



We bring buyers and sellers together through
award-winning publications and exhibitions on four continents.

Presents

Laying Your Foundation for Exhibiting Success

How to Effectively Prepare and Plan for Maximum Results

Participant Learning Objectives:

*By the end of this webinar,
you will...*

1. Learn four important paradigm shifts that lay a foundation for improved exhibiting performance and results
2. Discover four critical exhibiting success factors that make the difference in a results-focused exhibiting program.
3. Learn a six-step Exhibiting-by-Objectives pre-show planning process.
4. Review and learn how to use a week-by-week planning checklist to ensure the right things are being done at the right time.

Paradigm Shifts Necessary to Improve Exhibiting Results

*“When You Change the Way You _____ Tradeshows,
Tradeshows Will Change For You.”*

1. In today’s changing & competitive business climate, tradeshows are one of your most effective sales and marketing media _____.

2. *Shift 1: Get clear about what you are really buying*

a. _____

The highest and best use is to put your company identity, products and services and your staff face-to-face with the right people to exchange important information that leads to a _____ to some action on the part of the visitor.

b. The Exhibiting *EDGE*

The customer _____ to you
With a relatively _____
On your _____

3. *Shift 2: Recognize, Understand and Appreciate the Real Value of Exhibiting*

a. Cost-Effectiveness:

Field Sales Call	\$ _____
Per Attraction	\$ _____
Per Visitor Reached	\$ _____

b. Sales Efficiency:

Field Sales Calls	_____	calls per day
Trade Show	_____	calls per day

Paradigm Shifts Necessary to Improve Exhibiting Results

4. Shift 2: Recognize, Understand and Appreciate the *Real Value* of Exhibiting (continued)

c. Sales Efficiency: Field Sales Call _____ calls to close
 Trade Show Lead _____ calls to close

d. Cost of a Sale Field Sales \$ _____
 Tradeshow Lead \$ _____

5. Shift 3: Understand the 7 Reasons Why Some Exhibitors Fail

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

6. Shift 4. Adopt the Tradeshow Profit Perspective:

1. A tradeshow is a sales and marketing _____
2. You should expect and plan for a _____ on investment.
3. If you're not getting \$__ to \$__ back for every \$1 invested – in a measurable manner over time, something is wrong.

To Improve Results _____ on Four Critical Exhibiting Success Factors:

1. Use _____ to support your company's sales and marketing objectives and take advantage of the opportunities a trade show presents.
2. Develop a pre-show marketing process to identify and attract _____ of the _____ people to your exhibit and functions.
3. Deliver a high-quality visitor experience that gains a _____ to a next action step with qualified visitors.
4. Follow-up to convert visitor _____ to purchasing actions and _____ results.

Exhibiting by Objectives **& Pre-Show Planning**

“If you don’t know where you are going, any road will take you there.”

1. Do You Exhibit by Objectives or Exhibit by _____ ?

- _____% of pre-show time is spent on logistics. Invest more time on _____ . Invest more time on _____ !
- Convert _____ to goals.
- Every goal needs a _____ and a _____ .

6 Step Pre-Show Planning Process:

1. Identify your stakeholders and distribute a “ _____ ” questionnaire to the appropriate people and/or departments.

- What are our/your primary sales/marketing goals for the next 12 months?
- Which of these goals can we impact through this show?
- What’s happening inside our company?
- What’s happening outside our company?
- What is our market share in this region? By company? By product?
- Who specifically attends this show and why do they attend?
- Related to our products/services, what are their “top of the mind” concerns/needs?
- Which of our products/services should we feature?
- How do our products/services address their concerns/needs better than the competition?
- What specifically do we want to communicate?
- What specifically do we want visitors to do as a result of visiting our exhibit?
- At closing time, within 90, 180 days after the show how we will know we were successful?

2. Schedule a “war room” planning meeting with the appropriate people.

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-
-

3. Identify your **top three reasons** for exhibiting.

1. _____
2. _____
3. _____

Exhibiting by Objectives **& Pre-Show Planning**

6 Step Pre-Show Planning Process (continued):

4. Convert your reasons to SMART goals.

S _____
M _____
A _____
R _____
T _____

Sample SMART Goal:

5. Create a _____ action plan for each SMART goal and procedural plans for:

- show selection process
- exhibit architecture and product demonstrations
- pre, at-show and post-show marketing
- sales support materials
- staffing
- lead capture and follow-up
- measuring and reporting results

SMART goal plan should include 6 elements:

- Goal/objective
- Strategy
- Tactics
- Responsibility
- Timeline
- Budget

6. Schedule, execute your plan and _____ progress at regular intervals.

SAMPLE WEEK-BY-WEEK PLANNING CHECKLIST

*Please review your Exhibitor Service Manual and Exhibitor Marketing Guide
and plug in key action dates!*

Weeks 16 and 15

- Set exhibiting objectives.
- Research and develop your target market lists.
- Create or refine your marketing message.
- Read the exhibitor manual carefully, schedule key dates.
- Create preliminary line item budget.
- Draft your procedural plans for key action areas:
 - Pre-Show Marketing
 - Sales Support Materials
 - Exhibit Architecture
 - Lead Management
 - Staffing

Weeks 14 and 13

- Start recruiting exhibit and sales staff.

Weeks 12 and 11

- Establish a schedule of work with start and finish dates.
- Begin work with exhibit house and outside suppliers.
- Make preliminary travel and hotel plans.
- Schedule booth staff training. *Call Jefferson Davis, Competitive Edge, (800) 700-6174.*

Weeks 10 through 6

- Check progress and finalize staff recruiting.
- Put together exposition data and plan information to give to staff.
- Check on production progress for graphics, booth, and printed materials.
- Review budget again with current information.

Weeks 5 and 4

- Confirm availability of product/equipment samples and any special technical help required.
- Make sure pre-show promotions are on track.
- Finalize any VIP guest programs.
- Obtain visitor information from the convention city, finalize pre-show information package for staff.

Weeks 3 and 2

- Finalize shipping information and provide to vendors.
- Send pre-event package to staff members.
- Check on all production work at exhibit house and suppliers.
- Prepare training material for booth staffers or confirm on-site staff training.

Week 1

- Gather supplies, credentials, travel docs and related show materials.
- Bring copies of all service orders with checks for payment.
- Confirm final details with staffers.
- Do booth staff training before the show.

Want to Make it BIG in Show Business?

The " *Tradeshow Turnaround Artist*" Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

Visit www.compedgetraining.com and take our Complimentary Exhibiting Needs Assessment to find out. Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
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"exhibiting excellence"

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