

diversified

BUSINESS COMMUNICATIONS USA Canada Australia UK

Connecting

Educating

Strengthening

Business Communities Worldwide

Presents

Exhibit Marketing Essentials

Missing Pieces to the Exhibiting Success Puzzle

Participant Learning Objectives:

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

1. Know more about Diversified Business Communications and exhibitor resources available.
2. Learn more about Tradeshow Public Relations.
3. Gain Keys to Advertising, Direct Mail, Email and Web Marketing.
4. Learn a Process for Creating Effective In-Booth Demonstrations and Presentations.
5. Know why and how to Improve Your Lead Management Process.
6. Understand the ARI Lead Retrieval System options available.

Want to Make it BIG in Show Business?

America's #1 Results-Focused Exhibiting Expert 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 really 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 exhibiting results since 1991. Over 85,000 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 to turn your tradeshow program around?

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 and Pre-show Planning Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Results Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

2211 Houston Branch Road
Charlotte, NC 28270
Phone: 800-700-6174
Fax: 704-814-7366
www.compedgetraining.com

What You Can Expect From Diversified Business Communications

Effective Support Staff and Resources!

YOUR SUCCESS IS OUR BUSINESS

Diversified is working hard to be your most effective marketing and tradeshow consultant.

FREE Resources Available To You

Diversified's Exhibitor Advantage Program

- LIVE and replay educational webinars
- First Time Exhibitors Guide
- Marketing Guide
- Useful updates and tips to plan a successful exhibition

Personalized customer service – Your primary resource for exhibiting questions!

Primary Tradeshow Marketing Media Options:

1. Advertising
2. **PR - Public Relations**
3. Direct Mail
4. Electronic Media
 - **Objective:** To use a combination of the media to support your marketing objectives and get in the mind and on the agenda of the right attendees

Public Relations for Tradeshows

“How can you become the company everyone is talking about at the trade show?”

What Publicity Does:

1. Builds a _____
2. Creates consumer _____
3. _____ more product
4. Allows a brand to charge more for a product and makes it more valuable
5. Helps _____ sell your brand

Planning a PR Campaign:

1. Target media: *Who is your target audience? Where do they get their information?*
2. Message development: *What do you want them to say about your product?*
3. Developing a nose for news: *What’s new or different about your product?*
4. Media relations: *Persuading media to report your news story to their audience*

Public Relations for Tradeshows

3 Ways to Make News:

1. _____ products:
 - a. *The #1 reason why buyers attend tradeshows*
2. Trends
3. _____ on the news – How do you fit into the issues and topics of your industry?

6 Ways to Use Publicity as a Sales Tool at the Show:

1. Show _____ at your booth
2. Play _____ of TV segments at the booth
3. Send copies of articles to customers and potential customers
4. Garner press in trade publications issued at the event
5. Set up press _____ at your booth
6. Invite TV stations to your booth for product demos

Time Your News Announcement with the Tradeshow

- Schedule new product introductions or corporate announcements in sync with the show
- Prepare news releases about your activities.
- *Be sure to check if your show has a new product program*

Public Relations for Tradeshows

Tips For Working with Diversified Business Communications Show Management

- Diversified Business Communications is marketing to attendees year-round, be sure to talk with them about press and promotional opportunities
- Take advantage of pre-show marketing opportunities
- Contact Diversified Business Communications publicity office and ask if you can contribute information on new products and trends. PR professionals are gathering information and insights for press materials and announcements to garner publicity for the show. They will appreciate your input and can increase your exposure.
- Most Diversified Business Communications shows have a press room. Exhibitors should put materials in the press room to obtain publicity.
- Find out which trade publications Diversified Business Communications is partnering with and be sure to target editors who will be writing pre-show and post-show reports, articles, etc.
- Obtain a copy of the pre-registered media list.
- Send an informational letter, and try to arrange interviews for your spokesperson during the show.
- Include your booth number and Web site in press materials so they know where to find you before, during and after the event.

Public Relations for Tradeshows

1. Contact media that is _____ to the show and invite them to your booth
2. Put your _____ on the press kits in the press room
3. Include your booth number in the press release
4. Identify journalists and introduce yourself at the booth or events
5. Network with editors at the various special events

7 Keys to Advertising Success

1. Select the right _____
2. Craft the right _____
3. Design an effective ad
4. Call them to _____
5. Track results
6. Test _____
7. _____ is the key

7 Keys to Direct Mail Success

1. Find the best _____
2. Determine your _____ for the mailer
3. Select the right type of mailer
4. Grab their _____
5. Call them to action
6. Measure _____
7. Test, test, test

7 Keys to Email Success

1. Find the best lists
2. Craft a compelling _____
3. Design the email to fit the _____ in Outlook
4. Have both text and HTML
5. Avoid attachments, if at all possible
6. Make it _____ for them to respond
7. Track delivered, _____ and _____ rates

7 Keys to Web Marketing Success

1. Have an up to date _____ designed website
2. Know what _____ your customers visit
3. Place listings, skyscraper or banner ads on those sites
4. Buy _____ search listings
5. Design flash ads that have color and movement
6. Use _____ frequently on your site
7. Use _____ for fast consistent response

Creating Effective In-Booth Presentations & Demonstrations

1. Key Outcomes

- _____
- _____
- _____
- _____
- _____
- _____

2. 6 Types of In-Booth Presentations & Demonstrations:

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

3. Action Steps to Creating Effective IN-Booth Demonstrations

Step 1 – Start with your customer:

Step 2. – Move to your product or service

Step 3. - Bring your customer and product knowledge together to create your message

4. Three examples of effective in-booth demonstrations

- *Make it fun and interactive.*

- *Make them guess to learn and win.*

- *Prove your claim.*

LEAD MANAGEMENT

1. If you aren't there to write business at the show, if you are ever going to get a _____, it is hidden in your leads.
2. Some Startling Facts:
 - _____% of show leads are never effectively followed up on.
 - _____% of sales people view tradeshow leads as cold calls
 - _____% of buyers receive information after they have made a buying decision
 - _____% of exhibitors use an organized form of post-show measurement
3. Develop a _____ Lead Management process.
 - ACTION: View webinar replay: Countdown to Exhibiting Success.

ARI's Lead Capture & Retrieval System Options

1. **The LEADER** is a streamlined lead retrieval unit that allows you to easily capture leads with a simple scan of the attendee's badge. You leave the show with a paper printout of lead data and a disk of the same data.

Includes: Handheld laser scanner, controller unit with printer, floppy diskette (holds 3000 leads) and one complete roll of paper. No downloading is required. Simply take the diskette with you at the end of the event.

* *The LEADER requires 120volt/2amps/240watts of electricity.*

- Cost: \$275 before the deadline date \$350 after
- Delivery and pick-up service, unlimited paper and Custom Action Codes are extra.

2. **The Mobile LEADER** is a small, lightweight, portable scanner that runs on a rechargeable battery. The battery life is three eight-hour show days at full scanning before recharging is needed. The exhibitor receives leads on a USB stick when the unit is returned. The download time is 15 to 45 seconds, depending on the number of leads captured.

Includes: Handheld scanning unit and leads on USB stick when the unit is returned.

* There are no electrical needs for The Mobile LEADER Cost: \$310 before the deadline date \$365 after

- Delivery and pick-up service, unlimited paper and Custom Action Codes are extra.

2. **Badge Number Collection:** You simply write the visitors badge number on the form provided and at the show. ARI will provided you with the attendees information on a disk after the show.

* *There are no electrical needs for Badge Number Collection.*

- *Cost: \$100*

LET THE LEARNING CONTINUE...

- Today was just a tiny sampling.
- Attend ***and send others*** in your company to Diversified's exhibitor webinar replays online:
 - Inside the Numbers - *replay available online!*
 - High Impact Pre-show Marketing - *replay available online!*
 - Countdown to Exhibiting Success – *replay available online!*
 - New Exhibitor's Foundations for Success – *replay available online!*
 - Exhibit Marketing Essentials = *replay available soon!*
 -
- Access a whole lot more useful information at the Exhibitor Advantage program at www.exhibitoradvantage.com.