

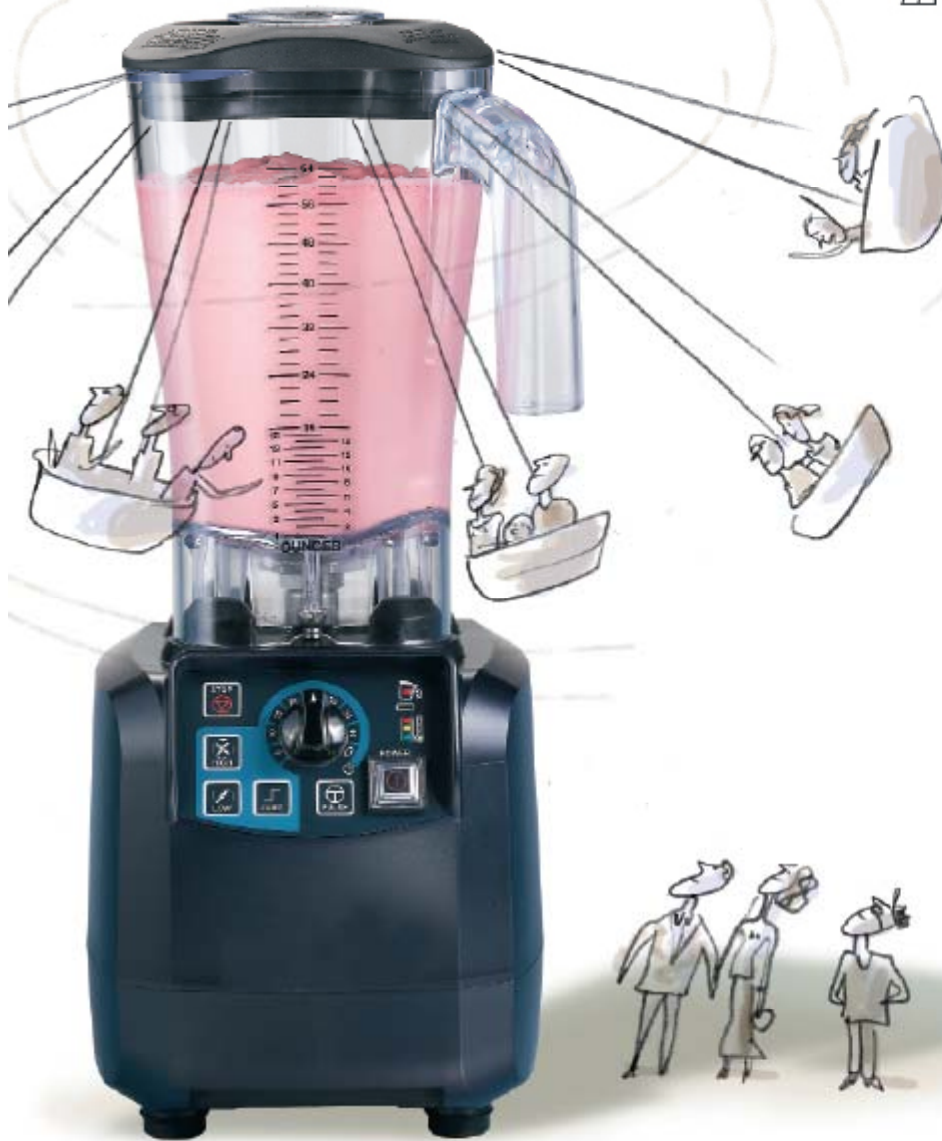
The
NAFEM
Show®

11

February 10–12, 2011

Orange County Convention Center

Orlando, Florida, USA



The NAFEM Show Exhibitor University

New Technology Tools for Exhibitor Success

Webinar Objectives

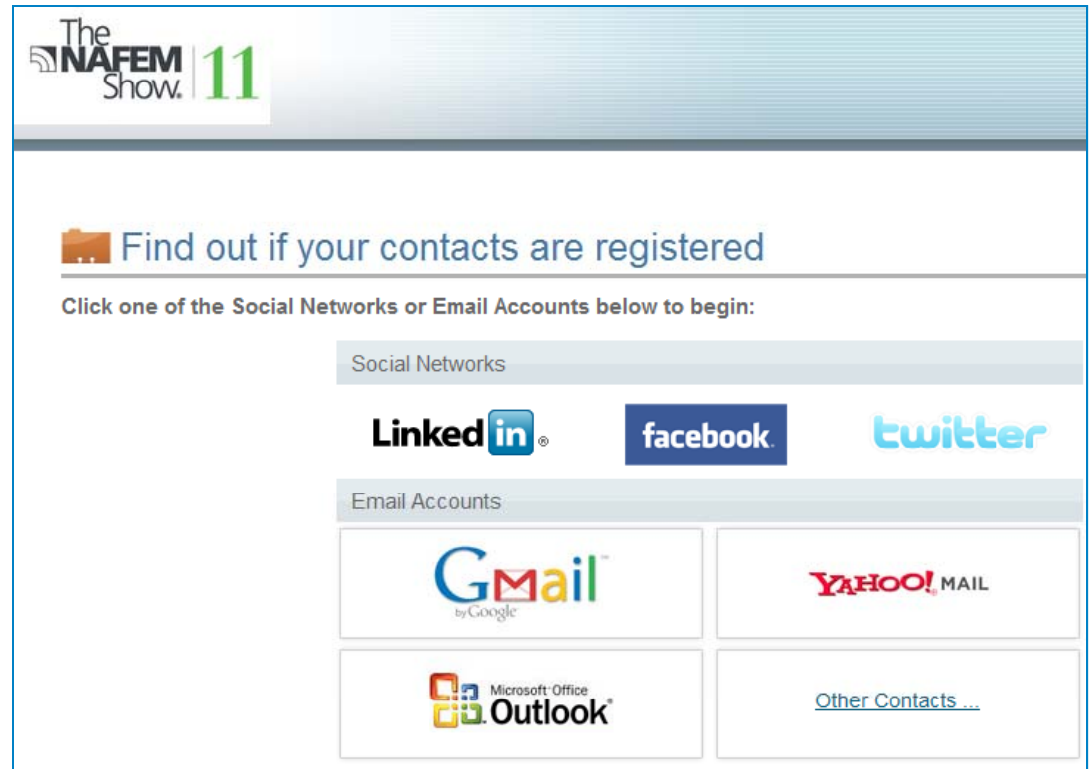
- **Improve your tradeshow marketing and planning process**
- **Introduce online, mobile and on-site tools being used for the first time at The NAFEM Show**
- **Help you**
 - Leverage these technologies to increase your ROI
 - Connect with prospects and potential customers
 - Increase booth traffic by increasing your visibility before and during the show

What We'll Cover

- **Some “House-Keeping” Issues** – Your phones are MUTED, use the CHAT window
- **NAFEM Social** – Increase show booth traffic, plan your meetings and connect with your customers
- **NAFEM Online Pre-Show Planner** – Help attendees find you as they plan their event and share your product details in advance
- **NAFEM Mobile** – Give attendees *mobile* access to your company and product information
- **Onsite Wayfinding** – Help attendees navigate the floor onsite and learn more about your products

NAFEM Social

- See who's attending – identify the people that you know!
- Invite prospects, customers and colleagues not yet registered
- Schedule appointments



The NAFEM Show 11

Find out if your contacts are registered

Click one of the Social Networks or Email Accounts below to begin:

Social Networks

LinkedIn® facebook twitter

Email Accounts

Gmail™ by Google

YAHOO! MAIL

Microsoft Office Outlook™

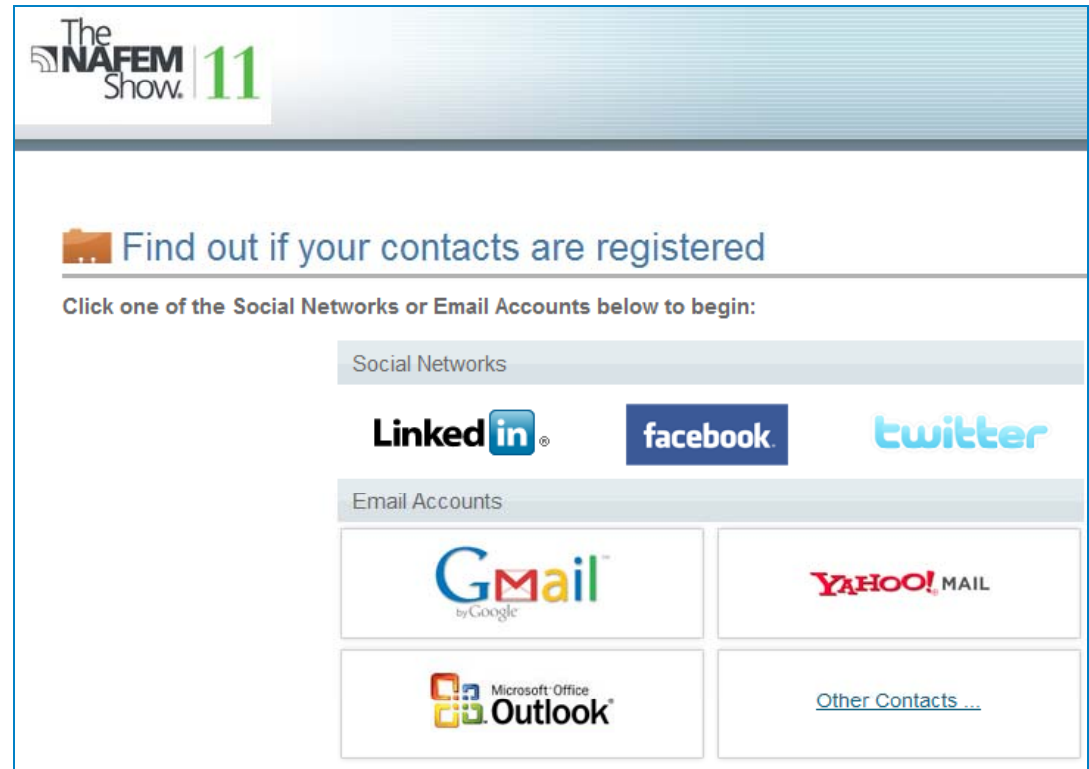
[Other Contacts...](#)

NAFEM Social

- Getting Started
- Visit The NAFEM Show Web Site



- Invite your customers and prospects before January 8 for discounted registration

A screenshot of the website for "The NAFEM Show 11". The header features the logo "The NAFEM Show 11". Below the header, there is a section titled "Find out if your contacts are registered" with a folder icon. Underneath, it says "Click one of the Social Networks or Email Accounts below to begin:". There are two main sections: "Social Networks" and "Email Accounts". The "Social Networks" section includes buttons for "LinkedIn", "facebook", and "twitter". The "Email Accounts" section includes buttons for "Gmail by Google", "YAHOO! MAIL", "Microsoft Office Outlook", and a link for "Other Contacts...".

Online Pre-Show Planner

- Enables attendees to create a Pre-Show Plan
- Helps attendees find you
- Helps attendees find your company information and products
- Upload your documents by December 31

The screenshot displays the 'The NAFEM Show 11 PRE-SHOW PLANNER' website. At the top, it features a navigation bar with links for Home, Schedule, Exhibitors, WHAT'S HOT! WHAT'S COOL!®, MyPlan, Maps, and TheNAFEMShow.org. A user is logged in as 'david' with a LOGOUT button. The main content area is divided into several sections:

- General Information** and **Tweets** buttons.
- How to use the PRE-SHOW PLANNER** section, which includes the text: "Here are some ways to use the planner to to increase productivity of your show" and links for "Build your plan ...More", "customized maps ...More", and "Electronic Documents ...More".
- Interactive Maps** section: "Find exhibitors and sessions on interactive maps" with a grid of numbered boxes (311, 410, 411, 511, 610, 307, 404, 407, 505, 604, 60).
- Save Trees! Go Green** section: "On-Site Wayfinders" with text: "There will be eight large touch screens in the facility for NAFEM exhibitor and session searches".
- Mobile Wayfinder** section: "Access the complete Wayfinder show guide from your mobile at: m.myvvt.com/NAFEM/ including Facility details." with a "Get the free" button.

The background of the website features an aerial view of the Orange County Convention Center with various buildings and drives labeled, including Exhibit Drive, International Drive, Peabody Hotel, West Building, Chapin Theater Valencia, Westwood Lobby, Convention Way, Rosen Centre, Hilton Orlando, and Bearcrossway. A callout box points to "The NAFEM Show Exhibit Halls NA, SA, SB".



Online Pre-Show Planner



- Getting Started
- Add your eDoc
- Attendees create their personal plan

Home Schedule Exhibitors WHAT'S HOT! WHAT'S COOL! **Maps** MyPlan

The NAFEM Show 11
Prepared for: david
February 10-12, 2011
Orange County
Convention Center,
Orlando
Exhibits - INTERACTIVE FLOOR PLAN

Campus View Section View Map Thumbnail

North/South Building West Building

North/South Building

Drag red rectangle above to adjust detailed Map View below.

The NAFEM Show

The NAFEM Show 11 PRE-SHOW PLANNER

Welcome : david [LOGOUT](#)

Home Schedule Exhibitors **WHAT'S HOT! WHAT'S COOL!®** MyPlan Maps TheNAFEMShow.org

Search for Exhibitors

By Name

By Booth Number

By Category

Refine Your Search!

1. Press Control + F
2. Type in desired keyword
3. All occurrences will be highlighted
2. Hit Next to go to next selection

NAFEM

ADDRESS: 161 N Clark St Ste 2020
Chicago, IL 60601-3331

PHONENUMBER: (312) 821-0201

EMAIL: info@nafem.org

WEBSITE: www.nafem.org

BOOTH: 1843

CATEGORIES:

Add Notes

Save

Add to MyPlan Request eDocs

Map It Print

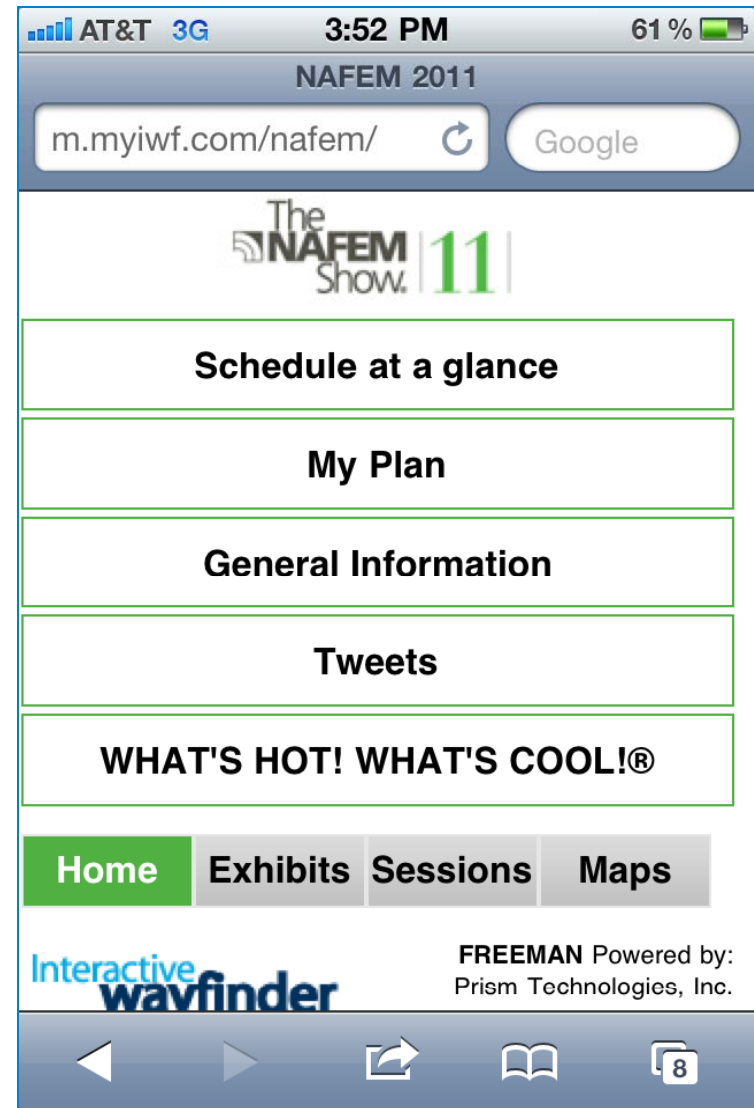
1643 1843 2048 2046 2143

The NAFEM Show 11



NAFEM Mobile

- Attendees can find you on any mobile device
 - Blackberry, Droid, iPhone, iPad, etc.
- Access their plan
- Take notes
- Acquire and request information about your company and products





NAFEM Mobile

Learn More About What's Going On



NAFEM Mobile



[Enlarge](#)



AT&T 3G 3:56 PM 60%

Exhibitor Details

m.myiwf.com/nafem/... Google

Home Back

The NAFEM Show. 11

Exhibitor Details

NAFEM

ADDRESS: 161 N Clark St Ste 2020,
Chicago, IL

PHONE: [\(312\) 821-0201](tel:(312)821-0201)

WEBSITE: www.nafem.org

BOOTH: **1843**

Add to MyPlan

Request eDocs

NAFEM Mobile Find Exhibitors

AT&T 3G 3:56 PM 60%

Save

1643		1843	
		2046	2143

North-South Hall Level 1

Home Exhibits Sessions Maps

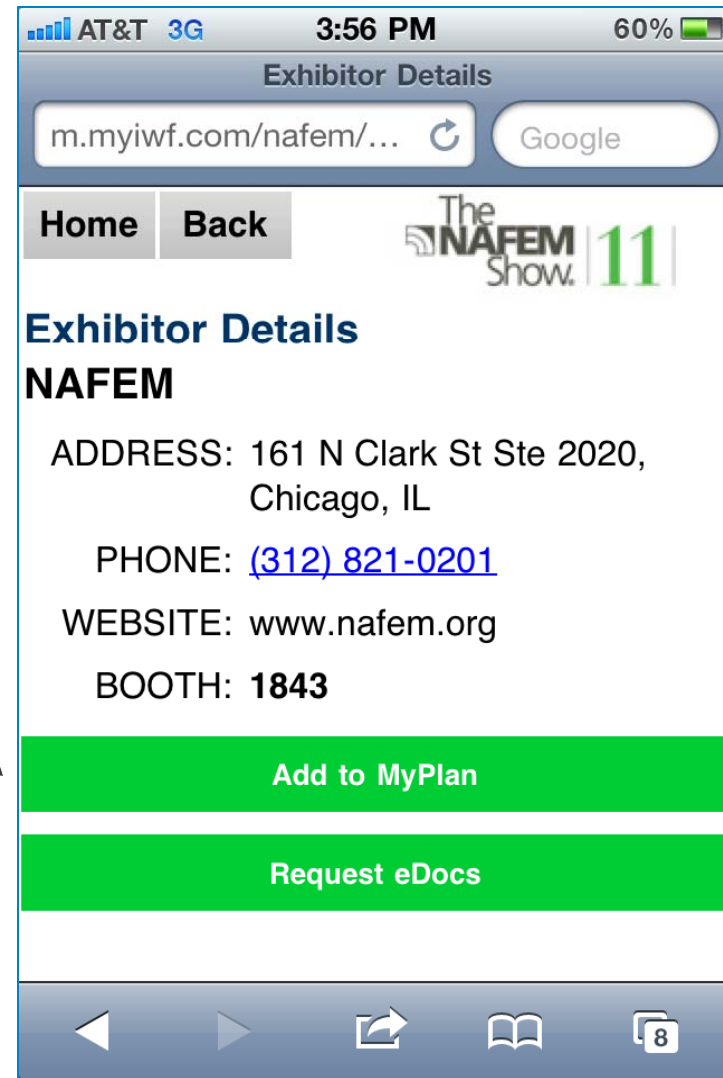
Interactive FREEMAN Powered by:



NAFEM Mobile

Build a Plan

Each attendee can build their own plan and access it from their mobile phone, wayfinder and online



NAFEM Mobile

- Getting Started
- m.TheNAFEMShow.org



On-Site Wayfinders

- Touch screen monitors that help attendees navigate the show
- Attendees can find
 - Exhibitors
 - Products
 - Show Schedule
 - Education



Take Away

- **NAFEM Social**

- Invite your customers and prospects before January 8 for discounted registration
- Visit regularly to send invitations and setup appointments



- **Online Pre-Show Planner**

- Upload your eDoc by December 31 to take advantage of pre-show attendee marketing



- **NAFEM Mobile**

- Bookmark m.TheNAFEMShow.org on your mobile device now



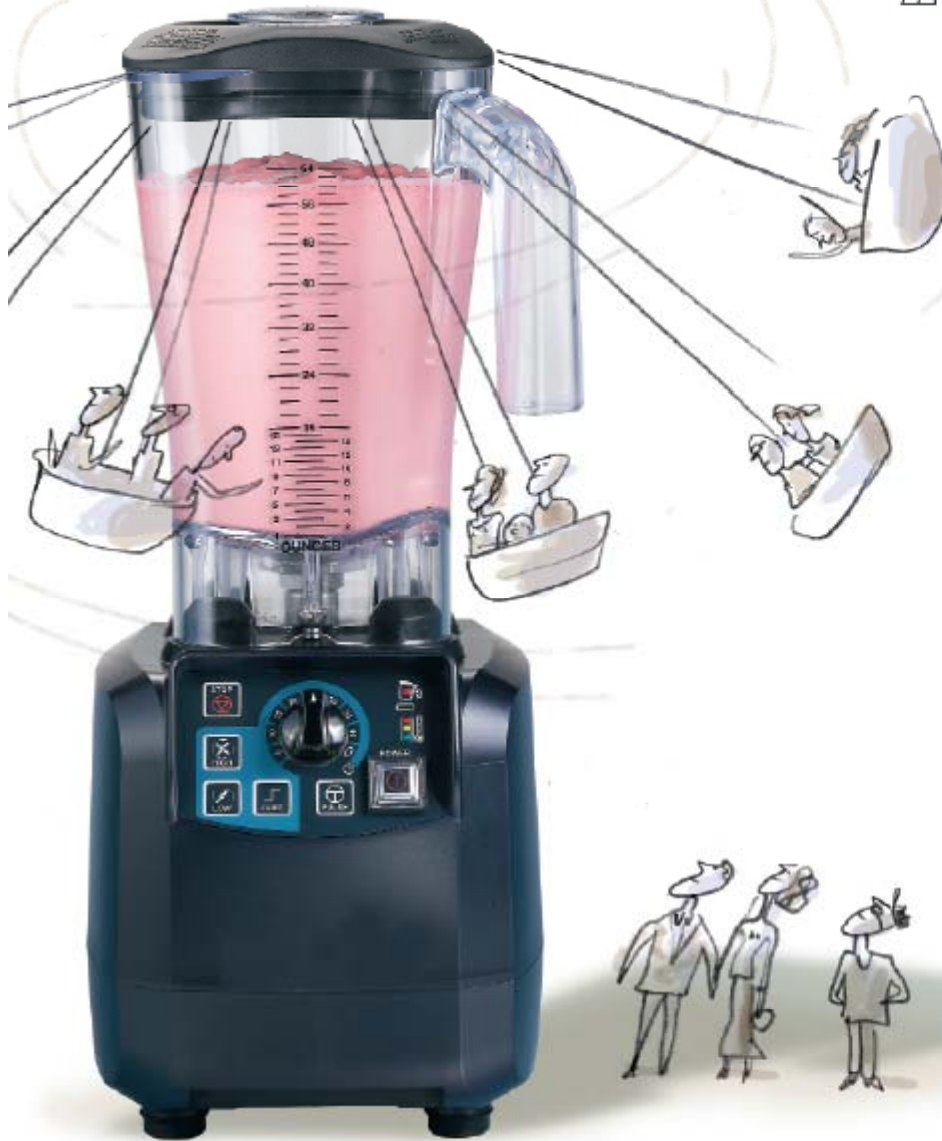
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Thank You

Questions?

Contact us at:

Phone +1.312.245.1054

Email thefemshow@nafem.org