

A survivor's guide

ANATOMY OF A TRADE SHOW

PLANNING • SELECTION • COORDINATING • MARKETING • EXHIBITING • POST SHOW

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Survivor of an estimated 1,000 shows



SELECTION
PLANNING
COORDINATING
MARKETING
EXHIBITING
POST SHOW

The Floor Is Full of Earls

Who Do You Want To Reach ?

Do You Want To Talk To Him?



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POST SHOW



Complex Organism

Not Pop& Play

Integration Of Assets

Sales–marketing–personnel–training–customer service–art–design–production

Each Show Is Unique

Location – quality – quantity – objective

Need To Function As A Body

Staffing – education – motivation – tooling – resource allocation

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POST SHOW



Intra-industry Vertical markets Direct To Purchaser

SELECTION

Set An Annual Budget

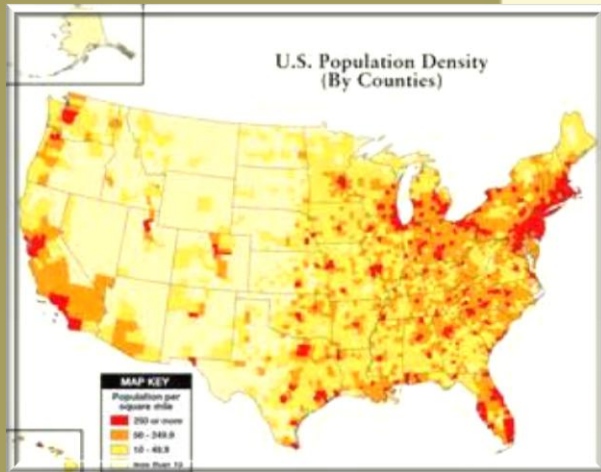
Set Specific Objectives

Analytical Data Knowledge Based Decision Making

Matching Sales Strategies

Representatives – Sales Volume - Geographic

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EXHIBITING
FOLLOW UP



Where Is “Waldo”

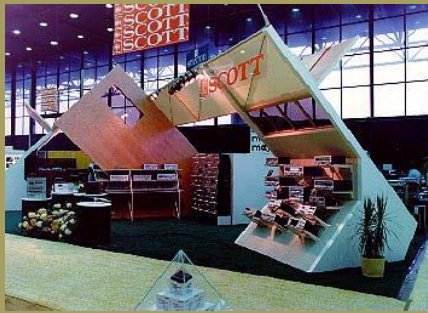
FRAGMENTATION

Show providers are fragmenting our audience without appreciably increasing the quantity of top level attendees. Result – it costs the supplier more to do business because we don’t know where to find our distributor.

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Life On The Road

CHOICES



Mega Shows – PPAI – ASI – Mega Regional

Regional Shows - 28 Regionals = 50 plus

Traveling Shows - SAGE, ASI, Discovery, Showtime etc. = 130+

Rep Shows - NERA, Southern Supplier Showcase

Convention Shows - AIA, Geiger, Vernon, Halo/Lee Wayne, Proforma

Distributor Shows - End user

Vertical Shows - Premium, Trophy, ISS, DMIA, Travel, HR, Safety, Plus

A Marketing Tool

SHOW -2015	Booth Rates (Std)	Drayage (100lbs) to warehouse	Labor (straight time)
ASI Vegas	1,745	\$56.70	\$68.40
PPA EXPO	1,799	\$52.50	\$66.55
ASSOC SHOWS (Trade Show Weekly)	\$2,242 (2006 –Nat Average)	\$56.58 –Vegas average	\$66.79 – Vegas average

7

DEADLY SINS

1. Fail to Craft a Show Plan with Quantifiable Objectives
2. Neglecting to Develop a Detailed Trade Show Budget
3. Limiting Time to Produce ..Booth..Print & Materials
4. Failure To Train Booth Staff
5. Collecting Inconsistent or Incomplete Lead Information
6. Not Doing Lead Follow-up or Waiting Too Long
7. Failing to Complete a Show Evaluation.

An estimated 16 to 20% of attendees will have some level of interest in your product or service. To calculate staffing, ask the conference sponsor for an estimated count of how many people will attend.

Source: Center for Exhibition Industry Research (CEIR)

STAFFING

Formula

Forecasted attendance x 16% = PT (potential traffic)

PT/number of show hours = [VPH] visitors per hour

VPH/length of presentation = Staffer hourly capacity

Example

$$10,000 \times .16 = 1,600 / 8 = 200 / 25 = 8$$



MY SPACE

RULE OF THUMB

Allocate 50 square feet of booth space per staffer (two staff members per booth)



WRITTEN PLAN

TRADE SHOW CHECKLIST

Show: _____
 Dates: _____ Location: _____
 Show Captain: _____
 Booth Staffers: _____

Task	Date Completed	Cost	Comments
1. The Application Form			
a. Form completed and mailed			
b. Deposit payment submitted		\$	
c. Remainder of space fee paid		\$	
d. Booth locations requested			
2. Exhibitor Package Forms			
a. Audio visual rentals		\$	
b. Carpet rental		\$	
c. Cleaning		\$	
d. Computer rental		\$	
e. Drayage		\$	
f. Electrical		\$	
g. Floral		\$	
h. Furniture		\$	Items selected:
i. Labor		\$	
j. Lead retrieval system		\$	
k. Photography		\$	
l. Plumbing		\$	
m. Riggers		\$	
n. Security		\$	
o. Signage		\$	
p. Telephone rental		\$	
q. Temp personnel		\$	
3. Show Promotions			
a. Pre-show mailing		\$	
b. Show giveaways/premiums		\$	
c. Advertising		\$	
d. Customer hospitality		\$	
e. Kiosk space		\$	
f. Press kits		\$	
g. Sponsorships		\$	
4. Booth			
a. Checked and ready			
b. Repairs completed (if any)		\$	
c. Special show graphics		\$	
d. Literature racks packed		\$	

Page 2

Task	Date Completed	Cost	Comments
5. Literature and Other Items to Pack			
a. Packed and ready		\$	Items selected:
b. Show evaluation forms		\$	
c. Lead sheets		\$	
d. Return shipping labels and forms			
e. Power strip/extension cords		\$	
f. Extra light bulbs		\$	
g. Trade show tool kit		\$	
h. Miscellaneous		\$	
6. Booth Staff			
a. Hotel reservations		\$	
b. Airfare		\$	
c. Ground transportation		\$	
d. Training refresher		\$	
7. Shipping			
a. Carrier selected			
b. Shipping forms completed			
c. Pre-payment submitted (if necessary)		\$	
d. Pick-up date set			Details:
e. Shipped to show		\$	
f. Shipped to storage		\$	
g. Return shipping arranged		\$	Details:
h. Return shipping labels completed			
8. Post Show Follow-up			
a. Letters written			
b. Fulfillment packages mailed		\$	
c. Leads qualified		\$	
d. Leads distributed			
9. Comments for next show:			

The Modern Marvel

Ski cap
Winter coat
Overflowing pockets
Blue Jeans
White socks
Black sneakers

50 aisles on one charge
60 B.P.M.
Plastic body
Low rental cost

Basket lunch
Tissue box
Beverage

Extra storage

Twin collapsible storage bins
3 Wheel Drive
Hand brakes and acceleration
8 cubic feet of storage

Elastic sheet, binding three components together for flex turns.
Turning radius 10ft.
Patented



Distributor Produced

END USER SHOWS

The home of the qualified buyer



Cost of exhibition	\$250
100 miles / 1 night	\$125
Samples & materials	\$100
Payroll	\$200
Total	\$675.00

\$675.00	10% Net Profit	Reinvest	Break Even
\$10,000	\$1,000	68%	\$6,750
\$25,000	\$2,500	27%	\$6,750

DISTRIBUTOR SHOWS

Do you have a fear of saying no?

Negotiate your cost?

Participate in different ways

Do you know how to work these shows?

End buyer strategy

Follow-up strategy

Facing your direct competition for the sale

Do you see enough of the house sales people?

How can you attract them?

What is your purpose

National Sales Meeting Table Top & Booth Shows

How do select, perform and evaluate?

End user shows

DIFFERENT

Strategies



Booth Graphics – Should speak to the end user.

Market Identifiers - Safety- HR– Sales- Marketing -Events- Seasonal

Market Application – Medical – Financial- Consumer-B2B

Staffing –Only the best, or don't bother.

Boothmanship – Different approach to initial contact

Booth handout – End user driven

Buyer Incentive – Out of your pocket

Leads – If you can't manage them or get them, don't go.

Follow-up – Realistically rate your lead. Treat your “10s” as gold.

Business Cards – hand out your business card despite orders not to.



Differentiate Your Company

SHOW CARDS



Good Management

- ❑ **Confirm Booth Location in the Exhibition Hall**

Get updated floor map as it may change. Try to secure a high traffic location at the event. In addition, confirm access to electrical outlets, lighting, and other needs you may have.

- ❑ **Budget Tips**

Take your own vacuum. Bring kitchen sized plastic bag for waste

- ❑ **Drayage**

Get over it.

- ❑ **Lead Management**

Purchase and external system, select a provided system.

- ❑ **Schedule Staff**

Ensure adequate staff all hours. Lunch?

- ❑ **Make Travel & Housing Arrangements**

Ensure you, your staff, exhibit booth, materials and supplies arrive in plenty of time for the show. Work inside and outside the housing program

BOOTHMANSHIP

- The average person is inclined to make a preliminary decision as to whether to stop in your booth or not 15 feet before getting to your booth.
- *What are factors that can help them make a positive decision?*
- *What are your best experiences?*

Building Trade Show Traffic

Advance Techniques

Direct Mail

Fax

E-mail

Telephone

Web related

Show Floor

Show Media

In booth

Sponsorship

Establish Specific Event Objectives... such as number of product sales, leads generated, publicity secured, image and awareness initiatives, etc.

Set a Realistic Budget... that includes a projected return on investment

Train and Schedule Staff... to effectively convey your sales message and ensure your booth is always staffed adequately.

MAXIMIZE SIZE

Make the company name and/or name of a recognized product highly visible. Use large colorful graphics for maximum visual impact. Photographs of people using your product attract the most attention.

Light products and graphics to significantly increase awareness. Along with your company identification, these are the most important aspects of your exhibit – make them stand out.

Invest in a display system that gives you a professional look. Curtain back walls and draped tables can look cheap. A manufactured display shows permanency and is more likely to capture attention.

Don't clutter or create barriers to your display. Don't put a table at the front of the booth space and stand behind it – it's a barrier that says "don't come in". Make your display area open and inviting.

ADAPTIVE SELLING

Adapt the information provided to each attendee

Adapt the presentation to the type of attendee presented to:

Active – respond to their questions and interest

Curious – Probe their curiosity

Passive – Engage with challenging creativity

Boothmanship

Boothmanship is the interaction of booth personnel with attendees

Types of Attendees

Active – those who enter the exhibit and begin interaction with, product, materials or staff

Curious- One who stands at the edge of the exhibit scanning contents and graphics

Passive -One who shows little interest in the exhibit.

Depending on the type of attendee you encounter the best technique for working with this person is....

Adaptive Selling

Create a Trade Show Marketing Plan

1- Pre-Show Marketing, 2. At-Show Marketing, and 3. Post-Show Marketing. You've got to aggressively pre-sell prospects before they arrive, fully engage them during the show, and promptly follow-up with them after the show to generate additional sales.

Create a "WOW" Exhibit

To attract people and instantly convey your image and product message.

Whether you have a custom-designed booth, rental display, or used exhibit, make the graphics deliver your message with a powerful punch - and have promotions to draw people to your booth (interactive demonstrations, food, contests, giveaways, etc.)

Print Marketing Materials

Including sales literature, product sheets, business cards, and promotional items you will use at and after the show.

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EXHIBITING
FOLLOW UP



Follow-up with Attendees

Prioritize your leads and make follow-up contact promptly.

Evaluate Trade Show Success

Determine if you met your objectives and identify changes to make in the future.

APPROACHING PROSPECTS

- ✓When a visitor is approaching a booth – try to make advanced eye contact.
- ✓When a visitor looks over your booth ask what caught their attention.
- ✓When traffic down change your approach

DON'T

Ask meaningless questions to start a dialog.

Don't ask a question to get a useless answer from which to transition.

Don't go right into a sales pitch. Consider how many people have already done that.

DO

Ask open ended questions.

Ask questions that will not get a simple yes or no.

Focus all approaches on business and questions related.

Source: Barry Siskind C.E.I.R

TRENDS

IMPACTING TODAY'S SHOWS

Less browsing and more targeted product evaluation

Time limitations by attendees cause them to stay longer and get as much as possible accomplished in protracted hours.

Increase in buying teams at events

Compared to a single company representative.

Experiential exhibiting

Less aggressive selling more soft-sell consultants and engaging visitors with product success stories and solutions. Research shows that buyers prefer this type of approach versus hard selling.

Changing goals

An event's success is not only measured in new leads, but in building current customer relationships. Pre-show marketing and account management help draw booth visits and special meetings with current customers.

Trade Show Glossary

Accessible Storage – an area provided by show contractors that is accessible during trade show hours for storage of collateral, giveaways, and other items that cannot be stored in the booth but to which an exhibitor needs access

Aisle - a walkway for visitors through a trade show or exhibit hall Exhibitor crates and carpet on the first day of move-in on the trade show floor.

Boneyard - a trade show storage area for empty exhibit crates and show contractor materials

Booth Space / Booth Area - the area of the floor in the exhibit hall assigned to an exhibitor for the setup of their trade show display

Column - a pillar in a trade show exhibit hall that supports the ceiling, roof, or other overhead structures; usually indicated on a trade show floor plan as a solid square

Contractor - an individual or company that provides services or materials such as furniture rental, cleaning, utilities, drayage, rigging, etc. to a trade show or its exhibitors; also referred to as Official Contractor or Exhibitor Appointed Contractor

Corner Booth / Exhibit - an exhibit space with aisles on at least two sides

Cross-aisle - An aisle that crosses a main aisle at a right angle

Decorator - an individual or company contracted to provide services for a trade show or its exhibitors.

Display Rules & Regulations - specifications for exhibit construction that are endorsed by major exhibit industry associations; rules & regulations specific to an exposition

Drayage - a service that includes moving exhibit materials between the loading dock and an exhibit space, removal and storage of empty crates during the trade show, return of crates at show closing, and loading exhibit materials onto the carrier vehicle for shipment.

End Cap or Peninsula Booth Space - an exhibit space with aisles on three sides

Exhibit Hall – the room or area within an exposition venue where exhibits are located

Exhibitor Service Desk – a location in the trade show hall provided by show management or the show contractor at which exhibitors can order services

Floor Manager – show management representative responsible for the exhibition area

Floor Plan – map showing exhibit space locations, booth numbers, and booth sizes

Freight Desk – desk where logistics for inbound and outbound exhibit materials are coordinated at a trade show

General Contractor – company appointed by show management and responsible for providing such services to exhibitors as drayage, decorations, exhibit furnishings, signage, carpet cleaning, electrical service, plumbing, and labor for a specific trade show or event

Hall – trade show facility or exhibit area within an exposition facility

Independent Contractor – person or company hired by an exhibitor to perform trade show services independently of contractors appointed by show management; also known as Exhibitor Appointed Contractor or EAC

Infringement – an exhibitor's unauthorized use of trade show floor space outside the booth space area for which they have contracted

In-line Exhibit – booth that is positioned in a continuous line with other booths along an aisle in the exhibit hall; also referred to as a linear display

Island Booth/Exhibit – trade show display with aisles on all four sides of its booth space

Junction Box – point of distribution for electrical power within an exhibit hall or a booth space

Line of Sight – view down an aisle of in-line or linear displays that restricts exhibitors from positioning any booth components higher than 4' in the front half of their booth space so as not to block the line of sight of neighboring exhibitors

Loading Dock – the area at the trade show site where freight is delivered, received (unloaded and checked in), re-loaded, and shipped

Lock-Up – secured storage area at the trade show site

MHA (Material Handling Agreement) – a critical document provided by the trade show contractor to the exhibitor to complete and turn into the exhibitor service desk when their booth is packed and ready for shipment from the show; the document lists items being shipped along with the exhibitor's designated carrier. If this document is not turned into the service desk by the exhibitor or the exhibitor's representative, the show contractor will transport the exhibitor's materials from the show site via their designated carrier – usually at a much higher cost to the exhibitor.

Move-in – dates and times specified by show management for delivering exhibit freight to the exposition facility and setting up exhibits before a trade show

Move-out – dates and times specified by show management for dismantling exhibits and removing freight from the exhibit hall after a trade show

Net Square Footage – the total amount of booth space leased to exhibitors in an exhibit facility for a trade show

Pavilion Exhibit – a large exhibit structure shared by several exhibitors usually from the same state or country; each exhibitor has its own booth space as well as access to a common area or areas within the pavilion exhibit structure to use for meetings or breaks

Peninsula Booth – an exhibit with aisles on three sides and another exhibitor or exhibitors on the fourth or back side

Perimeter Booth – a booth space located along an outside wall of an exposition facility

Pipe & Drape – rails and backwalls of pipe covered with draped fabric erected by the trade show official or general contractor to define booth spaces within the exhibit hall

Rail/Side Rail – a low wall used to separate one exhibit space from another; usually made of pipe and drape

Release Forms – forms provided by show management for exhibitors to complete allowing removal of exhibit materials from a trade show hall

Rigger – a worker skilled at handling and/or assembly of machinery or exhibit structures requiring ceiling support cables during setup and dismantle of exhibits for a trade show

Service Desk – a location usually within the exhibit hall where exhibitors can order trade show services from show management at show site

Show Floor Plan – a map for the trade show hall showing exhibit space locations, booth numbers, and booth sizes

Show Rules – general rules and regulations established for a trade show

Special Handling – a surcharge applied to trade show exhibit freight that is loaded on a carrier vehicle in such a way that additional labor hours or special equipment are required to load or unload; includes stacked materials, ground handling, hoisting, designated loading sequence, and side door loading or unloading

Source: Extraordinary Show Productions Ltd.,