



Present

Increasing Brand Awareness & Driving Qualified Booth Traffic

**How to Use Integrated Pre/At Show Marketing
to Attract Enough of the Right Attendees to Your Exhibit**

Participant Learning Objectives:

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

1. Discuss how attendee behaviors have changed and why you **MUST** pre-market your exhibit to be successful.
2. Walk through a proven-effective planning process to create an integrated pre and at show exhibit marketing program.
3. Overview Star of the North Meeting's exhibitor marketing resources.
4. Review an example of an integrated exhibit marketing campaign in action.

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 Star of the North Meeting presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, and 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.

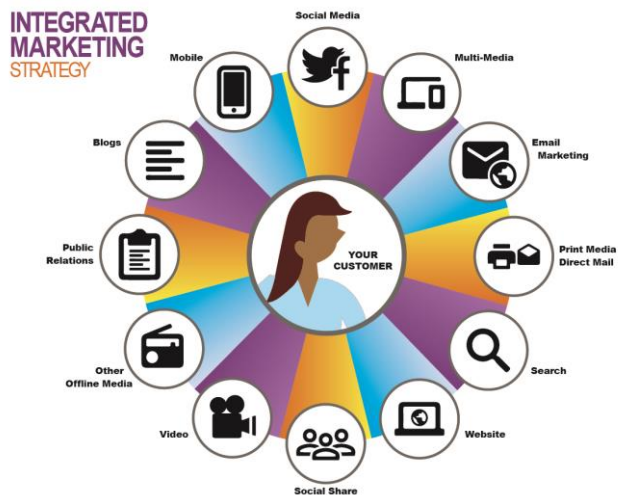
What are the Keys to Marketing Success?

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



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 useful information.
4. Pre-planning visit: _____% arrive with an agenda.
5. Visits 26-31 exhibits on average. (NA B2B 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

Exhibit Marketing: 8 Step Planning Process

1. Determine Exhibiting Goals
2. Identify Target Visitors and Build Target Visitor Lists
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Marketing Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting Reasons & Goals

1. What are you trying to accomplish?
 - a. Company/Brand Awareness & Visibility
 - b. New Product/Service Introduction
 - c. Relationship Management and Building
 - d. Brand Positioning - Differentiation
 - e. Educate
 - f. Lead Generation
 - g. Sales & Business Development
 - h. Thought Leadership
 - i. Other?

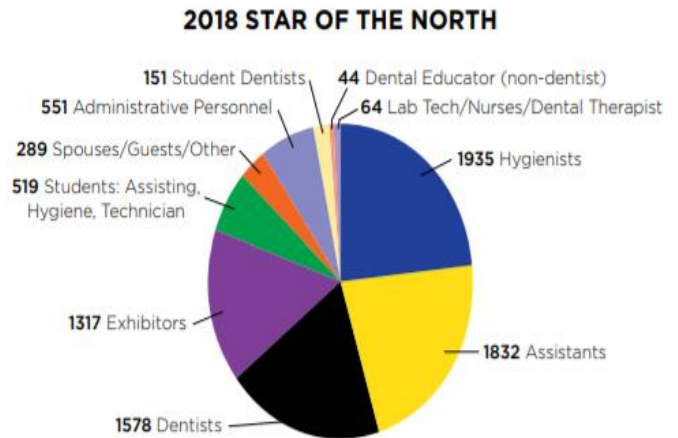
- **ACTION: What are your top three reasons?**
- **Convert them to written goals!**

Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Step 2. Create Ideal Visitor Profile

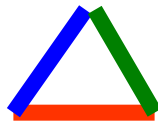
- Who do you want to interact with?
 - Type of Practice/Specialty
 - Job Title/Function
 - Geography
 - Size
 - Other?
- ACTION: Define your ideal visitor.



Attract High-Value Visitors

Work the 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 Profile Matches.
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.

Build Target Visitor Lists

Best Tradeshow List Sources:

1. *Pre-registered attendee list
2. Previous or Post-show attendee lists
3. Company database (C/P/S process)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

***Pre-registered mailing list
with opt-in email addresses
available for a fee.**

**E-Mail Blast available with
Promotional Package.**

Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	18	18
– Booth Staff on Duty	x <u>2</u> *	x _____
– Total Staff Hours	= 36	= _____
– Interactions/Hour/Staffer	x <u>3-5</u> **	x _____
– Exhibit Interaction Capacity	= 108 to 180	= _____

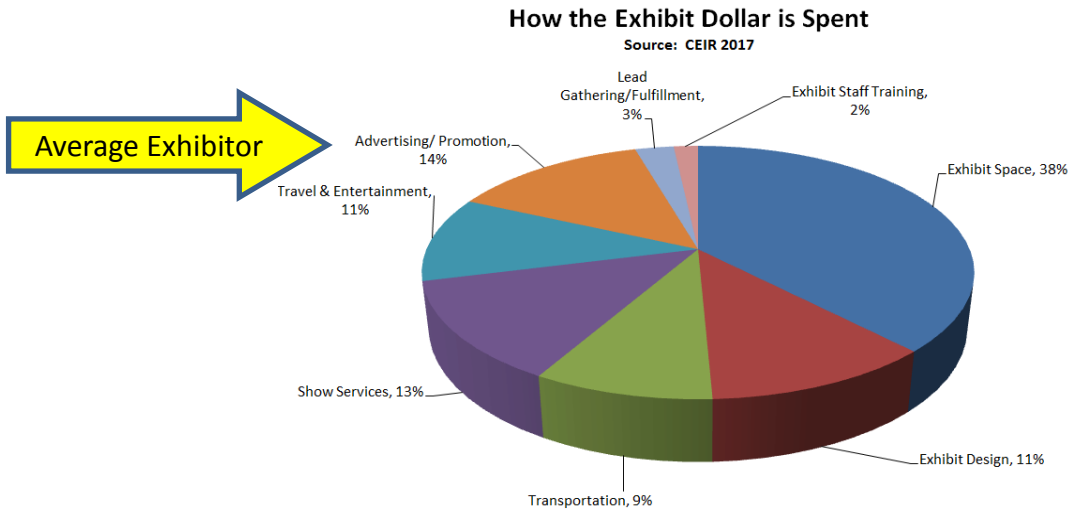
* 50 sq. feet/ staffer

** 3/conservative 4/moderate 5/aggressive

➤ **Success Tip:**

- Try to make your list count _____ times your Exhibit Interaction Capacity.

Step 4. Budget Enough Promotion Resources



	Example	Participant
Total Show Investment (\$1,900 space cost x 3-5)	\$5,700-\$9,500	\$ _____
% for Exhibit Marketing	x .15 at least	x _____
Exhibit Promotion Budget	\$855 to \$1,425	\$ _____

When to increase? Big show, small booth, location concern, importance of show, match of attendees - allocate more!

Step 5. Craft Compelling Messages

* Job 1. Grab Attention!

- _____
- _____
- Learn
- Familiar
- Unusual



* Job 2. Create Interest!

Ask: What situations would prompt dental professionals to think about what you offer?

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

Deliver a Clear Value Proposition to Build Desire and Create Action

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

Step 6. Analyze & Select Marketing Media

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Print Media
2. Public Relations
 - ✓ Press Releases, Press Kit, News Posts
3. Electronic Media
 - ✓ Email, Internet, Websites, Social Media, Mobile Apps
4. Direct Mail
 - ✓ Letters, Invitations, Postcards
5. Personal Contact
 - ✓ Rep Visits, Phone Calls, Voice Broadcast

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. FREE Virtual Booth, Mobile App, and listing in the Program Book
2. Logos and graphics that identify your company as an official exhibitor, for use on your website and your own company communications.
3. Networking: Buyer's Happy Hour, Friday Night Party
4. Leverage social media:
 - Facebook: <http://www.facebook.com/pages/Star-of-the-North-Meeting/160431147311357>
 - Twitter: <http://twitter.com/#!/MNDentalAssn>

**For questions or help, please contact:
Vicki Capistrant
vcapistrant@mndental.org (612) 767-4261**

PAID Show Advertising & Sponsorship Opportunities

Advertising:

- Print Advertising: Preliminary Program, Onsite Program Book, Buyers Guide
- Digital Advertising: Booth Drawing and Raffles on Meeting App
- Attendee Mailing Lists – Pre and Post Show

Sponsorships:

1. **Packages:** Diamond, Platinum, Gold, Silver and Bronze
2. **Digital/Online:** Mobile App
3. **Events:** The Big Party!, Keynote Session, Buyer's Happy Hour, Speakers
4. **Show Floor/Convention Center:** Oasis Massage Station, CE Verification Station, Charging Station, Cash Cube, Staircase Signage, Escalator Hand Rails, Column Wraps
5. **Items:** Tote Bags, Badge Lanyard, Water Bottle & Coolers, Pens

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Step 7. Execute Marketing Campaign

Sample Marketing Program: *Small Exhibitor*

- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$1,900
- ❖ **Show Budget:** \$5,700 - \$9,500 (3-5x floor space/at least 15% + to promotion)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
 - Execute C/P/S strategy with sales reps and dealers
 - Obtain pre-registered attendee direct mail list
 - Mail postcard to C/P/S and pre-registered attendee list
 - Write **exhibitor description** giving attendees a compelling reason to visit your booth and use product categories to increase search results
 - Promote show participation in relevant social media and use show's channels
 - Place show logo and booth promo on company website, email signatures, newsletter, social media, all outgoing correspondence

Sample Marketing Program: *Medium/Large Exhibitor*

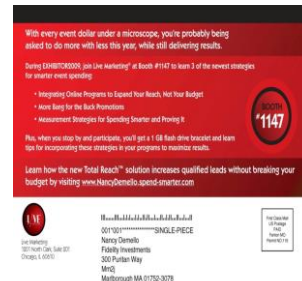
- ❖ **Booth Size/Space Cost:** 20 x 20/\$7,600
- ❖ **Show Budget:** \$22,800-\$38,000 (3-5x floor space/at least 15% + to promotion)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales
- ❖ **Media:**
 - Do same things as small exhibitor
 - Mail high-level invitations (instead of postcards) to C/P/S list with compelling reward for responding
 - Utilize customized e-blast to pre-registrants with compelling reason to visit your exhibit - only available with Promo Package
 - Program & Exhibitor Guide Ad promoting NEW product
 - Sponsor a topical Educational Session to promote new product and/or thought leadership.

Pre-Show Marketing Plan Example

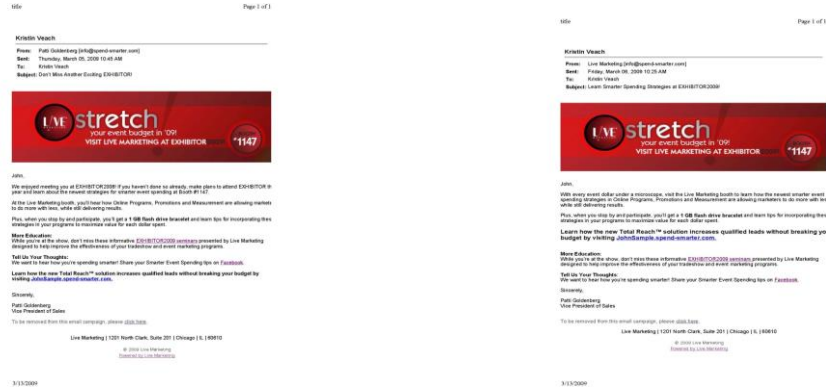
Pre-Show Print Advertisement



Personalized Postcard Mailer



2 Personalized Pre-show HTML Emails



Personalized Microsite with Video Host



Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. When was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of impressions and/or traceable response?
6. What worked?
7. What did we learn?
8. How can we use the best of this campaign 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 promote your participation in this show?

MDA Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center road map:
 - Live and re-playable webinars
 - “How-to” exhibiting article series and useful white papers
 - Ask the Tradeshow Expert Email Q&A
- Bookmark, Share and Access at:
 - <https://star.mndental.org/exhibitor-info/exhibitor-success/>



About Your Expert Presenter

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



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