



*Present*

# First-Time Exhibitor Web-Briefing

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## Best Practices & Tips If You're New to Exhibiting at The NAFEM Show

### **Participant Learning Objectives**

*This web-briefing will...*

1. Provide important information about The NAFEM Show and its attendees..
2. Inform exhibitors about operational and marketing resources available.
3. Present 10 keys to executing a successful exhibit program.

## **The NAFEM Show Exhibition**

- 605 exhibiting companies in 2009
- 339,190 net square feet in 2009
- 56th in Top 200 tradeshow in US and Canada

## **Who Attends?**

- Over 9,000 net attendees!
- Markets/segments
- Job functions/titles
- Geography

## **Why Do They Attend?**

- See different products all in one place
- See the newest product innovations
- Have “face time” with manufacturers
- Meet new manufacturers
- See the biggest names in the industry
- Find equipment and supplies that meet my (or my clients’) needs

## **General Show Updates**

- Global Networking Event: Wed., Feb. 9, Hilton Orlando
- All-Industry Celebration: Fri., Feb. 10, Peabody Orlando
- FREE WiFi Coverage
- Don’t forget...
  - Register for badges
  - Hotel reservations
  - Airline reservations
  - All can be done online at [www.thenafemshow.org](http://www.thenafemshow.org)

## **Show Program**

- Exhibitors receive reminder to update show program information in early October. Can be done now at <https://www.nafem.org/members/login.aspx>
- Changes made online no later than October 25
- Important to participate to ensure program listing is accurate
- Show program and floor plan distributed onsite via hard copy and electronically for web enabled SMART phones and via Wayfinding stations on the show floor plus new feature allows you to upload your brochures

## Online Exhibitor Resource Page -

<http://www.thenafemshow.org/MarketingResources.aspx>

- Resources from today's briefing
- Logos, photos, forms, program announcements and details
- Meeting space request form
- Food preparation and sampling form
- Show rules and regulations

## What's Hot! What's Cool!® New Product Gallery

- Attendees want innovation, new products and excitement from NAFEM and exhibitors
- A showcase of the hottest, newest, coolest and freshest innovations in E&S today
- Products to improve operations
  - labor savings
  - energy efficiency
  - food safety
  - sanitation
  - green
  - aesthetics, etc
- Central location on show floor
- Revised participation criteria
- New or updated concept introduced after February 8, 2009
- Added "Technology" category
- Supporting documentation encouraged in submission process
- Enhanced product information access at the facility – provided through technical tools

## Educational Programming for Attendees

- Offered FREE to all attendees from 11:30 am – 1:30 pm
- (3) Key topics
- Innovative Thinking
- Corporate Responsibility
- Food & Menu Trends
- Spotlight Speaker each day
- Concurrent breakout sessions immediately following
- CEU Credit: ADA, SNA
- ServSafe
- E&S Overview and CFSP Exam

## Attendee Scholarship Program

- Attract qualified buyers to The NAFEM Show with up to \$500 in travel and lodging expenses covered
  - Encourage association involvement in The NAFEM Show
  - Seed operator attendance with qualified buyers
  - Focus on attracting DSRs
  - Persuade entry-level buyers to attend
  - Emphasize educational value of the show
- FREE badges to all applicants
- 3 channel associations participating
- 33 end-user associations participating

## Training Hours

- New Name – easier for all to understand
- 8:00 – 10:00 am Friday and Saturday
- Conduct dealer, rep or customer training in the booth
- Exhibitors not obligated on the show floor
- NAFEM distributes badges to FEDA, FCSI, CFESA and buying groups
- Reps, i.e. MAFSI members, automatically included in Training Hours attendance

## Exhibitor Service Manual

- Circulated in September
  - Section 1: General Information
  - Section 2: Rules & Regulations
  - Section 3: Shipping, Material Handling & Floor Plan
  - Section 4: Freeman Services
  - Section 5: Utilities & Additional Services

## General Service Contractor

- Freeman provides installation, dismantle labor, material handling, rental furnishings, special signage, carpet and rental displays
- View the online Exhibitor Service Manual for information on all the services available to exhibitors
- **Freeman**, 2200 Consulate Drive, Orlando, FL 32837  
Ph: +1.407.816.7900 Fax: +1.407.850.9328  
E-mail: [FreemanOrlandoES@Freemanco.com](mailto:FreemanOrlandoES@Freemanco.com)  
Website: [www.myfreemanonline.com](http://www.myfreemanonline.com)

## Important Dates & Deadlines

- **September:** Online Exhibitor Services Manual information distributed to all exhibitors
- **October 15:** All balances due; no refunds given on cancellations or reductions after this date
- **October 25:** Deadline for updating printed show program listing at <https://www.nafem.org/members>
- **November 10:** Last day to cancel hotel rooms through Travel Planners without penalty
- **November 10:** Final rooming lists due to Travel Planners for blocks of 10 rooms or more
- **December:** Event Social opens for all registered attendees and exhibitors. Exhibitors can begin to upload their eDocs into the online floor plans and Wayfinder
- **December 10:**
  - Exhibitors occupying island, peninsula or modified peninsula space REQUIRED to submit detailed floor plan, including dimensions, to NAFEM's Senior Exhibits Coordinator for review and approval
  - Request to prepare and/or sample food forms due
  - Last day for exhibitors to submit registration forms in order for the badges to be mailed prior to the show
- **January 10 - January 31:**
  - Freeman accepts advance shipments at warehouse
- **January 21, 2011:**
  - Last day to reserve meeting space, subject to availability
  - Last day to order advance tickets for All-Industry Celebration
  - Discount deadline to rent Lead Retrieval Units
  - Notification to use an Exhibitor Appointed Contractor due
  - Deadline for utilities ordered through the Orange County Convention Center, including electrical, plumbing, air, water, aerial rigging, Internet, telecommunications and business center
  - TBD Discount deadline to reserve security services
    - Discount deadline for all show services listed below:
    - Audio visual and computer rental
    - Freeman services including...
      - Booth furnishings & rental exhibits
      - Booth labor
      - Carpet and padding
      - Cleaning services
      - Graphics and signs; overhead rigging services

## Important Dates & Deadlines

- **February 6-9, 2011:** Exhibitor move-in. Freeman accepts direct to show shipments
- **February 9, 2011:** Global Networking Event, Hilton Orlando *\*Additional ticket purchase is required with show registration*
- **February 10-12, 2011:** The NAFEM Show
- **February 11, 2011:** All Industry Celebration, Peabody Orlando Hotel *\*Additional ticket purchase required with registration*
- **February 12-15, 2011:** Exhibitor move-out

## Exhibitor Success Program

- **Exhibitor University ROI Workshop:**
  - Tuesday, September 21, 2010 – San Antonio, TX
- **Exhibitor Webinars:**
  - Thursday, October 14, 2:00 - 3:00 p.m. ET (Intermediate Level) ([Register](#))  
*State-of-the-Art Marketing: Integrating the Latest Marketing Media to Get the Right Buyers to Your Booth*
  - Wednesday, November 3, 2:00 - 2:45 p.m. ET (Intermediate Level) ([Register](#))  
*From Leads to Sales: Practices for Improving Lead Quality and Sales Conversion*
  - Thursday, December 9, 2:00 - 2:45 p.m. ET (All Levels) ([Register](#))  
*NEW and Proven Tactics from NAFEM: Working Together to Promote Your Booth and Create an Optimal Onsite Experience*

## Exhibition Department Staff - *Here to Assist In Your Success*

**Katie Walsh, Exhibits Coordinator**  
**+1.312.673.5977 - [kwalsh@show.nafem.org](mailto:kwalsh@show.nafem.org)**

**Benjamin Rabe, CEM, Exhibits Manager**  
**+1.312.673.4903 - [brabe@show.nafem.org](mailto:brabe@show.nafem.org)**

## **10 KEYS TO SUCCESS FOR FIRST-TIME EXHIBITORS**

*With Jefferson Davis, President Competitive Edge*

### **1. Be Clear About What You Are Really Buying *Face-to-Face Contact***

Your ultimate exhibiting RESULTS will come from putting your company identity, staff and products/services face-to-face with enough of the right people - *people who influence and make buying decisions for what you sell.*

### **2. Success Rule for Exhibitors New to a Tradeshow**

- If the people attending THE NAFEM SHOW make/influence buying decisions for what you sell
- You cannot \_\_\_\_\_ the ultimate value of the show from one attempt
- You must commit to at least \_\_\_\_\_ consecutive shows
- Applying more of what you learn to each show

### **3. Know Why You Are Exhibiting & Set SMART Goals**

Top Four Reasons for Exhibiting:

- Market awareness, presence and visibility
- Branding
- Lead generation and sales
- New product introduction

Set SMART Goals

- Specific, Measurable, Actionable, Realistic, Time-bound
- Create \_\_\_\_\_ action plans for achieving goals

### **4. Invest *Enough* Resources**

The budgeting rule of thumb is to multiply your floor space cost \_\_\_\_\_ times minimally to determine your total show budget.

### **5. Get “In The Mind” and “On The Agenda” of Enough of the Right Attendees**

- Show attendee \_\_\_\_\_ have changed.
- You cannot just rent space show-up and \_\_\_\_\_ the right buyers find you.
- You MUST use targeted pre and at-show marketing.

➤ **Register for and View *State-of-the Art Exhibit Marketing Webcast* : October 14, 2010 2pm EST**

## 6. Make Sure Your Exhibit Communicates Effectively

- Quickly and visually answer key questions in the mind of attendees:
  - What do you do?
  - Why should I care?
  - Who are you?
- Make it Open & Accessible: Avoid tables across the front of your booth.
- Get visitors to physically interact with your products.
- Avoid stacking giveaways and/or literature on a table

## 7. Staff & Work The Show Properly

- **Put effective staffers in your exhibit**
  - Friendly and engaging
  - Proactive versus \_\_\_\_\_
  - Knowledgeable
  - Asks good questions and listens well
  - Can communicate \_\_\_\_\_ and persuasively
  - Takes good lead information and gains commitment to the next step
- **Power tips for effectively working the show:**
  - Be in your booth and available - the entire show
  - Smile and greet people in the aisle
  - Don't ask "Can I help you?"
  - Know what \_\_\_\_\_ you need to ask
  - Know what makes your products or services unique and saleable
  - Talk about what the visitor wants to talk about
  - Take good \_\_\_\_\_ leads

## 8. Take Quality Leads & Follow-up Effectively

- The quality of a lead is in direct proportion to the clarity of the next step and the visitor's \_\_\_\_\_ to take that step
  - Follow-up fast or in-line with the visitors request
  - Place "here's the information you requested" on all post-show follow-up
  - Vary your follow-up media: email, mail, telephone, in-person, etc.
  - Determine your follow-up plan \_\_\_\_\_ the show
- **Register for and view *From Leads to Sales* webinar on November 3, 2010**

## 9. Measure Results

- Don't just count \_\_\_\_\_ – count \_\_\_\_\_ over time!
- Develop a closed loop lead management system
- Develop a simple and consistent set of performance metrics.
  - (CPL) Cost Per Lead
  - (CPI) Cost Per Interaction
  - Total Number of leads, quality by priority, potential value
  - (ROI) Return On Investment

## 10. Learn from Every Show and Stay Committed

- During the show, make time to walk the floor and \_\_\_\_\_ from other exhibitors.
- After each show do a brief post-show report and identify the top 1 \_\_\_\_\_ learned so you can do even better at your next show.
- It takes time to build a masterpiece. Learn, apply and stay committed and success will come.

## 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 his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 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) 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  
Edge**   
*"exhibiting excellence"*

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