ATS 2020
Where today's science meets tomorrow's care™

Competitive Edge
"exhibiting excellence"

Present

New Exhibitor Web-Briefing

Planning for Success by Addressing 5 Critical Exhibiting Success Factors

Participant Learning Objectives

1. Defining your Outcomes by completing a goal setting exercise.
2. Activating the principle of Selective Attraction by identifying who your target booth visitor is, what your attendee value proposition is, and how to utilize multiple marketing media to get on their agenda before the show opens.
3. Managing the Visitor Experience by making sure your exhibit, your product or service presentation, and your booth staff are synchronized to put your best foot forward.
4. Managing Leads by setting a reach, but realistic, lead goal, improving your visitor qualification process, capturing more information, and getting the visitor to commit to a clear next action.
5. Measuring your Performance, Value and ROI by using the FREE measurement tool.

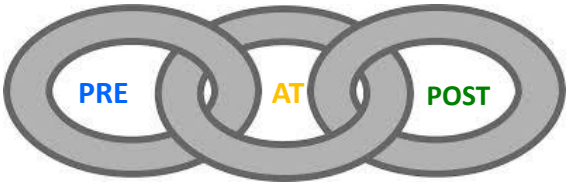
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An *Effective* Exhibit Program Should…



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 2020 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.

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Critical Success Factor #1 – Outcomes

(EBO) Exhibiting by Objectives Process



6 Step Planning Process

1. Analyze show audience to determine which _____ to feature. Determine what sales, marketing and relationship objectives you have based on show audience and featured solutions.
   - Who attends the show?
   - Who is our ideal visitor within the overall show audience?
   - What challenges are they facing that we can help them solve?
   - What solutions should we feature in our exhibit?
   - What marketing, sales and _____ objectives and goals are we trying to support or accomplish?

2. Identify Top Reasons for Exhibiting.

   <u>Top 4 Reasons Companies Exhibit</u>

   1. Market visibility presence/awareness
   2. Branding
   3. Lead generation/business development
   4. New product introduction

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SALES	MARKETING	RELATIONSHIP
• High-Value F2F Meetings • Demonstrate Products/Svcs. • Lead Generation • Advance Sales in Pipeline • Sales Orders (at - post) • New Client Acquisition • Cross Sell Existing Clients • Support Distribution • Conduct Sales Meetings • Product/Staff Training	• Drive Qualified Traffic • Lead Generation • Introduce New Products • Educate • Increase Market Share • Brand Awareness • Positioning/Differentiation • Create Preference • Build/Maintain Visibility • Test Market • Enter New Markets • Media/Public Relations • Competitive Research • Thought Leadership	• Customer Support • Industry Support • Hospitality Events • Time of Possession • Media Relationships • Networking • Key Opinion Leaders • Bloggers • Cross Promoting with Other Exhibitors • Recruiting • Source Vendors

Our top exhibiting reasons in each area:

_____ _____ _____

3. Convert Reasons to SMART Goals
   - Specific
   - Measurable
   - Action Oriented
   - _____
   - Time bound

EXAMPLE: By show closing time, we will capture at least 50 qualified leads.

ACTION: Write a SMART goal for each reason.

1. Reason: _____

   SMART goal: _____

2. Reason: _____

   SMART goal: _____

3. Reason: _____

   SMART goal: _____

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(EBO) Exhibiting by Objectives Process
6 Step Planning Process

How to Calculate Your *Potential Tradeshow Sales Opportunity

	Example	Participant
• Exhibiting hours	15	_____
• Average # booth staff **	x 2	_____
• Interactions/hr/staffer ***	x 3	_____
➢ **Exhibit Interaction Capacity**	**90**	_____
• 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	$_____
➢ **POTENTIAL SALES OPPORTUNITY**	**$75,000***	**$_____**

*__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

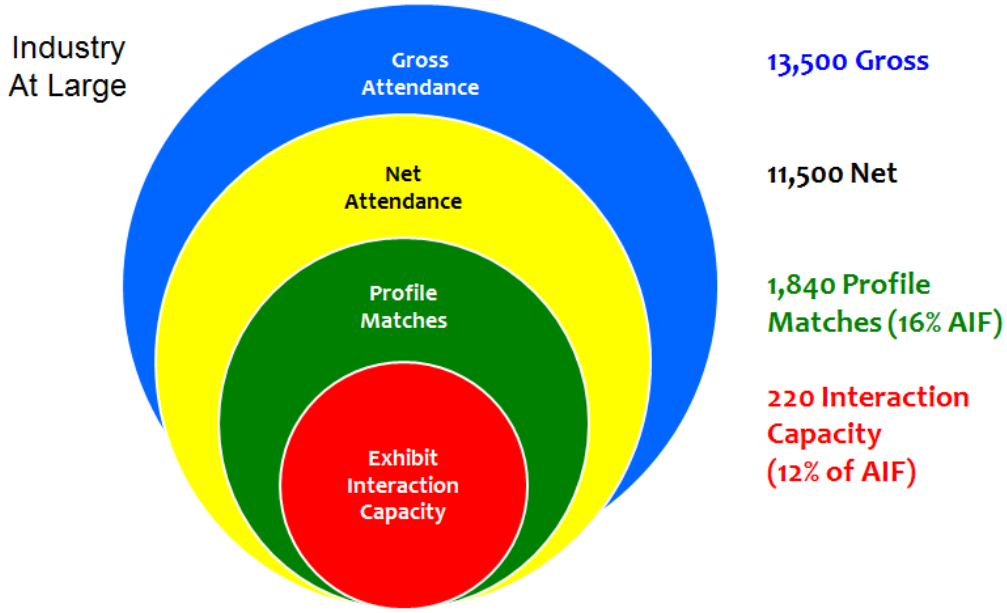
4. Create Written Action Plans
   - Elements of a written plan
     1. SMART goal
     2. Strategy statement
     3. List actions
     4. Responsibility/involvement in each action
     5. _____
     6. Money
     7. Measurement points and metrics

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5. Communicate the plan to everyone involved
   - Make sure everyone knows the goals, their _____, actions and checkpoints

6. Measure Activity and Results.
   - Set checkpoints pre, at and post show
   - Keep the team updated on progress and results

Critical Success Factor #2 – Selective Attraction



Attendee Behaviors

1. Attendee behaviors have changed!
2. Most exhibitors are unaware and have not adapted:
   - Fewer days and hours at shows.
   - Pre-planning visit: arrive with an agenda.
   - Only stops at ____-____ exhibits on average. (North America B2B average)
   - 50% of stops are pre-planned.

   Sources: CEIR/Exhibit Surveys/Event Marketing Institute
3. GOAL: Get "in the mind" and "on the agenda" of enough of the right people!

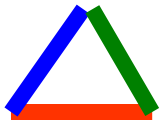
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Selective Attraction Strategy

1. Calculate Exhibit Interaction Capacity and Set Goal
2. Budget at least _____% to Promoting Your Exhibit
3. Create Ideal Visitor Profile(s)
    - Relationship
    - Company Type
    - Job Function/Titles
    - Geography
    - Size
4. Build Ideal Visitor Lists
    - Internal
    - External
5. Craft an Irresistible Value Proposition
6. Deliver through multiple media to land at least _____ direct touches with your Ideal Visitors.

Work Your C/P/S Triangle

Suspects
Open Door



Prospects:
Advance to Next Step

Customers
Relationship Management – Probe for Opportunity
Ears to the Ground for Change – Advocacy

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 through various media: email, phone, social media, 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 show.

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Craft Compelling Messages



* Job 1. Grab Attention!
  - _____
  - _____
  - Learn
* Job 2. Create Interest!

  Ask: *What <u>situations</u> would prompt thoracic professionals to think about what you offer?*

* Integrate customer situations into your pre/at-show marketing to grab attention!

Deliver a Clear Value Proposition

- _____: Tired of? Worried about? Struggling with?
- OPPORTUNITY: Interested in? Curious? Want to Learn About?
- Give us 5 minutes at ATS Booth #123
- You will SEE
- You can DO
- You will _____
- Oh by the way, you'll GET…

Deliver Value Proposition Through Multiple Channels

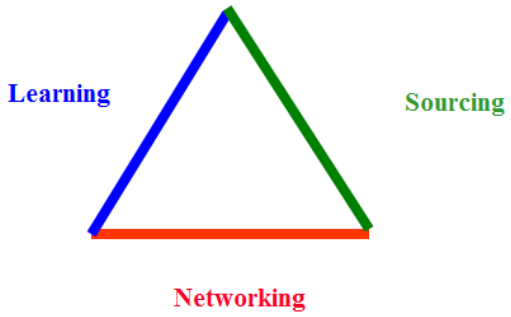
- Email
- Websites
- Telephone
- Direct Mail
- Social Media
- Print Advertising
- At-show Advertising
- Show Offered Marketing Programs

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Critical Success Factor #3 – Manage the Visitor Experience

1. Attendees experience over-choice about where to focus their time and attention.
2. You must offer an experience that is worthy of their time.
3. Visitor experience has three components:
    - Your exhibit
    - Your _____
    - Your product/service presentation

3 Primary Needs of Tradeshow Attendees



5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Be Noticed - Get Seen
2. Quickly & _____ Communicate What You Do and Why They Should be Interested
3. Be Approachable, Easy to Enter & Navigate & Exit
4. Provide _____, but Meaningful & Engaging Interactivity
5. Deliver Something Useful & Valuable to Visitors

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6 Ways to Make Your Exhibit Be Seen

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V
5. Interactivity & Engagement
6. Proactive Booth Staff



The Power of Demonstrations & Presentations

- The #1 way attendees want to engage with exhibits.
- A well-planned presentation/demonstration can:
  - Increase qualified leads by 2 to 4 times.
  - Increase awareness by _____ to _____ times.
  - Positively influence opinions and purchasing intentions.
    - Source: Live Marketing Statistics
- 51% of tradeshow attendees say presentations/demonstrations increase their recall of exhibits visited.
  - Source: Exhibit Surveys

Who Should Staff the Booth and How Many?

1. BEST People Forward!
2. A good mix of job functions:
   - Sales
   - Product Managers
   - Marketing
   - Customer Service
   - _____
3. Staffing Rule of Thumb:
   - 50 sq. ft. per staffer
4. Staff Up During Peak Hours and Down During Slow Hours

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What Makes a World Class Booth Staffer?

1. Positive Attitude
2. Energetic
3. Courteous
4. Engaging
5. Effective _____
6. Good Listener
7. Doesn't Fear Rejection
8. Knows Products, Company and Market
9. Can Communicate Concisely, Persuasively and Interactively
10. Has a _____ Mentality

What Do Booth Staffers Need to Know?

1. Show Goals
2. Booth Staff Roles & Expectations
3. Expense Management
4. Exhibit Location & Hours
5. Staff Attending – Who to Go to for What
6. Booth Duty Schedule
7. Booth Apparel & Behaviors
8. Key Events: When and Where
9. Products & Services being featured
    - Applications
    - Needs Addressed
    - Features & Benefits
    - Key Point of Difference – USP
    - Technical Expert
10. How to Capture Leads
11. How to Deal with Unhappy Customers
12. Exhibit Interaction Skills



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Critical Success Factor #4 – Lead Management

1. If exhibiting ROI is the name of the game… lead management is the playbook!
2. A "lead" is anyone you interact with at a show that requires follow-up and that follow-up delivers value for you.
3. Always set clear lead goals and hold your staff accountable!

Define What Isn't and What Is a Lead

What Isn't a Lead?

- Business card in a fish bowl or somebody's pocket
- Badge swipe or scan with no engagement or additional information

What Is a Lead?

1. Personal Interaction
2. Qualifying Questions Asked
3. Answers _____
4. Next Step _____ and Agreed To by Visitor

How to Set Realistic Lead Goals

Exhibit Interaction Capacity formula calculates the number of face-to-face interactions you can execute in your exhibit.

Use Exhibit Interaction Capacity formula to set Lead Goals:

	Example	Participant
# of exhibiting hours	15	15
# of booth staff*	x 2	x_____
Total staff hours	30	_____
Interactions/hr/staffer**	x 3	x_____
Total target interactions	90	_____
% of visitors to lead	x .25	x_____
Lead goal	**23**	**_____**

* 50 sq. feet/ staffer
** 3/conservative 4/moderate 5/slightly aggressive

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It's About What's Next!

Clarity of and commitment to the _____ are critical leverage points to improve lead quality…

- *Ask and ye shall receive!*

Determine the Best Information to Capture to Qualify Leads

* Typical information areas might include:
  - Challenges/Problems/Projects/Goals
  - Product Interest & Level of Interest
  - Buying Role and/or _____
  - Buying Process
  - Evaluation and/or Decision Team
  - Competitors Buying From or Looking At
  - Purchase Timeframe
  - Next Action Step
  - Other?



* Customize your lead capture device to make sure you get this information!

How to Get Visitors to COMMIT to the Next Action

* A "close" in the booth is getting the visitor to _____ to a visible next action.
* Close when you get positive feedback.
* Select appropriate next action based on visitor interest level, depth of relationship, and where they are in the sales cycle.

* What are your typical next actions?

Two-step commitment process

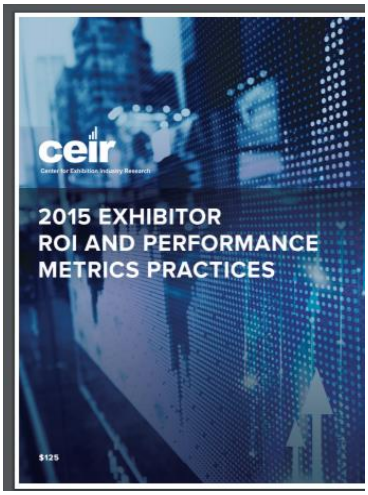
1. CONFIRM: *"Does this sound like it might be worth learning more about/taking a closer look at (or) work for your situation?"*

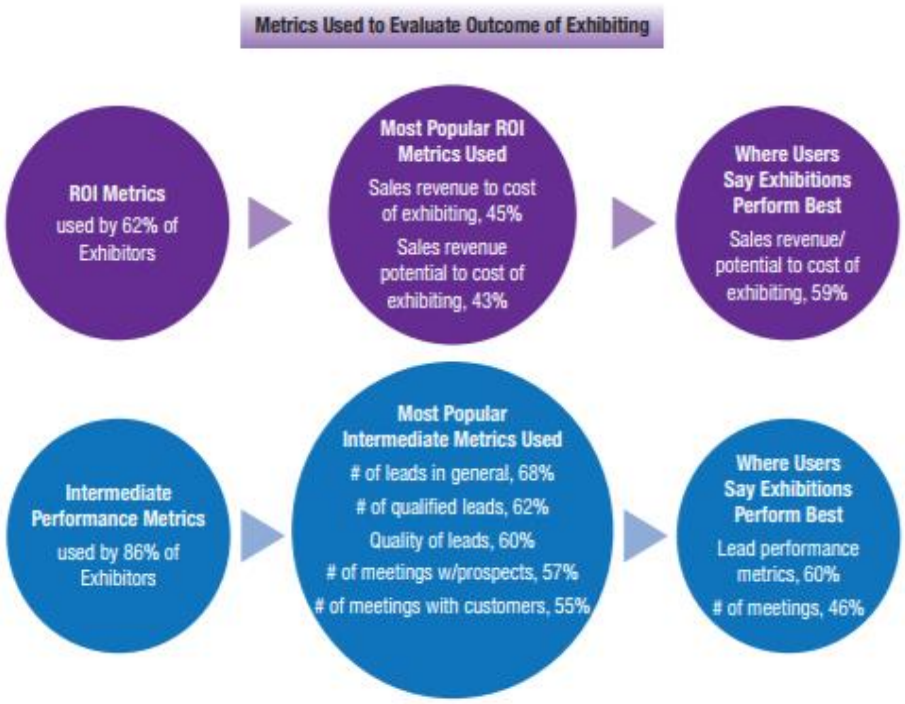
2. ASK FOR COMMITMENT:
   - If fully engaged - Call next step
   - If unsure or tentative - Collaborate

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Critical Success Factor #5 – Measurement & Learning

What are Exhibitors Measuring?





Two Types of Tradeshow Metrics

Financial Performance

1. Budget vs Actual
2. Cost Per Interaction (CPI)
3. Cost Per Lead (CPL)
4. Potential Revenue Value of Leads
5. Soft Dollar ROI
6. Hard Dollar ROI

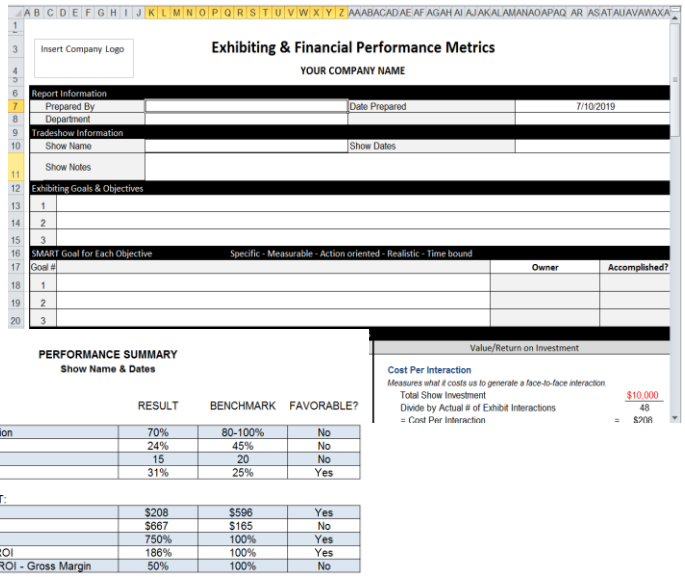
Exhibit Performance

1. Exhibiting Goals & Results
2. Exhibit Interaction Capacity & Utilization
3. Exhibit Attraction Efficiency
4. Staff Interaction Rate
5. Lead Goal/Actual
6. Lead Quantity and Quality
7. Brand Awareness Impact
8. Attendees Passing & Entering
9. Exhibit Property Interaction
10. Visitor Dwell Time
11. Customers Attending/Met With
12. Prospects Attending/Met With

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Measure Financial & Exhibit Performance

FREE Exhibiting & Financial Performance Metrics Tool spreadsheet available online at the Exhibitor Success & ROI Center.



Insert Company Logo

Exhibiting & Financial Performance Metrics

YOUR COMPANY NAME

Report Information			
Prepared By		Date Prepared	7/10/2019
Department			
Tradeshow Information			
Show Name		Show Dates	
Show Notes			

Exhibiting Goals & Objectives	
1	
2	
3	

SMART Goal for Each Objective	Specific - Measurable - Action oriented - Realistic - Time bound		
Goal #		Owner	Accomplished?
1			
2			
3			

Value/Return on Investment

Cost Per Interaction

Measures what it costs us to generate a face-to-face interaction.

Total Show Investment	$10,000
Divide by Actual # of Exhibit Interactions	48
= Cost Per Interaction	= $208

PERFORMANCE SUMMARY
Show Name & Dates

	RESULT	BENCHMARK	FAVORABLE?
PERFORMANCE:			
Exhibit Interaction Capacity/Utilization	70%	80-100%	No
Exhibit Attraction Efficiency	24%	45%	No
Lead Goal - Quantity	15	20	No
Interaction Conversion to Lead	31%	25%	Yes
VALUE & RETURN ON INVESTMENT:			
Cost Per Interaction	$208	$596	Yes
Cost Per Lead	$667	$165	No
Potential Value of Leads/ROI	750%	100%	Yes
Return on Investment-Soft Dollar ROI	186%	100%	Yes
Return on Investment-Hard Dollar ROI - Gross Margin	50%	100%	No

	Example	Participant
1. Cost Per Interaction (CPI)		
Total Show Investment	$13,500	$_____
• 10x10 Inline Booth Space Cost x 3		
Divide by # of Exhibit Interactions	90	_____
Cost Per Interaction	$150	$_____

Average Cost of a North America B2B Field Sales Call: $596-$1,114 (Source: CEIR)

2. Cost Per Lead (CPL) or Cost Per Qualified Lead (CPQL)		
Total Show Investment	$13,500	$_____
Divide by Total # Leads	50	_____
Cost Per Lead	$270	$_____

- *Compare to Average Value of A Customer or Sale Amount*
- *Average Cost of North America B2B Tradeshow Lead: $283 (Source: Exhibit Surveys)*

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Two Types of ROI

Hard Dollar ROI: _____ received that can be credited in full or in part to the show, typically in the form of at-show and/or post-show sales.

- Can be measured in top line revenue or gross margin.

Soft Dollar ROI: _____ received that can be quantified/expressed in numeric terms, typically in the form of money saved or opportunities created.

Return on Investment HARD Dollar Top Line Revenue Formula & Example*

	Example	Participant
Revenue From At/Post Show Sales	$50,000	$_____
Less Show Investment	- 13,500	$_____
Net Revenue	$36,500	$_____
Divided by Show Investment	$13,500	$_____
Top Line Revenue Return on Investment	$2.70 to $1	$_____

Potential Revenue Value of Leads

Total # (or A/B) Leads	50	_____
Times Average Sale Amount	$25,000	$_____
Potential Lead Value	$1,250,000	$_____
Divided by Show Investment	$13,500	$_____
Soft Dollar ROI	$93 to $1	$_____

***These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.**

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Cost Per Interaction (CPI) Savings
SOFT Dollar ROI Formula & Example*

	Example	Participant
Total Show Investment	$13,500	$_____
Divide by # of Exhibit Interactions	90	_____
Cost Per Interaction	$150	$_____
Comparative (Field Sales Call)	$596	$_____
Less Cost Per Interaction	- $150	$_____
CPI Savings	$446	$_____
Times # of Interactions	x 90	_____
Soft Dollar ROI Contribution	$40,140=$2.97 to $1	$_____

***These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.**

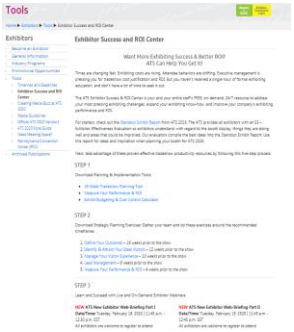
Get Ready for a Positive & Profitable Exhibiting Experience!

- 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.
  - https://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php

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ATS Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center:
  - Step 1. Download planning & implementation tools
  - Step 2. Schedule & complete strategic planning exercises at target timeframes
  - Step 3. Watch on-demand webinars
  - Step 4. Read exhibiting articles for insights and ideas
  - Step 5. Ask our Team of Tradeshow Experts email Q&A
- Access at:
  - http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php



About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm



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.

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

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

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