

# How to Get the Most from Your Expo Experience

Peter Zeiger, MAS  
Director of Recruiting  
Geiger

Lorrayne Mancari, MAS+  
Regional Sales Vice President



# Who are the presenters?

Peter Zeiger, MAS  
Director of Recruiting  
Geiger

Lorrayne Mancari, MAS+  
Regional Sales Vice President  
Geiger



# What will we cover today?

- The physical challenges of Expo
- Develop a plan to work this trade show efficiently and effectively
- Show etiquette – Best Practices
- What you can expect from a supplier when you visit their show booth



# What will we cover today?

- What can you really accomplish at the show?
- What to do at the end of the show
- What to do after the show – *how to use what you got at Expo*



# Average Time Distributors Have Been in Business

|     |                  |
|-----|------------------|
| 10% | Less than 2 yrs. |
| 33% | 2 to 10 years    |
| 28% | 10 to 20 years   |
| 29% | 20+ years        |



# Average Time Distributors Have Been in Business

43%

Less than 10

years

57%

More than 10

years



# The Size of Expo

- One Level of the Mandalay Bay Convention Hall
- Over 3300 booths
- Over 1,000,000 square feet utilized
- Ranked in the top 50 trade shows nationally



# The Physical Challenge that /S Expo

- Drink LOTS of water! Other beverages do not provide the same hydration
- Take your vitamins – eat healthy – start with a good breakfast
- Get a good night's sleep
- Dress for comfort – wear comfortable shoes that have already been broken in





**Don't sacrifice professionalism  
for comfort**





**PPAI EXPO**<sup>®</sup>

January 10-14, 2016 • Mandalay Bay Convention Center, Las Vegas

You want to be taken seriously



January 10-14, 2016 • Mandalay Bay Convention Center, Las Vegas



**PPAI EXPO**

January 10-14, 2016 • Mandalay Bay Convention Center, Las Vegas

# The Physical Challenge that /S Expo - Continued

- Plan to use an ergonomic or wheeled bag
- Take advantage of package valet – 10 locations throughout the show floor
- **DO NOT FOLLOW THE CROWD** – there will be many different entrances for Expo – you'll wait less and get more attention from suppliers
- Start as early as possible in the morning to get a jump on late sleepers



# Exhibit Hours

Tuesday 10:00am – 5:30pm

Wednesday 10:00am – 5:30pm

Thursday 10:00am – 3:00pm



# The Physical Challenge that /S Expo - Continued

- Take advantage of lighter show traffic at the end of the day and on Friday
- Plan educational or booth presentations to give your body a break during the day



# Develop a plan to work this trade show efficiently and effectively

- Check your badge – is your contact information correct?
- Keep your badge clearly visible and accessible
- Carry business cards to the trade show and all events
- Have your shipping number ready for samples/materials ordered
- Look at the floor plan in advance and devise a **PLAN OF ATTACK**





# Sage Mobile/PPAI EXPO Show Planner

- Sage Mobile Planner– available to all registered attendees. Attendees will log in with their UPIC login and password
- Search using keywords for products or exhibitors
- Plan your show from who to see and when using the calendar feature
- Send pictures of any product from the Product Pavilions from your phone or computer during the show
- Make notes to any product or company that can be searched on later (i.e. “Client Mary Beth” could be noted on multiple items for later search)



# Develop a plan to work this trade show efficiently and effectively

- When possible, make appointments with selected suppliers
- Keep a notebook or smartphone
- You cannot physically stop and visit every booth

Pick and choose

Divide and conquer



What do YOU want to accomplish at Expo?



# Other questions to ask yourself to develop your plan

- Do I have 1 to 3 preferred suppliers for each of my best selling categories?
- Do I have clients that are looking for specific products, programs or events to purchase now?
- Do I need to learn more about a specific type of product or decorating method?



# Show Etiquette – BEST Practices

CELL PHONES – put them away!

Step aside and outside of a booth to take (or make) a call

Don't interrupt – Everyone is in a hurry and everyone is important

Breath mints

Hand sanitizer

Don't leave bags or other personal items in the booth or aisle



What can you expect from a supplier  
when you visit their booth?

What motivates a supplier at Expo?



# What a supplier wants to accomplish at Expo

- They want to meet you
- They want to show you new products
- They want to raise awareness of their uniqueness
- They want to distribute catalogs
- They want to touch base with existing customers
- They want feedback on product lines



# What a supplier wants to accomplish at Expo

- They want to promote samples and kits
- They want to check out their competition
- They want to launch a new “brand” or line





# What can you really accomplish at the show

*Learn about new product lines*



# *Learn about new product lines*

What are your best sellers?

Which markets do you see those placed most often and successfully?



# What can you really accomplish at the show

Learn about new product lines

***Build relationships***



# ***Build Relationships***

Make an impression

Finally meet people you've already contacted

Ask for individual contact information



# What can you really accomplish at the show

Learn about new product lines

Build relationships

*Order literature & samples*



# *Order literature & samples*

SCAN mode – know your staff and clientele and order accordingly

Be aware of catalog and sample fee schedules including shipping

You can **ALWAYS** order collateral materials after Expo online



# What can you really accomplish at the show

Learn about new product lines

Build relationships

Order literature & samples

*Develop a better understanding of PPAI and the benefits of your membership*



## *Develop a better understanding of PPAI*

Visit the PPAI booth and see what is offered

Study the Expo schedule and fit in extra events  
and sessions

Go to the Opening Session to get a feel for how the  
association and it's volunteers work.





# *PPAI*

- Information
  - Education
  - Trade Show
  - Publications
- Outreach/ Industry Awareness
- Government Relations



# Business Partners

- **Shipping**
- **Artwork**
- **Travel**
- **Healthcare**
- **Financial**
- **Office Services**
- **Product Safety**



***Get educated on the basics or specific  
topics of interest***

Review the Show Directory and select a few  
classes of interest

CAS/MAS Designations

Visit the Education Desk – Level 2 lobby

Shop PPAI Resource Center – Level 2 lobby



# *Find solutions for specific clients or projects*

Share your clients' story with suppliers

Event Date?

Budget?

Target Audience?



# *Find solutions for specific clients or projects*

Ask for product suggestions

Quote?

Order random samples

Virtual sample follow up

Shoot a photo or video



# What to do at the end of show – EACH DAY

- Review how much of your plan you've accomplished
- Re-group if necessary for the next day
- If you are with a group, get together and share the BEST idea of the day



# What to do when you get back *home* from the show

*How to use what you got at the show*



# When you get back

- Review and follow up any key suppliers that you may have missed
  - Email catalog requests
  - Check online for new products





# When you get back

- Review your show notebook
  - Email artwork and sample/catalog requests that required follow up
- If you attended with a group, get together and discuss the **BEST OF SHOW**
- Share with others in your organization
- File new literature and purge the old



# When you get back

- Email your clients ideas from Expo
- Email your suppliers reps and ask for meetings/presentations on products and lines that impressed you the most
- Review your educational materials and make a plan on implementing and/or sharing your knowledge



# When you get back

- Make a list of PPAI Services and make a plan on implementing to ensure you recover your Expo costs ASAP
- Do a post-mortem – what to do at next Expo!



# Top Ten things of what to do at Expo!

- 10. Focus on the Expo while you are here
- 9. Wear comfortable shoes
- 8. Try to make time for a foot massage
- 7. Create new relationships
- 6. Use your lunchtime effectively
- 5. Stay hydrated
- 4. Find time to network
- 3. Take advantage of every hour in the show
- 2. Take time to visit Business Partners
- 1. Take time to visit New Products Pavilion



HAVE A *GREAT* SHOW!



January 10-14, 2016 • Mandalay Bay Convention Center, Las Vegas