



Present

High-Impact Pre and At-Show Marketing

How to Build Brand Awareness and Drive Qualified Booth/Stand Traffic

Participant Learning Objectives:
*By the end of this webinar,
we will...*

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective exhibit marketing planning process.
3. Review an example of an integrated exhibit marketing campaign in action.

What Really Drives Business Growth?

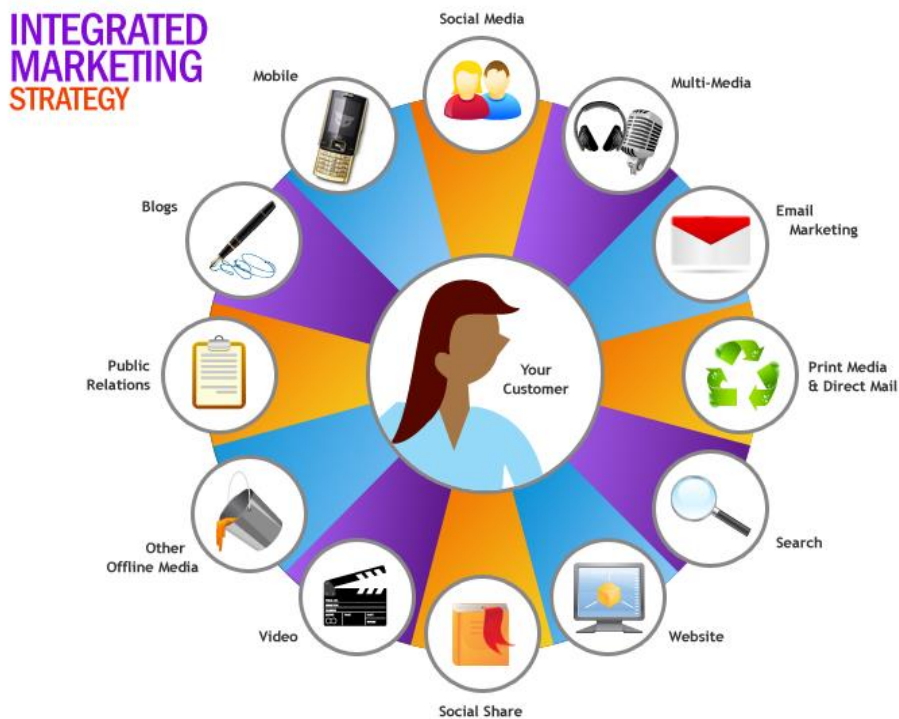
Peter Drucker said...

1. M_____
 2. Innovation
- *Everything else is an expense!*

What is the Key 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



Tradeshows are about...

_____ & _____

How Tradeshow Attendee Behaviors Have Changed

1. Registering closer to the show.
 2. Spending fewer number of days at the show.
 3. Looking for more content and useable information.
 4. Preplanning visit: _____% *arrive with an agenda.*
 5. Visits 26-31 exhibits on 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 Promotion Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting Goals

- 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 and Business Development
 - h. Thought Leadership
 - i. Other?

Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Step 2. Create Ideal Visitor Profile

- Who do you want to interact with?
 - Company Classification
 - Job Classification
 - Primary Technical Discipline
 - Years of Experience
 - Young Professional – 35 years or below
 - Location
 - Other?

- ACTION: Define what types of attendees you want to see

Identify Target Visitors

The C/P/S Triangle



Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific _____ for each name on the list.
3. Contact them _____ times before the show using various media: email, phone, social media, mail, etc.
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 shows.

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 model)
4. Previous show(s) booth/stand visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

* Available at ATCE and OTC

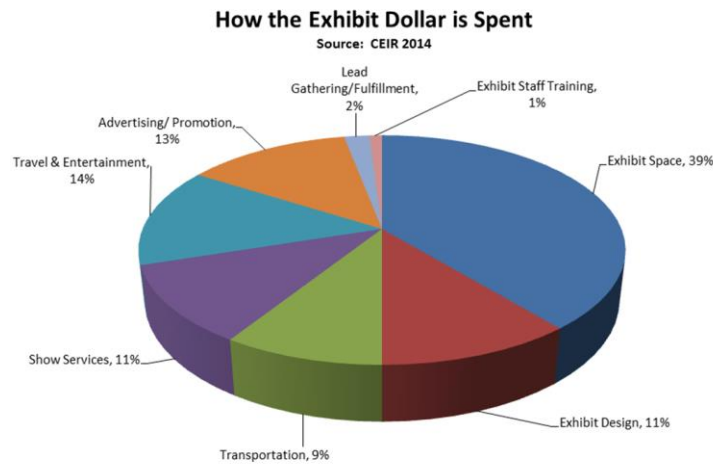
Step 3. Calculate Exhibit Interaction Capacity

	Example	Participant
– Exhibiting Hours (Use your specific SPE event’s exhibiting hours)	21	_____
– Exhibit Staff on Duty	x <u> 2 </u>	x _____
– Total Staff Hours	= 42	= _____
– Interactions/Hour/Staffer	x <u> 3-5 </u>	x _____
– Exhibit Interaction Capacity	= 126-210	= _____

➤ **Success Tip:**

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

Step 4. Budget Enough Promotion Resources



	Example	Participant
Total Show Investment	\$25,000	\$ _____
% for Exhibit Promotion	<u> .15 </u> at least	x _____
Exhibit Promotion Budget	\$3,750	\$ _____

When to increase? Big show, small booth/stand, location concern, importance of show – allocate more!

Step 5. Craft Compelling Messages

- Who is your target visitor?
- What goals, projects, problems and challenges are they facing that you can help them solve?
- What _____ are you featuring in the exhibit?
- How does your solution address their goals, projects and problems?
- What will they _____, _____, _____ and _____ by visiting?

Step 6. Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. **Captivating** message and _____ design theme.
2. **Combination** of show, industry and direct marketing media.
3. **Communicate** four specific messages:
 1. What you do
 2. Why they should care
 3. Who you are
 4. Where and how to find you
4. **Creative Frequency:** Land *at least* ____ direct touches leading up to show time.

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Print Media
2. Public Relations
 - ✓ Request Media Contact List, Submit & Bring Press Kits
3. Electronic Media
 - ✓ Email, Internet, Websites, Social Media, Mobile Apps
4. Direct Mail
 - ✓ Letters, Invitations, Postcards
5. Personal Contact
 - ✓ Rep Visits, Telephone Calls, Voice Broadcast

Low-Cost High-Impact Marketing Media Options:

1. Landing Pages with Needs Assessment & Appointment Tools
2. Personalized Mailers & Postcards
3. Personalized URL's (PURL's)
4. Email with Video
5. Voice Messaging
6. MicroSites
7. Social Media
8. Blogs

Evaluate SPE Event Exhibitor Marketing Opportunities



1. Print

2. Web

3. Electronic Media

4. Mail

5. Mobile App

6. Sponsorships

7. At-Show

For questions or help, please visit your SPE event's Sponsor & Advertising Opportunities web page or contact your Account Executive.

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Program: *Small Exhibitor*

- ❖ **Booth/Stand Size/Space Cost:** 10 x 10 in-line/\$3,000 (example only)
- ❖ **Show Budget:** \$9,000 to \$15,000 (3-5x floor space)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
 - Execute C/P/S strategy with sales reps
 - Mail postcard to house list and pre-registered attendee list (if available)
 - Write exhibitor listing that gives attendees a compelling reason to visit
 - Promote show participation in relevant social media and use show's channels
 - Place show logo and booth/stand promo on your company website, email signatures, all outgoing correspondence
 - Place a small ad in JPT and Technical Conference program

Sample Exhibit Marketing Program: *Medium-Large Exhibitor*

- ❖ **Booth/Stand Size/Space Cost:** 20 x 20/\$12,000 (example only)
- ❖ **Show Budget:** \$36,000 to \$60,000 (3-5x floor space)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales
- ❖ **Media:**
 - Do same things as small exhibitor
 - In addition to postcards, Priority Mail or Fed-Ex high-level invitations to C/P/S list and pre-registered attendee list (if available) with value proposition and compelling reward for responding
 - Press releases to promote new products, use press center
 - Large print ads in JPT and Technical Conference program
 - Sponsor badges
 - Insert in attendee bag
 - Do an in booth/stand theatre – submit content for technical presentations

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. _____ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of _____ and/or traceable response?
6. What worked?
7. What did we _____?
8. What will we use 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 better promote your participation in the show?

SPE Commitment to Exhibitor Education & Success Online Exhibitor Knowledge Portal

- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - “Ask the Tradeshow Expert” email Q&A
 - If you are viewing the webinar replay, you can submit questions to Jefferson Davis through the Ask the Tradeshow Expert Email Q&A.
- Bookmark, Share and Access at:
<http://www.spe.org/sales/exhibitor-success.php>

