



*Present*

# State-of-the-Art Exhibit Marketing

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**How to Identify & Attract Enough of the Right Attendees  
to Your NAFEM Show Exhibits**

**Participant Learning Objectives:**

*By the end of this webcast,  
you will...*

1. Discuss how attendee behaviors have changed and why you MUST market your exhibit to be successful
2. Walk through a proven-effective 8 step exhibit marketing planning process
3. Overview marketing resources available through The NAFEM Show
4. Present a case example of a state-of-the-art exhibit marketing campaign in action

## Want to Make it BIG in Show Business?

### The "Tradeshow Turnaround Artist" Can Help!

*"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,"* says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



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

*Is your company ready for a tradeshow turnaround?*

Visit [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)  
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  
Edge**   
*"exhibiting excellence"*

**2211 Houston Branch Road  
Charlotte, NC 28270  
Phone: 800-700-6174  
Fax: 704-814-7366  
[www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**

## **How Have Tradeshow Attendee Behaviors Changed?**

1. Spending fewer number of \_\_\_\_\_ at the show
  2. Sending \_\_\_\_\_ level personnel
  3. Preplanning visit: \_\_\_\_\_% *arrive with an agenda*
  4. Stopping at \_\_\_\_\_-\_\_\_\_\_ exhibits on average
  5. 50% of exhibit stops are \_\_\_\_\_.
- *In spite of all this, less than 20% of exhibitors execute a well conceived exhibit marketing plan!*

## **Why You MUST Execute a Targeted Exhibit Marketing Plan**

1. Protect your exhibiting investment
2. Position your exhibit program for \_\_\_\_\_
3. Motivate your booth staff
4. Out-market your competition
5. \_\_\_\_\_ with changing attendee behaviors
6. Support corporate marketing goals
7. Achieve ROO and gain ROI

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

1. Determine Corporate & Exhibiting Goals
2. Identify Target Visitor(s)
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Marketing Resources
5. Build Target Visitor Lists
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results

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

1. What are you trying to accomplish?
  - Brand Awareness & Visibility
  - New Product/Service Introduction
  - Networking - Relationship Building and Management
  - Brand Positioning - Differentiation
  - Lead Generation
  - Generate Sales (at and/or post show)
  - Present Thought Leadership
  - Other?

Our Top 3 Exhibiting Goals:

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

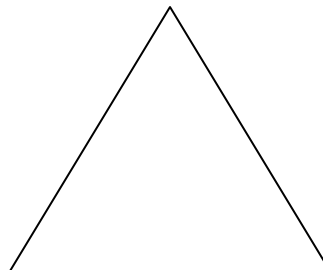
## **Step 2. Identify Target Visitors**

- Who do you want to interact with?
  1. Market Segments
  2. Type of Companies
  3. Job Function/Titles
  4. Size
  5. Geography
  6. Other?

*Relative to your company, product, services what are their top of the mind issues?*

### **The CPS Triangle**

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



### **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  | <u>x .15</u> |
| Exhibit Marketing Budget | \$           |

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

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

- Best Tradeshow List Sources:
  1. Pre-registered attendee lists
  2. Post-show attendee lists
  3. Company database
  4. Recent inquiries
  5. Distribution channel partner lists
  6. Trade publication lists
  
- **Success Tip:** Try to make your list at least \_\_\_-\_\_\_ times your Exhibit Interaction Capacity.

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

### **Five “C’s” to marketing success:**

1. Combination of show and industry specific media
2. Compelling message and \_\_\_\_\_ design theme
3. Communicate four specific messages
  1. Who
  2. What
  3. Why
  4. Where and How
4. Creative Frequency: Land *at least* \_\_\_\_ direct hits leading up to show time
5. Compelling \_\_\_\_\_ for Responding

### **Reward Strategies**

1. Drawing or contest
2. Free gift at booth
3. Send in advance
4. Send them half of something, other half at booth
5. Send prior, give at, send post

### **Five Key Considerations for Media Selection**

1. Show Goals
2. Budget
3. Capabilities
4. Timing
5. What your audience pays attention to and will most likely respond to

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

- **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

- **New Marketing Media Options:**

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. HTML email
4. Audio/Video email
5. Voice Broadcast
6. Microsites with Survey & Appointment Enablers
7. Social media: Linked-in, Facebook, Twitter, YouTube
8. Blogs

## **Evaluate The NAFEM Show** **Exhibitor Marketing Opportunities**

- Show Program Directory Listing
- Complimentary Exhibitor Badges
- Exhibitor Web Page Promotions
- Attendee Scholarship Program: FREE badge plus up to \$500 in travel reimbursement
- NAFEM logos - FREE
- Attendee mailing lists: pre and post FREE
- What's Hot!, What's Cool! New Product Gallery - *Must have registered by August 10*

## **Step 7. Execute Marketing Campaign**

### Sample Exhibit Marketing Program: *Small Exhibitor*

Booth Size: 10 x 20 in-line booth

15% to Marketing: \$1,890 to- \$3,150

Goals: Market Visibility & Awareness, Lead Generation

#### Media:

- Have Reps/Dealers Execute CPS program
- Acquire Pre-registered Attendee List: Mail 1-2 x, Email, Call
- Place Listing in Show Program
- Insert NAFEM Show Logo and use Webpage promo
- Promote Attendee Scholarship Program
- Acquire Post-Show Attendee List: Mail 1-2x, , Email, Call

### Sample Exhibit Marketing Program: *Medium Exhibitor*

Booth Size: 20 x 30 island

Show Budget: \$37,800 to \$63,000

15% to Marketing: \$5,670 to \$9,450

Goals: Awareness, New Product Intro, Lead Generation

#### Media:

- Have Reps/Dealers Execute CPS program
- Acquire Pre-registered Attendee List: Mail 1-2 x, Email, Call
- Acquire Media List and Sent Press Releases
- Review Listing in Show Program
- Place Ads in Trade Publications
- Insert NAFEM Show Logo and use Webpage promo
- Promote Attendee Scholarships
- Acquire Post-Show Attendee List: Mail 1-2x, , Email, Call

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

1. What media did we use?
2. When?
3. What was the response rate to traceable media?
4. What was the cost of each media and number of impressions and/or response?
5. What worked?
6. What did we learn?
7. What will we use for our next show?

## **Notes from Case Study Marketing Campaign**

### **Action Items**

1. Use the 8 step State of the Art Exhibit Marketing Planning Process to Support Exhibiting Goals and Fill Your Exhibit with Enough of the Right People
2. Integrate Relevant NAFEM Show Marketing Media
3. Integrate Relevant New Marketing Media
- 4. And Watch Your Exhibiting Results Soar!**