



Present

High-Impact Pre-Show Planning & Marketing

**How to Set, Plan & Achieve Goals and
Attract Enough of the Right Buyers
to Your PennWell Event Exhibit**

Participant Learning Objectives:
By the end of this webcast, you will...

1. Learn how to use an Exhibiting by Objectives planning process to improve performance and results.
2. Learn about changes in tradeshow attendee behaviors and why you must market your exhibit to succeed.
3. Learn an 8 step exhibit marketing planning process to attract enough of the right people to your exhibit.
4. Overview exhibitor marketing opportunities and see examples of how to create an integrated pre/at/post show marketing campaign.



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
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**

Exhibiting is one of your most effective sales, marketing, and customer relationship management opportunities...

_____!

It's All About Face-to-Face Contact

- ▶ Results come from how well
- ▶ you put your company identity, staff, products and services
- ▶ face-to-face with the right people
- ▶ to exchange information
- ▶ that leads to a commitment to action on the part of the visitor.

Approach Your Exhibit Program as an Investment

- A marketing, sales and CRM investment.
- You should expect and _____ for a return on investment.
- Goal: \$___ to \$___ back for every \$1 invested
 - in value and/or revenue
 - in a _____ manner
 - over time

Moving From Logistics to Strategy

1. _____% of pre-show time spent on logistics.
2. Logistics only ensure you _____.
3. Spend more time on *strategic* issues.
4. To generate real value and profitability, focus on *Critical Exhibiting Success Factors*.

Critical Exhibiting Success Factors

1. **OUTCOMES:** Set goals that support your company sales and marketing objectives and take advantage of the opportunities shows present.
2. **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **EXPERIENCE:** Deliver a quality visitor experience that secures a **commitment** to a next action step with qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action, ideally purchasing, and measure and report results.

(EBO) Exhibiting By Objectives Planning for Results

1. Identify departments and stakeholders and get them thinking about what goals they can support and or accomplish through the show.

▶ *Ask good questions*

2. Identify the top 3 _____ for exhibiting by company and/or department:

1. _____
2. _____
3. _____

Top Reasons Companies Exhibit:

Lead Generation	Competitive Research	Recruiting
Sales (at/post)	Introduce New Products	Network
Hold Meetings	Thought Leadership	Educate
Create/Maintain/Expand Visibility	Demonstrate Products	Branding
Influence Opinions	Shorten Sales Cycle	
Test Market Products	Customer Support	
Distribution Support	Media/Public Relations	
Relationship Management	Access “no-see” Buyers	

3. Convert reasons to SMART goals:

S _____

M _____

A _____

R _____

T _____

Example:

4. Create Written Action Plans:

- Every goal needs a planner and a plan.

Six Elements of a Written Action Plan:

- Statement of the goal: What exactly is the desired outcome?
- Strategy: In a broad brush strokes, how will we achieve this outcome?
- Tactics: What specific actions will we need to take?
- Budget: How many staff hours and dollars will be allocated?
- Responsibility: Who will do what?
- Timeline: What is the start and target completion date for each action?

5. Schedule, Communicate, Execute, and Measure Activity and Results.

Tradeshow Attendee Behaviors Have 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 _____% 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 success.
3. Motivate your booth staff.
4. Out-market your competition.
5. Align 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 Exhibiting Goals.
2. Identify Target Visitors.
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 Marketing, Sales and Exhibiting Goals

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

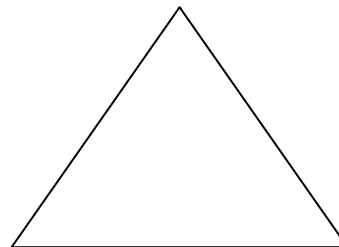
Step 2. Identify Ideal Booth Visitors

- Who do you want to interact with?
 1. Type of facility/organization
 2. Size
 3. Job Function/Title
 4. Geography
 5. Other?

- What situations would prompt your ideal visitor to think about what you offer?

The C/P/S Triangle

1. _____
2. _____
3. _____



Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	18	_____
– Booth Staff on Duty	<u>x 4</u>	x _____
– Total Staff Hours	72	_____
– Interactions/Hour/Staffer	<u>x 4</u>	x _____
– Exhibit Interaction Capacity	288	_____

Step 4. Budget Enough for Exhibit Attraction

	<u>Example</u>	<u>Participant</u>
Total Show Investment	\$250,000	\$ _____
% for *Exhibit Attraction	<u>x .15</u>	x _____
Exhibit Attraction Budget	\$ 37,500	\$ _____

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

*** Does not include sponsorship and year round advertising or marketing.**

Step 5. Build Ideal Booth Visitor Lists

- Best Tradeshow List Sources:
 1. Pre-registered attendee lists
 2. Post-show attendee lists
 3. Company database
 4. Previous show booth visitor lists
 5. Recent inquiries
 6. Distribution channel partner lists
 7. Trade publication lists

- **Success Tip:** Try to make your list at least ____ - ____ times your Exhibit Interaction Capacity.

Step 6. Analyze & Select Marketing Media

Five Key Considerations for Media Selection

1. Goals
2. Budget
3. Capability to effectively execute the media
4. Timing
5. What your audience pays attention to and will likely respond to

Four “C’s” to Exhibit 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. How
4. **Creative** Frequency: Land *at least* ____ direct hits leading up to show time.

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
 - * Social Media, Internet, Email, Phone, Voice Broadcast, Fax
4. Direct Mail
 - * Letters, Invitations, Postcards, Brochures
5. Personal Contact
 - * Rep Visits, Telephone Calls

Integrate Latest Marketing Media Options:

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Audio/Video Email Links
4. Voice Broadcast
5. Micro-sites with Survey & Appointment Enablers
6. Social Media: Linked-in, Facebook, Twitter, YouTube
7. Blogs
8. QR Codes

Integrate Web Tools



1. Announce show participation on Twitter and Facebook.
2. Mention celebrities, presentations, giveaways you're offering.
3. Create and upload show teaser videos to YouTube.
4. Start or add to discussion groups on Linked-In, mention a visit to your exhibit to continue the conversation.
5. Tweet about events happening in your booth before/during show.
6. Leverage and use PennWell social media programs.
7. Use a flip-camera to capture video of demos and events happening in your booth and customer interviews.
8. In addition to promotional posts and tweets about show participation, be sure to provide valuable information to followers – i.e. snippets of research reports, whitepaper, case studies, etc.

Evaluate PennWell Exhibitor Marketing Opportunities

- **Print:** Trade Publications & On-site Show Guides
- **Web:** Basic & Enhanced Listings, Banner Ads
- **Mail:** Attendee Lists
- **On-site Sponsorships:** Aisle Signs, Bags, Events, Badge Holders, Banners, Giveaways, Column Wraps, Cyber Café, Coffee Breaks, Floor Plan, Literature Distribution, Re-Charge Stations, Video Wall, Water Bottles, Window Clings and more!

**For availability, please contact the
PennWell account executive for your specific show.**

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 booth
- **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- **Media:**
 - Promote Show Participation on Company Website
 - Execute C/P/S Strategy with Sales Team
 - Rent Pre-Reg Attendee List– Sort- Mail Postcard
 - Create and Post Teaser Videos on YouTube
 - Participate in Show Social Media Programs
 - Do Email Blast through PennWell
 - Upgrade Direct Event Connect Listing
 - Banner Ad on Show Website

Sample Exhibit Marketing Campaign: *Large Exhibitor*

- **Booth Size:** 40 x 30 island booth
- **Goals:** Branding, Lead Generation, Thought Leadership, Customer Relationship/Management
- **Media:**
 - Promote Show Participation on Company Website
 - Execute C/P/S Strategy with Sales Team
 - Rent Pre-Reg Attendee List - Mail High-Concept Promotion
 - Create and Post Educational Videos on YouTube
 - Participate in Show Social Media Programs
 - Do Email Blast through PennWell
 - Upgrade Direct Event Connect Listing
 - Banner Ad on Show Website
 - Large Ads promoting show participation in Industry Magazines beginning 3 months before show
 - Large Print Ad in On-site Show Guide
 - Sponsor At-show Educational Event

Step 8. Measure Exhibit Marketing Results

1. What media did you use?
2. When?
3. How many were sent or number of impressions?
4. What was the response rate to “traceable” media?
5. What was the cost of each media?
6. What did we learn and what will we use for our next show?

What with the three most important ideas you learned in this webcast?

- 1.
- 2.
- 3.

What specifically will you do to better market your Pennwell Event participation?