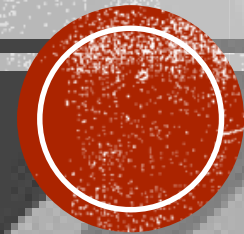


TRADE SHOW



Crash Course!

Irving, Texas

December 4, 2018



THREE OPTIONS TO BE INVOLVED

- Attendee
- Exhibitor
- Sponsor



ABOUT TRADE SHOWS

- 83% of the attendees have some kind of buying power
- 85% of decision makers say trade shows saves their company time and \$ by bringing vendors together under one roof
- 91% of attendees say that trade shows impact their buying decisions because the competition is in one place
- 142 million people are estimated to have attended 4,800 shows in 2017
- 67% of all attendees have never used your company's products or services before
- \$75 billion allotted to trade show marketing in 2017



ABOUT TRADE SHOWS

- 85% of an exhibitor's success lies in the performance of the staff
- Converting a trade shows lead to a sale costs 38% less than sales calls alone
- Trade show visitors will tell 6+ people about their experience
- 88% participate in trade shows to elevate their brand and raise awareness
- 72% participate to get leads from new prospects or customers
- 65% attend to see current clients
- 64% of exhibitors make the decision on which shows to participate in based on the quality of the attendees. Cost (54%) and Location (38%) were the other deciding factors.



THE HARD TRUTH ABOUT TRADE SHOWS

- 56% of attendees travel more than 400 miles to attend a trade event.
- Only 34% of attendees think that their trade show experience was productive.
- Less than 3% of visitors to a trade show are ever greeted with a handshake
- 9 out of 10 brochures handed out are never read or trashed
- A good booth contact lasts only 5-6 minutes
- It takes 4 seconds for a visitor to decide to “stay or go”
- Ave attendees spends 8.3 hours on the floor, over 2-3 days, visits 25-31 exhibits, 5-15 minutes per visit
- 50% of show visitors are first-timers
- 45% only attend one show per year
- 75% of booth visits are planned prior to the show...**25% are arbitrary**



SHOWS ARE BECOMING RIDICULOUSLY OVER THE TOP COMPETITIVE

Exhibitors are:

- Sending more pre-show mailings, texts, emails & social media messages to potential attendees
- Doing more extravagant follow-up
- Providing more strategic messaging both before and during the show
- Paying more attention to the "Wow" factor to attract attendees
- Developing more interactive exhibits
- Arranging more meetings in advance
- Choosing themes and messages geared to higher level executives
- Developing more sophisticated lead tracking and management systems
- Utilizing more sponsorships, for added visibility



EXHIBITOR LOW SELF ESTEEM

Only 6% of exhibitors think that they do their trade show activity extremely well.

Challenges that exhibitors say lead to low productivity:

- 45% Cost of attendance
- 45% Not getting the right spot on the conference floor
- 36% Low-value leads
- 36% Wrong speaking slots
- 27% Company booth was overshadowed by bigger players



STANDING OUT IN THE CHAOS



WHY PEOPLE ATTEND SHOWS

Education about industry or new products/services

Shopping

Connecting with Suppliers

Solidifying Existing Relationships

Scoping out Competition

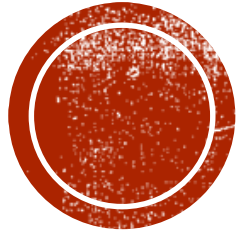
Identifying Market Trends

Problem Solving/Solution Search

Show Presence in the Marketplace

Poaching ☹️





PRE-SHOW PLANNING

A trade show involves five main characters:

1. The Show's Sponsoring Association
2. The Show's Manager/Contractor
3. The Exhibitors
4. The Audience
5. The Show's Supporting Sponsors

**POINTS TO
PONDER**



All companies are not allowed in every show. Make sure you meet the criteria in advance before scheduling and announcing your plans to upper management.

Has this happened to you before? What happened and how did you find out?

**SHARE YOUR
KNOWLEDGE**



THE EXHIBITORS MANUAL

- **Contracts, with pricing**
- **Floor Plans**
- **Official Show Contractors Contact Names and Links (carpet, electricity, furniture, lead generation, catering, floral, AV, Construction Staff, Signage, etc.)**
- **Move-in and Move-out times**
- **Publicity and Promotion Opportunities**
- **Rules & Regulations**
- **Emergency Instructions**
- **Deadlines for discounts**
- **Registration information for booth personnel**



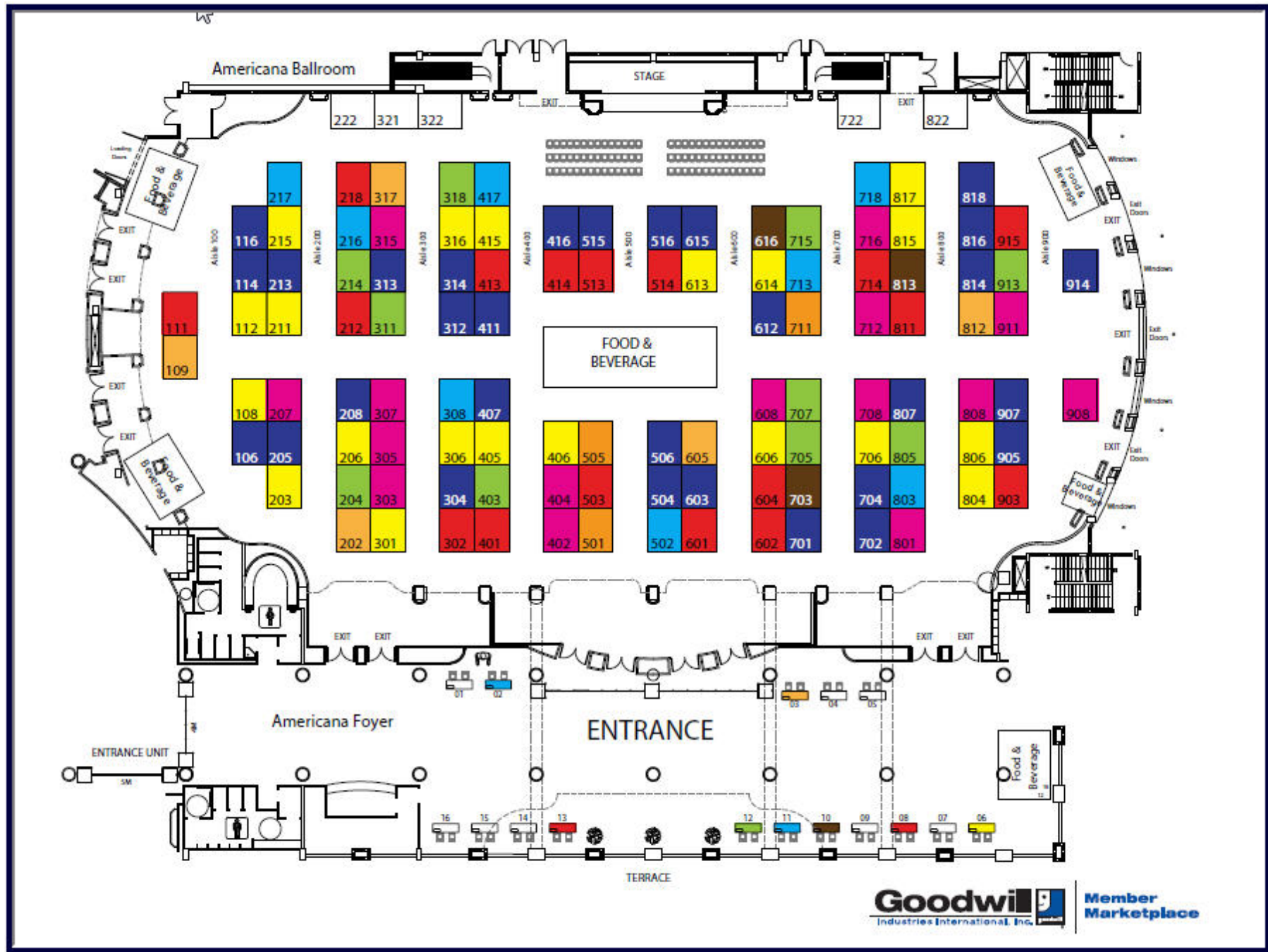
Let's suppose in 2019 you have one show where you have:

- One show in May that is a 20'x 20' booth space
- One show in January that is a 10'x 20' booth space
- Three shows in April, August & September that are 10''x10'' booth spaces each

Thoughts? Should you rent or own your booth? What factors do you take into consideration?

POINTS TO PONDER





2016 BOSTON FLOWER & GARDEN SHOW
Seaport World Trade Center, Boston

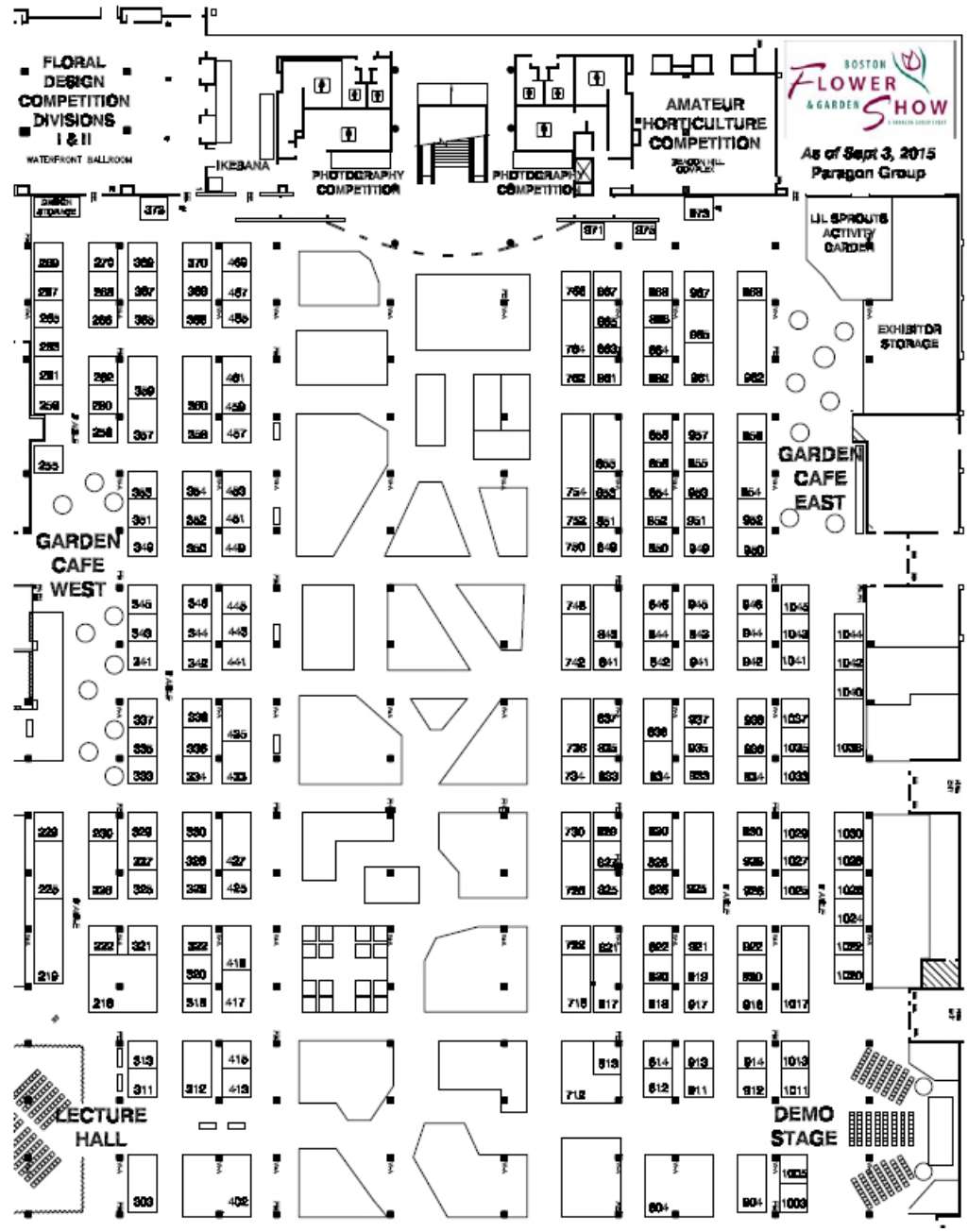


EXHIBIT SPACE DESIGN

In-Line Booth Space

In-Line Corner Space

Peninsula Booth Space

Island Booth Space

DISCUSSION: What are the pros and cons of each type of exhibit space?



BOOTH AMENITIES

- Carpet
- Electricity
- Audio Visual
- Floral
- Pipe & Drape
- Signage
- Furniture
- Lead Retriever

Pop Quiz: What does the term “drayage” mean?



NO



BIGGEST PET PEEVE ALERT



NO



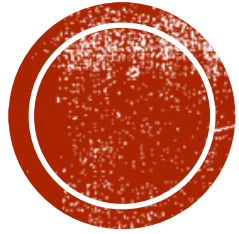
BIGGEST PET PEEVE ALERT



WHERE'S THE EXIT?

- **Have a plan.** Make sure your team knows the emergency plan.
- **Know Where You are.** Before you go make sure you know where you are in relation to the airport, hotel, convention center, train station and other pertinent venues.
- **Read and Make Copies of the Emergency Contingencies in the Exhibitor Manual.** Make sure everyone on your team has this information.
- **Check the exits.** Make sure you know more than one exit from the venue.
- **Identify two locations, one immediately outside the venue and one at a location a few blocks away that your team will meet in the event that you get separated in an emergency.** Have a group text or a group on a phone app that will allow the entire team to keep in touch with each other. Clearly state who will be in charge if you are incapacitated or delayed in any way.
- **Keep Calm.** A good plan that is known in advance will make all of the difference in everyone's reaction to the situation.
- **Know your insurance coverage for exhibit & travel.**





MARKETING



HOW HELP THEM FIND & REMEMBER YOU

- Pre-Show Marketing Strategies
- Access to Registration Lists
- At-Show Marketing
- Post Show Marketing
- Social Media Marketing
- Cooperative Marketing
- Traffic Builders
- Geo Fencing
- Advertising
- Signage
- Promotional Items



TRINKETS ARE TRASH (& THAT'S OK)

- A trinket never closed a deal
- Serves as a shiny object
- Are you more interested in branding or appreciation?
- Know your audience
- Make your promotional items match your theme



MOST POPULAR PROMOTIONAL ITEMS

- Personalized gifts
- Electronics
- Non Perishable Food
- Cool Gadgets
- Nostalgic Items
- Functional Items
- Autographed Memorabilia
- High End Caps, Pullovers, Socks & Gloves
- Tickets to events
- Nice Canvas Bags
- Unusual Housewares
- Flags
- Gift Cards
- Quality Golf Balls
- NEW #1: Donation to a Cause



LEAST POPULAR PROMOTIONAL ITEMS

- Lanyards
- Cheap Candy
- Cheap T-shirts
- Pens
- Thin Bags
- Plastic Lapel Pins
- Balloons
- Liquids
- Cheap Coolers
- Cheap Golf Balls
- What Else????? Share your stories!



BOOTH ATTRACTIONS

- Celebrity
- Games
- Contests
- Photos
- Autographs
- Magician/Mind Readers
- Musicians
- “Hired” Booth Staff
- Artists
- Animals



YOUR TRADE SHOW MESSAGE IN 10 WORDS OR LESS

- The one liner, elevator speech, company pitch....it's a powerful way for you to deliver what you company does in a short concise, easy to understand format that people instantly grasp
- You have 3-5 seconds to capture the attendees attention
- ACTION: Work on your one liner.
 - 1) Make three columns 1) what you do; 2) Who you do it for; and 3) the benefits you offer. Then list essential words.
 - 2) Start mixing and matching the words until you come up with a statement of ten words or less.
 - 3) Test it out on your mom or your mailman. If you can make them understand it then you're golden!

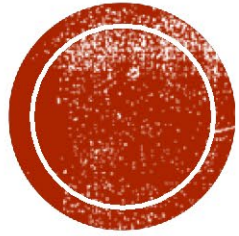


SOCIAL MEDIA & TRADE SHOWS

- 83% of 18-29 year old are active in social media
- 70% of people 30-49 are active in social media
- 51% of people who are 50+ are active in social media
- Social Networks reach 82% of the world's internet users
- 700,000 new Facebook accounts are created everyday
- Every 60 seconds, 66,000 things are shared on Twitter, 695,000 are shared on Facebook, and 7,000 are shared on LinkedIn
- 7 billion items are shared on social media each week
- Internet users spent 6.7 billion hours on social media last year
- The average person spends 7 hours, 45 minutes on social media per month
- The average person has sex 57 times per year
- Studies reveal social networking is harder to resist than sex
- 62% of people overshare on social media
- 91% of marketers see improved website traffic due to social media

Source: Hubspot.com





AT-SHOW LOGISTICS

DURING THE SHOW

- Pick up your badges
- Blog, Tweet and Post photos on Social Media of your Show Activities
- Make sure all of your F&F, carpet, electricity, shipping, AV, Floral, etc. are in the space
- Make sure your signage is correct
- Pick up lead retriever
- Arrange for return shipping
- Arrange for storage (if applicable)
- Introduce yourself to the show floor manager
- Confirm order with caterer (if applicable)



- 55% based on how you look
- 38% based on your tone of voice
- 7% on what you actually say

FIRST IMPRESSIONS



- The Trick or Treaters
- The Competitors
- Potential Prospects
- Time Killers
- Arguers
- Posers
- Flirts
- Contact/Not Lead
- Resources
- Students
- Retired from Industry
- Media
- Who else?

THE ATTENDEE PROFILE



QUALIFYING LEADS

- Ask questions & LISTEN
- Be conversational
- If they are not the “right person” in the company to have the discussion, ask them who is
- Give everyone a code A, B, C or D
- A=Hot Lead
- B=Interested
- C=Not Interested, but maybe later
- D=Not a Lead (don't bother)



WORKING THE FLOOR

- Look at the floor plan & your assignments.
- Familiarize yourself with the layout.
- Do not interrupt booth staff if they are visiting with a customer.
- Tell them “quickly” who you are and about your company.
- If they are a viable contact, pick up their card and leave yours.
- Staple their card to their marketing materials for follow-up
- Give them your marketing piece & invite them to your booth or hospitality event. Be gracious!
- Report back with any cards, notes, etc. to be included with those generated in the booth.
- The entire floor should be worked by your show staff.



HOSTING A VIP EVENT

- Audience
- Venue
- Purpose
- Food
- BOE-Caterer
- Transportation
- Alcohol
- Speakers
- Stage
- Audio/Visual
- Contracts
- Sponsors
- Tickets
- Invitations
- RSVPs
- Gatekeepers
- Entertainment
- Contact Capture
- Decorations
- Insurance



Sh*t Happens. What to do when damage control is required.

Where's the Booth?

Handling Errors in Graphics

Handling a Difficult Attendee

Missing freight

Travel Delays

Sick Staff

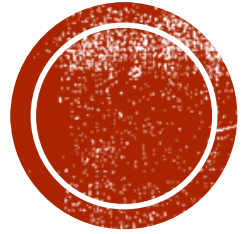
Inclement Weather

Missing contractor order

Stories anyone? Give us your best advice!

**SHARE YOUR
KNOWLEDGE**





POST SHOW WRAP-UP & FOLLOW-UP



AFTER THE SHOW

- Organize your contacts & prepare for efficient follow-up
- Pay all bills and do a final accounting of show expenses
- Do an evaluation of the show, venue, contractors, etc.
- Do an evaluation of your show team/staff in relation to results
- Prepare a summary for forward planning purposes
- **THANK** the show organizers, the show contractors, the hotel staff and all who helped you make your marketing event a success. This will pay dividends, I promise.
- Thank your team for their hard work.
- Tout your experiences at the show through social media
- Celebrate your success.



- The most productive trade shows are “regional” in nature
- Deals usually aren’t made at trade shows – Contacts are
- Personal contact is WHY you are at the show
- More than ½ of the first impression is booth & staff
- Trade Shows are not vacations
- Make sure you have the stomach for rejection
- Hard work at the show is useless if no follow-up takes place
- 80% of the people you meet are the wrong people – but most of them know the right people
- 50% of exhibitors “fly by the seat of their pants”
- Trade Shows are like first dates – you don’t get married on the first date – it’s just the beginning of the relationship

REALITY CHECK



**THANK YOU FOR
ATTENDING!**

 acceleration

BY DESIGN

