



*Present*

# Exhibiting Master Class

---

**How to Get More Customers, Sales and Leads  
From Your Exhibit...  
*Than You Ever Thought Possible***

## **Participant Learning Objectives**

1. A proven formula for tradeshow success.
2. How to forecast leads, sales and customer acquisition results in advance.
3. What to do when the opportunity is bigger than what you're seeing.
4. 3 areas to focus limited financial resources to gain competitive advantage.
5. 5 things your exhibit must do to become a worthy destination.
6. Analyze your products/services to find your attendee-focused value proposition.
7. How to make your booth staff a competitive advantage.
8. Top 5 ways any exhibitor of any size can win the exhibiting game

## Is There a Formula for Tradeshow Success?

$$CP + ESP = MTR$$

$$\begin{array}{r} C \text{ _____ } P \text{ _____} \\ + \\ \text{Execution of S} \text{ _____ } P \text{ _____} \\ = \\ \text{Maximum Tradeshow Results} \end{array}$$

## Get Clear About What You Are Really Buying

### Face-to-Face Contact & Next

- Putting your company identity, products, and staff face-to-face with people who can buy your products and securing a commitment to a clear next action.

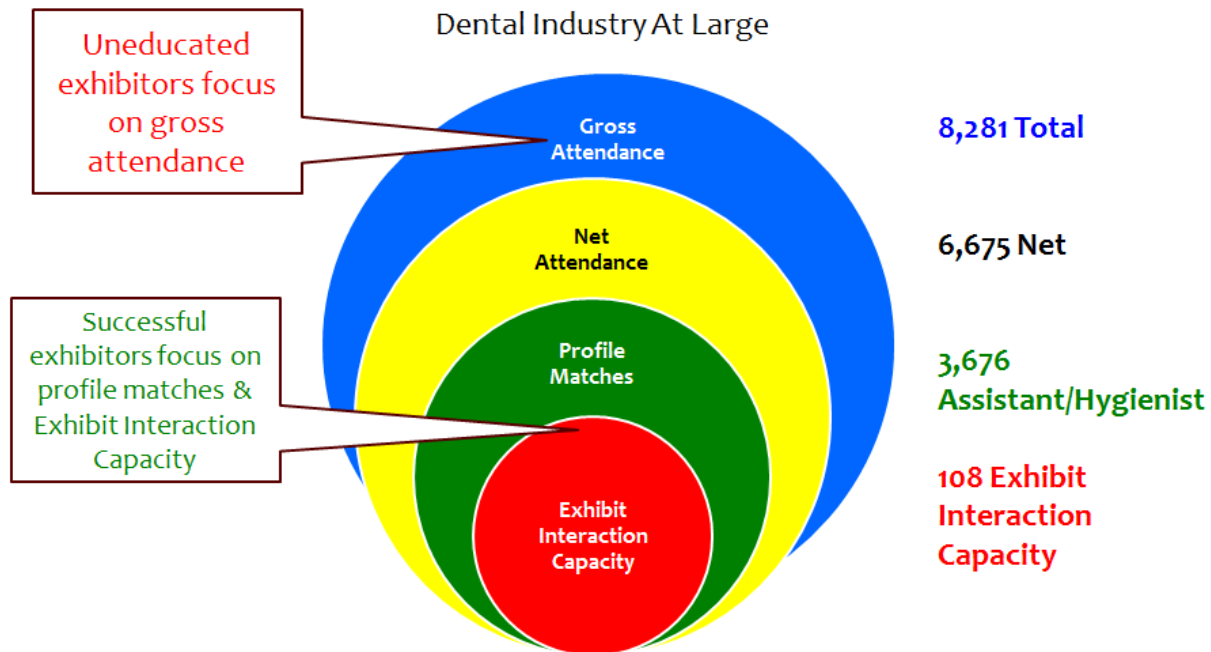
## Move From an Expense to an Investment Perspective

- **Expense:** Spend because of \_\_\_\_\_ or external factors
- **Investment:** Expect, \_\_\_\_\_, and demand value and ROI

## Be in the Right Shows, at the Right Level, for the Right Reasons

1. Do enough of the \_\_\_\_\_ people attend?
2. Why do they attend?
3. What do they do at the show?
4. Go \_\_\_\_\_ the attendance numbers
5. Base investment on number of profile matches in the show audience

## Inside the Attendance Numbers



### How to Forecast Your Leads, Sales and Customer Acquisition Results in Advance\*

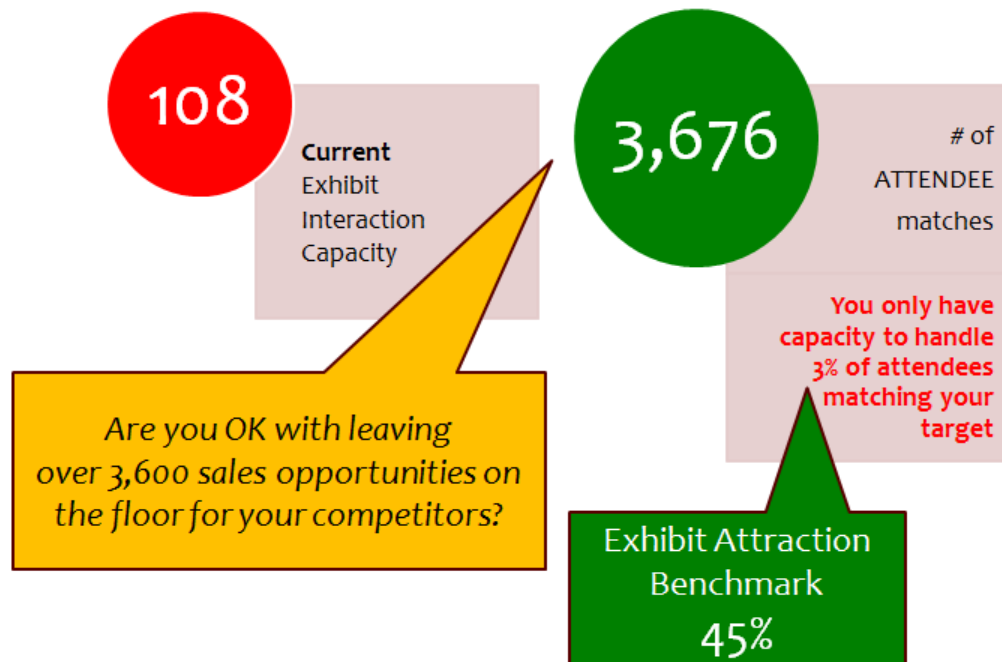
	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	18	_____
• Average # booth staff **	x 2	_____
• Interactions/hour/staffer ***	x 3	_____
➤ <b>Exhibit Interaction Capacity</b>	<b>108</b>	_____
• Target % convert to a LEAD	25%	_____
• Number of LEADS	27	_____
• Target % convert to a SALE	20%	_____
• 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

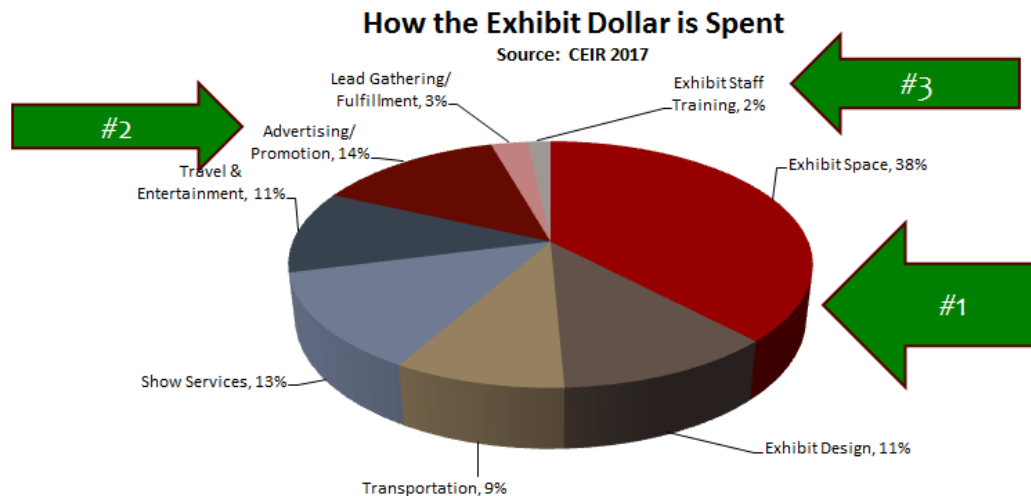
## What to Do When the Opportunity is Bigger Than What You're Seeing



### How to “Rightsize” Your Exhibit

- a. Estimate optimal exhibit size
- 3,767 matches X .06 = 221 interactions
  - /18 Exhibiting hours = 12 interactions/hour
  - # Booth staff required = 4 staff – 3-4 ints/hr/staffer
  - 4 staff x 50 sq. ft./staffer = 200 sq ft.
- b. Estimate new investment
- \$1,600 space cost x 2 = \$3,200 floor space
  - Total investment: floor space x 3 = \$9,600
  - Divide by 226 interactions = \$43.44 per interaction

## 3 Areas to Focus Limited Financial Resources to Gain Competitive Advantage



### **5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION**

1. Get Noticed
2. Quickly & \_\_\_\_\_ Communicate What You Do and Give Attendees a Reason to Stop
3. Be Approachable, Easy to Enter & Navigate
4. Provide \_\_\_\_\_, but Meaningful & Engaging Interactivity
5. Inform or Teach Something Useful & Valuable

### **6 Ways to Make Your Exhibit More Visible**

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

## **The Power of Demonstrations & Presentations**

1. Hands-on product demonstrations
2. Interactive computer, tablet or video presentations
3. Small educational \_\_\_\_\_
4. Visually support feature/benefit messaging
5. Communicate to various buying influences

### **Demonstration/Presentation Strategies**

- Prove your claims.
- Demonstrate your key \_\_\_\_\_.
- Recreate a scenario, experience or situation.
- Let them tinker.
- Show before and after.
- Show old way versus new way.
- Challenge attendees' knowledge and skill.
- Make them guess to learn.
- Provide unique or comfortable places for the demo.
- Integrate technology presentation support.

### **Analyze Your Products/Services to Find Your Attendee-Focused Value Proposition**

\* 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 exhibit graphics and pre-show marketing to grab attention!

## **View MDA's FREE Exhibitor Marketing Webinar**

Increasing Brand Awareness & Driving Qualified Booth Traffic  
How to Attract Enough of the Right Attendees to Your Exhibit

✓ Register for the Live Webinar:  
Thursday, November 5, 2018 11:30 AM Eastern

✓ Replay Available Online at the Star of the North's Exhibitor Success & ROI Center

## **How to Make Your Booth Staff a Competitive Advantage**

1. Best People Forward!!!
2. Accountable for Interaction and Lead Goals
3. Proactively \_\_\_\_\_ Attendees
  - Greet - Welcome - Meet - Discover
  - Stand - Open Posture - Smile
4. Get Out of Unqualified Conversations
  - \_\_\_\_\_ them and step back
  - Give them something
  - Direct them to another booth
5. It's Not What You Tell, It's What You Ask!
  - Know questions in \_\_\_\_\_
  - Ask easy questions first
  - Use more open-ended questions
  - Use their name
6. Less is More! Hit Visitor's Information Bulls-Eye.
  - Ask about familiarity and what they want to learn about
  - Use feature/benefit language
  - One message at a time
  - Keep it \_\_\_\_\_

## Top 5 Ways Any Exhibitor of Any Size Can Win the Exhibiting Game

1. Know exactly who you want to interact with
2. Right-size your exhibit to create enough \_\_\_\_\_ capacity
3. Execute a well-designed pre/at-show marketing campaign
4. Have a well-trained booth staff who proactively work the show
5. Capture higher quality \_\_\_\_\_ and follow up with all leads

## MDA Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center:
  - 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 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](http://www.tradeshowturnaround.com)