

# Results-Driven Exhibit Program

Helping you increase the number of meetings your company has with current clients and prospects, resulting in greater profitability. Key points will be reviewed:

- ◆ ATTRACTION
- ◆ OUTCOMES
- ◆ EXPERIENCE
- ◆ FOLLOW-THROUGH



# ATTRACTION—



## Attract Enough of the Right People to Your Stand

**Question:** Are there enough of the right buyers at the event for your company?

**Answer:** Consider your target buyers and determine how many of your current clients and prospects are visiting the event by contacting your account representative for statistics regarding your target buyers.

**Question:** What are your prospects doing if they are not visiting your stand?

**Answer:** Consider the following visitor behaviors to better understand what buyers are doing before and during the event.

- FACT: 25% of visitors decide to attend an event as a result of a direct invitation.
- FACT: Their average interaction is 7.3 minutes.
- FACT: 76% of all attendees arrive with an agenda.
- FACT: On average a visitor stops at 26-31 exhibits.
- FACT: Half of these visits are PRE-PLANNED.

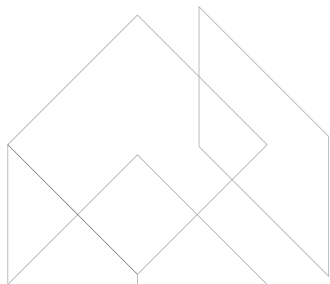
**Question:** How do you get your company on the agendas of your clients and prospects?

**Answer:** Here are just a few easy ways to ensure you are in the mind and on the agenda of more clients and prospects:

- Send direct invitations to ALL of them.
- Include show info and stand number on all email signatures.
- Schedule appointments with key clients and prospects in advance.
- Promise a giveaway at your booth that has business value.
- Make sure that your current marketing methods are effective.
- Include your stand number on invoices to current customers.
- Use the press.

**Question:** Is your company investing enough to ensure that enough of the right buyers are visiting your stand?

**Answer:** It is professionally recommended that exhibitors spend at least 15% of their show budget on attendee marketing to encourage quality booth traffic. Please go to [www.exhibitoradvantage.com](http://www.exhibitoradvantage.com) for a complete list of opportunities.



# OUTCOMES—

## Exhibit by Objectives

It is proven that those companies who establish exhibit objectives have a higher success rate during and after the event than those who do not.

### ***Is your company exhibiting to...***

- Generate leads?
- Re-enforce current customer relations?
- Increase sales?.
- Introduce new products?
- Build awareness for your company and products?
- Build distribution channels?
- Enter new markets/regions?
- Maintain/create industry visibility?
- Reinforce/build brand image?
- Be present in same arena as competition?
- Increase presence in industry magazines and on the news?



Convert the reasons to exhibit into goals that are specific and realistic. Goals should be measurable, action-oriented, and able to be completed during a specific time period.

Example: If your goal is to generate leads, the objective could be to capture 40 prospect leads by the end of the event.

*You may not achieve all your objectives the first time you make them, however as you apply what you learn to each show, your results will increase.*



# EXPERIENCE—

Provide a Quality Visitor Experience by Creating an Unforgettable Environment and Effectively Training Your Exhibit Staff

## **Designing Your Stand -**

To create a space inside your stand that supports your sales and marketing objectives, use your company's measurable exhibit goals as a guide.

Your presentation should:

- Attract the attention of your target buyers
- Convey your corporate image
- Establish a mood
- Be fun and interactive
- Inform or pre-qualify prospects
- Provoke useful questions
- Create lasting impressions

Try to use your exhibit space as a communication tool. A busy buyer passing by your stand may only have a few seconds to learn who you are and what you sell, your space can provide a memorable 'snapshot' of your company.



## **Training Your Exhibit Staff -**

Your staff portray the image of your organization.

A knowledgeable and engaging staff will compel visitors to build a relationship with your company with the hopes of doing business with you after the show.

To ensure visitors to your exhibit have an exceptional experience, it is critical your staff is well-prepared. Consider the following as you prepare your staff for the event:

- Train them in assessing visitor types, asking qualifying questions, handling difficult attendees, lead generation, and follow-up.
- Encourage them to be energetic, welcoming, engaging, and self-motivated.
- Ensure their understanding of the company's objectives and their expected duties at the show by having a pre-show meeting.
- Provide them with information and literature on all products and services.
- Make sure someone is available to attend passing visitors as often as possible.

# FOLLOW-THROUGH-

Follow-up with Clients and Prospects and Measure Results



## **Follow-up with Clients and Prospects -**

An astonishing 87% of show leads are never effectively followed-up on. Be sure to contact all new prospects immediately after the event to schedule post-show meetings. Consistent communication will increase your results from the show and the profitability of your participation.

## **Measure Results -**

Meet with your staff within two weeks after the event to discuss your show results. Review all of the measurable objectives that you set before the event. Did you achieve some or all of them? What can your company do differently next time to ensure that all objectives are met?



*Note: Diversified Business Communications has additional tools that can help you measure your show results. Please contact your account representative for further assistance.*

[www.exhibitoradvantage.com](http://www.exhibitoradvantage.com)

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**Please contact your account representative at Diversified Business Communications if you are interested in further exploring your participation at any of our events.**

**Possible topics include but are not limited to:**

- Researching the buyers who attend the event
- Setting exhibit objectives that are specific, realistic, and measurable
- Attracting enough of the right people to your stand
- Evaluating your show results
- Calculating your return on investment based on product cost and the value of a customer

If you are not sure who your direct contact person is at Diversified, our Customer Service Department will be happy to connect you with the appropriate person.

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