



*Present*

# **Increasing Brand Awareness & Driving Qualified Booth Traffic**

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## **How to Develop and Deliver Your Value Proposition**

### **Participant Learning Objectives:**

*By the end of this session,  
we will...*

1. Discuss how attendee behaviors have changed and why you **MUST** pre-market your exhibit to be successful.
2. Walk through a proven-effective planning process to create an integrated pre and at show exhibit marketing program.
3. Overview NSTA exhibitor marketing resources.
4. Review an example of an integrated exhibit marketing campaign in action.

## What Really Drives Business Growth?

Peter Drucker said...

1. M\_\_\_\_\_
  2. Innovation
- *Everything else is an expense!*

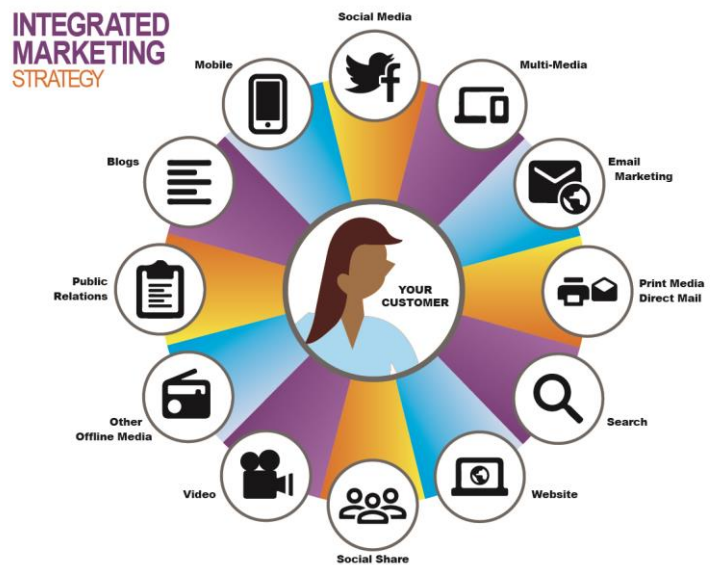
## What are the Keys to Marketing Success?

Jim Rohn said...

1. Have Something GOOD to Say
2. Say it WELL
3. Say it OFTEN

*And I will add...*

4. Say it through \_\_\_\_\_ Media



## To Generate Value & ROI – Focus on 4 Critical Exhibiting Success Factors

1. **OUTCOMES:** Define what success looks like, create actionable plans to support sales, marketing and relationship management objectives. Take advantage of opportunities NSTA events present.
2. \_\_\_\_\_ **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Manage your exhibit, product presentation and staff to ensure a high-quality visitor experience securing a commitment to next action with qualified visitors.
4. **LEAD MANAGEMENT & MEASUREMENT:** Follow-through to convert visitor commitments to action, ideally purchasing, and measure results.

## **How Tradeshow Attendee Behaviors Have Changed**

1. Registering closer to the show.
  2. Spending fewer number of days at shows.
  3. Looking for more content and useful information.
  4. Pre-planning visit: \_\_\_\_\_% *arrive with an agenda.*
  5. Visits 26-31 exhibits on average. (NA B2B average)
  6. 50% of exhibit stops are \_\_\_\_\_.
- *In spite of all this, less than \_\_\_\_\_% of exhibitors execute a well-conceived pre-show marketing plan!*

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

## **Exhibit Marketing: 8 Step Planning Process**

1. Determine Exhibiting Goals
2. Identify Target Visitors and Build Target Visitor Lists
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Marketing Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



### **Step 1. Determine Exhibiting Reasons & Goals**

1. What are you trying to accomplish?
  - a. Company/Brand Awareness & Visibility
  - b. New Product/Service Introduction
  - c. Relationship Management and Building
  - d. Brand Positioning - Differentiation
  - e. Educate
  - f. Lead Generation
  - g. Sales and Business Development
  - h. Thought Leadership
  - i. Other?

## Step 1. Determine Exhibiting Reasons & Goals

➤ **ACTION: What are your top three reasons?**

➤ **Convert them to written goals!**

Our Top 3 Exhibiting Goals:

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

## Step 2. Create Ideal Visitor Profile

● Who do you want to interact with?

- Grade Level
- Position
- Geography
- Size
- Other?

### Attendance

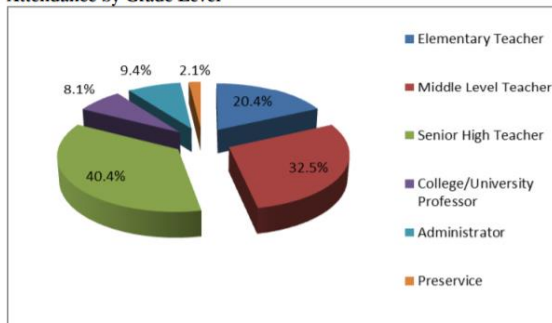
Total Conference Attendance: 9,511

- 81% Teachers, Professors, and Department Heads
- 16% Principals, Supervisor/Coordinators, Administrators
- 11% Scientists/Consultants
- 6% Students

*Please note, demographic information is self-reported and attendees can select all categories that apply therefore percentages will not necessarily add up to 100%.*

### Attendee Survey Results

#### Attendance by Grade Level

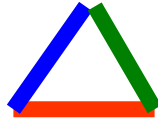


● **ACTION: Define your ideal visitor.**

## Attract High-Value Visitors

### Work the C/P/S Triangle

**Profile Matches**  
Open Door



**Prospects:**  
Advance to Next Step

**Customers**

Relationship Management – Probe for Opportunity  
Ears to the Ground for Change – Advocacy

### Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Profile Matches.
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 list to the show.

### Build Target Visitor Lists

#### **Best Tradeshow List Sources:**

1. \*Pre-registered attendee list
2. Previous or Post-show attendee lists
3. Company database (C/P/S model)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

**\*Attendee mailing list and  
Email Blast to  
pre-registrants available  
for a fee.**

### Step 3. Calculate Exhibit Interaction Capacity

|                                       | <u>Example</u>   | <u>Participant</u> |
|---------------------------------------|------------------|--------------------|
| – Exhibiting Hours                    | 20               | 20                 |
| – Booth Staff on Duty                 | x <u>  2</u> *   | x _____            |
| – Total Staff Hours                   | = 40             | = _____            |
| – Interactions/Hour/Staffer           | x <u> 3-5</u> ** | x _____            |
| – <b>Exhibit Interaction Capacity</b> | <b>= 120-200</b> | <b>= _____</b>     |

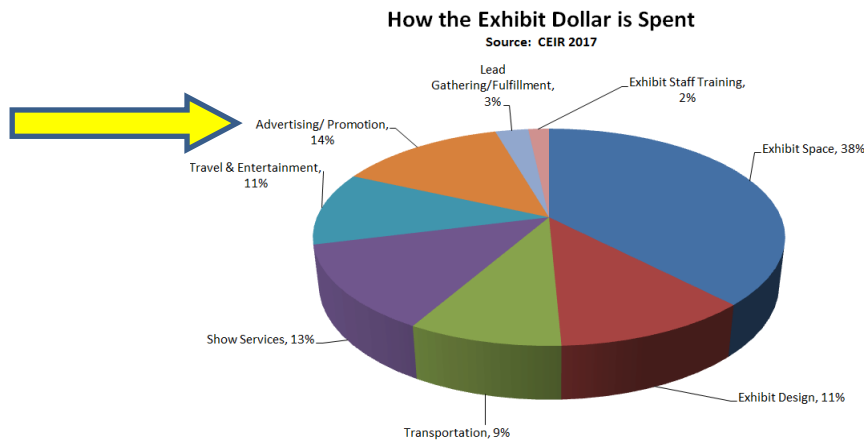
\* 50 sq. feet/ staffer

\*\* 3/conservative 4/moderate 5/aggressive

➤ **Success Tip:**

- Try to make your list count \_\_\_\_\_ times your Exhibit Interaction Capacity.

### Step 4. Budget Enough Promotion Resources



|   | <b>Example</b>        | <b>Participant</b> |
|---|-----------------------|--------------------|
| Total Show Investment<br>(\$2,400 space cost x 3) | \$7,200               | \$ _____           |
| % for Exhibit Marketing                           | <u>  .15</u> at least | x _____            |
| Exhibit Promotion Budget                          | \$1,080               | \$ _____           |

**When to increase?** Big show, small booth, location concern, importance of show, match of attendees - allocate more!

## **Step 5. Craft Compelling Messages**

\* Job 1. Grab Attention!

- \_\_\_\_\_
- \_\_\_\_\_
- Learn
- Familiar
- Unusual



\* Job 2. Create Interest!

Ask: *What situations would prompt your target customers to think about what you offer?*

- \* Integrate customer situations into your pre-show marketing to grab attention!

### **Deliver a Clear Value Proposition to Build Desire and Create Action**

- \* \_\_\_\_\_: Tired of? Worried about?
- \* OPPORTUNITY: Interested in? Want to learn about?
- \* Give us 5 minutes at NSTA Annual Conference Booth #123
- \* You will SEE
- \* You can DO
- \* You will \_\_\_\_\_
- \* Oh by the way, you'll GET...

## **Step 6. Analyze & Select Marketing Media**

### **Four “C’s” to marketing success:**

1. **Captivating** message and **consistent** design theme and message
2. **Combination** of show, industry and direct marketing media
3. **Communicate** four specific messages:
  1. What you do
  2. Why they should care
  3. Who you are
  4. Where and how to find you
4. **Creative Frequency:** Land *at least* \_\_\_\_ direct hits leading up to show time

### **General Marketing Media Options:**

1. Print & Display Advertising
  - ✓ Show Specific and Industry Specific Print Media
2. Public Relations
  - ✓ Press Releases, Press Kit, News Posts
3. Electronic Media
  - ✓ Email, Internet, Websites, Social Media, Mobile Apps
4. Direct Mail
  - ✓ Letters, Invitations, Postcards
5. Personal Contact
  - ✓ Rep Visits, Phone Calls, Voice Broadcast



## **Evaluate Exhibitor Marketing Opportunities**

### **FREE Exhibitor Marketing Opportunities**

1. Company listing in Preview Program
2. Company Description and Contact information in Final Program, on the conference app, and on the online floor plan
3. Leverage social media:
  - Facebook: <http://www.facebook.com/NSTA.FB>
  - Twitter: #NSTA18 or #NSTA
  - LinkedIn: <http://www.linkedin.com/groups?gid=1791816>
  - YouTube: <http://www.youtube.com/user/NatSciTeachAssoc>
  - Instagram: [https://instagram.com/official\\_nsta/](https://instagram.com/official_nsta/)

### **PAID Show Advertising & Sponsorship Opportunities**

#### **Advertising:**

- Upgraded Exhibitor Listing
- Direct Mail List Rental
- Preview Program & On-Site Program Ad, Conference Daily E-Newsletter Ad
- NSTA Print Publication Ad
- Attendee E-Mail Blast
- Backpack Insert
- Mobile App Ad
- Exhibitor Workshop, Focus Group

#### **Sponsorships:**

1. **Digital/Online:** Mobile App, E-Newsletter
2. **Events:** Community Connections, Elementary Extravaganza, First-Timers/Preservice/New Teachers Breakfast, General Session, Meet Me in the Middle, NSTA Chapter/Associated Group Leader Roundtable and Social, NSTA President's Reception, NSTA Student Reception
3. **Show Floor/Convention Center:** Company Showcase, Escalator Runners, Aisle Signs, Banners, Column Wrap, Sidewalk Graphic
4. **Items:** Attendee Bags, Badge/Lanyards

**For questions or help, please contact:  
Jason Sheldrake – [jsheldrake@nsta.org](mailto:jsheldrake@nsta.org) – (703) 312-**

## **Step 7. Execute Marketing Campaign**

### Sample Exhibit Marketing Campaign: *Small Exhibitor*

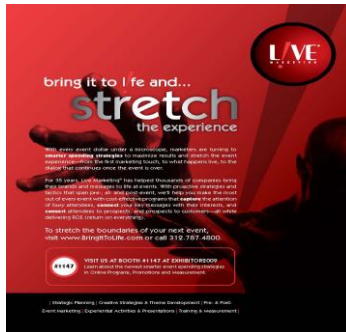
- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$2,400
- ❖ **Show Budget:** \$8,100 to \$12,000 (3-5x floor space – 15% + to promotion)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
  - Execute C/P/S strategy with sales reps and dealers
  - Rent pre-registered attendee direct mail list
  - Mail postcard to C/P/S and pre-registered attendee list
  - FREE Exhibitor Listing - Write exhibitor description giving attendees a compelling reason to visit your booth
  - Promote show participation in relevant social media and use show's channels
  - Place show logo and booth promo on company website, email signatures, newsletter, social media, all outgoing correspondence

### Sample Exhibit Marketing Campaign: *Medium/Large Exhibitor*

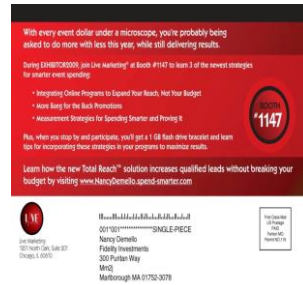
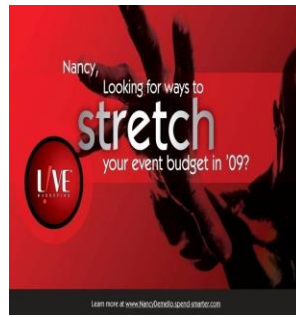
- ❖ **Booth Size/Space Cost:** 20 x 20/\$9,600
- ❖ **Show Budget:** \$28,800 to \$48,000 (3-5x floor space – 15% + to promotion)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales
- ❖ **Media:**
  - Do same things as small exhibitor
  - Mail high-level invitations (instead of postcards) to C/P/S list with compelling reward for responding
  - Ad in the On-Site Program highlighting new product
  - Backpack Insert highlighting new product
  - Sponsor Elementary Extravaganza

## Pre-Show Marketing Plan Example

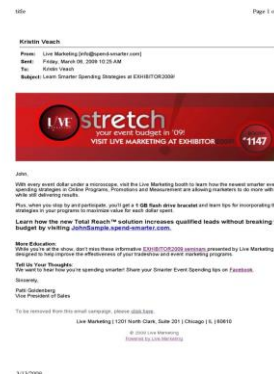
### Pre-Show Print Advertisement



### Personalized Postcard Mailer



## 2 Personalized Pre-show HTML Emails



## Personalized Microsite with Video Host



## Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. When was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of impressions and/or traceable response?
6. What worked?
7. What did we learn?
8. How can we use the best of this campaign for our next show?

What were the three most important ideas you learned in this webinar?

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

What specifically will you do to better promote your participation in the show?

## NSTA's Commitment to Exhibitor Education & Success

- Online Exhibitor Resource Center:
  - Live and re-playable webinar
  - “How-to” exhibiting articles
  - Ask the Tradeshow Expert email Q&A
- Bookmark, Share and Access at:
  - <http://www.nsta.org/exhibitsadv/resourcecenter.aspx>



## About the Expert Presenter

### Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Expert™



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 by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

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

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

**Jefferson is available on a very limited basis 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](http://www.tradeshowturnaround.com)**