



Present

How to Safely & Successfully Re-Enter the Live Exhibiting Arena While Maximizing Your ROI

Topics Include:

- Health & Safety Measures Implemented by AICPA & CIMA
- Hybrid Event With Live & Virtual Attendees
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- Setting Achievable Outcomes
- Critical Importance of Pre-Marketing Your Participation
- Best Practices for Improving Lead Quality
- Metrics for Measuring Exhibiting Performance, Value & ROI

Health & Safety Measures Implemented by AICPA & CIMA

WHAT TO EXPECT FROM US



CLEAN ENVIRONMENT

We are disinfecting surfaces regularly for your safety.



WEARING MASKS

We are wearing masks for the protection of ourselves and others.



SANITATION STATIONS

We are providing hand sanitation stations throughout the convention center.



HEALTHY STAFF

We only attend when feeling healthy to ensure a safe environment.



CONTACTLESS PAYMENTS

We only accept card payments for transactions. No cash payments are accepted.

Hybrid Event With Live & Virtual Attendees

1. MAJOR question is NOT...“How many attendees will be there?”
2. MAJOR question IS... “Will there be enough of the right attendees for me?”
3. And... “What can I do between now and show time to get in the mind and on the agenda of the right attendees?”

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

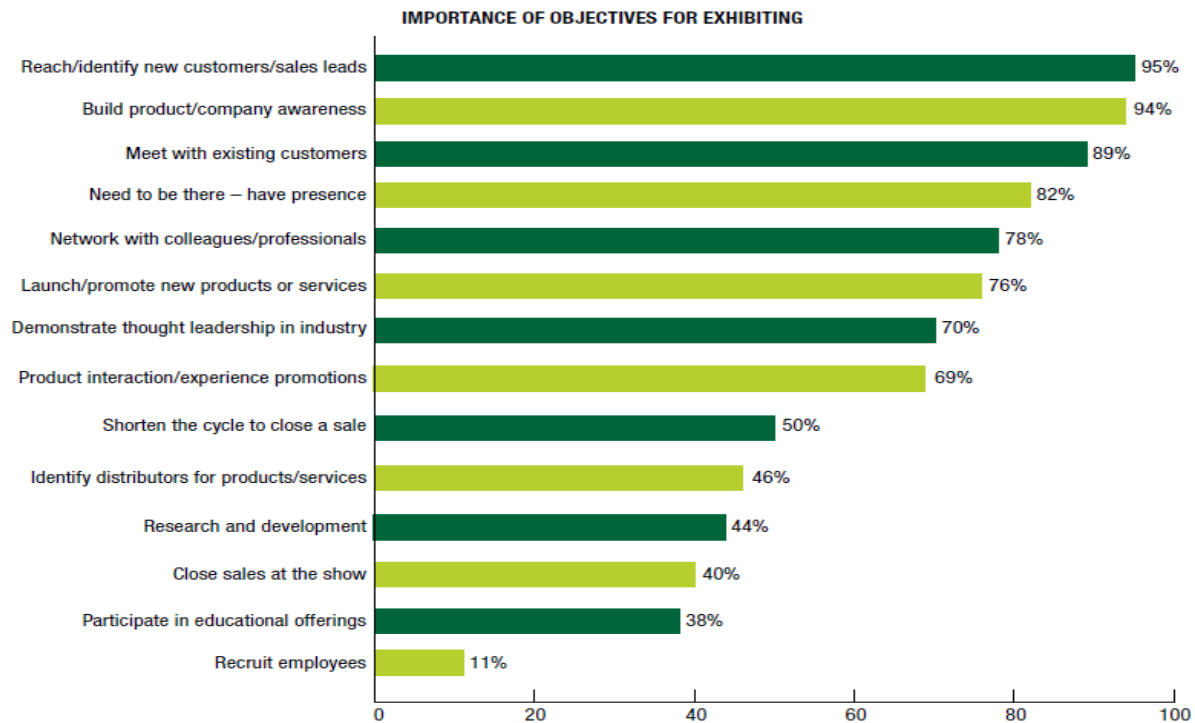
1. Has your company lost revenue due to the pandemic?
 - What does your business need right now?
 - How important is _____ contact in acquiring customers and sales?
 - How does NOT exhibiting help you get it?
2. Use floor space cost x 3 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of one customer or sale
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Event Budget (Floor space cost x3)	\$5,600 x 3 = \$16,800	\$_____
• Exhibiting Hours	9	9
• (X) Exhibit Staff	2	x_____
➤ 50 sf per staffer		
• (X) Interactions./Hour/Staffer	3	x_____
➤ Not including outside of exhibit		
• Total Interactions	54	=_____
➤ Plus 3D Booth visitors		
• Cost Per Interaction	\$311	\$_____
➤ \$598-\$1,114 avg. field call cost		
• Value of Customer	\$25,000	\$_____
• Exhibiting Investment	\$16,800	\$_____
• # Customers to ROI	1.5	=_____
➤ 2.8% conversion		

Setting Achievable Outcomes **Addressing the Big 3 Value Areas**

- Set at least one clearly defined outcome in the big three value areas:
 - Marketing
 - Sales
 - Customer Relationship Management
- Convert reasons to specific measurable goals and outcomes
- Create written action plans to reverse engineer outcomes
- Execute plans and measure progress and achievement

OBJECTIVES FOR EXHIBITING AND METRICS FOR SUCCESS



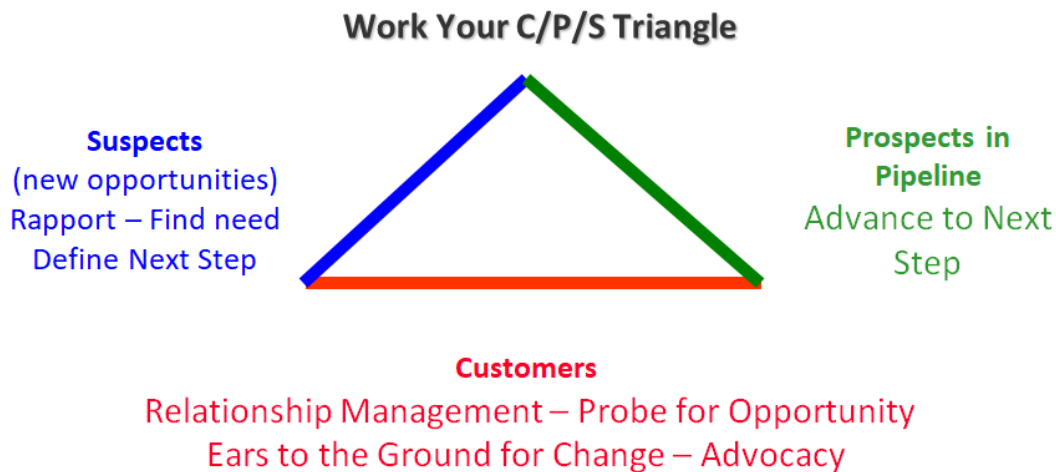
Critical Importance of Pre-Marketing Your Participation

1. ____% of attendees arrive with agenda
2. Average attendee only stops at ____ exhibits during their time at an exposition
3. Approximately, 60% of stops are preplanned
4. The number of exhibit visits may be fewer in the wake of the pandemic
5. If you're not pre-marketing, you're Exhibiting by Hope

Pre-Marketing Best Practices

1. Understand why people are attending
2. Develop and communicate a clear and compelling Value Proposition
3. Include a clear CTA (Call To Action) in all outreach
4. Use a _____ to increase response rates
5. Use the ENGAGE promotional marketing kit with code offering a \$100 discount off registration for your clients and prospects

Best Practices to Drive Qualified Booth Traffic



Implementing the C/P/S Pre-Event Marketing Program

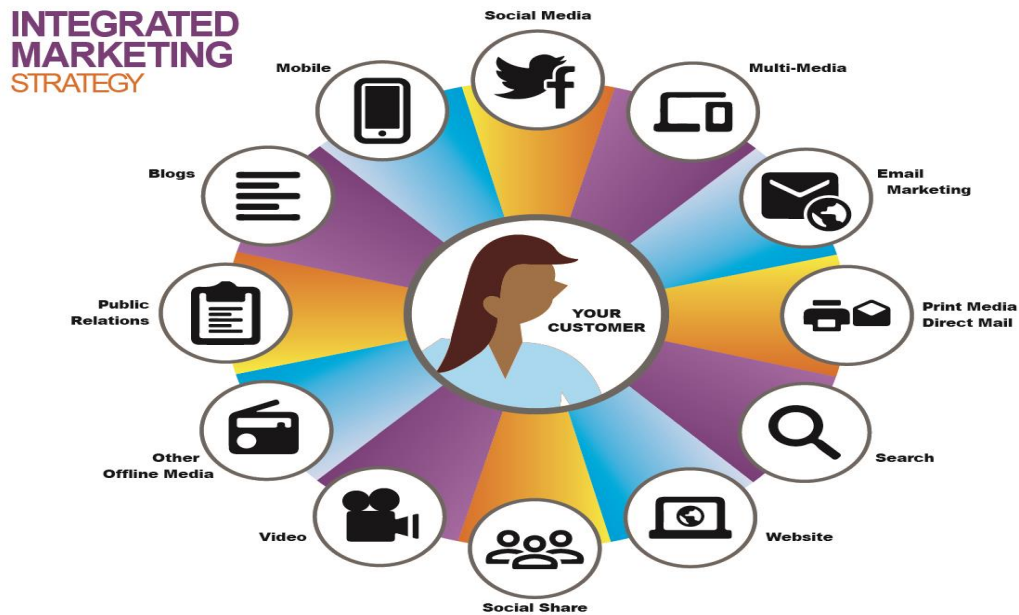
1. Ask each member of your business development team to build a list of Customers, Prospects and Suspects.
2. Set a specific _____ for each name on the list.
3. Contact them _____ times before the show through various media: email, phone, social media, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the show.
5. Consider creating a contest to reward the person getting the most of their CPS list to the show.

Build Target Visitor Lists

Best Tradeshow List Sources:

- Pre-registered attendee list
- Previous or Post-show attendee lists
- Company database (C/P/S model)
- Previous show(s) booth visitor lists
- Recent inquiries
- Distribution channel partner lists
- Trade publication readership lists

Exhibit includes pre- and post-conference attendee list with USPS mailing addresses for one-time use



Marketing Your Booth - Sponsorship Opportunities

2.

1.



<https://www.aicpaengage.com/engage2021/exhibitors>

Best Practices for Improving Lead Quality

- What most exhibitors call leads are more like scans or swipes.
- A high-quality lead is information rich and has a _____ from the visitor to take a clear, visible next action.
- Following up to make sure the next action happens is what drives lead conversion.
- Both areas require thought on your part. Develop a lead qualification process and integrate into your capture device. (One lead retrieval license included)
- Train your staff on visitor qualification process and how to use lead capture device.

How to Manage Multiple Booth Visitors

- Know who you are with!
- There are three primary types of booth visitors:
 1. _____ Visitor
 2. Information Seeker
 3. Solution Seeker
- Determine which type of visitor you're with by asking "What brings you by today?"
- If in a conversation, visually acknowledge new visitors
- Have an information area or activity to hold them while you wrap up the current conversation
- Depending on who you're talking to, you may be able to bring them into the conversation

Best Practices for Improving Lead Quality

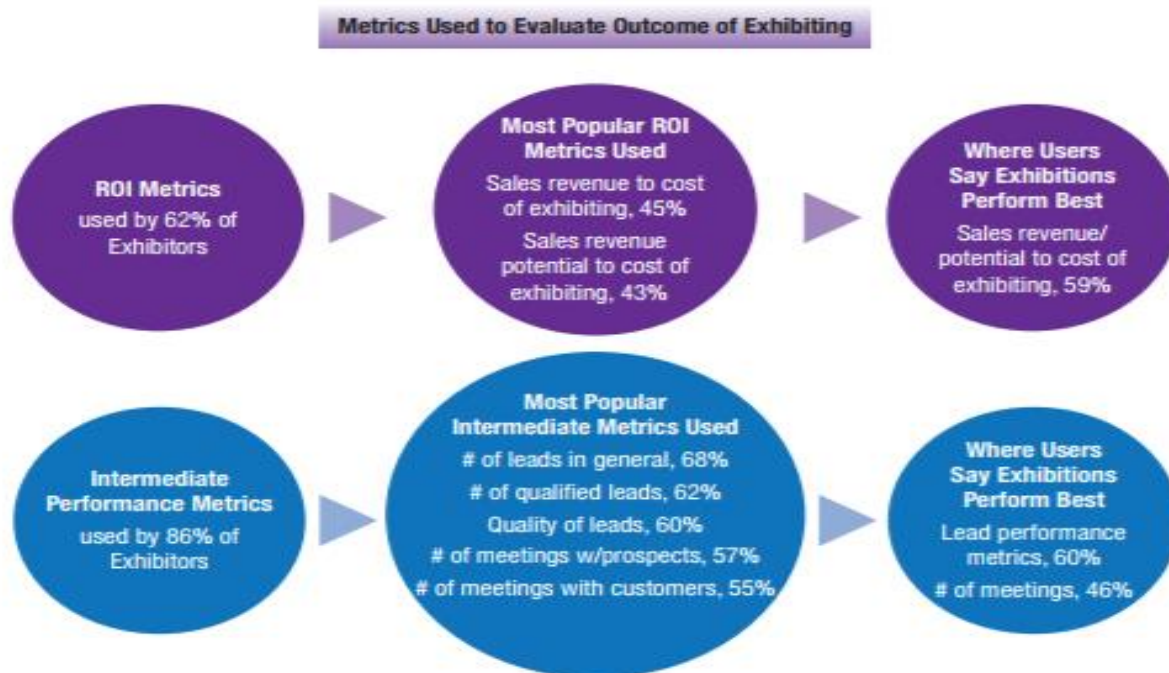
- Ask your business development team what information they would like to see captured to qualify leads.
- Typical information areas might include:
 - Challenges/Problems/Projects/Goals
 - Service/Product Interest & Level of Interest
 - Buying Role and/or Influence
 - Buying Process
 - Evaluation and/or Decision Team
 - Competitors Buying From or Looking At
 - Timeframe
 - Next Action Step
 - Other?
- Customize lead capture app to make sure you get this information!

Use Follow-Up Techniques to “Wow” and Be There When They’re Ready to Buy

1. Prepare lead follow-up plan by priority BEFORE show.
2. Follow-up FAST or in line with visitor request.
3. Personalize follow-up to each visitor’s interests/needs.
4. Plan for _____ to _____ touches over the next 3 to 6 months.
5. Integrate multiple media:
 - Email
 - _____
 - Telephone
 - In-person visits
 - Social media
6. Deliver _____ on each follow-up... don’t just sell!
 - Reference guides
 - Educational content & materials
 - Case studies, testimonial letters and videos
 - Social media posts and groups
 - Newsletters
 - Product samples
 - Promotional products (refillable)

Metrics for Measuring Exhibiting Performance, Value & ROI

- Have you done 40 shows or one show 40 times?
- If you do not have a well-designed measurement plan utilizing performance and financial metrics, you don’t have the information and data necessary to create continual improvement in your exhibiting program.
- Remember the business maximum... What gets measured, gets done!



Define Metrics to Measure Each Goal

GOALS

1. Market visibility presence/awareness
2. Branding
3. Lead gen./business development
4. New product introduction

METRICS

1. Total show attendance
 - # pass booth, # visit booth
 - # views/engagement with sponsorship
 - Social media activity
 - Amount of literature distributed
 - # press/media interviews, mentions
2. Pre/post-surveys, booth/event visitor exit interviews,, media messaging communicated through
3. # customer/prospect meetings, # leads, quality of leads, potential value, lead conversion
4. # demos, # viewers, # samples, # leads for new product, # press mentions

Next Virtual Exhibiting Training Session

Mark Your Calendar!

- **How to Optimize Your 3D Virtual Booth**
Wednesday, May 26, 2021 12:00 - 1:00 pm Eastern

What are the three most important ideas you learned and will apply to improve your exhibit program?

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Productivity Expert tm

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to **inspire**, **lead** and **direct** businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.



His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**