



*Present*

# Building Brand Awareness & Driving Qualified Booth Traffic

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**How to Effectively Use Integrated Marketing  
to Brand and Attract Enough of the Right Attendees  
To Your ATS Exhibit**

**Participant Learning Objectives:**

*By the end of this webinar,  
we will...*

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective exhibit marketing planning process.
3. Overview ATS exhibitor marketing resources available.
4. Review an example of an integrated exhibit marketing campaign in action.

## What Really Drives Business Growth?

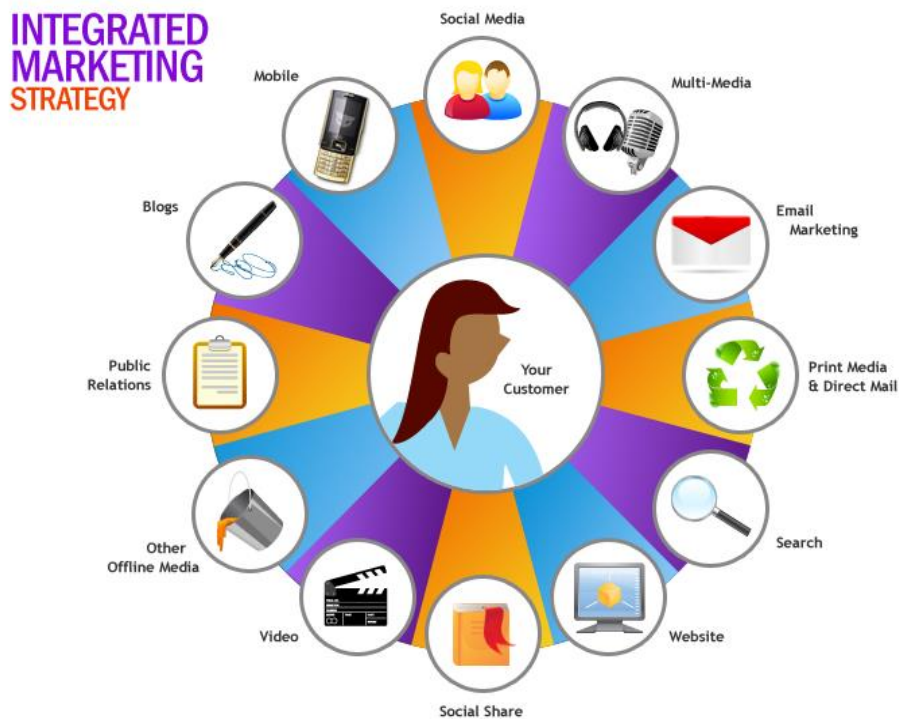
Peter Drucker said...

1. M\_\_\_\_\_
  2. Innovation
- *Everything else is an expense!*

## What is the Key to Marketing Success?

Jim Rohn said...

1. Have Something GOOD to Say
  2. Say it WELL
  3. Say it OFTEN
- And I will add...*
4. Say it through \_\_\_\_\_ Media



### **3 Primary Reasons Healthcare Professionals Attend Medical Meetings**

1. \_\_\_\_\_/Continuing Education/Accrediting
2. **Networking**/Interacting with Colleagues/Suppliers
3. **Sourcing**/Purchasing/Revalidating

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

1. Registering closer to the show.
  2. Spending fewer number of days at shows.
  3. Looking for more content and useable information.
  4. Preplanning visit: \_\_\_\_\_% *arrive with an agenda.*
  5. Visits 26-31 exhibits on average.
  6. 50% of exhibit stops are \_\_\_\_\_.
- *In spite of all this, less than \_\_\_\_\_% of exhibitors execute a well-conceived pre-show marketing plan!*

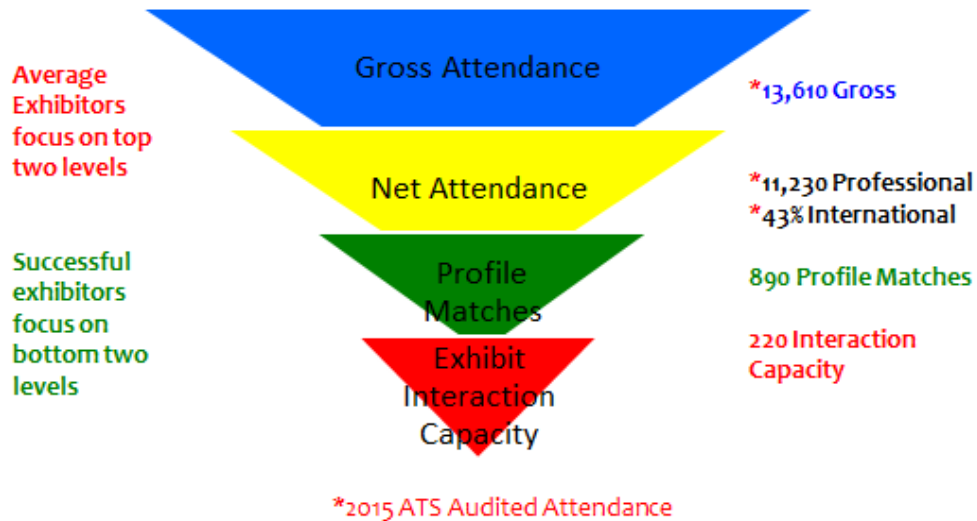
Sources: CEIR/Exhibit Surveys/Event Marketing Institute

### **Understanding and Aligning Your Exhibiting Program with the Dominant Personality of an Event**



## Principle of Selective Exhibit Attraction

### Principle of *Selective Exhibit Attraction*



## Step 2. Create Ideal Visitor Profile

- Who do you want to interact with?
  - Topics of Interest
  - Specialty or Sub
  - Work Setting
  - Job Title/Function
  - Geography
  - Other?
- ACTION: Identify what specific types of attendees you want to see.

WORKSETTING (BUSINESS TYPE)		
Business Type	Attnd #	Type %
Academic Institution, Private	2,243	20.5
Academic Institution, Public	3,055	27.9
Community Health Center	59	0.5
Government, Federal	315	2.9
Government, International	39	0.4
Government, Local	45	0.4
Government, State	251	2.3
Government, Other	46	0.4
Health Maintenance Organization	53	0.5
Industry/Device	251	2.3
Industry/Pharma	1,258	11.5
Industry/Research	629	5.7
Hospital, Community	1,283	11.7
Hospital, University	3,391	31.0
Hospital, Other	823	7.5
Military	36	0.3
Practice, Group	398	3.6
Practice, Individual	311	2.8
Professional Society (employee)	51	0.5
Veteran Affairs	324	3.0
Other	236	2.2



2015 Official Attendee Audit available online:  
<http://conference.thoracic.org/exhibitors/resources/2015-final-audit.pdf>

## Identify Target Visitors

### Focus on Your C/P/S Triangle



### Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to **build a list** of Customers, Prospects and Suspects.
2. Set a **specific** \_\_\_\_\_ for each name on the list.
3. Contact them \_\_\_\_\_ **times** before the show using various media: email, phone, in person.
4. Try to get a **Confirmed Appointment or Verbal Commitment** to meet during the show.
5. Consider creating a **contest** to reward the person getting the most of their list to the shows.

### Combine Multiple Resources to Build High Value Target Visitor Lists

#### **Best Tradeshow List Sources:**

1. \*Pre-registered attendee list
2. \*Post-conference attendee lists
3. Company database (C/P/S model)
4. Previous show(s) booth visitor lists
5. Recent \_\_\_\_\_
6. Distribution channel partner lists
7. Professional Journal readership lists

**\*Pre-registrant and post-conference attendee mailing list available for a fee.**

**Can be sorted by any demographics in the audited survey.**

**Email can be sent through the registration vendor.**

## Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	22.5	22.5
– Booth Staff on Duty	x <u>2</u> *	x _____
– Total Staff Hours	= 45	= _____
– Interactions/Hour/Staffer	x <u>3-5</u> **	x _____
– <b>Exhibit Interaction Capacity</b>	<b>= 135-225</b>	<b>= _____</b>

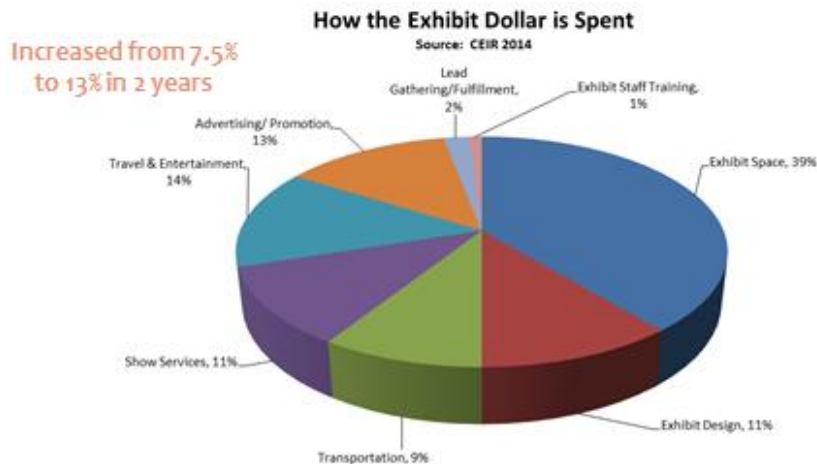
\* 50 sq. feet/staffer

\*\* 3/conservative, 4/moderate, 5/aggressive

➤ **Success Tip:**

- Try to make your list at least \_\_\_\_\_ times your Exhibit Interaction Capacity.

## Budget Enough Promotion Resources



	<b>Example</b>	<b>Participant</b>
Total Show Investment	\$15,000	\$ _____
% for Exhibit Promotion	<u>   .15   </u> at least	x _____
Exhibit Promotion Budget	\$2,250	\$ _____

**When to increase?** Big show, small booth, location concern, importance of show – allocate more!

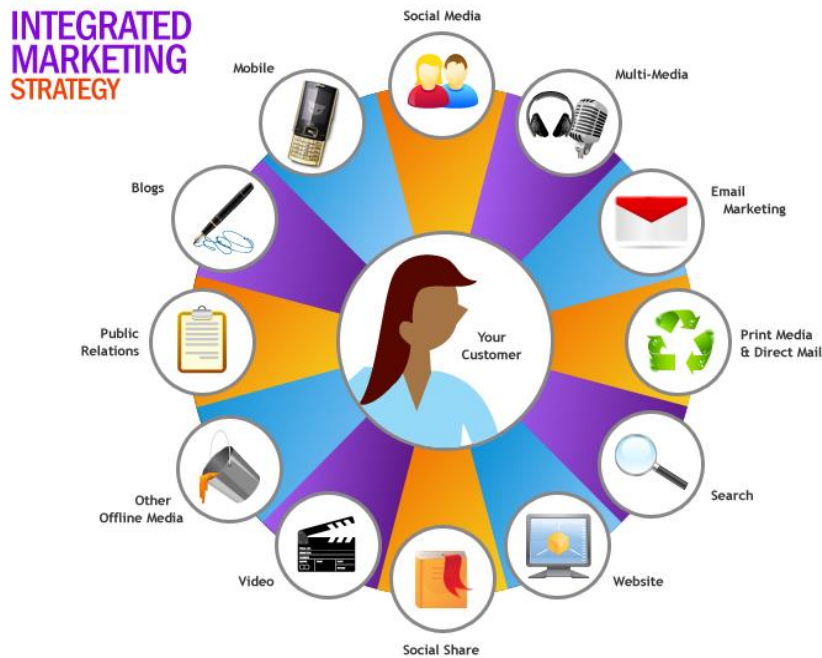
## Craft Compelling Messages that Interrupt and Engage

- \* Job #1: Interrupt Them!
  - \_\_\_\_\_
  - Learn
  - Problematic
  - Familiar
  - Unusual
- \* Communicate **Relevance** and **Importance**
- \* Ask: *What situations would prompt them to think about what you offer?*
  - ...integrate situations into your pre- and at-show marketing!
- \* Position visiting exhibit as the place to \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

## Analyze & Select Marketing Media

### General Marketing Media Options:

1. Print & Display Advertising
  - ✓ Show Specific and Industry Specific Pre and At-Show Media
2. Public Relations
  - ✓ ATS Media Guidelines webpage, Media List, Press Release, Press Kits, Press Room – **no industry media events allowed in or around ATS Conference**
3. Electronic Media
  - ✓ Internet, Websites, Social Media, Email, Mobile Apps
4. Direct Mail
  - ✓ Postcards, Letters, Invitations
5. Personal Contact
  - ✓ Rep Visits, Telephone Calls, Voice Broadcast



### Use a Combination of Low-Cost High-Impact Marketing Media:

- Email
- Telephone
- Mail
- Social Media
- Internet/Website
- Print Advertising
- At-show Advertising

### Email Best Practices:

- Use House and “Opt-In” lists
- Immediate linkage to show
- Subject line is 90% of the effectiveness
- \_\_\_\_\_ character subject line
- 90-120 word body copy
- No attachments
- Only one hyperlink in body copy





## Improving Email Subject Lines:

### WEAK :

- Visit Jones Instrument Company at ATS

### STRONG :

- Put Your Hands on 6 NEW Surgical Instruments – ATS/Booth 240
- Learn 3 Ways to Reduce Trauma of Invasive Procedures – ATS/Booth 240
- See the New Instrument Surgeons are Raving About – ATS/Booth 240 Use House and “Opt-In” lists

## Direct Mail: Be Where the Competition Isn't:

Options: Postcards, Invitations, Letters

Best Practices:

- Immediate linkage to show
- Bigger is better
- Fed-Ex/Priority Mail
- Quick \_\_\_\_\_
- Personalize
- Mailing panel is the front of postcard
- Lumpy
- Multiple mailers



## Example of a Great Tradeshow Mailer

Call out target

Situation

Image  
representing  
message



Key problems

Linkage to  
show

Call to action  
with reward

## Social Media Best Practices:

- Learn what channels audience is paying attention to
- It's about \_\_\_\_\_ – not selling!
- Create event pages for shows you exhibit at
- Look for customer groups and join
- Start conversations; add to conversations
- Showcase knowledge and expertise
- Provide links, pdfs and videos
- Share other's relevant content



## Evaluate Exhibitor Marketing Opportunities

### 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](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](mailto:smcmanus@thoracic.org)

## **PAID Show Advertising Packages**

### First Time Exhibitor Package:

- ATS Exhibit Guide – Products & Services Showcase Ad
- ATS Daily Bulletin – Products & Services Showcase Ad

### Exhibit Traffic Driver Package:

- ATS Exhibit Guide – Highlighted Listing with Logo
- ATS Exhibit Guide – Products & Services Showcase Ad
- ATS Daily Bulletin – Products & Services Showcase Ad

### ATS Discovery Quest:

- Exhibitors purchase a slot on the ATS Discovery Quest game card
- All attendees are given a game card with their registration materials
- Attendees must visit all the participating exhibitors and correctly answer a question relating to their product/service to complete the game card
- Correctly completed game cards are entered into a daily prize drawing provided by ATS

## **PAID Show Advertising & Sponsorship Opportunities**

### **Advertising:**

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>• Pre-or post-conference attendee list rental</li><li>• Quick Start Guide</li><li>• Daily Bulletin</li><li>• Exhibit Guide</li><li>• Final Program</li><li>• e Daily</li><li>• e Preview</li></ul> | <ul style="list-style-type: none"><li>• Mobile App</li><li>• Highlights for Clinicians</li><li>• Non-CME Symposia Locator Map</li><li>• Preview Rare Lung Disease Guide</li><li>• Tech Hub</li><li>• Road Map for Professionals in Transition and Training</li><li>• Article Index Page</li><li>• ATS 2016 Abstracts on DVD-Rom</li></ul> | <ul style="list-style-type: none"><li>• Banner Advertising</li><li>• Graphic Panel Advertising</li><li>• Meter board Advertising</li><li>• Medical Bag Inserts</li><li>• Hotel Door Drop</li><li>• Hotel Door Hanger</li><li>• Upgrade Online Exhibitor Directory/Interactive Floorplan (images, logo, access to attendee leads)</li></ul> |
|--|---|--|

### **Sponsorships:**

1. **Items:** Bar Napkins, Hotel Key Cards, Medical Bag
2. **Special Events:** Art of the Lung, Discovery Quest, Printed Medical Posters, Professional Headshots, Industry Theaters, Practical Workshops, Non-CME Symposia
3. **Show Floor/Convention Center:** Escalator/Floor/Stair Cling, Hotel Cling, Medical Meeting Concierge, Hydration Station, Relax and Recharge Lounges, Aisle Signage, Charging Station, Column Wrap, Energy Pods, Important Events Schedule, Mini-Lounges, Park Benches in Exhibit Hall, Sitting Cubes

For questions or help, please contact:  
Maureen Mauer  
(913) 780-6633 [mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

## **Execute Marketing Campaign**

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

- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$4,100
- ❖ **Show Budget:** \$12,300 to \$20,500 (3-5x floor space)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
  - Execute C/P/S strategy with sales reps
  - Use purchased pre-registered mailing list
    - Custom postcard to C/P/S & pre-registered list
    - Email to C/P/S list with compelling reason to visit - what will they SEE, DO, LEARN, GET
  - Promote show participation in your relevant social media and use ATS's social media channels
  - Place booth promo copy on your company website, email signatures, all outgoing correspondence
  - Low Cost Marketing Opportunities
    - Upgrade Exhibitor Directory Listing – Gold Package – Product Image and access to leads
    - Exhibit Traffic Driver Package
    - ATS Discovery Quest

### **Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor***

- ❖ **Booth Size/Space Cost:** 20 x 40/\$32,800
- ❖ **Show Budget:** \$98,400 to \$164,000 (3-5x floor space)
- ❖ **Goals:** New Product Intro, Brand Visibility, Lead Gen/Sales, Customer Relations
- ❖ **Media:**
  - Most of things the smaller exhibitor does
  - Send press releases. Read Media Guidelines and tips for Creating Media Buzz at <http://conference.thoracic.org/exhibitors/tools/>.
  - Rent Business Suite on Show Floor for Customer meetings
  - Promote New Product through...
    - Upgrade Exhibitor Directory – Platinum Package
    - Meter board Advertising
    - ATS Practical Workshops
    - Insert in Medical Bag

## Pre-Show Marketing Plan Example

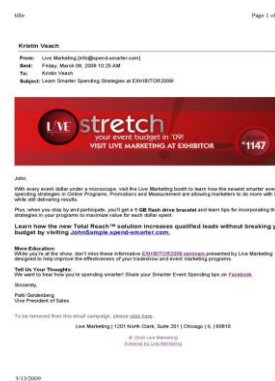
### Pre-Show Print Advertisement



### Personalized Postcard Mailer



## 2 Personalized Pre-show HTML Emails



## Personalized Microsite with Video Host



## **Measure Exhibit Marketing Results**

1. What media did we use?
2. \_\_\_\_\_ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of \_\_\_\_\_ and/or traceable response?
6. What worked?
7. What did we \_\_\_\_\_?
8. What will we use for our next show?

### **What were the three most important ideas you learned in this webinar?**

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

### **What specifically will you do to better promote your participation in the show?**

## **ATS Commitment to Exhibitor Education & Success**

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