



*Present*

# New Exhibitor Web-Briefing

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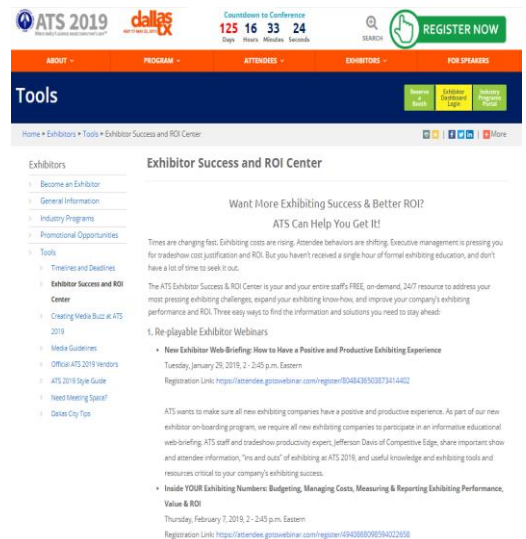
## How to Have a Positive & Productive Exhibiting Experience

### **Participant Learning Objectives** *This briefing will...*

1. Provide new exhibiting companies and contacts with important information about ATS 2019, 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 10 big mistakes new exhibitors should avoid.

## ATS Commitment to Exhibitor Education & Success

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



## Exhibitor Support Team At Your Service

### Exhibit Operations and Sponsorship

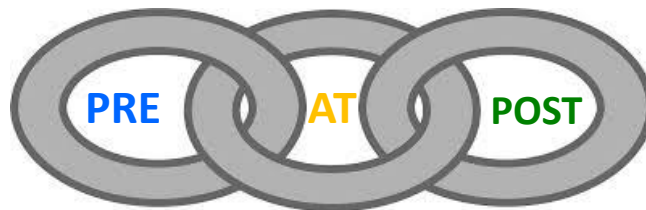
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## ***An Effective Exhibit Program Should...***



## **You Must Take Decisive Strategic Action in Three Timeframes**

- Not just \_\_\_\_\_ days!
- At least \_\_\_\_\_ months!



## **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.

## **To Generate Value & ROI Focus on 5 Critical Exhibiting Success Factors**

1. **OUTCOMES:** Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM objectives and take advantage of opportunities ATS 2019 presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, use targeted pre & at-show marketing to attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience that secures a commitment to a next action with qualified visitors.
4. **LEAD MANAGEMENT:** Identify what criteria you need to qualify, develop a questions process and tool your staff uses to capture leads, then follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

## How to Calculate Your \*Potential Tradeshow Sales Opportunity

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	15	_____
• Average # booth staff **	x 2	_____
• Interactions/hr/staffer ***	x 3	_____
➤ <b>Exhibit Interaction Capacity</b>	<b>90</b>	_____
• Target % convert to a LEAD	25%	_____
• Number of LEADS	23	_____
• Target % convert to a SALES ORDER	20%	_____
• Number of SALES ORDERS	5	_____
• Average sale amount	x \$15,000	\$ _____
➤ <b>POTENTIAL SALES OPPORTUNITY</b>	<b>\$75,000*</b>	\$ _____

**\*Please note:** This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

\*\* Rule of thumb: 50 sq. feet per staffer

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

## New Exhibitor On-Boarding Program

### Step 1. Download Implementation Tools

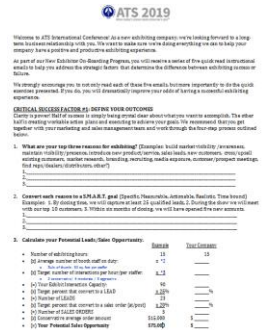
- Tested & Proven Implementation Tools:
  - Manage and save money with Exhibiting Cost Control Tool
  - Get control with 16 Week Tradeshow Productivity Planning Tool
  - Keep score with Exhibiting & Financial Performance Metrics Tool



## New Exhibitor On-Boarding Program (continued)

### Step 2. Schedule and DO Planning Exercises

- Five timed instructional exercises guiding you through strategic factors determining success or failure.
  - 1/30/19 - Define Your Outcomes
  - 2/27/19 – Identify & Attract Your Ideal Visitors
  - 3/13/19 - Manage Your Visitor's Experience
  - 3/27/19 – Lead Management
  - 4/10/19 - Measure Your Performance & ROI
- **Watch your email on these dates & DO the exercises!**



### Step 3. Watch Knowledge Webinars Step 4. Read Articles for Insights and Ideas

- Live & On Demand Topical Webinars
  - Live!!** Inside YOUR Exhibiting Numbers: Budgeting, Managing Costs, Measuring & Reporting Exhibiting Performance, Value & ROI  
Thursday, February 7, 2019 @ 2:00 pm Eastern
  - How to Make Your ATS Exhibit Stand Out from the Crowd
  - If Exhibiting ROI is the Name of the Game... Lead Management is the Playbook
  - 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
  - Meeting Attendees Learning & Shopping Needs Through In-Booth Demonstrations and Presentations
  - Secrets of the Aisles: How to Prepare Your Booth Staff for Peak Performance
- Read Articles Organized by Topical Areas for Additional Insights & Ideas

### Step 5. Ask for Help!

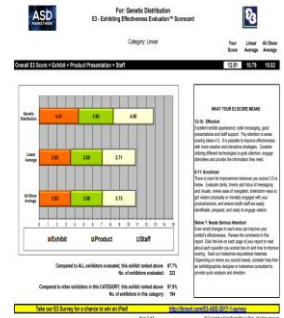
- Ask the Tradeshow Experts Email Q&A  
Located on the Exhibitor Success & ROI Center web page - submit your question by email and Jefferson Davis or one of his team of tradeshow experts will respond within 24-48 hours.



## New Exhibitor On-Boarding Program (continued)

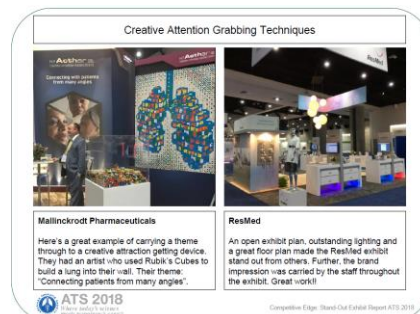
### Award Winning E3 Exhibit Effectiveness Evaluation at ATS 2019

- **During open exhibit hours**, a tradeshow expert visits your exhibit and scores overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product Presentation, and 3) Exhibit Staff
- **Shortly after the show**, you receive a report by email with overall area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.



### Review Standout Exhibits Report for ideas and inspiration:

- Located on the Exhibitor Success & ROI Center



## Who Attends ATS International Conference?

Attendee demographic data available:

### - ATS 2018 Event Audit

<http://conference.thoracic.org/exhibitors/become-exhibitor/official-attendee-audit.php>

### - Exhibitor Prospectus

<http://conference.thoracic.org/exhibitors/resources/2019/exhibitor-prospectus.pdf>

### ATTENDEES BY SPECIALTY

(attendees could select more than one response)

#### Top 20 Specialty Areas listed\*

Major Areas/Nature of Professional Wk/Training	Total Attendees	% of Total
Pulmonary (Adult)	5,676	42.8
Critical Care (Adult)	3,344	25.2
Research (Basic Science)	1,712	12.9
Research (Clinical)	1,591	12.0
Internal Medicine	1,371	10.3
Allergy/Immunology	1,228	9.3
Pulmonary (Pediatric)	1,190	9.0
Cell & Molecular Biology	996	7.5
Sleep Medicine	980	7.4
Immunology	815	6.1
Pulmonary (Interventional)	794	6.0
Respiratory Therapy	774	5.8
Education/Teaching	732	5.5
Administration/Management	726	5.5
Pediatrics	655	4.9
Assistant Professor	590	4.5
Full Professor	573	4.3
Fellow	540	4.1
Research (Epidemiology)	529	4.0
Infectious Disease	462	3.5

## 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
- 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!



## **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
  - Company description and product listing on three Exhibit Hall Wayfinder kiosks
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 Visit <http://conference.thoracic.org/exhibitors/tools/media-guidelines.php> to view all ATS social media links.
  - Facebook: <https://www.facebook.com/americanthoracic>
  - Twitter: #ATS2019 | @atscommunity
  - LinkedIn: [https://www.linkedin.com/company/american-thoracic-society\\_2](https://www.linkedin.com/company/american-thoracic-society_2)

For questions or help, please contact:  
Christine Zahn  
212-315-6682 [czahn@thoracic.org](mailto:czahn@thoracic.org)

## **Christine'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. 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.
4. Don't assume your **orders** have been received. Before you leave for the show, check with Freeman, check with the show organizer, check with your shipping company. Correcting mistakes on the show floor is time consuming and can be expensive.
5. Keep your **contact information** current.
6. Order **Lead Retrieval** for capturing leads on-site.
7. **Call** ATS International Conference staff with ANY questions.
8. Review your E3 report carefully after the show.



## **10 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. 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.
- Use *Exhibit Performance Measurement Tool* and do a post-show report to identify key **lessons** 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 viewed and executed properly.
- ATS gives you the resources, road map, tools and support to be as successful as you want to be.
- Use what you learned today and follow the five-step implementation plan presented today.
  - <http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php>

**Three most important ideas I learned from this session were:**

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

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

**About Your Expert Presenter**

**Jefferson Davis, President, Competitive Edge  
The Tradeshow Productivity Expert <sup>tm</sup>**

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 getting them focused on precision execution of five critical exhibiting success factors.

**Jefferson is available to personally help companies implement the  
Tradeshow Turnaround philosophy and practices.  
Call 800-700-6174 in the US or 704-814-7355 and visit  
[www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**