



*Presents*

# Exhibitor University

**The Latest and Best Practices to Execute an  
Exhibiting Program That Delivers  
Return on Investment**

**Participant Learning Objectives:**

*By the end of this advanced interactive workshop, you will know how to...*

1. Maximize Your Return on Investment (ROI) and Return on Objectives (ROO)
2. Plan Your Exhibit Program with a Focus on ROI
3. Develop an Integrated Marketing Plan to Drive Qualified Booth Traffic
4. Work with NAFEM to Promote Your Booth and Business
5. Create an Engaging Exhibit Experience
6. Staff Your Booth to Maximize ROI
7. Improve Lead Quality and Sales Conversion

Developed and Presented by:





Dear NAFEM Show Exhibitor,

**Welcome** and thank you for taking time out of your busy schedule to attend The NAFEM Show Exhibitor University workshop.

The changing business, marketing, technological and economic climate is challenging us all. To survive and to thrive, we all must keep up with these changes.

Because of our commitment to help our exhibiting clients be more successful, we are pleased to provide this special live workshop along with three live webcasts as value-added benefits to help your company get more from your investment in The NAFEM Show.

In today's workshop you will learn the latest and best practices to help you...

1. Maximize Your Return on Investment (ROI) and Return on Objectives (ROO)
2. Plan Your Exhibit Program with a Focus on ROI
3. Develop an Integrated Marketing Plan to Drive Qualified Booth Traffic
4. Work with NAFEM to Promote Your Booth and Business
5. More Effectively Manage Show Logistics and Operations with Freeman
6. Create an Engaging Exhibit Experience
7. Staff Your Booth to Maximize ROI
8. Improve Lead Quality and Sales Conversion

This interactive participant workbook serves as a capture and reference tool to help you implement and profit from the valuable information presented today. We know you'll gain many valuable ideas and tools in today's workshop. Please use what you learn and be sure to share it with your sales, marketing, and exhibition team members. And finally, feel free to contact us afterwards with questions or ideas on how we can help you be more successful.

Thank you,

Charlie Souhrada  
Director, Member Services  
NAFEM

Jefferson Davis  
President  
Competitive Edge

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## **Maximizing Your Return on Investment (ROI) & Return on Objectives (ROO)**

1. Do you believe exhibiting ROI can be measured?    Yes No Unsure
2. Do you currently attempt to measure exhibiting ROI? Yes No Unsure  
*If yes, how?*
3. How satisfied is your company with your exhibiting ROI?  
Very Satisfied   Satisfied   Somewhat Satisfied   Not Satisfied
4. What factors do you feel are most limiting your ability to get exhibiting ROI?

### **Three Reasons to Implement an Exhibiting Measurement Program**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **Benefits of Exhibit Measurement:**

1. Accountability for and justification of exhibiting investment.
2. Determine continued participation in a show.
3. Determine level of investment/participation in a show.
4. Identify exhibiting program strengths and weaknesses.
5. Develop benchmarks for comparison and improving performance.
6. Measure and report exhibiting value and return on investment.

### **What Can We Measure?**

- **Return on Objectives (ROO):** Evidence you supported or made \_\_\_\_\_ toward identified objectives.
  - Total Cost/Investment
  - Audience Reach/Frequency
  - Value of Attendees
  - Share of Interactions
- **Return on Investment (ROI):** Evidence you got financial value beyond cost or made \_\_\_\_\_.

**Setting Your ROI Target:** If you're not getting at least a 1 to 1 payback, and ideally a \_\_\_ to \_\_\_ payback, something is wrong.

## ***Maximizing Your Return on Investment (ROI) & Return on Objectives (ROO)***

### **Using Tradeshow Financial Performance Metrics to Measure ROI:**

- Exhibiting Spending by Major Expense Area
- Cost Per Lead (CPL)
- Cost Per Interaction (CPI)
- Potential Value of Leads Captured
- Dollar Value of Leads Converted to Sales
- Exhibiting ROI by Top-line Revenue or Gross Margin

### **Two Types of ROI**

**a. Hard Dollar ROI:** \_\_\_\_\_ received that can be credited in full or in part to the show, typically in the form of at-show and/or post-show sales.

**EXERCISE:**

**b. Soft Dollar ROI:** \_\_\_\_\_ received that can be quantified expressed in numeric terms, typically in the form of money saved.

**EXERCISE:**

**Savings Areas:**

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**ACTION:** *Which metrics are you going to use to measure ROO and ROI?*

## ***Planning Your Exhibit Program with a Focus on ROI***

1. Does your company set specific exhibiting goals?    Yes No Unsure
2. Does your company measure back to those goals?    Yes No Unsure

### **Key Insights on Exhibitor Pre-show Planning:**

1. \_\_\_\_\_% of exhibitors set no specific goals. Source: EXHIBITOR
2. \_\_\_\_\_% of pre-show planning and execution time is spent on \_\_\_\_\_.
3. To improve results, you must invest more time on \_\_\_\_\_.
4. Convert vague \_\_\_\_\_ to \_\_\_\_\_ goals.
5. Every goal needs a \_\_\_\_\_ and a \_\_\_\_\_.

### **6 Step Power Pre-Show Planning Process:**

1. Ask sharply focused questions:
  - What are your primary marketing, sales, product development, CRM, and recruiting goals for the next 12-18 months?
  - Which of these goals can you better support or positively impact through this show?
  - What's happening **inside** our company/department?
  - What's happening **outside** our company/department?
  - Who specifically attends this show and why do they attend?
  - Related to our products, what are their "top of the mind" concerns/needs?
  - Which of our products/services should we feature?
  - How do our products/services address their concerns/needs at all? Better than the competition?
  - What specifically do we want to communicate?
  - What specifically do we want them to do as a result of visiting our exhibit?
  - At show closing time, 90 to 180 days after, how will we know we succeeded?
  
2. Schedule a "strategic" show planning meeting with stakeholders.
  - 
  - 
  -

## ***Planning Your Exhibit Program with a Focus on ROI***

3. Identify your **top three to five reasons** for exhibiting.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **Departmental Areas for Setting Objectives:**

- Marketing
- Sales
- Product Management
- Customer Relationship Management
- Channel/Partner Management
- Industry Relations
- Executive
- Shareholder

### **Exhibiting Objective**

### **Measurement Metrics**

Reduce spending/Cost of sale  
Market visibility/awareness/presence  
Increase market share  
Audience reach/interaction/Exhibit Efficiency  
Brand messaging/impact/recall  
Company/product positioning/differentiation  
Thought leadership  
New product introduction  
Test market business/product idea  
Product demonstrations  
Distribute samples  
Media relations  
Press/analyst coverage  
Business development  
Lead generation  
Purchase intention  
Sales revenue  
Competitive intelligence  
Market/industry trends  
Customer Relationship Management/meetings  
Customer research, input, feedback, satisfaction  
Cross selling  
Support channel partners  
Recruiting

4. Convert your reasons to SMART goals.

S \_\_\_\_\_  
M \_\_\_\_\_  
A \_\_\_\_\_  
R \_\_\_\_\_  
T \_\_\_\_\_

Sample SMART Goal:

5. Create a \_\_\_\_\_ action plan for each SMART goal.

Seven elements of the SMART goal plan:

- SMART Goal or Objective
- Strategy
- Tactics
- Responsibility
- Timeline
- Budget
- Measurement

Create procedural plans for:

- exhibit properties, graphics, shipping, I&D
- graphics
- product demonstrations/Live presentations
- pre, at-show and post-show marketing
- sales support materials
- staff selection, communication, preparation, training, performance,
- lead capture, prioritizing, routing ,follow-up and reporting
- measuring and reporting ROO and ROI
- 

6. Schedule, execute, communicate your plans and \_\_\_\_\_ progress and results.

**ACTION: Which show planning methods are you going to use?**

## ***Developing an Integrated Marketing Plan to Drive Qualified Booth Traffic***

1. Does your company use pre and at-show marketing? Yes No Unsure
2. What media do you use?
3. What percentage of exhibit budget is allocated to marketing? \_\_\_\_%

### **Key Insights on Exhibitor Marketing:**

1. \_\_\_\_% of exhibitors do little or no pre-show marketing. Source: CEIR
2. Attendee behaviors have \_\_\_\_\_
3. To succeed today, marketing your exhibit is a \_\_\_\_\_

### **State-of-the-Art Exhibit Marketing: 8 Step Planning Process**

#### **Step 1. Determine Corporate, Exhibiting Goals & Messaging**

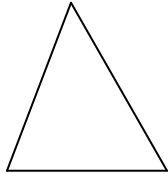
- What are your corporate marketing objectives?
- What are your exhibiting goals?
- What specific messages do you want to communicate?

#### **Step 2. Identify Target Visitors**

- Who do you want to interact with?
  - a. Type of companies?
  - b. Job functions & titles?
  - c. Size?
  - d. Geography?
  - e. Other?
- Relative to your company, product, services what are their top of the mind issues and concerns?

## ***Developing an Integrated Marketing Plan to Drive Qualified Booth Traffic***

### **Step 2. C/P/S Triangle: 3 Valuable Groups to Focus On**



\_\_\_\_\_ : relationship mgmt/opportunity/change/advocacy

\_\_\_\_\_ : advance to next step in sales cycle

\_\_\_\_\_ : open the door

**Action:** \_\_\_\_\_

### **Step 3. Calculate *Exhibit Interaction Capacity***

- Exhibiting Hours
- Booth Staff on Duty            x \_\_\_\_\_
- Total Staff Hours
- Interactions/Hour/Staffer    x \_\_\_\_\_
- Exhibit Interaction Capacity

### **Step 4. Budget Enough Marketing Resources**

- Total Show Investment            \$
- % for Exhibit Marketing            x .15
- Exhibit Marketing Budget        \$

***When to increase?*** Large show, small booth, off the beaten path, importance of show, the more you should allocate!

## ***Developing an Integrated Marketing Plan to Drive Qualified Booth Traffic***

### **Step 5. Build Target Visitor Lists**

- **Best Tradeshow List Sources:**
  1. Pre-registered show attendee lists
  2. Post-show attendee lists
  3. Company database
  4. Recent inquiries
  5. Distribution channel partner lists
  6. Trade publication lists
  7. Association member lists (when available)

**Success Tip:** Make your list at least \_\_\_to \_\_\_times Exhibit Interaction Capacity.

### **Step 6. Analyze & Select Marketing Media**

- **Five Key Considerations for Media Selection:**
  1. Show Goals
  2. Budget
  3. Capabilities
  4. Timing
  5. Target Audience: what media your audience pays attention to & will respond to
  
- **Four “C’s” to marketing success:**
  1. **Combination** of show and industry specific media
  2. **Compelling** message and consistent design theme
  3. **Communicate** four specific messages
    1. Who
    2. What
    3. Why
    4. Where and How
  4. **Creative frequency:** Land *at least* three direct hits leading up to show time

## ***Developing an Integrated Marketing Plan to Drive Qualified Booth Traffic***

- **General Marketing Media Options:**
  1. Print & Display Advertising
    - Show Specific and Industry Specific Media
  2. Public Relations
    - Media Contacts, Press Release, Press Kits, Conferences
  3. Electronic Media
    - Web 2.0, Email, Phone, Voice Broadcast, Fax
  4. Direct Mail
    - Letters, Invitations, Postcards, Brochures
  5. Personal Contact
    - Rep visits, telephone calls

### **Step 7. Execute Integrated Exhibit Marketing Plan**

#### ***Evaluate and Integrate New Marketing Media:***

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. HTML email
4. Audio/Video email
5. Voice broadcast
6. Micro/landing sites with survey & appointment enablers
7. Social media: Facebook, Twitter, You Tube, Linked-in, Plaxo
8. Blogs

#### ***Evaluate and Integrate NAFEM Marketing Media:***

1. Qualified Customer Program: FREE badge up to \$500 in travel reimbursement
2. NAFEM logos - FREE
3. Attendee mailing lists: pre and post FREE
4. What's HOT, What's COOL New Product Gallery - Must register August 10

### **Step 8. Measure Exhibit Marketing Results**

- What media did we use?
- When?
- What was the response rate to traceable media?
- What was the cost of each media and number of impressions and/or response?
- What did we learn and what will we use for our next show?

## ***Working Together to Promote Your Booth & Business: NEW and Proven Tactics from NAFEM***

- Leveraging social networking tools to see who's attending the show and invite those who aren't yet registered

- Use the virtual document exchange (eDoc) to make your product and company collateral available pre-, during and post-show

**ACTION: Which marketing media are you going to use to create visibility and drive qualified booth traffic?**

# ***Creating an Engaging Exhibit Experience***

## **The Exhibit Design Primary Question:**

### **Principles of Effective Exhibit Design**

1. \_\_\_\_\_ grabbing
2. Quickly identifies \_\_\_\_\_ you do & \_\_\_\_\_ they should be interested
3. Effectively brands and \_\_\_\_\_ company
4. \_\_\_\_\_ communicates product/service messaging
5. Engaging and \_\_\_\_\_
6. Immersive: forces visitors to \_\_\_\_\_
7. \_\_\_\_\_: creates recall of the experience, messaging and company

**Action: Score your current exhibit on a 1 to 5 rating on all seven areas**

## ***Creating an Engaging Exhibit Experience***

**Strategy 1:** Tell your product story with demonstrations

**Strategy 2:** Create engaging live presentations

**Strategy 3:** Communicate to multiple buying influences

**ACTION:** *What strategies are you going to use to improve your exhibit, presentation and demonstrations?*

## Staffing Your Booth to Maximize ROI

1. How important do you feel your booth staff is to exhibiting success?  
Critical Important Somewhat Important  Not Important
2. Do you have a formal process for...
  - a. selecting staff? Yes No Unsure
  - b. communicating with staff? Yes No Unsure
3. Has your staff ever received professional exhibiting skills training?  
Yes No Unsure

The difference between a tradeshow as an *Investment* or *Expense* is...  
the \_\_\_\_\_ working your booth.

### Key Insights on Exhibit Staffing:

1. The people working your booth will \_\_\_\_\_ your success.
2. Use a “\_\_\_\_\_” strategy.
3. \_\_\_\_\_% of booth staffers have never received a single hour of skills training.
4. The tradeshow environment is different and \_\_\_\_\_.
5. Invest in professional exhibiting skills \_\_\_\_\_.

### **What does it *really* cost you to put a staffer on the exhibit floor?**

- Total show investment \$ \_\_\_\_\_
- Number of exhibit staff \_\_\_\_\_
- Cost per staffer \$ \_\_\_\_\_  
(may not include T&E)
- Number of show hours \_\_\_\_\_
- Cost per staffer per hour \$ \_\_\_\_\_

### **Select staffers matching the attributes of an effective booth staffer:**

1. Positive \_\_\_\_\_
2. Dependable & Accountable
3. \_\_\_\_\_ Player
4. Professional & Courteous
5. \_\_\_\_\_



## ***Staffing Your Booth to Maximize ROI***

- ***Qualifying Visitors***
  
- ***Presenting***
  
- ***Gaining Commitment***

**ACTION: *What are you going to do to improve your staff selection, communication, preparation and skills?***



## ***Improving Lead Quality and Creating Loyal Customers***

4. \_\_\_\_\_ your staff to use an orchestrated questioning process that integrates with your lead capture device
  
5. Ask visitors for a \_\_\_\_\_ to the next step
  
6. Develop a lead \_\_\_\_\_ system
  
7. Prepare your lead follow-up plan \_\_\_\_\_ the show
  
8. Route leads \_\_\_\_\_ and make it \_\_\_\_\_ to report

**ACTION: *What are you going to do to improve your lead capture, routing, follow-up and reporting process?***

## Make The NAFEM Show More Productive & Profitable

### Put the "*Tradeshow Turnaround Artist*" On YOUR Team!

*"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff,"* Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as "*a burst of focused and positive, can do energy*", Since 1991, Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales results. Over 100,000 exhibitors have attended his exhibiting success workshops and webcasts. Hundreds of companies have hired Davis as a consultant and trainer and experienced immediate, dramatic and measurable improvement in exhibiting results in one show cycle.

### Is your company ready for a tradeshow turnaround?

Visit [www.compedgetraining.com](http://www.compedgetraining.com) and take our  
**Complimentary Exhibiting Needs Assessment to find out.**  
Or call Jefferson Davis at **800-700-6174** to learn more about:

- Exhibiting by Objectives Consulting Services
- High-Impact Pre-show Marketing System Development Consulting
- Custom Exhibit Staff Training Workshops and Coaching
- Solution Focused Sales Training and Development Programs
- Closed Loop Lead Management System Development Consulting
- Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive  
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*"exhibiting excellence"*

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# TRADE SHOW SUCCESS

## The complete step-by-step multimedia guide to trade show success

The **Trade Show Success DVD** training series will show you how to take full advantage of qualified captive audiences and target the right attendees to ensure success at your next event. Trade shows can massively build your business, if you know the right planning secrets!

Get your team up to speed on how to take advantage of every marketing opportunity available to your company at your next Trade Show. The **Trade Show Success DVD** training series is your step-by-step guide to maximizing the success and effectiveness of your trade show sales and marketing initiatives. The simple preparation you learn here can substantially increase the results you generate, trade show after trade show.

Throughout this 3-part DVD series, you and your team will learn how to achieve trade show success from top industry experts:

**Jefferson Davis**  
*Host and Trade Show Expert*

**Greg Topalian and John McGeary**  
*Trade Show Professionals*

**Beth Blake**  
*Trade Show PR Specialist*

**Blair Singe**  
*Sales Trainer*

### “Trade Show Success” comes in 3 Modules:

**Part 1: PRE-SHOW:**  
Plan for Profit

**Part 2: AT-SHOW:**  
Best in Show

**Part 3: POST-SHOW:**  
Real Results

### Each module contains:

- **Informational DVD** – Instructional content and interviews from the Trade Show industry’s leading experts and exhibitors like you who share their success stories.
- **PowerPoint CD ROM** – Instructional PowerPoint presentations that summarize essential areas for learning and action.
- **Resource Guide** – Tools and worksheets that relate to many of the issues raised in the PowerPoint presentations.
- **Wallet Cards** – Remind your team of your key event goals and initiatives.
- **Team Leader’s Guide** – A practical and informative guide to lead your team to trade show success.



- **FREE BONUS AUDIO CD \* with PRE SHOW-Plan for Profit Module!** For those on your team who could benefit from leaders in the industry to discuss the importance of boothmanship, public relations and promotional ideas. Order your copy today!

**Best Value! Trade Show Success Complete 3 Volume Set** only \$495.00

**\$100 off only \$395**

**Trade Show Success – Part 1: Plan for Profit – Pre-Show Preparation** only \$195.00

**\$45 off only \$150**

**Trade Show Success – Part 2: Best in Show – At-Show Strategies** only \$195.00

**\$45 off only \$150**

**Trade Show Success – Part 3: Real Results – Post Show Essentials** only \$195.00

**\$45 off only \$150**

### Please visit:

[www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)

to learn more about the Trade Show Success program.

**ORDER YOUR PROGRAM NOW  
AND START PLANNING FOR  
PROFIT TODAY!**

### How to Order:

1. Online at [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)
2. Fax completed order form to 704-814-7366.
3. Call 1-800-700-6174.

# TRADE SHOW SUCCESS

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_____ Trade Show Success – Part 3: Real Results – Post-Show Essentials	<del>\$195.00</del> * \$150.00

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