Improve HITEC Exhibiting Performance and ROI

How to Address Four Critical Exhibiting Success Factors That Deliver Results

Participant Learning Objectives:

By the end of this workshop, you will...

1. Discover perspectives and practices that improve exhibiting performance and results fast.

2. Learn four critical exhibiting success factors that point the way to productivity & profitability.

3. Discover exhibiting lessons from two years of Exhibiting Effectiveness Evaluations at HITEC.
Move From Logistics to Strategy

An effective exhibit program should do two important things…

- The average exhibitor spends ______% of their pre-show time spent on logistics.
- Logistics only ensure you get there.
- Spend more time on strategic issues!
  - Show analysis
  - Audience analysis
  - Getting stakeholder buy in and support
  - Setting clear, compelling objectives and outcomes
  - Planning for execution and results
  - Pre/at-show marketing to drive qualified booth traffic
  - Effective communication with team
  - Measurement

To better support company goals and deliver measurable value, focus on Critical Exhibiting Success Factors:

1. OUTCOMES: Use Exhibiting by Objectives to support your company marketing and sales objectives and take advantage of the many opportunities shows present.

2. ATTRACTION: Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.

3. EXPERIENCE: Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.

4. FOLLOW-THROUGH: Follow-up to convert visitor commitments to action, ideally purchasing, and measure results.
(EBO) Exhibiting By Objectives
Planning for Results

1. Identify _____________ and ___________________ AND get them thinking about what they can better use shows to support their goals.
   ➢ Ask good questions

2. Identify your top 3 _________ for exhibiting by company and/or department:
   1. ________________________________
   2. ________________________________
   3. ________________________________

Exhibiting Objectives by Area

<table>
<thead>
<tr>
<th>SALES</th>
<th>MARKETING</th>
<th>RELATIONSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualified Booth Traffic</td>
<td>Interested Booth Traffic</td>
<td>Customer Support</td>
</tr>
<tr>
<td>Advance Sales in Pipeline</td>
<td>Lead Generation</td>
<td>Hospitality Events</td>
</tr>
<tr>
<td>Demonstrate Products</td>
<td>Introduce New Products</td>
<td>Time of Possession</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>Educate</td>
<td>Media Relationships</td>
</tr>
<tr>
<td>Write Sales (at - post)</td>
<td>Increase Market Share</td>
<td>Networking</td>
</tr>
<tr>
<td>Cross Sell</td>
<td>Branding/Positioning</td>
<td>Cross Promoting with</td>
</tr>
<tr>
<td>Support Distribution</td>
<td>Create Preference</td>
<td>Other Exhibitors</td>
</tr>
<tr>
<td>Conduct Sales Meetings</td>
<td>Create/Maintain Visibility</td>
<td>Recruiting</td>
</tr>
<tr>
<td></td>
<td>Test Market</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enter New Markets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Media/Public Relations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitive Research</td>
<td></td>
</tr>
</tbody>
</table>

3. Convert reasons to SMART goals:
   S____________
   M____________
   Action Oriented
   R____________
Time Bound

(EBO) Exhibiting By Objectives
Planning for Results

4. Create Written Action Plans:
   - Every goal needs a planner and a plan
   - Six Elements of the written action plan:
     - Statement of the goal: What exactly is the desired outcome?
     - Strategy: In a broad brush strokes, how will we achieve this outcome?
     - Tactics: What specific actions will we need to take?
     - Budget: How many staff hours and dollars will be allocated?
     - Responsibility: Who will do what?
     - Timeline: What is the start and target completion date for each action?

5. Schedule, communicate, execute and monitor activity, and measure results

Use Targeted Pre/At Show Marketing

Attendee behaviors have changed …
   - Spending fewer days at the show.
   - ______% pre-plan their visit.
   - Stop at _______ exhibits on average.
   - ______% of these stops are pre-planned.

Less than ______% of exhibitors do targeted pre-show marketing!

5 Step Pre-show Marketing Planning Process to Identify and Attract Enough of the Right People to Your Booth

1. Calculate and set an Exhibit Interaction ________

2. Assign a budget: at least ______%
Use Targeted Pre/At Show Marketing

3. Create ________________ profile

4. Build target visitor ________________

5. Create a General Awareness and a High-Profile Campaign that delivers at least ___ direct hits to your ideal visitors.

➢ View Exhibit Marketing webcast replay at HFTP Exhibitor Success & ROI Center page

E3: Exhibitor Effectiveness Evaluation

Purpose
- Value-added exhibitor service.
- Expert level observation and evaluation of your exhibit in action.
- Scoring, commentary, benchmarking.
- Reinforce what’s working and spotlight areas that can be improved.
- Improve overall exhibitor performance, results, and satisfaction.

Impact on Exhibitors and Attendees
- **Exhibitor Impact**: Improve effectiveness leading to increased exhibit productivity and return on investment.

- **Attendee Impact**: Improve quality of attendee experience on exhibit floor, so they get more value and want to spend more time in exhibit hall.
Sample E3 Report

- Data collected on iPads.
- Includes photographs.
- E-mailed to primary contact after show.

- Evaluator, day/time of evaluation
- Scoring for 21 questions
- Benchmark to show average
- Evaluator comments
- Chart to visually illustrate relative performance
- Feedback survey with chance to win free iPad
Resources to Improve Scoring

- Access specific suggestions to improve scoring for all 21 questions and visual examples of exhibiting effectiveness.

Key Findings: Exhibit

- **Average Exhibit Score:** 3.43 – Somewhat Effective

- **Larger exhibits were more effective at attracting attention.**
  - Booth size not the determining factor in attracting attention.
  - Effective use of exhibit design, color, messaging and imaging.
  - Some larger exhibits needed improvements in these areas.
  - Directional signage was problematic in some cases.

- **Smaller exhibits overall need to more effectively utilize exhibit design principles:**
  - More consistency in design.
  - Less clutter.
  - Improved lighting.
  - Consistent imagery.
  - Less copy.
  - Fewer obstacles to entering exhibit.
  - Improve staff performance.
How to Raise Exhibit Scoring

1. Must ________________ grab attention FAST!
2. Less is more!
3. Have a visual focal point!
5. In larger booths, ease of ________________ is critical.
6. In smaller booths, access to the ________________ is critical.

Key Findings: Presentation/Demonstration

• Avg. Presentation Score: 3.32 = Somewhat Effective

• Larger exhibits
  – Sufficient product presentation; sometimes to point of confusion.
  – Could use higher level category signage to make it easy for attendees to find what they need.
  – Improve feature benefit messaging to increase comprehension of products/services and aid retention.

• Smaller exhibits
  – Too many or not enough products in small space.
  – Creating interactive experience and more space for attendees is critical.
How to Raise Presentation/Demonstration Scoring

1. Tradeshow attendees want interactive, experiential __________ opportunities in the booth.
2. Avoid placing products in inaccessible display cases.
3. Education is the primary reason they attend. Focus your presentations/demonstrations on teaching attendees.
4. Engage more ______________ by providing visual support of your core product applications, features, and benefits.
5. When using flat panel screens, keep presentations __________, add copy to reinforce key messages, place header signs on flat panels informing attendees what is happening on screen.

Key Findings: Exhibit Staff

- **Average Staff score: 3.56 – Somewhat Effective**

- **Larger exhibits**
  - Either too many staffers or not enough.
  - Biggest challenge-identifying exhibit staffers and visitors entering and exiting exhibit unengaged.

- **Smaller exhibits**
  - Either too many or not enough booth staff.
  - Staffers more often made behavioral mistakes; sitting, congregating, texting, eating/drinking, or talking on cell phones.
How to Raise Exhibit Staff Scoring

1. Appropriate staffing level: Rule of thumb is _______ square feet per staffer.
2. Consider themed staff apparel or some form of large button in addition to the official show badge to identify staffers.
3. Inform your staff about the do’s and don’ts.
4. In larger booths, assign staff to _______________ areas.
5. In smaller booths, avoid standing or sitting behind _______________. Stand, smile and greet all visitors passing in the aisles.

Staff for Success

The difference between a tradeshow as an investment or an expense is the _________________ staffing the booth.

Eight Attributes of an Effective Staffer:

1. Positive attitude
2. __________________________________________
3. Outgoing personality
4. __________________________________________
5. Good listener
6. Knows products, company and market
7. Can communicate concisely, persuasively and interactively.
8. Has a commitment mentality

Success Tip: If your staff is deficient in 3 or more areas, provide exhibit staff training.
Staff for Success

7 Keys to Preparing Your Staff for Success:

1. Put the right ______________ of people in the booth.
2. Have a good ______________ of job functions.
3. Prepare a booth ________________________.
4. Always conduct a pre-show staff meeting.
5. Set ______________, ______________ and ______________ goals.
6. Recognize and reward staff performance.
7. Elicit ______________ from your staff.

Train Your Staff to Use an In-Booth Interaction Process

1. ______________, ______________, and information overload is the enemy!
2. Your staff can get ___________ done if they have some structure and process.
3. The difference is training on ________________.

Tradeshow Interaction Process:

1. Make _____________________________contact.
2. Gain quick ______________________________.
3. Briefly present to ________________ needs and interests.
4. Capture information and secure a commitment to the next action step.
Develop a “Closed Loop” Lead Management Process

Seven Keys to Developing a Closed Loop Lead Management System:

1. Define what is and ___________ a tradeshow lead.
   - Personal Interaction
   - Key Questions Asked
   - Answers Documented
   - Next Step Identified & Agreed On

2. Set ___________________ lead goals.

3. Make your staff__________________.

4. Identify what ________________ you need to capture to qualify a lead.
   - General contact information
   - Company information
   - Familiarity with company, product
   - Role in usage or purchase
   - Current supplier or method
   - Likes/Dislikes
   - Key buying considerations
   - Buying plans
   - Buying team
   - Time frame
   - Next step
   - Priority
     ➢ Success tip: Use custom lead qualifiers.

5. Develop an effective lead ___________ process.

6. Assign a lead ________________.

7. Efficiently route leads and make it easy to report on progress and conversion.
Measuring & Reporting Exhibiting ROO & ROI

Why Measure?
- Raise your value to your company.
- __________________________
- Gather information to improve results.

1. Return on Objectives (ROO): Evidence you made ________________ toward relevant objectives.

2. Return on Investment (ROI): Evidence you got ________________ value or made money.

   - **Hard Dollar**: Revenue received that can be credited toward the show, typically in the form of at-show and post-show sales.

4. **Soft Dollar**: Value received that can be expressed in numeric terms, typically in the form of money saved. *Examples:*
   - Cost per lead savings (compared to other lead generating media).
   - Cost per interaction (compared to cost of a field sales call).
   - Column inch of publicity (compared to advertising costs).
   - Number of exhibit impressions (compared to advertising costs).
   - Comparable costs of market, customer or competitor research.
   - Comparable cost of recruiting.
   - Goodwill generated with existing customers
   - Research costs saved.

<table>
<thead>
<tr>
<th>Cost Per Lead (CPL)</th>
<th>Soft Dollar ROI Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example</td>
<td>Participant</td>
</tr>
<tr>
<td>Total Show Investment</td>
<td>$25,000</td>
</tr>
<tr>
<td>(Divide) by # Leads</td>
<td>150</td>
</tr>
<tr>
<td><strong>Cost Per Lead (CPL)</strong></td>
<td><strong>$167</strong></td>
</tr>
<tr>
<td>Comparative (Print Ad)</td>
<td>$500</td>
</tr>
<tr>
<td>Less Cost Per Lead</td>
<td>- $167</td>
</tr>
<tr>
<td>Savings</td>
<td>$333</td>
</tr>
<tr>
<td>Times # of leads</td>
<td>x 150</td>
</tr>
<tr>
<td><strong>Soft Dollar (SD/ROI)</strong></td>
<td><strong>$49,950/200%</strong></td>
</tr>
</tbody>
</table>
# Measuring & Reporting
## Exhibiting ROO & ROI

5. **Return on Investment Formula**

<table>
<thead>
<tr>
<th>Formula</th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Credited to Show</td>
<td>$500,000</td>
<td>$________</td>
</tr>
<tr>
<td>Less Cost of Sales (Gross Margin)</td>
<td>-$325,000</td>
<td>$________</td>
</tr>
<tr>
<td>Gross Exhibit Profit</td>
<td>$175,000</td>
<td>$________</td>
</tr>
<tr>
<td>Less Exhibiting Investment</td>
<td>$25,000</td>
<td>$________</td>
</tr>
<tr>
<td>Net Exhibit Profit</td>
<td>$150,000</td>
<td>$________</td>
</tr>
<tr>
<td>Net Exhibit Profit</td>
<td>$150,000</td>
<td>$________</td>
</tr>
<tr>
<td>Divided by Exhibiting Investment</td>
<td>$25,000</td>
<td>$________</td>
</tr>
<tr>
<td>Equals</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Multiplied by 100</td>
<td>x 100</td>
<td>x 100</td>
</tr>
<tr>
<td><strong>Return on Investment</strong></td>
<td>600% HD/ROI</td>
<td>______%</td>
</tr>
</tbody>
</table>

*This sample calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.*

## Sections to Include in Your Exhibiting Effectiveness Report:

1. Show Objectives
2. Leads: Quantity, quality, cost per lead, potential value
3. Exhibit Traffic: Estimated traffic versus EIC goal
4. Cost Per Interaction
5. Pre & At-Show Marketing: Media and effectiveness
6. Public Relations and Media Exposure
7. Exhibit Design and Effectiveness
8. Demonstrations/Presentations
9. Hospitality and Sponsored Events
10. Key Customers and VIPs met
11. Competitive Summary
12. Show Budget vs Actual w/benchmarks and R.O.I.
13. Lessons Learned & Recommendations for Next Show.
HFTP Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center on-line:
  - Two new and re-playable webinars
  - Exhibiting success article series
  - New exhibitor handbook
  - Additional resources

- Access at:
  http://www.hftp.org/Pages/Events/HITEC/Exhibitors/HITECExEd.aspx