



7 POWER **Exhibiting Strategies That Deliver Value & Drive ROI**

Jefferson Davis, Competitive Edge



Competitive
Edge 
"exhibiting excellence"



Jefferson Davis, Competitive Edge *Tradeshow Turnaround Expert*

- Consultant, trainer, speaker, educator and author.
- 30 years exhibition industry experience.
- Exhibited at over 200 tradeshows.
- Intensely results-focused.
- Developed practical processes to address critical exhibiting success factors.
- Helped clients generate over \$750,000,000 in exhibiting results.

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An *Effective* Exhibit Program Should...



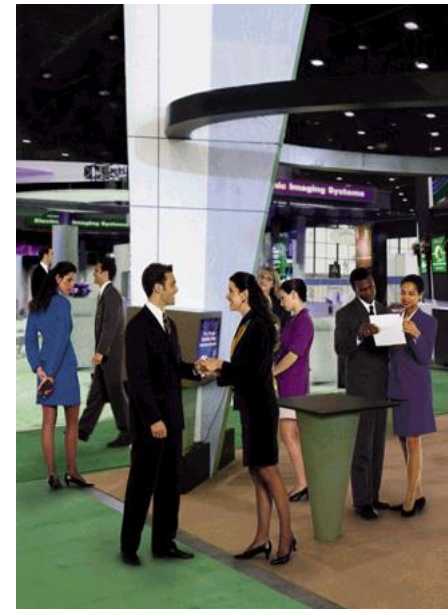


POWER STRATEGY #1

Be Clear About What You Are Really Buying

Tradeshows are About FACE & NEXT

- * Results come from how well you put...
 - company identity, staff, products and services
 - face-to-face with the right people
 - to exchange ideas and information
 - that lead to a commitment to action from visitors.



Let's Talk About Face Time...

1. How Important is Face Time in
 - * Customer Retention & Growth?
 - * New Customer Acquisition?
2. How many customers/prospects do your reps and dealers see on an average day in the field?
3. Are they finding it easier or harder to get face time in the field?
4. What does it cost to generate a face to face call in the field?



Recognize You Have a *Finite* Amount of F2F Interaction Capacity

Exhibit Interaction Capacity: Formula to calculate number of face to face interactions you can execute in exhibit.

➤ Exhibiting Hours	22
➤ Full Time Exhibit Staff	x 6*
➤ Total Staff Hours	= 132
➤ # Interactions/Hour/Staffer	x 4**
➤ Exhibit Interaction Capacity	528



* 50 sq. feet/ staffer

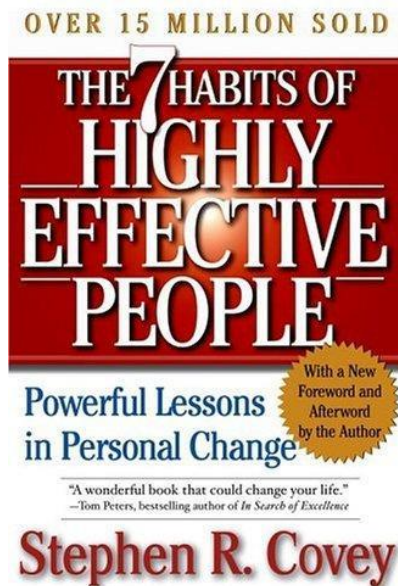
** 3/conservative 4/moderate 5/aggressive





POWER FACTOR #2

Begin with the End in Mind



- * The MAJOR Question...
 - When the doors close, 90, 180 days after the show...
 - How will we know we succeeded in the areas of ...
 - SALES ?
 - MARKETING ?
 - CUSTOMER RELATIONSHIP MANAGEMENT ?



REVERSE ENGINEER YOUR OUTCOMES

Exhibiting By Objectives



1. Top 3 Reasons
2. Convert to SMART Goal:
 - Specific
 - Measurable
 - Actionable
 - Reach, but Realistic
 - Time bound

Q & A

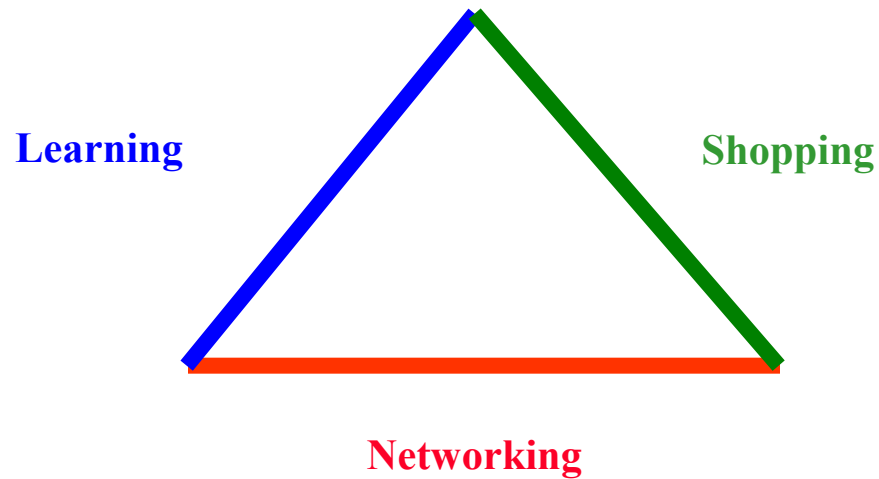




POWER FACTOR #3

Create a Worthy Destination

Three primary needs of tradeshow attendees



5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Be Noticed
2. Quickly & Visually Communicate a Value Proposition
3. Be Approachable, Easy to Enter, Navigate & Exit
4. Provide Brief, but Engaging & Meaningful Interactivity
5. Inform and Deliver Something Valuable & Useful





6 Ways to Make Your Exhibit Be Noticed

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



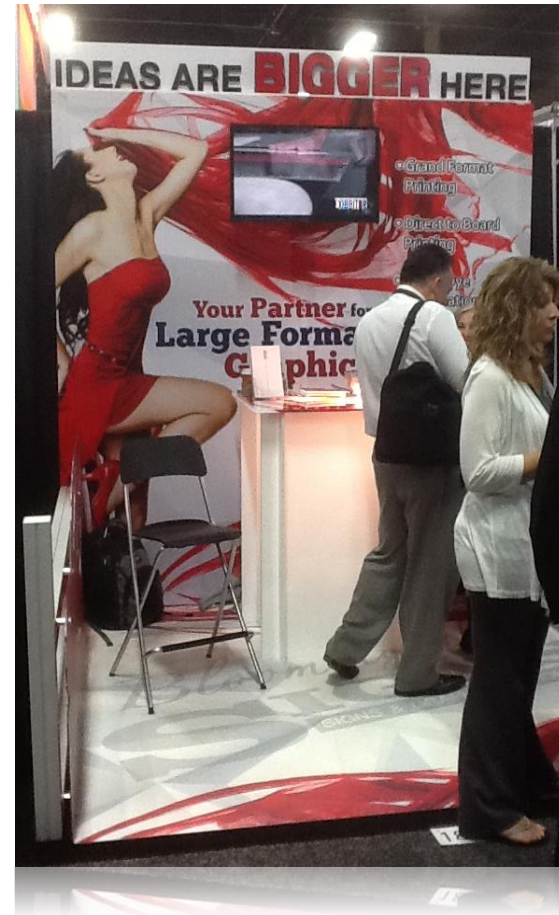
Lighting



Imagery



Imagery w/People



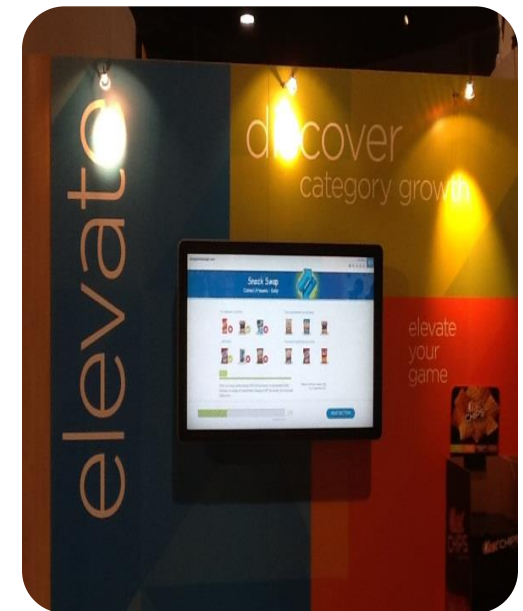
Clear & Informative Messaging



Creative Use of A/V



Interactivity & Engagement





POWER FACTOR #4

Win the Game Before Kickoff



***Get “in the mind” and “on the agenda”
of enough of the right attendees
before the show opens***





CHANGES & CHALLENGES

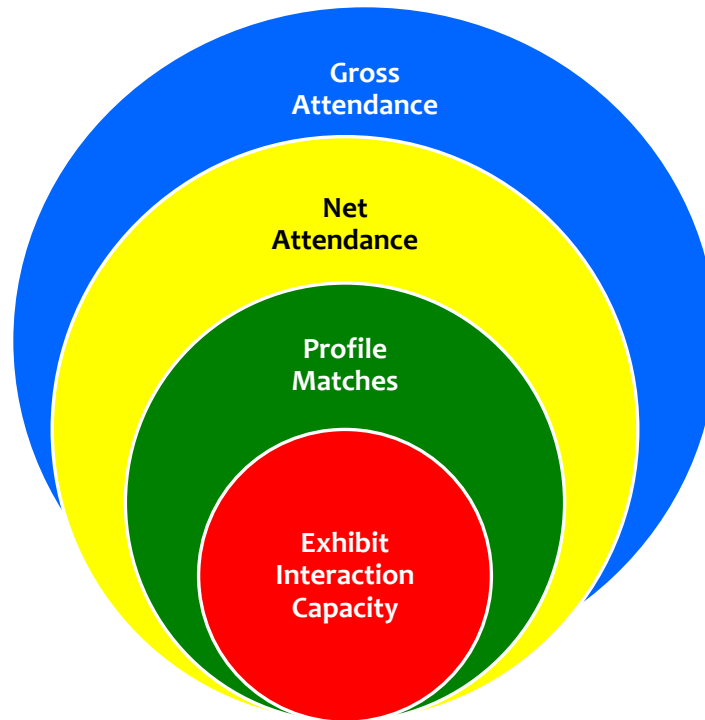
1. Attendee behaviors have changed.
 - *Fewer days and hours at shows*
 - *More pre-planning*
 - *Only stops at 26-31 exhibits*
 - *50% of stops are pre-planned*
2. Most exhibitors are unaware and have not adapted!



Selective Attraction

Industry At Large

**Rightsized
exhibit has
at least
45%
Exhibit
Interaction
Capacity
relative to
Profile
Matches
(450 EIC)**



5,000 Gross

3,500 Net

**1,000 Profile
Matches**

**450 Interaction
Capacity**





Selective Attraction Game Plan

1. Calculate Exhibit Interaction Capacity and Set a Firm Goal
2. Define Your Ideal Visitor
 - * Relationship
 - * Organization
 - * Job Functions/Titles
 - * Geography
3. Build Ideal Visitor Lists
 - * Internal
 - * External
4. Budget **at least 15%** to Promoting Your Exhibit
5. Utilize multiple marketing media to land **at least 3 direct hits** with your ideal visitors.



Use a Combination of Low-Cost High-Impact Marketing Media



Mail
Email
Websites
Telephone
Mobile App
Social Media
In-Person Visits
Print Advertising
At-show Advertising



Craft Compelling Messages That Interrupt & Engage

- * Tradeshow Interruption Strategies
 - * NEW
 - * Problematic
 - * Learn
 - * Familiar
 - * Unusual
- * **Relevance** = noticed, **Importance** = engagement
- * Ask: *What situations would prompt them to think about what you do?*
 - * ...dangle situations!
- * Position visiting exhibit as the place to **SEE, DO, LEARN & GET**





Value Proposition Template

- **PROBLEM:** *Tired of? Worried about?*
- **OPPORTUNITY:** *Interested in? Curious about?*
- Give us 5 minutes at Show/Booth #123
- You will **SEE**
- You can **DO**
- You will **LEARN**
- Oh, by the way, you'll **GET...**



Q & A





POWER FACTOR #5

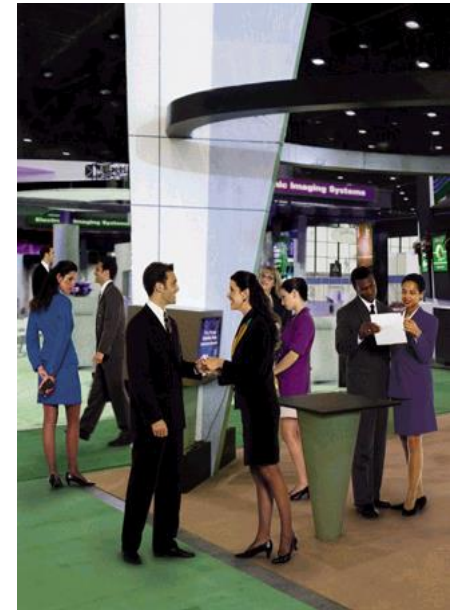
Leverage Your Most Important Asset



STAFF & WORK THE SHOW PROPERLY

Put effective staffers in your exhibit

- Friendly and engaging
- Proactive versus passive
- Knowledgeable
- Asks good questions and listens well
- Can communicate **concisely** and persuasively
- Takes good lead information and gains commitment to the next step



Power Tips for Effectively Working the Show

- Be in your booth and available the entire show.
- Smile and greet people in the aisle.
- Effectively engage visitors who enter your booth.
 - Know what **questions** you need to ask.
 - Be able to deliver a short company story.
 - Be able to communicate your product/services messaging in a concise, persuasive and interactive manner.
 - Capture more information from visitors.
 - Get a commitment from the visitor to the next action step.





POWER FACTOR #6

Cover the Lead Black Hole



Lead Management & Follow-Through

Define What **Is** and What **Isn't** a Lead

1. What Isn't a Lead?

- Badge swipe or scan with no additional information
- Business card

2. What Is a Lead?

- Personal Interaction
- Qualifying Questions Asked
- Answers Documented
- Next Step Identified & Agreed To by Visitor

➤ **Goal: Information Rich + Committed Next Action**



Capture More Information to Generate Higher Quality Leads

1. You may never have this chance again!
2. Don't just accept what's embedded in the badge!
3. Engage sales to determine what information they want to value leads more.
4. Typical information areas might include:
 - Email Address
 - Specific Project/Application/Needs
 - Requirements or Specifications
 - Product Interest & Level of Interest
 - Buying Role and/or Influence
 - Evaluation and/or Decision Team
 - Competitors
 - Budget
 - Timeframe
 - Specific Next Action Step



Formula for Setting Realistic Lead Goals

Use ***Exhibit Interaction Capacity*** formula to set lead goals:

*	# of Exhibiting Hours	22
*	# of Exhibit Staff	<u>x 6</u>
*	Total Staff Hours	132
*	Interactions/Hr/Staffer	<u>x 4</u>
*	Total Target Interactions	528
*	% of Visitors to Lead	<u>x.25</u>
*	Lead Goal	132



Use Follow-Up Techniques to “Wow” and Be There When They’re Ready to Buy

1. Prepare lead follow-up plan by priority **BEFORE** show.
2. Follow-up FAST or in line with visitor request.
3. Plan for 6 to 12 touches over the next 3 to 6 months.
4. Integrate multiple media:
 - * Email
 - * Mail
 - * Telephone
 - * In-person visits
 - * Social media



Use Follow-Up Techniques to “Wow” and Be There When They’re Ready to Buy

5. Deliver real value... don’t just sell!

- * Social media posts and groups
- * Newsletters
- * Product samples
- * Promotional products (refillable)
- * Testimonial letters and videos



Visitor Experience & Lead Management

Q & A





POWER FACTOR #7

What Gets Measured Gets Done...



And Makes You a HERO!



Basic Exhibiting Performance Metrics

1. Goals – Progress Made
2. Spending - Where the Dollar Goes/Benchmarks
3. Exhibit Interaction Capacity/Utilization
4. Cost Per Interaction
5. Cost Per Lead
6. Potential Revenue Value of Leads Captured
7. Hard Dollar ROI
8. Soft Dollar ROI



Where the Tradeshow Dollar Goes

- Average company allocates 41.3% of marketing budget to event/exhibit marketing.
- Exhibiting budget is spent on eight (8) major areas.

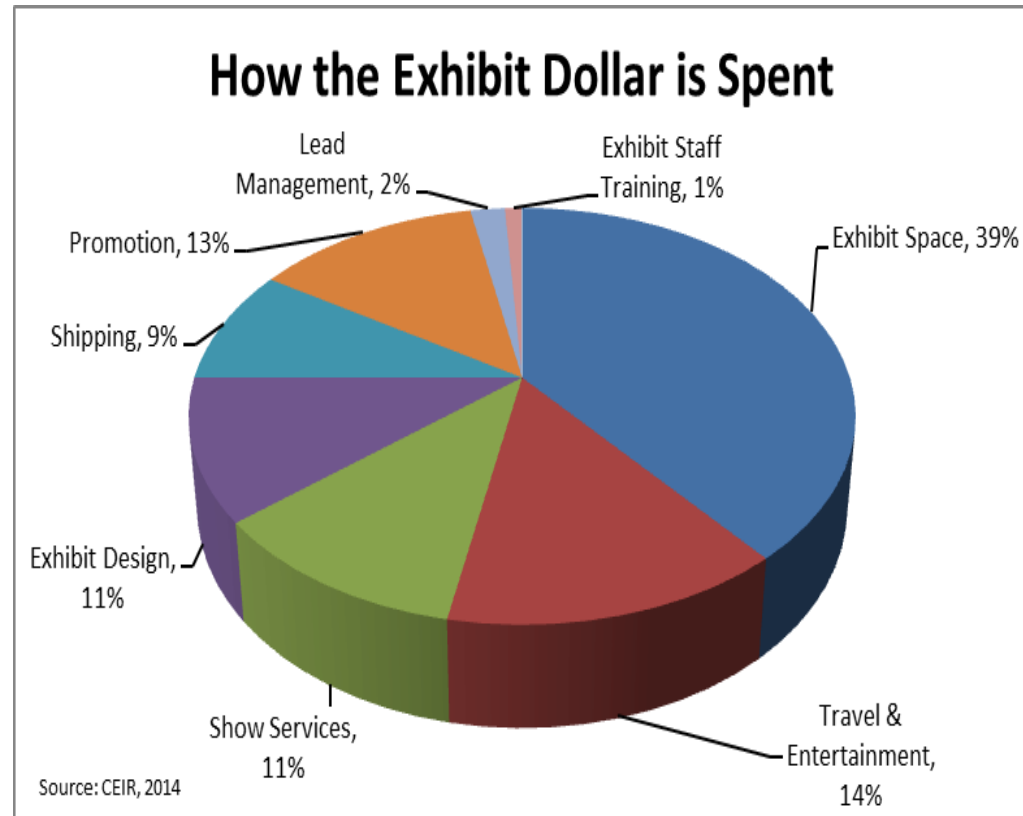


Exhibit Interaction Capacity/Utilization (EIC/U)

- Actual # of Exhibit Interactions 391
 - (/)Exhibit Interaction Capacity 528
 - **Exhibit Interaction Capacity Utilization 74%**
- *Target 80 to 100% EIC/U*



Cost Per Interaction (CPI)

- Total Show Investment \$100,000
- (/) Actual # of Exhibit Interactions 391
- **Cost Per Interaction** **\$256**

➤ *Average cost of a North America B2B field sales call: \$596*

Source: CEIR



Cost Per Lead (CPL)

- Total Show Investment \$100,000
- (/) Actual # of Leads 150
- ***Cost Per Lead*** ***\$667***

- Compare to other lead generation programs
- Compare across all shows you do
- Compare to average sale amount



Potential Value of Leads



- # of Leads 150
- (x) Average Sale Amount \$5,000
- **Potential Lead Value** **\$750,000**
- (/) Show Investment \$100,000
- **Soft Dollar ROI** **\$7.50 to \$1**



Two Types of ROI

- **Hard Dollar ROI:** Revenue 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:** Value received that can be quantified/expressed in numeric terms, typically in the form of money saved.



Return on Investment

HARD Dollar Gross Margin Formula & Example Calculation*



• Top Line Revenue At/Post Show Sales	\$600,000
• Less Exhibiting Investment	<u>-\$100,000</u>
• Gross Margin	\$500,000
• Divide by Exhibiting Investment	<u>\$100,000</u>
• Exhibiting ROI	500%

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.



Cost Per Interaction (CPI) SOFT Dollar ROI Contribution*



• Total Show Investment	<u>\$100,000</u>
• (/) # Exhibit Interactions	391
• Cost Per Interaction	\$256
• Comparative (Field Sales Call)	\$596
• Less Cost Per Interaction	<u>-\$256</u>
• CPI Savings	\$340
• Times # of Actual Exhibit Interactions	<u>x 391</u>
• Soft dollar ROI	\$132,940 = 133% SD/ROI

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Ask the Expert...

Q & A





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