



Improve Exhibiting Performance, Value & ROI by Applying the *Exhibit Marketing Process*TM

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with Jefferson Davis, Competitive Edge

Your Pittcon Support Team Here to Help You Achieve Your Goal!



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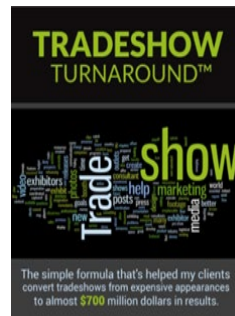
B2B Marketing, Sales & Exhibiting Productivity Expert



- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Developed *Exhibit Marketing Process*™
- Trained over 100,000 exhibitors
- Process-based and results-focused
- Helped clients generate over \$800,000,000 in tradeshow results.

Competitive
Edge 
"exhibiting excellence"

CALL: 800-700-6174 in US or 704-814-7355
EMAIL: jefferson@tradeshowturnaround.com



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

- Award-winning value-added exhibitor support service'
- Over \$10,000 proven-effective productivity resources
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- Access right info and take right actions at the right time frames
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- Manage Your Leads (8 weeks prior)
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STEP 3. WATCH & LEARN
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New Webinar

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Tuesday, November 14, 2023 | 2:00 pm - 3:00 pm EST
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Learn More Register Now

On-Demand Webinars with Recommended View by Dates

- Regain Market Visibility and Tackle the Top Challenges Facing Exhibitors
Right Now (During space sales process—send to non-contracted exhibitors)

3 Important Expert Insights



1. ***“Only two things drive revenue: Marketing and Innovation... everything else is an expense.”***
– Peter Drucker
2. ***“If you can't describe what you are doing as a process, you don't know what you're doing.”***
– W. Edwards Deming
3. ***“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.”***
– Tom Peters

An Important Question

*Would you say that you have
a CLEAR and WELL-DEFINED **strategic** process
to PLAN and EXECUTE your exhibiting program
to ensure the BIG investment of time and money
delivers VISIBLE and MEASURABLE results
that are IMPORTANT to your company?*

Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver



Introducing the Road Map...

Exhibit Marketing Process™

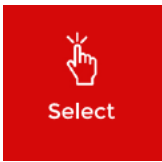


Exhibit Marketing Process™ is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to design and execute an effective exhibit program that Visibly Supports Core Business Objectives and Delivers Measurable Financial Value Beyond Cost.

	PRE-EVENT			DURING EVENT		AFTER EVENT	
Select	Align	Design	Attract	Engage	Convert	Follow-up	Measure
the right and best events	exhibiting reasons w/company goals	a valuable, interactive visitor experience	enough of the right people	visitors, impress and discover opportunity	information rich leads w/committed next actions	cost-effective visitor commitments to actions	performance, ROI & key

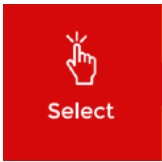
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Which of these 8 areas has most limited your performance & ROI?



INSIGHTS on Selecting

- **Principle:** *Be in the right shows, at the right levels, for the right reasons.*
- **Practice:** *Use a thorough show analysis and selection process.*
- ✓ **Key Ideas:**
 1. **Total** show attendance is not the most important number.
 2. The number of people that match your *Ideal Visitor Profile* is the most important number.
 3. Go “*inside the numbers*” to understand attendee demographics, interests and behaviors.
 4. Understand **dominant personality** of the event:
 - Educational
 - Technical/Scientific
 - Social/Relational
 - Buy/Sell



INSIGHTS on Selecting

Key Ideas:

- Determine how **easy** the organizer makes it to identify, access and interact with attendees
 - ✓ *Specific and verified attendance numbers*
 - ✓ *Access to pre-and post-show attendee lists*
 - ✓ *Number of exhibiting hours and number non-competing*
 - ✓ *Speaking and presentation opportunities*
 - ✓ *Targeted marketing and sponsorship opportunities*
 - ✓ *Year-round visibility and engagement opportunities*
- Base total **investment** and booth size on number of people in the show audience that match your profile.



INSIGHTS on Aligning

- **Principle:** *Align reasons for exhibiting with corporate objectives and set clearly defined exhibiting **outcomes**.*
- **Practices:** *Communicate with internal company stakeholders and apply the Exhibiting By Objectives process.*
- ✓ **Key Ideas:**
 1. Marketing, Sales and Customer Relationship Management are the big **value** drivers.
 2. Talk to departmental stakeholders to determine what their specific goals and objectives are for the next 12 to 24 months.
 3. Identify reasons for exhibiting that directly support their stated goals and objectives.
 4. Reasons are **not enough!!!** You must convert them to SMART goals.



Align

INSIGHTS on Aligning

Key Ideas:

5. Each goal must have a *written action plan*
6. The plan must be *communicated* to the exhibit team.
7. The exhibit team must be given **ownership** for *specific outcomes* relating to the goals.
8. There must be pre-, at and post-show checkpoints to **measure** activity, progress, and achievement of each goal.

DOWNLOAD:

- Tradeshow Planning & Productivity Management tool

DO:

- Define Your Outcomes exercise

WATCH:

- Countdown to Exhibitor Success
- THRIVE LIVE
- How to Tackle Top Challenges Facing Exhibitors Right Now

READ:

- PLAN FOR SUCCESS Articles



Design

INSIGHTS on Designing

- **Principle:** *Where the value is clear the decision is easy!*
- **Practice:** *Create a valuable and highly-interactive visitor experience.*
- ✓ **Key Ideas:**
 1. Understand why people attend trade shows.
 2. Design visitor experiences to address their primary reasons for attending.
 3. Determine what you want the visitor to DO, KNOW and REMEMBER during and after their visit.
 4. Design your visitor experience to be **multi-sensory**:
 - See?
 - Hear?
 - Do?
 - Learn?
 - Give feedback?

DO:

- **Manage Your Visitor's Experience exercise**

WATCH:

- **Dynamic Demos webinar**

READ:

- **CREATE AN EFFECTIVE EXHIBIT Articles**



Attract

INSIGHTS on Attracting

- **Practice:** *Develop and execute a well-designed pre- and at-show marketing campaign*
- **Principle:** *Attract enough of the right attendees.*
- ✓ **Key Ideas:**
 1. Identify who the right people are for you.
 2. **Calculate** how many people you have capacity to interact with
 3. Develop an **irresistible** value proposition.
 4. Communicate your value proposition at spaced intervals through as many channels as possible.
 5. **Integrate Pittcon exhibitor marketing programs.**
 6. Include a clear **call to action** in all communications.
 7. To increase response rates, offer a compelling **reward** for visiting and/or scheduling an appointment.

DO:

- **Identify & Attract Your Ideal Visitor exercise**

WATCH:

- **Win the Game Before Kickoff webinar**
- **Integrating Content Strategy webinar**
- **Using Social Media to Build Brand Awareness webinar**

READ:

- **PROMOTE YOUR PARTICIPATION Articles**

Attend Pittcon

Exposition

Short Courses

Technical Program

Exhibit at Pittcon

Sponsorship Opportunities

Increase Booth Traffic with Sponsorships

Do you want to extend your sales message and increase brand awareness to thousands of attendees? By participating in our Sponsorship Program, your company will reach attendees before, during, and/or after Pittcon. Not only will your company stand out from the competition, your company will increase lead generation and drive traffic to your virtual booth.

You must be a registered exhibitor to purchase a sponsorship. Order from your Exhibitor Portal.

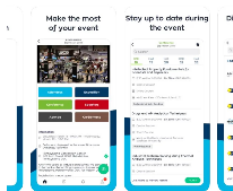
Exhibitor Portal

- ▶ Drive conference traffic to your booth
- ▶ Engage your target market
- ▶ Increase your number of quality leads
- ▶ Boost your sales and ROI potential
- ▶ Enrich your brand recognition
- ▶ Support your exhibiting goals
- ▶ Stand out from your competitors

Pittcon Sponsorships are your direct link to pre-show, in-show, and post-show promotional engagement.

Digital Sponsorships

Distinctively digital engagement applications are sure to drive quality leads to your booth or a website of your choosing:



Mobile App Push Notifications

\$3,500



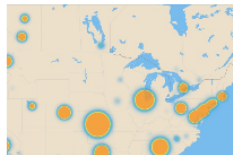
Attendee EBlast Content Ad

\$5,000



Website Banner Ad

\$7,500



COLLEEN ELLISON
CLIENT RELATIONS MANAGER
412-825-3220 x207

Spotlight Opportunities:

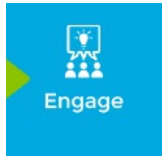
- Digital Marketing
- Digital Marquis Sign at Registration Area
- PITTCON Party

LEARN MORE

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

**Type Question in Question Box
Press Send Button**





INSIGHTS on Engaging

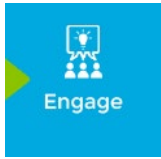
- **Principle:** *Quality engagement builds rapport, deepens relationships, builds trust, preference and loyalty.*
- **Practice:** *Carefully select and **train** your booth staff to more effectively manage visitor interactions.*
- ✓ **Key Ideas:**
 1. People use trade shows to **evaluate** the people behind brands.
 2. People make **judgements** about your company and products based on their experience with your people.
 3. Success strategy: **Best People Forward!**
 4. The exhibiting environment is different and challenging.



INSIGHTS on Engaging

Key Ideas:

5. **Untrained** booth staffers make behavioral and communication errors that limit traffic, reduce lead quantity and quality, and can negatively impact brand reputation.
6. Key information and skills that must be trained:
 - ✓ Environmental differences
 - ✓ Rules of Exhibitorship
 - ✓ Engaging and Disengaging booth visitors and attendees
 - ✓ Gain quick understanding
 - ✓ Deciding which products to present
 - ✓ Delivering concise, informative and persuasive messaging and presentations



INSIGHTS on Engaging

Key Ideas:

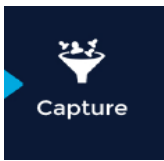
6. (continued) Key information and skills that must be trained:
 - ✓ Getting visitor feedback to determine presentation and messaging effectiveness
 - ✓ Capturing more visitor information
 - ✓ Gaining visitor **commitment** to the next action
 - ✓ Managing customer meetings and hospitality events
 - ✓ Taking advantage of the complete event opportunity

WATCH:

- **Secrets of the Aisles webinar**
- **Engaging International Attendees webinar**

READ:

- **PREPARE YOUR STAFF Articles**



INSIGHTS on Capturing

- **Principle:** *Information is Valuable!*
- **Practice:** *Identify visitor touch points and capture **more** information.*
- ✓ **Key Ideas:**
 1. *You may never have this chance again!*
 2. Review what information you currently capture and how.
 3. Identify what **additional** information would be useful to capture.
 4. Ask your salespeople, dealers and distributors what info they value.
 5. Develop structured **questions** to elicit the information.
 6. Integrate questions into capture devices.
 7. Use show lead capture system. Located on Exhibitor Portal.
 8. Train your staff on asking the questions and using capture devices.

DO:

- **Manage Your Leads exercise**

READ:

- **MANAGE YOUR LEADS Articles**



INSIGHTS on Follow-up

- **Principle:** *Be there when the buyer is ready to buy!*
- **Practice:** *Develop a follow-up system to deliver on promises and stay in front of target customers for as long as it takes.*
- ✓ **Key Ideas:**
 1. *Lead quality = Capture more information + commitment to next action*
 2. *First responders win the majority of deals!*
 3. *Grade leads by quality and assign priority - A/B/C – Hot/Warm/Cold*
 4. *Design and automate follow-up tracks by priority*
 5. *Use multiple marketing media*
 6. *Add value by sharing useful information – not just selling!*
 7. *Use the principle of Accelerating Discontent*
 8. *Create engagement opportunities: polls, surveys, social media groups, webinars, events*

READ:

- **Closed-Loop Lead Management**



INSIGHTS on Measuring

- **Principle:** *What gets measured gets done and **improved**.*
- **Practice:** *Develop metrics, data capture points and a post-event reporting process.*
- ✓ **Key Ideas:**
 1. Ask senior management what information they want to see.
 2. Things to measure:
 - Event budget vs actual spend
 - Where you saved money
 - How well exhibit was executed
 - Progress on stated goals
 - Where value was generated
 - Return on investment: Short and long term
 - Lessons to improve going forward
 3. Create a **template** post show report and use across all shows.
 4. Include an executive summary.

DOWNLOAD:

- Exhibit & Financial Performance Metrics tool

DO:

- Measure Your Performance & ROI exercise

WATCH:

- Inside Your Exhibiting Numbers webinar
- Getting Meaningful ROI webinar

READ:

- MEASURE YOUR PERFORMANCE & ROI Articles

In Summary...

1. Exhibiting is a big investment of human and financial capital.
 2. Senior management wants two key outcomes.
 3. Applying the *Exhibit Marketing Process*™ can help you identify areas for improvement and deliver these two outcomes for your company.
- ***What are the 3 most important ideas learned today?***
 - ***Will you apply these for the upcoming Pittcon Conference & Exposition?***

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Type Question in
Question Box

Press Send Button



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complete the
post-webinar
email survey.
Thank you!