



Present

New Exhibitor Web-Briefing

Your Step-by-Step Guide to Succeeding at ATS17

Participant Learning Objectives *This briefing will...*

1. Provide new exhibiting companies and contacts with important information about ATS International Conference, its attendees, and the ins and outs of exhibiting.
2. Inform about resources and support available from ATS.
3. Overview the New Exhibitor On-Boarding program.
4. Present 11 big mistakes new exhibitors should avoid.

Exhibitor Support Team At Your Service

Exhibit Operations and Sponsorship

- Stacy McManus, CEM
Director, Corporate Alliances & Exhibit Operations
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- Shannon Payne, CEM
Assistant Manager, Corporate Alliances & Exhibition Operations
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Exhibit Sales

- Steven Strom
Exhibit Sales Associate
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The Average Exhibitor...

- Spends 95% of pre-show time on show _____.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn't guarantee that you will get anything from the big investment of time and money.

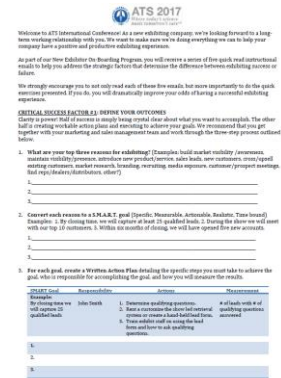
Critical Exhibiting Success Factors

1. **OUTCOMES:** Use Exhibiting by Objectives to support marketing, sales and CRM objectives and take advantage of the many opportunities ATS International Conference presents.
2. **SELECTIVE ATTRACTION:** Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.
4. **LEAD MANAGEMENT:** Follow-up leads to convert visitor commitments to action, ideally purchasing.
5. **MEASUREMENT & LEARNING:** Measure, report results, and learn from each show.

New Exhibitor On-Boarding Program

- Five timed instructional emails guiding you through the strategic factors that determine the difference between exhibiting success or failure.

1. 2/1/17 - Define Your Outcomes
2. 2/13/17 - Attract Your Ideal Visitor
3. 3/13/17 - Manage Your Visitors Experience
4. 4/10/17 - Manage Your Leads
5. 4/24/17 - Measure Your Performance and Results



➤ **Watch your email on these dates & DO the exercises!**

➤ **All five strategic exercises are also available on the Exhibitor Success & ROI Center:**
<http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php>

- Planning tools and educational content available on the Exhibitor Success & ROI web pages:

- Exhibiting Cost Control Tool
- 16 Week Tradeshow Planning Tool
- Exhibiting & Financial Performance Metrics Tool
- Live and Re-playable Webinars on:
 - ✓ If Exhibiting ROI is the Name of the Game... Lead Management is the Playbook
 - ✓ Increasing Brand Visibility & Driving Qualified Booth Traffic
 - ✓ Meeting Attendees Learning & Shopping Needs Through In-Booth Demonstrations and Presentations
 - ✓ How to Prepare Your Booth Staff for Peak Performance



- Ask the Tradeshow Experts Email Q&A

- Located on the Exhibitor Success and ROI Center web page - submit your question by email and Jefferson Davis or one of his team of experts will respond within 48 hours.



New Exhibitor On-Boarding Program

- At-Show E3 Exhibit Effectiveness Evaluation
 - During open exhibit hours, a tradeshow expert will visit your exhibit and score the overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product/Service Presentation, and 3) Exhibit Staff
 - Shortly after the show you'll receive a report with overall area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.



About ATS International Conference

- ATS International Conference is the preeminent conference on pulmonary, critical care, and sleep medicine in the US.
- 200+ exhibiting companies
- 13,700+ total attendance in 2016
- 6,300+ were international attendees representing 100 other countries

Who Attends ATS International Conference?

Attendee demographic data available:

- ATS 2016 Event Audit

<http://conference.thoracic.org/exhibitors/resources/2017/EXHIBITORS-2016Audit.pdf>

- Exhibitor Prospectus

<http://conference.thoracic.org/exhibitors/resources/2017/EXHIBITORS-ATS2017-prospectus-final.pdf>

ATTENDEES BY SPECIALTY <i>(attendees could select more than one response)</i>			
Education	Total attndns	% of total	
Administration/Management	940	6.9	* Oncology 314 2.3
Advocacy	86	0.6	* Palliative Care 136 1.0
Allergy/Immunology	1,267	9.2	* Pathology 184 1.3
Anesthesiology	150	1.1	* Pediatrics 665 4.8
Assistant Professor	558	4.1	* Pharmacology 462 3.4
Associate Professor	451	3.3	* Pharmacy 195 1.4
Basic Microbiology	119	0.9	* Physical Therapy 114 0.8
Behavioral Science	113	0.8	* Physician Assistant 34 0.2
Biochemistry	369	2.7	* Physiology, Cellular 298 2.2
Biomedical Engineering	252	1.8	* Physiology, Integrative/ 367 2.7
Biophysics	123	0.9	* Organ System 305 2.2
Biostatistics	237	1.7	* Post-Doctoral 72 0.5
Cardiology (Adult)	433	3.2	* Preventive Medicine 72 0.5
Cardiology (Pediatric)	101	0.7	* Psychiatry 24 0.2
Cardiology (Other)	94	0.7	* Psychology 42 0.3
Cell & Molecular Biology	1,067	7.8	* Public Health 411 3.0
Clinical Microbiology	106	0.8	* Pulmonary (Adult) 5,889 42.9
Clinical Research	169	1.2	* Pulmonary 874 6.4
Coordinator	3,129	22.8	* (Interventional) 1,207 8.8
Critical Care (Adult)	173	1.3	* Pulmonary (Pediatric) 193 1.4
Critical Care (Pediatric)	144	1.1	* Quality Improvement 128 0.9
Critical Care (Other)	50	0.4	* Radiology 207 1.5
Dentistry	754	5.5	* Rehabilitation 1,759 12.8
Education/Teaching	132	1.0	* Research (Basic Science) 1,670 12.2
Emergency Medicine	225	1.6	* Research (Clinical) 549 4.0
Environmental Medicine	401	2.9	* Research 268 2.1
Epidemiology	251	1.8	* (Epidemiology) 790 5.8
Family Medicine	503	3.7	* Resident 32 0.2
Fellow	602	4.4	* Respiratory Therapy 1,071 7.8
Full Professor	308	2.2	* Retired 40 0.3
Genetics	78	0.6	* Sleep Medicine 259 1.9
Geriatrics	160	1.2	* Social Sciences 135 1.0
Health Policy	54	0.4	* Student (Non-Physician) 108 0.8
Health Regulation	220	1.6	* Student (Physician) 47 0.3
Hospitalist Practice	850	6.2	* Surgery, Thoracic 59 0.4
Immunology	558	4.1	* Surgery, Other 35 0.3
Infectious Disease	120	0.9	* Technician/Technical 59 0.4
Informatics/Info.	1,263	9.2	* Support 35 0.3
Systems	28	0.2	* Veterinary Medicine 355 2.6
Internal Medicine	17	0.1	* Other 13,406 97.8
Journalism	242	1.8	* Total Conference and Exhibit Only Attendees Identified by Major Areas 308 2.2
Law	129	0.9	* Total Conference and Exhibit Only Attendees Not Identified by Major Areas 13,712 100.0
Marketing or Commercial	104	0.8	
Neonatology	49	1.1	
Neuroscience	134	1.0	
Neurology			
Occupational Medicine			

What Do Attendees Want?

- To see _____ products and developments.
- Focused, relevant, and informative _____ communications to help them plan their visit and experience.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the practice/clinical setting demonstrating quality and performance.

How Do Attendees Behave?

- Tend to plan ahead, set agendas and visit booths with products/services that support their current and future interests and needs
- Look forward to _____ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.

Attendee Behaviors Have Changed

1. Registering closer to the show.
2. Spending fewer number of days at shows.
3. Looking for more content and _____ information.
4. Pre-planning visit: _____ arrive with an agenda.
5. Visits ____-____ exhibits on average. (North America B2B average)
6. 50% of exhibit stops are pre-planned.

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

- In spite of all this, less than 20% of exhibitors execute a well-conceived pre-show marketing plan!

View the “Increasing Brand Visibility & Driving Qualified Booth Traffic: How to Effectively Use Integrated Marketing to Brand and Attract Enough of the Right Attendees to Your ATS Exhibit” webinar replay located on the Exhibitor Success and ROI Center web page.

FREE Exhibitor Marketing Opportunities

1. Listing in the Final Program
2. Company description and product category listing on:
 - ATS Online Exhibitor Directory located on the conference website
 - Printed ATS Exhibit Guide given to all attendees at registration
 - ATS conference mobile app
 - Exhibitor name and booth number listed on large floorplans at the entrances to the Exhibit Hall
3. ePreview and Print Preview - contains articles on the exhibit hall and exhibitor editorial articles created from information submitted by exhibitors
4. Use ATS social media:
 - Facebook: <https://www.facebook.com/americanthoracic>
 - Twitter: <https://twitter.com/atscommunity>
 - LinkedIn: https://www.linkedin.com/company/american-thoracic-society_2
 - Visit <http://conference.thoracic.org/exhibitors/tools/> to view all ATS social media links

For questions or help, please contact:
Stacy McManus
212-315-8699 smcmanus@thoracic.org

Stacy's Suggestions for First-Time Exhibitors

1. Use the **Exhibitor Tools** web page to access show services and other important information:
<http://conference.thoracic.org/exhibitors/tools/>
2. Use **Pre-Show Marketing** - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
3. Do the 5 **Strategic Planning Exercises** emailed to you and download the tools.
4. Pay careful attention to **deadline checklists** – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
5. Use the free online exhibitor **educational resources**:
<http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php>
6. Keep your **contact information** current.
7. Order **Lead Retrieval** for capturing leads on-site.
8. **Call** ATS International Conference staff with ANY questions.
9. Review your E3 report carefully after the show.

11 BIG Mistakes to Avoid

1. Failure to read the Exhibitor Services Manual.
2. Unrealistic _____.
3. Failure to set exhibiting goals.
4. Failure to pre-market their exhibit.
5. _____ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper _____ behaviors.
8. Taking booth down before the show closes.
9. Poor lead follow-up.
10. Only exhibiting when the show is near you.
11. Lack of time perspective in evaluating show results.

Learn from Every Show and Stay Committed

- Make time to walk the exhibit hall and _____ successful exhibitors.
- Attend educational sessions and social/networking events.
- Do a post-show report and identify _____ learned so you can do even better at your next show.
- Be patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

Get Ready for a Positive & Profitable Exhibiting Experience!

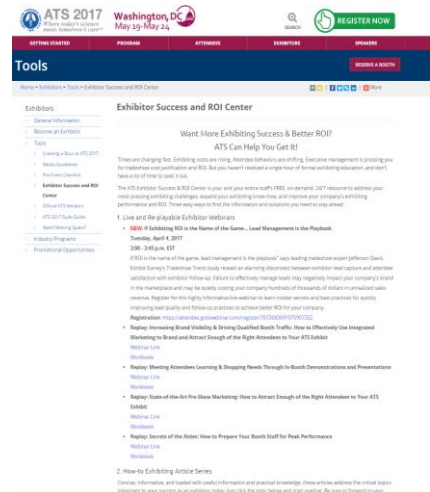
- ATS International Conference is one of your most effective marketing and sales media, when done properly.
- ATS gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of the knowledge resources on the Exhibitor Success and ROI Center and New Exhibitor On-Boarding Program.
 - <http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php>

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

ATS Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center:
 - New and re-playable webinars
 - “How-to” exhibiting article series
 - Downloadable tools
 - Ask the tradeshow expert email Q&A
- New Exhibitor On-Boarding
- Access at:
 - <http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php>



About the Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow appearances from *"expensive appearances"* to *"productive, profitable investments."*

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

No other tradeshow consulting or training firm can speak to results like this.

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355