



*Present*

# Educational Exhibiting

## How to Use Presentations and Demonstrations to Build Preference, Increase Recall, and Reduce Sales Cycles

### **Participant Learning Objectives** *By the end of this webinar, you will...*

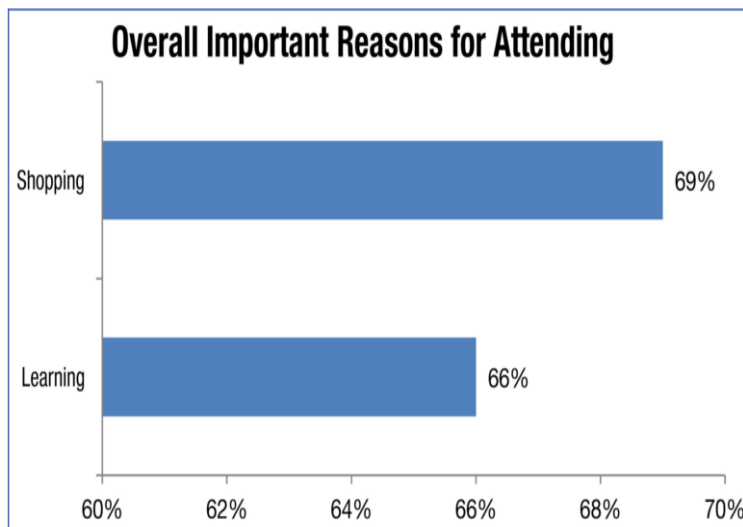
1. Hear why people attend tradeshow.
2. Find out how exhibitors can better meet attendee's shopping and learning needs.
3. Discover 8 steps to creating a worthy destination.
4. Identify key planning questions to ask.
5. Overview five types of demonstrations & presentations.
6. Learn the 7 steps to building effective in-booth presentations.

## Why Do Attendees Visit Tradeshow?

- ESCAPE! Get Out of Their Environment and Into Yours.
- Learn New, Better, Faster, Cheaper, Greener, Safer, More Efficient, Effective, and Profitable Methods.
- Find SOLUTIONS to Current and Future Problems.
- Benchmark Practices and Procedures.
- Learn \_\_\_\_\_ Practices.
- Learn NEXT Practices.
- INTERACT with Colleagues, Companies, and Products.
- SEE, HEAR, TOUCH, ENGAGE, IMMERSE.
- Do MORE Than What They Can Do On Your Website!!!



## Why People Attend Conferences & Expositions?



Many attendees have dual agendas... They are seeking to meet both organizational and personal needs.

➤ Source: CEIR Report: AC32 13

## **Shopping Reasons & Importance**

**Table 1: Top Shopping Reasons for Attending**

REASON	AVERAGE IMPORTANCE 7=Highest Importance
See new technology	5.54
Ability to talk to experts	5.51
New product introduction	5.33
Interact w/new products	5.31
Have questions answered on spot	5.26
Idea generation/planning	5.24
Compare brands	5.14
Competitive intelligence	5.12
Solution for existing problem	5.12
Gather info for upcoming purchase	5.07

*Scale: Importance, 1-7, with 1=Very Unimportant and 7=Very Important*

➤ Source: CEIR Report: AC32 13

## **How Can We Better Meet Shopping Needs?**

1. Prominently feature what's \_\_\_\_\_ in your exhibit.
2. Promote problems and talk solutions – not products!
3. Have enough knowledgeable staff available and able to answer attendee questions on the spot.
4. Provide live, interactive product \_\_\_\_\_, whenever possible.
5. Identify purchase criteria and be able to deliver info when and how they want it.
6. Consultative \_\_\_\_\_ approach: ask questions first, listen to issues - before providing information and solutions.
7. Meet needs better in idea generation and planning phases – offer in-booth user interactions and activities.

## **Learning Needs & Importance**

<b>REASON</b>	<b>AVERAGE IMPORTANCE 7=Highest Importance</b>
Industry trend insight	5.51
Professional networking	5.30
To better job performance	5.30
Personal development	5.18
Seminars/Speakers	5.04

➤ Source: CEIR Report: AC32 13

## **How Can We Better Meet Learning Needs?**

1. Emphasize in pre-and at show promotions what they will \_\_\_\_\_ in your exhibit.
2. Provide case studies spotlighting new practices and emerging trends.
3. Create space in booth for peer-to-peer discussion.
4. Bring and \_\_\_\_\_ live products and services.
5. Use interactive touchscreens to deliver brief educational content in the booth.
6. Explain how products help them perform their jobs more proficiently.
7. Provide \_\_\_\_\_ opportunity to interact with products/services.
8. Study educational session roster and suggest sessions relating to attendees interest.

## **Overview of NSTA Exhibitor Workshops**

Take your interaction & education to the next level!

- 90 minute teaching & learning opportunities in meeting rooms at convention center.
- Able to drill down into exactly how your product/service addresses attendee needs.
- Uninterrupted quality time solely focused on your brand, messaging, and solutions.

Extremely popular with attendees – Many end up standing room only!

## **8 Steps to Create a Worthy Exhibit Destination**

1. Commit to *effectively* addressing the reasons why they attend.
2. Realize you're competing with ALL exhibitors, educational sessions, events, and sometimes the event city.
3. Identify precisely the type of visitors you want to interact with.
4. Determine what \_\_\_\_\_ you can help them solve.
5. Determine what **opportunities** you can help them seize.
6. Create an engaging, \_\_\_\_\_, educational experience.
7. **Effectively** promote what they will SEE, DO, and LEARN in your exhibit.
8. Offer **compelling educational content and takeaways/rewards** for visiting and participating in presentations & demonstrations.

## **Research on the Impact of Demonstrations & Presentations**

- Experiential marketing drives purchase consideration across age, gender, and ethnicity.
- \_\_\_\_\_% say participating in experiential marketing increases purchase consideration.
- \_\_\_\_\_% say experiential marketing is extremely/very effective on influencing brand/product opinions.
- \_\_\_\_\_% say experiential marketing results in quicker purchase.
- \_\_\_\_\_% say participating in a live experience makes them more receptive to the brand's marketing.
- \_\_\_\_\_% who participated told others about it.

Source: Jack Morton Worldwide

A well-planned presentation/demonstration can:

- Increase qualified leads by 2 to 4 times.
- Increase awareness by \_\_\_\_\_ to \_\_\_\_\_ times.
- Positively influence opinions and purchasing intentions.

Source: Live Marketing Statistics

- 51% of tradeshow attendees say product demos increase their recall of exhibits visited.

Source: Exhibit Surveys

## **Determining Which Products to Bring and Demonstrate**

- ✓ New
- ✓ Bread and Butter Products
- ✓ Addresses a Top-of-Mind Industry Issue, Need or Problem

## **5 Types of Demonstrations & Presentations**

### 1. Product Demonstration

- Applications:
  - New product introductions
  - Showcase existing products
  - Differentiate
- Appeals to \_\_\_\_\_ audiences who don't want marketing pitches, but want to see how things work.
- Product Demo Examples
  - Glass tableware wants to demonstrate durability.
  - Oxygen mask wants to demo speed and ease of putting mask on in flight.
  - EMS wants to demo ease of using EMS evacuation chair.
  - Baby stroller wants to demo maneuverability in tight spaces.
  - Soundproofing product wants to demonstrate sound transference reduction.
  - Hydraulic lift wants to demonstrate heavy duty lifting ability.
  - Data collection pipe wants to demonstrate ruggedness.

### 2. Game or Game Show

- Applications:
  - Create buzz on the show floor while still presenting important information.
  - Designed for participant interaction & \_\_\_\_\_.
  - Energizes, engages and educates audience.

## **5 Types of Demonstrations & Presentations**

- Game or Game Show Examples
  - Snack food company engaged retailer knowledge about how to raise category sales.
  - Pallet rack frame manufacturer wants to differentiate benefits of bolted frame racks versus welded frame racks.
  - Veterinary pharmaceutical company educates Drs. with “Jeopawdy” game show.

### 3. Parody

- Application:
  - Takes an element of pop culture, TV, movies or books and weaves it together with product or \_\_\_\_\_ messaging.
- Creates immediate connection with audience.
- Don’t overplay the parody, 20% parody/80% product or company info.
- Parody Examples
  - Mack Trucks wanted to re-enter market, introduce new truck, and convey toughness.
    - American Gladiators
    - Announcer Michael Buffer
  - Wastewater technology provider uses Mythbuster parody to educate visitors.

### 4. Role Play

- Application:
  - Convey product information in a \_\_\_\_\_ environment.
  - Communicate information by taking on various roles.
  - Address questions and preconceived ideas or misconceptions.
- Big Benefit: people can see themselves and identify with challenges.

## **5 Types of Demonstrations & Presentations**

### 5. Corporate Overview

- Applications:
  - Focus on company's value proposition and why attendees should consider them.
  - Talk about breadth of \_\_\_\_\_.
  - Best use: companies who consider their brand as their biggest strength or have gone through mergers or acquisitions.

## **4 Questions to Aid in Designing Effective Demonstrations & Presentations**

1. Who is your target audience? What are their titles? What are their top-of-mind concerns?
2. How do your products address their concerns?
3. What is the one key idea you want the audience to walk away with?
4. What actions do you want viewers to take during and after?

## **7 Steps to Building Effective In-Booth Demonstrations**

1. Set clear \_\_\_\_\_.
  - What do you want your demonstration to accomplish?
  - What do you want your audience to think, feel and do as a result of the demonstration?
2. Focus on your \_\_\_\_\_.
  - Don't think in terms of what you want to say: the audience won't care.
  - Think in terms of what challenges the audience faces and how you will address them.
3. Tell a \_\_\_\_\_.
  - A story has a hero, a villain, conflict and triumph.
  - Remember, **the hero of the story is your target audience!**



## **7 Steps to Building Effective In-Booth Demonstrations**

4. Get the audience to \_\_\_\_\_.
  - As the Chinese proverb says, “Tell me and I’ll forget; show me and I may remember; involve me and I’ll understand.”
5. Have a \_\_\_\_\_ Presenter.
  - It’s important that the person telling your story is a good story teller.
  - S/he should also maintain consistent energy all day, every day, for the run of the tradeshow.
6. Capture their information.
  - This is your opportunity to engage with a lot of potential customers. Make sure you capture their qualifying information!
7. Have a strong call to \_\_\_\_\_.
  - What do you want qualified attendees to do after the demonstration?
  - Have next actions planned and make your demo pay off!
  - Proactively engage with attendees to drive the next action!

### **What three actions will you take from this session?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **NSTA Commitment to Exhibitor Education & Success**

- Online Exhibitor Success & ROI Center (ERC):
  - 1 Live and 5 re-playable webinars
  - 13 “How-to” exhibiting articles
  - 1 downloadable tool
  - Ask the Tradeshow Expert e-mail Q&A
- Bookmark, Share and Access at:
  - <http://www.nsta.org/exhibitsadv/resourcecenter.aspx>