



Present

THRIVE LIVE!

How to Safely & Successfully Re-Enter Live Exhibiting

Topics Include:

- How ATS 2022 Will Look and Feel Different
- Top 4 Health & Safety Considerations For Your Exhibit
- How to Request a Travel Restriction Exception, If Appropriate
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- How to Keep Your Productivity High... Even if Event Attendance is Down a Little
- Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver
- Overview the Exhibit Marketing Process
- Quick Takeaways for Key Areas of the Exhibit Marketing Process
- How to Best Utilize the Exhibitor Success & ROI Center to Make Improvements Before Returning to Live Exhibiting!

How ATS 2022 Will Look and Feel Different

We are implementing safety measures to help protect all who attend.

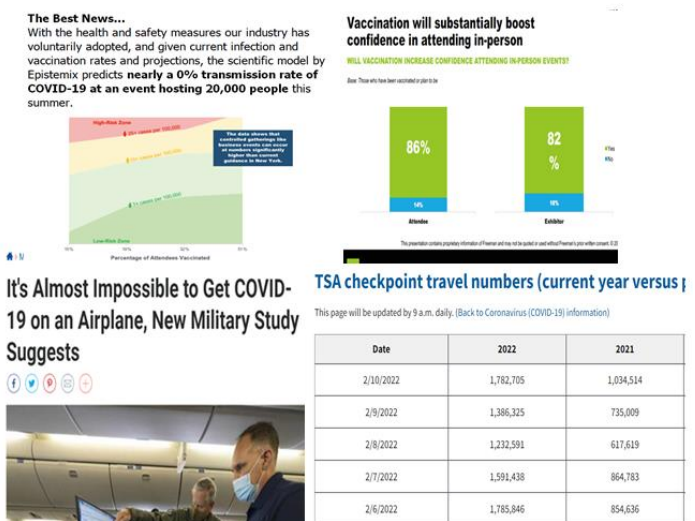
- ✓ The ATS requires all attendees, including exhibitors, vendors and staff, to show proof of being fully vaccinated* against COVID-19 before being allowed to enter any conference facilities. This includes the Moscone Conference Center, headquarter hotels, and other facilities at which official ATS conference events will take place.
 - ✓ Masks will be required at all times at all ATS 2022 events.
 - ✓ The ATS will continue to closely monitor guidance from the Centers for Disease Control & Prevention, the World Health Organization, and local health agencies regarding travel and events to ensure our event can be offered in a safe environment.
- For current health and safety updates, please check conference.thoracic.org

Top 4 Health & Safety Considerations For Your Exhibit

1. Crowds: Reduce number of booth staff, eliminate crowd gathering tactics, lines/queues, have more open space.
2. Masks/Social Distancing: Masks are required indoors, pay attention to peoples' preferences for space and engagement.
3. Exhibit Sanitation: Have hand sanitizer available, identify high-touch surfaces, clean often, consider posting signage in exhibit to inform visitors of safety protocols.
4. Touch Free Interactions: Reduce touch points, use digital literature, use packaged samples & giveaways.

How to Request a Travel Restriction Exception, If Appropriate

1. May or may not be flexible?
2. If you believe it's in your company's best interest, it doesn't hurt to ask!
3. To provide justification, you must address...
 - Health & Safety Precautions
 - Solid _____ Reason
 - Sound Economic Reason



How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost revenue due to the pandemic?
 - What does your business need right now?
 - How important is _____ contact in acquiring customers and sales?
 - How does NOT exhibiting help you get it?
2. Use floor space cost x 3-5 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of one customer or sale
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Show Budget (Floor space cost x3)	\$4,600 x 3 = \$13,800	\$_____
• Exhibiting Hours	15	15
• (X) Exhibit Staff	2	x_____
➤ 50 sf per staffer		
• (X) Ints./Hour/Staffer	3	x_____
• Total Exhibit Interactions	90	=_____
• Cost Per Interaction	\$153	\$_____
➤ \$598-\$1,114 avg. field call cost		
• Value of Customer/Sale	\$5,000	\$_____
• Exhibiting Investment	\$13,800	\$_____
• # Customers/Sales to Get ROI	2.76 (3%)	=_____

How to Keep Your Productivity High... Even if Event Attendance is Down a Little

1. Know how much capacity you have for interactions in your booth.
2. Increase your pre-show marketing activity to get as much of this capacity spoken for before the doors open.
3. Invite _____, probe for additional opportunities - do video interviews!
4. Invite prospects in your sales pipeline and use the event to move them one step closer.
5. Think beyond the booth...
 - Attend social/networking events
 - Attend educational events
 - Be where the attendees are!!!
6. Do competitive analysis.
7. Conduct sales, dealer, distributor training sessions.

Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver



Exhibit Marketing Process™				Competitive Edge <small>"exhibiting excellence"</small>			
Exhibit Marketing Process™ is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to design and execute an effective exhibit program that Visibly Supports Core Business Objectives and Delivers Measurable Financial Value Beyond Cost.							
PRE-EVENT			DURING EVENT		AFTER EVENT		
							
Select	Align	Design	Attract	Engage	Capture	Follow-up	Measure
the right and best events	exhibiting reasons w/company goals	a valuable, interactive visitor experience	enough of the right people	visitors, impress and discover opportunity	information rich leads w/committed next actions	convert visitor commitments to actions	performance, value, ROI & key lessons to improve

Quick Takeaways For Key Areas of the Exhibit Marketing Process

1. Reasons are NOT enough!
2. Goals should address the 3 value areas with written action plans:
 - _____
 - Sales
 - Customer Relationship Management
3. With \$\$\$... Keep Strict Accounts!
4. Clarity is Power! – Who are the most important people you need to see?
5. Less is More! – What solutions should you feature?
6. People attend to _____, SOLVE PROBLEMS and SEIZE OPPORTUNITIES.
7. #1 way attendees want to engage with exhibits is through presentations and demonstrations.
8. Two BIG questions in customers' minds you must address:
 - Why at all?
 - Why you?
9. WIN the game before kickoff with highly-targeted and well-designed pre-show marketing.
10. Don't let your exhibit get lost in the crowd - Make it STAND OUT!
11. The exhibiting environment is different and challenging.
12. Your _____ make or break your success!
13. If you're not writing orders at the event, the REAL product is leads!
14. What gets measured - gets done and gets improved!
15. Learning from every event is what puts you in the top 10%.

Use the ATS Exhibitor Success & ROI Center to Make Improvements Before Returning to Live Exhibiting!

EXHIBITOR SUCCESS AND ROI CENTER

RESERVE A BOOTH | EXHIBITOR DASHBOARD

Home ► Exhibitors ► Exhibitor Resources and Tools ► Exhibitor Success and ROI Center

Exhibitors

- Exhibit at ATS 2022
- Become an Exhibitor
- General Information
- Timelines and Deadlines
- Promotional Opportunities
- Industry Programs
- Exhibitor Resources and Tools
 - Creating Media Buzz at ATS 2022
 - Media Guidelines
 - **Exhibitor Success and ROI Center**
 - Official ATS 2022 Vendors
 - Style Guide
 - Need Meeting Space

Ready to Get Back to Live Exhibiting? Want to Be More Successful? Here's Your Step-by-Step Plan!

When was the last time you exhibited at a live tradeshow? And how much has changed? Now is the perfect time to take a close look at your exhibiting program and make some adjustments to get ready to re-enter live exhibiting... even better than before.

The ATS Exhibitor Success & ROI Center is your and your staff's FREE, on-demand, 24/7 resource to expand your exhibiting know-how and improve your company's exhibiting performance and ROI.

For starters, check out the [Standout Exhibit Report from ATS 2019](#). The ATS provides exhibitors with the award winning E3-Exhibiting Effectiveness Evaluation so exhibitors learn, with regard to their booth, product presentation and staff, what they are doing well and what areas can be improved. Our evaluators compile the best ideas into the Standout Exhibit Report. Use this report and your company's previous E3 reports for guidance, ideas and inspiration when planning for ATS 2022.

Next, take advantage of proven-effective tradeshow productivity resources by following this five-step process:

STEP 1: Download Planning, Cost Control & Measurement Tools:

- [16 Week Tradeshow Planning Tool](#)
- [Measure Your Performance & ROI](#)
- [Exhibit Budgeting & Cost Control Calculator](#)

STEP 2: Download Strategic Planning Exercises: *Gather your team and do these exercises around the recommended timeframes*

1. *Define Your Outcomes* – 16-20 weeks prior to the show
2. *Manage Your Visitor Experience* – 12-16 weeks prior to the show
3. *Identify & Attract Your Ideal Visitors* – 8-12 weeks prior to the show

**VISIT OFTEN &
SHARE WITH YOUR TEAM!**

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

Countdown to ATS 2022

 **ATS 2022**



FEBRUARY

Primary Areas of Focus:

- **Defining Outcomes**
- **Planning Strategy**
- **Designing Visitor Experience**
- **Cost Control**

1. **Download**

- Define Your Outcomes Planning Exercise
- Manage Your Visitor Experience Planning Exercise
- 16 Week Tradeshow Planning Tool
- Exhibit Budgeting & Cost Control Calculator

2. **Watch On-Demand Webinars**

- Inside YOUR Exhibiting Numbers
- How to Make Your ATS Exhibit Stand Out From the Crowd
- Meeting Attendees Learning & Shopping Needs Through In-Booth Demonstrations & Presentations

3. **Read Articles**

- How to Prepare to Re-Enter the Live Exhibiting Arena Better Than Ever Before
- Planning for Staff & Visitor Safety In Your Booth
- 9 Steps to Stand Out and Be Remembered at Your Next Show!
- Improving Exhibiting Effectiveness e-book
- A Worthy Destination – How to Design a More Effective Exhibit
- Exhibiting is a Contact Sport

Countdown to ATS 2022



FEBRUARY/MARCH

Primary Areas of Focus:

- **Marketing Your Participation**
- **Securing Visits from VIP's**
- **Staff Preparation**

- 1. Download**
 - Identify & Attract Your Ideal Visitors Planning Exercise
- 2. Watch On-Demand Webinars**
 - Increasing Brand Visibility & Driving Qualified Booth Traffic
 - Tradeshow Social Media Practices
 - Secrets of the Aisles: How to Prepare Your Booth Staff for Peak Performance
- 3. Read Articles**
 - Why Promoting Your Exhibit is More Important Than Ever Before
 - Discover & Delivery Your Attendee-Focused Value Proposition
 - How to Rewrite Your Exhibitor Listing to Drive Booth Traffic
 - How to Use Event Marketing Sponsorships to Support Business Objectives and Deliver Value
 - Preparing Your Booth Staff for Interacting in a COVID Environment
 - How to Conduct an Effective Pre-Show Staff Prep Meeting

Countdown to ATS 2022



MARCH/APRIL

Primary Areas of Focus:

- **Lead Management**
- **Staff Training**
- **Measurement**
- **Execution**

- 1. Download**
 - Lead Management & Measure Your Performance & ROI Planning Exercises
 - Exhibit & Financial Performance Metrics Tool
- 2. Watch On-Demand Webinars**
 - Secrets of the Aisles: How to Prepare Your Booth Staff for Peak Performance
 - If Exhibiting ROI is the Name of the Game... Lead Management is the Playbook
 - Inside YOUR Exhibiting Numbers
- 3. Read Articles**
 - Rules of Booth Visitor Engagement
 - CEIR Insight Report: How Exhibitors Can Improve Lead Quality & Sales Conversion
 - Lead Persistence – The Key To Tradeshow Lead Conversion
 - Closed Loop Lead Management
 - Exhibit Measurement Made Easy

What are the three most important ideas you learned and will apply to improve your exhibit program?

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 tradeshow appearances 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**