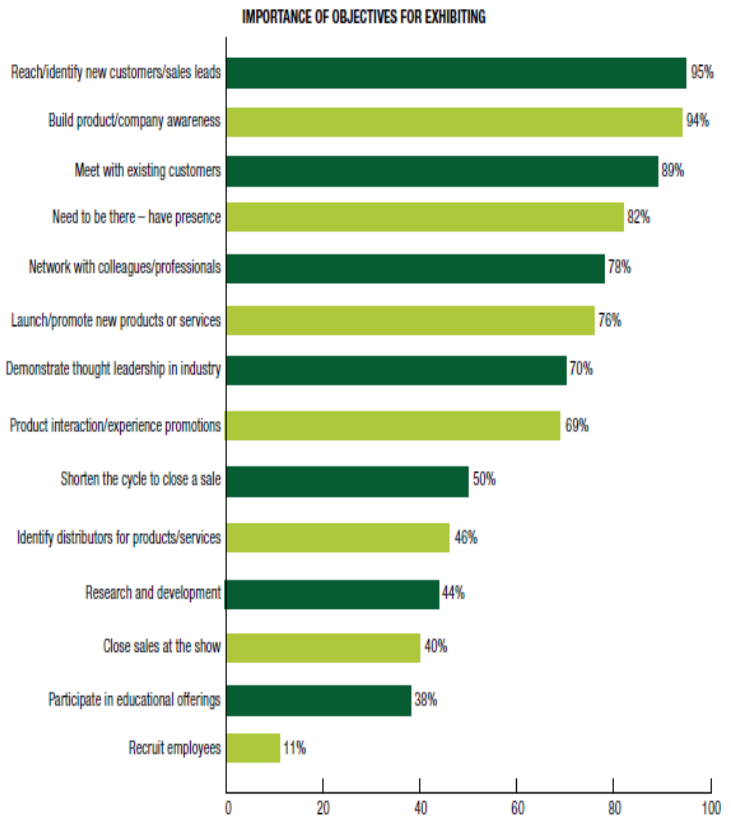
Total Exhibit Investment

- Compare to cost of a meeting outside of a trade show.

Define Your Outcomes & Strategically Plan for Results

1. What are your goals for 2023?
 - ✓ Marketing
 - ✓ Sales
 - ✓ Customer Relationship Management
2. Define _____ for exhibiting that align with and support corporate goals
3. Create specific, measurable exhibiting goals
4. Ask the MAJOR question for each area...
 - *When the doors close, 90, 180 days after the show, how will you know you succeeded in each area?*
5. Create Written Action Plans for each goal
6. Define metrics to measure goals and results
7. Define data capture points and process for each metric
8. Communicate goals and plans to team and give ownership for parts.

OBJECTIVES FOR EXHIBITING AND METRICS FOR SUCCESS



*Percentage assigning a 4 or 5 using a 1 to 5 scale where 1=Not at All Important and 5=Very Important

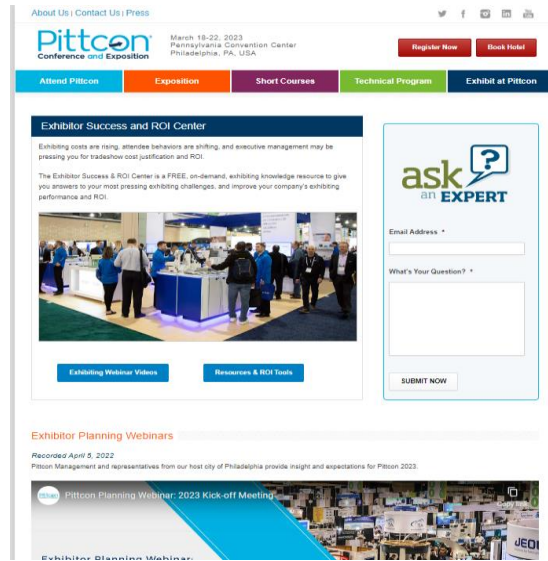
Critical Factors Every Exhibitor Needs to Address to Succeed



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Use Pittcon’s Exhibitor Success & ROI Center to Improve Your Performance & ROI

VISIT OFTEN & SHARE WITH YOUR TEAM!
<https://pittcon.org/exhibitor/esrc/#roi>



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 tm



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