



Present

Increasing Brand Awareness & Driving Qualified Stand Traffic

How to Attract Enough of the Right Attendees
to Your Stand

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 Informa Markets' exhibitor marketing resources.
4. Review an example of an integrated exhibit marketing campaign in action.

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



To Generate Value & ROI Focus on 5 Critical Exhibiting Success Factors

1. **OUTCOMES:** Define what success looks like after the exhibition, set clear goals and create workable action plans that support your sales, marketing, and customer relationship management goals and take advantage of opportunities exhibitions present.
2. **SELECTIVE ATTRACTION:** Identify your target visitors, create your value proposition, use targeted pre & at-show marketing to attract enough of the right people to your stand.
3. **VISITOR EXPERIENCE:** Coordinate your stand, product demonstration and team members 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 questioning process and tool your staff uses to capture leads, and follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and Return on Investment calculations to measure performance and value. Learn from the experience.

How Exhibition Visitor Behaviors Have Changed

1. Registering closer to the exhibition.
2. Spending fewer number of days at exhibitions.
3. Looking for more content and useful information.
4. Pre-planning visit: _____% arrive with an agenda.
5. Visits 26-31 exhibits on average. (North America B2B average)
6. 50% of exhibit stops are _____.

Sources: CEIR/Exhibit
Surveys/Event Marketing
Institute

➤ *In spite of all this, less than _____% of exhibitors execute a well-conceived pre-show marketing plan!*

Stand Marketing: 8 Step Planning Process

1. Determine Exhibiting Goals
2. Identify Target Visitors and Build Target Visitor Lists
3. Calculate STAND INTERACTION CAPACITY
4. Budget Enough Marketing Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibition 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!**

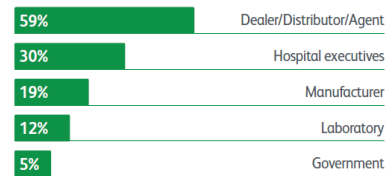
Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Step 2. Create Ideal Visitor Profile

- Who do you want to interact with?
 - Nature of Business
 - Type of Specialty
 - Job Functions/Titles
 - Geographical Location
 - Size
 - Other?

Visitors identified as



Job function/role

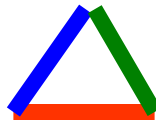


- ACTION: Define your ideal visitor.

Attract High-Value Visitors

Work the Triangle

New Contacts
Open the Door



Prospects:
Advance to the Next Step

Customers

Relationship Management – Inquire for Opportunity
Ears to the Ground for Change – Endorsement

Implementing the C/P/N Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and New Contacts.
2. Set a specific _____ for each name on the list.
3. Contact them _____ times before the exhibition through various media: email, phone, social media, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the exhibition.
5. Consider creating a contest to reward the sales person getting the most of their list to the exhibition.

Build Target Visitor Lists

Best Exhibition Visitor List Sources:

1. *Pre-registered visitor list
2. Previous or *Post-exhibition visitor lists
3. Company database (C/P/N process)
4. Previous other exhibition visitor lists
5. Recent inquiries
6. Distributor lists
7. Trade publication readership lists

***Email service available for a fee.
See Sponsorship Opportunities
brochure for more information.**

Step 3. Calculate Stand Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibition Hours	20	20
– # Team Members on Duty	x <u>2</u> *	x _____
– Total Tam Hours	= 40	= _____
– Interactions/Hour/Member	x <u>3-5</u> **	x _____
– Exhibit Interaction Capacity	= 120 to 200	= _____

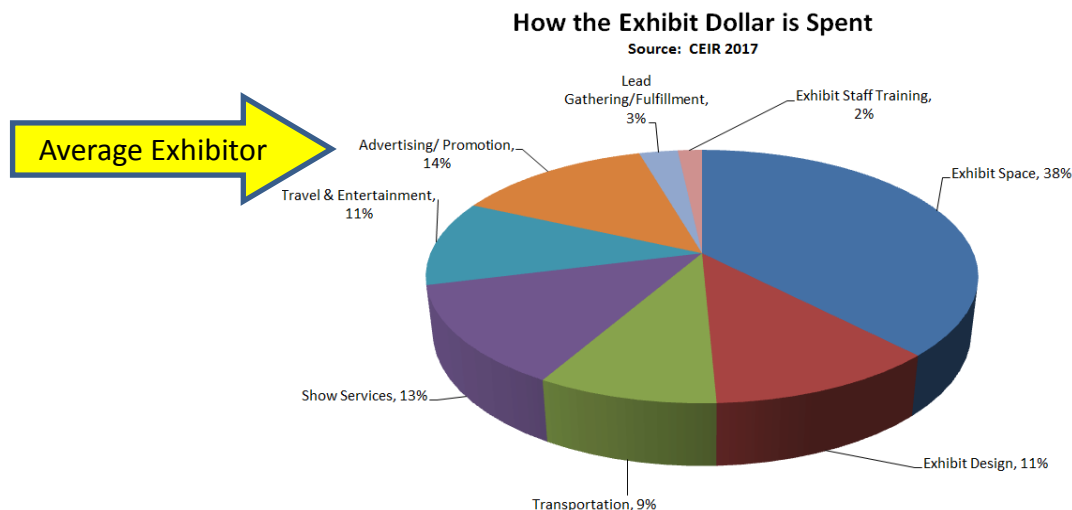
* 50 sq. ft. per team member

** 3/conservative 4/moderate 5/vigorous

➤ **Success Tip:**

- Try to make your list of target visitors _____ times your Stand Interaction Capacity.

Step 4. Budget Enough Promotion Resources



	Example	Participant
Total Exhibition Investment (\$5,680 x 3-5 – 100 Sq. Ft. Pipe & Drape Zone Average)	\$17,040-\$28,400	\$ _____
% for Exhibit Marketing	_____ x .15 at least	x _____
Exhibit Promotion Budget	\$2,550 to \$4,260	\$ _____

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

Step 5. Craft Compelling Messages

* Job 1. Grab Attention!

- _____
- _____
- Learn



* Job 2. Create Interest!

Ask: *What situations would prompt healthcare distributors & professionals to think about what you offer?*

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

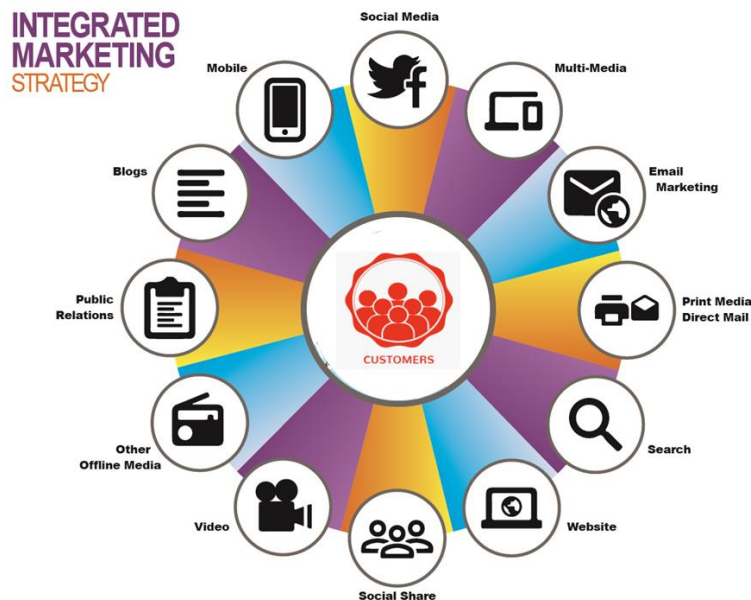
Deliver a Clear Value Proposition to Build Desire and Create Action

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

Step 6. Analyze & Select Marketing Media

General Marketing Media Options:

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



Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Company listing on the Online Show Directory, Supplier Finder, printed Show Catalogue, Mobile App.
2. Logos and graphics for use on your website and your own company communications.
3. Contact Informa Marketing to send your press releases, product information and product launch plans for free exposure.
4. Leverage exhibition's social media:
 - Facebook: <https://www.facebook.com/FimeShowIntl>
 - Twitter: #FIME <https://twitter.com/FIMEShow>
 - LinkedIn: <https://www.linkedin.com/company/fime-international-medical-exhibition>
 - Instagram: <https://www.instagram.com/fimeshowintl/>

For questions or help, please contact:
fime@informa.com

PAID Show Advertising & Sponsorship Opportunities

Advertising:

- Ad available in Show Guide, Online Pre-Show Planner, Show Daily Emails
- Dedicated Pre-Registered or Post-Show Email to Targeted Visitors
- Featured Product
- Bag Inserts

Sponsorships:

- **Digital/Online:** Enhanced Exhibitor Listing, Social Media Partner, FIME TV, Registration Confirmation Email or Confirmation Page Banner, Exhibition Web Page Banner, Mobile App Banner
- **Events:** Healthcare Innovation Seminar, Workshop Package, Official Social & Networking Events
- **Exhibit Floor/Conference Center:** Registration Desks, Floor Stickers, Hanging Banners, Booth Extender, Aisle Signs
- **Items:** Lanyards, Bags, Badges, Notepad and Pens

Opportunity availability changes frequently.
For questions or help, please contact:
fime@informa.com

Step 7. Execute Marketing Campaign

Sample Marketing Program: *Small Exhibitor*

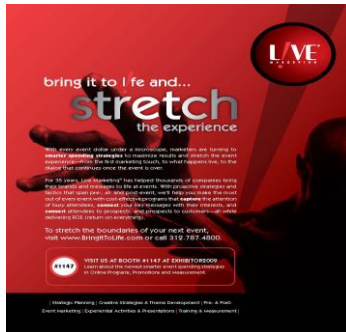
- ❖ **Stand Size/Cost:** 10 x 10 regular stand/\$5,680 Pipe & Drape Zone Average
- ❖ **Exhibition Budget:** \$17,040 - \$28,400 (3-5x floor space/at least 15% + to promotion)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
 - Execute C/P/N strategy with sales reps and dealers.
 - Mail postcard to C/P/N list with a reward for responding.
 - Update your exhibitor profile in your console and be sure to give attendees a compelling reason to visit your booth.
 - Promote participation in relevant social media and use show's social media channels.
 - Place show logo and booth promo on company website, email signatures, newsletters, social media, all outgoing correspondence.
 - Purchase Enhanced Exhibitor Listing to stand out in directories, show planner and mobile app.

Sample Marketing Program: *Medium/Large Exhibitor*

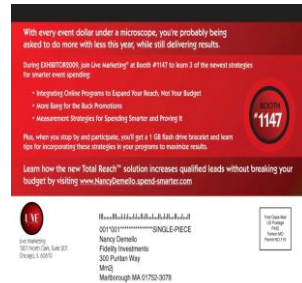
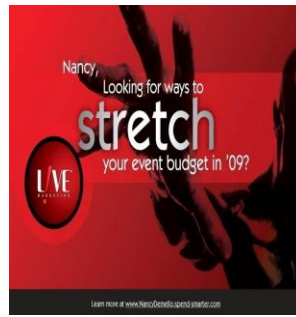
- ❖ **Stand Size/Cost:** 20 x 20 /\$22,720 Pipe & Drape Zone Average
- ❖ **Show Budget:** \$68,160 - \$113,800 (3-5x floor space/at least 15% + to promotion)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Generation/Sales
- ❖ **Media:**
 - Do same things as small exhibitor.
 - Mail and/or email high-level invitations (instead of postcards) to C/P/N list with compelling reward for responding.
 - Purchase Featured Product opportunity to promote new product.
 - Purchase Bag Insert to promote new product.
 - Sponsor Healthcare Innovation Seminar to promote thought leadership.

Pre-Show Marketing Plan Example

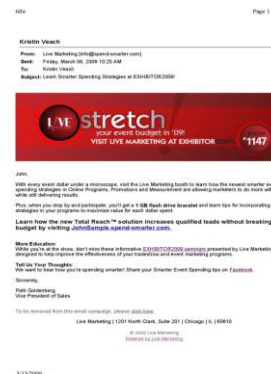
Pre-Show Print Advertisement



Personalized Postcard Mailer



2 Personalized Pre-show HTML Emails



Personalized Landing Page or Microsite



Step 8. Measure Stand 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 exhibition?

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?

Informa Markets' Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI (Return on Investment) Center:
 - Downloadable Planning & Implementation Tools
 - Live and On-Demand Webinars
 - How-to" Exhibit Article Series
 - Ask the Tradeshow Expert Email Questions & Answers
- Bookmark, Share With Your Team and Access at:
 - <https://www.fimeshow.com/en/exhibit/exhibitor-success-and-roi-center.html>



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 from "*expensive appearances*" to "*productive, profitable investments.*"