Increasing Brand Awareness & Driving Qualified Booth Traffic

How to Attract Enough of the Right Attendees to Your Exhibit

With Lori Dees, SWDC
& Jefferson Davis, Competitive Edge

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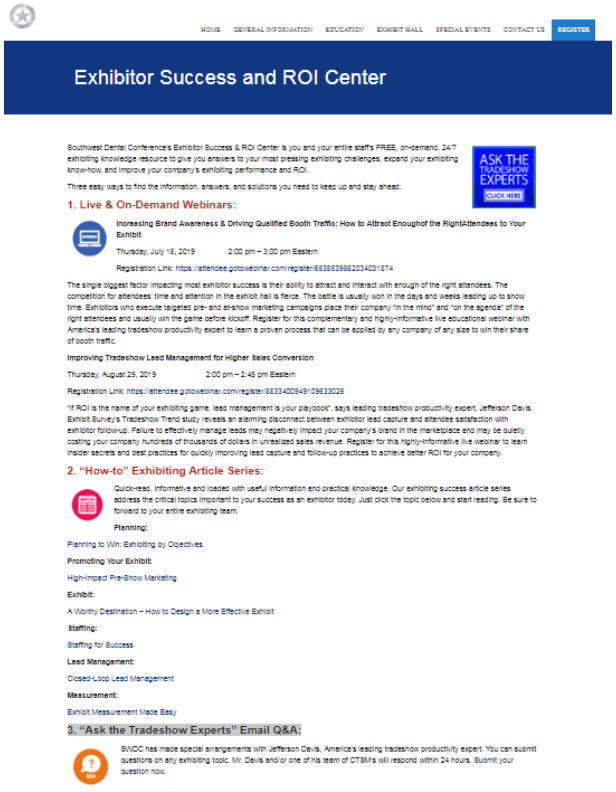
SWDC Commitment
to Exhibitor Value, Knowledge & Success

* **TSE Gold Award Winning Exhibitor Success & ROI Center:**
  - Live and On-Demand Webinars
  - How-to Exhibiting Article Series
  - Ask the Tradeshow Expert Email Q&A
* **Bookmark, Share with your team and Access on the Exhibitor Console:**

  http://swdentalconf.org/exsuccessroi/



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Exhibitor Success and ROI Center

Southwest Dental Conference's Exhibitor Success & ROI Center is you and your entire staff's FREE, on-demand, 24/7 exhibiting knowledge resource to give you answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI.

ASK THE TRADESHOW EXPERTS CLICK HERE

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Thursday, July 18, 2019 2:00 pm – 3:00 pm Eastern

Registration Link: https://attendee.gotowebinar.com/register/6838839862034031874

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Improving Tradeshow Lead Management for Higher Sales Conversion

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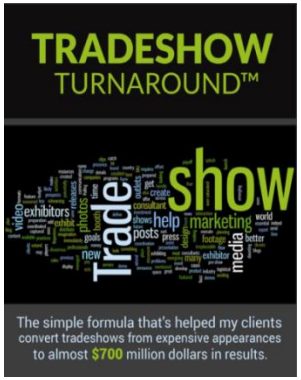
Jefferson Davis, President
Tradeshow Productivity Expert

- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Exhibited at over 200 tradeshows
- His E3 team has evaluated over 25,000 exhibitors in action
- Intensely results-focused
- Developed practical, workable processes to address critical exhibiting success factors
- Helped clients generate over $800,000,000 in tradeshow results.



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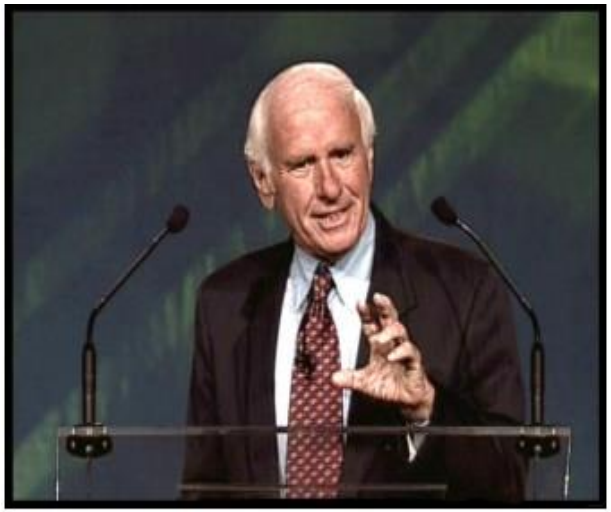
- **For *complimentary* Tradeshow teleconsultation**

CALL 800-700-6174 in US or 704-814-7355

EMAIL: jefferson@tradeshowturnaround.com

What are the Keys to Marketing Success?



Mr. Rohn said…

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

I add…

4. Say it through **MULTIPLE** Media

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To Generate Value & ROI –
Focus on 5 *Critical* Exhibiting Success Factors

1. **OUTCOMES:** Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM goals and take advantage of opportunities Southwest Dental Conference presents.

2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, use targeted pre & at-show marketing to attract enough of the right people to your exhibit.

3. **VISITOR EXPERIENCE:** Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience that secures a commitment to a next action with qualified visitors.

4. **LEAD MANAGEMENT:** Identify what criteria you need to qualify, develop a questioning process and tool your staff uses to capture leads, and follow-up.

5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure performance, value and ROI . Learn from the experience.

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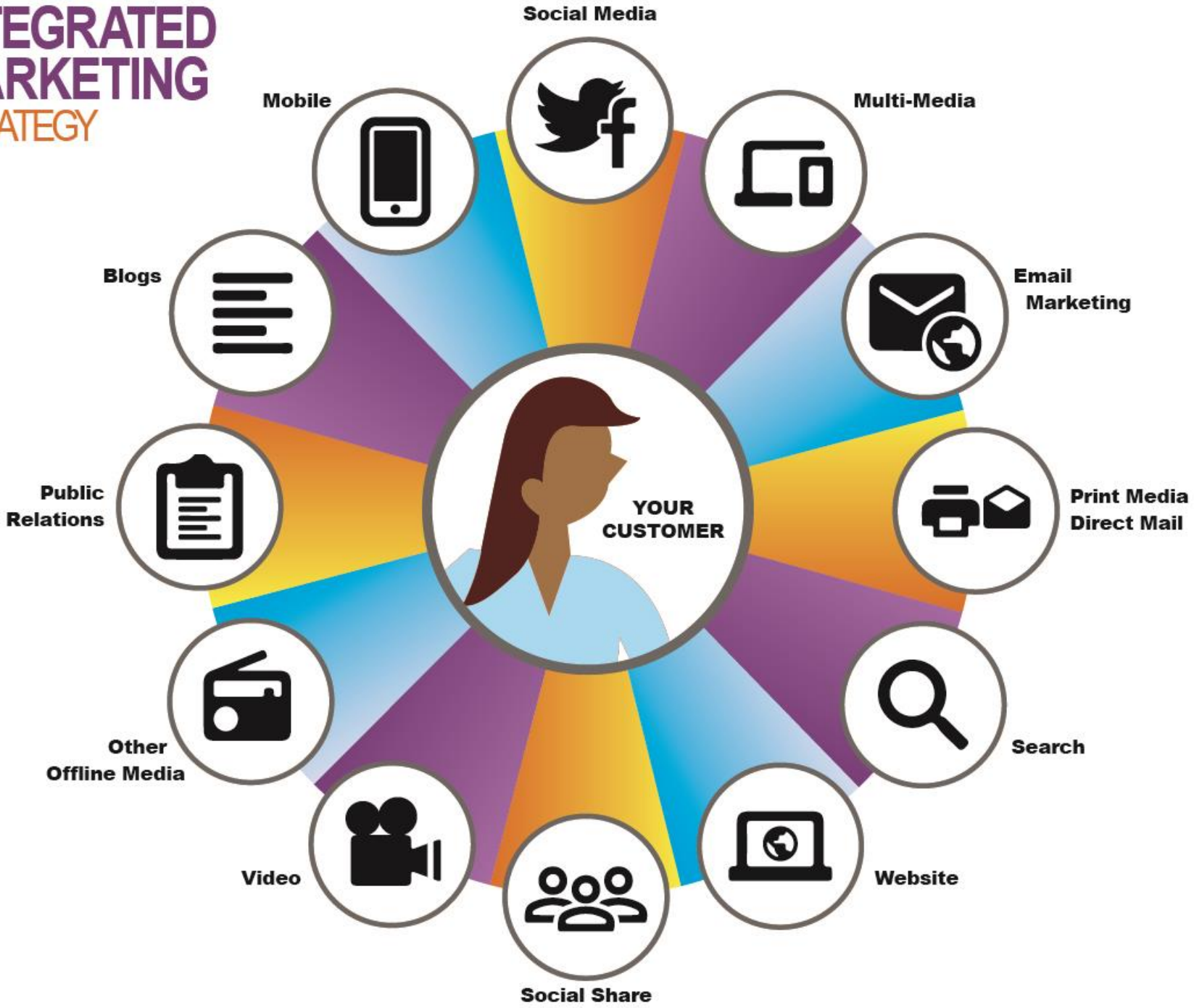
INTEGRATED MARKETING STRATEGY



Poll: How many media do you currently use to promote your exhibit?

- None
- 1-2
- 3-4
- 5-6
- 7 +

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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: ***76%*** *arrive with an agenda.*
5. Visits 26 to 31 exhibits on average. (NA B2B average)
6. 50% of exhibit stops are ***pre-planned.***

- ***In spite of all this, less than 20% of exhibitors execute a well-conceived pre-show marketing plan!***

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

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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

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Step 1. Determine Exhibiting Reasons & Goals

- **What are you trying to accomplish?**
  - Company/Brand Awareness & Visibility
  - New Product/Service Introduction
  - Relationship Management & Building
  - Brand Positioning - Differentiation
  - Educate
  - Lead Generation
  - Sales & Business Development
  - Thought Leadership
  - Other?

- ***ACTION: What are your top three reasons?***
- ***Convert them to written goals!***

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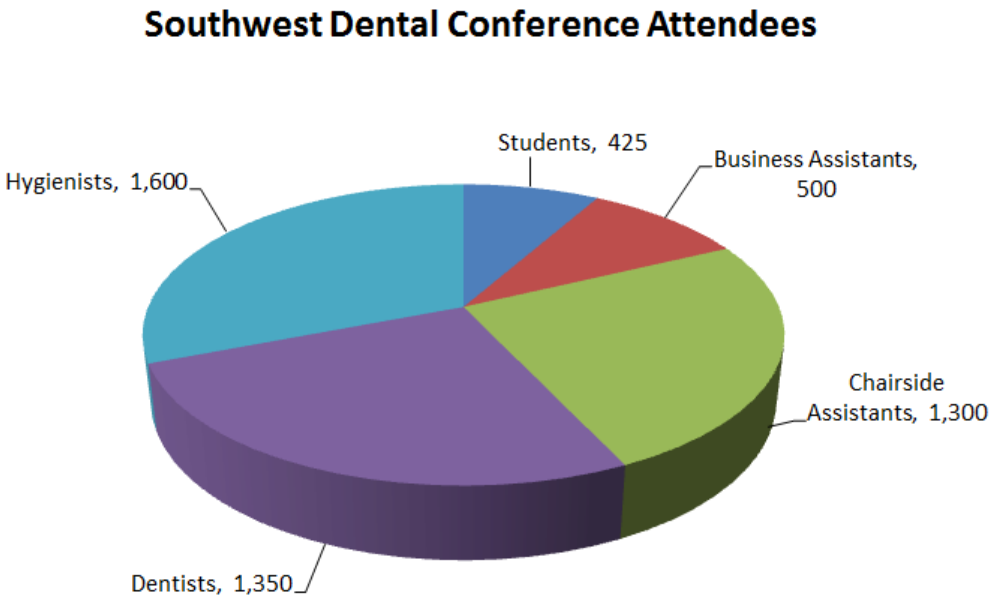
Step 2. Create Ideal Visitor Profile

* ***Who do you want to interact with?***
  - Practice Type/Specialty
  - Job Title/Functions
  - Geographical Location
  - Size
  - Other?



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

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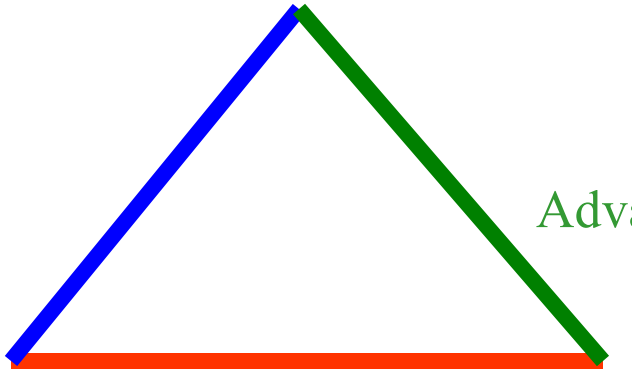
Step 2. Attract High-Value Visitors

Work Your C/P/S Triangle

Suspects
Open Door



Prospects
Advance to Next Step

Customers

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

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Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific **outcome** for each name on the list.
3. Contact them **three** 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.

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Step 2.
Build Target Visitor Lists

- **Best Tradeshow List Sources:**
  a. *Pre-registered attendee list
  b. Previous or *Post-show attendee lists
  c. Company database (C/P/S model)
  d. Previous show(s) booth visitor lists
  e. Recent inquiries
  f. Distribution channel partner lists
  g. Trade publication readership lists

***Pre- and post-show attendee mailing lists FREE upon request.**

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Step 3. Calculate *Exhibit Interaction Capacity*

• Exhibiting Hours	18
• **Booth Staff on Duty**	**x 2***
• Total Staff Hours	36
• **Interactions/Hour/Staffer**	**x 3-5****
• ***Exhibit Interaction Capacity***	**108 to 180**

* 50 sq. ft. per staffer
** 3/conservative 4/moderate 5/aggressive

➢ ***Success Tip*: Try to make your list count 3 to 5 times your Exhibit Interaction Capacity.**

Expecting 7,000+ attendees

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Poll: What percent of your exhibit budget is allocated to promoting your exhibit?

- None
- 1-5%
- 6-9%
- 10-14%
- 15% +

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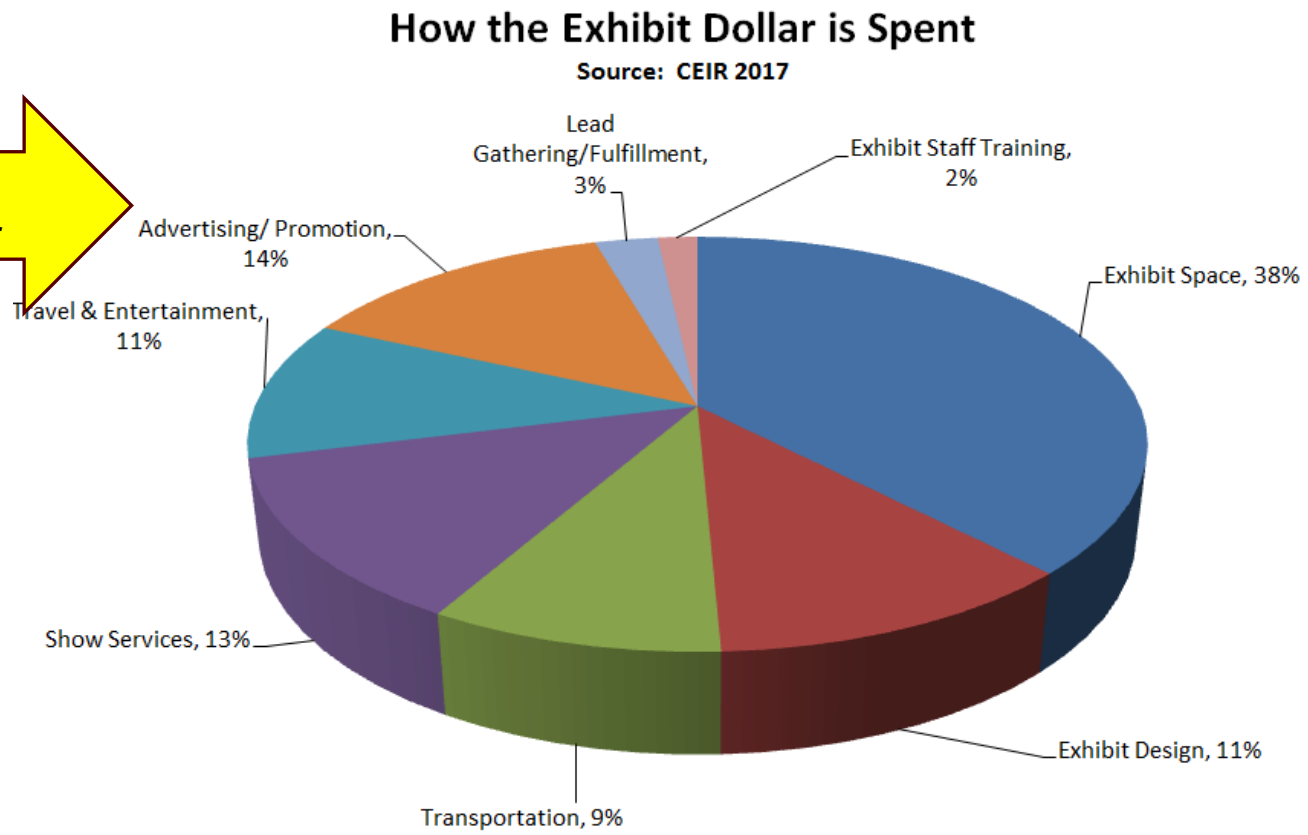
Where the Tradeshow Dollar Goes

Average Exhibitor



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Step 4. Budget *Enough* Promotion Resources

Total Show Investment	$3,750 - $6,250 ($1,250 member x3-5)
% for Exhibit Marketing	***x .15 at least***
Exhibit Promotion Budget	**$563 to $938**

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

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Step 5. Craft Compelling Messages

- **Job 1. Grab Attention!**
  - **NEW**
  - **Problematic**
  - **Learn**

- **Job 2. Create Interest!** Ask: *What <u>situations</u> would prompt dental professionals to think about what you offer?*

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

Step 5. Deliver a Clear Value Proposition to Build Desire and Create Action

- **PROBLEM:** *Tired of? Worried about? Struggling with?*
- **OPPORTUNITY:** *Interested in? Curious? Want to Learn More About?*
- Give us 5 minutes at SWDC Booth #123
- You will SEE
- You can DO
- You will LEARN
- Oh, by the way, you'll GET…

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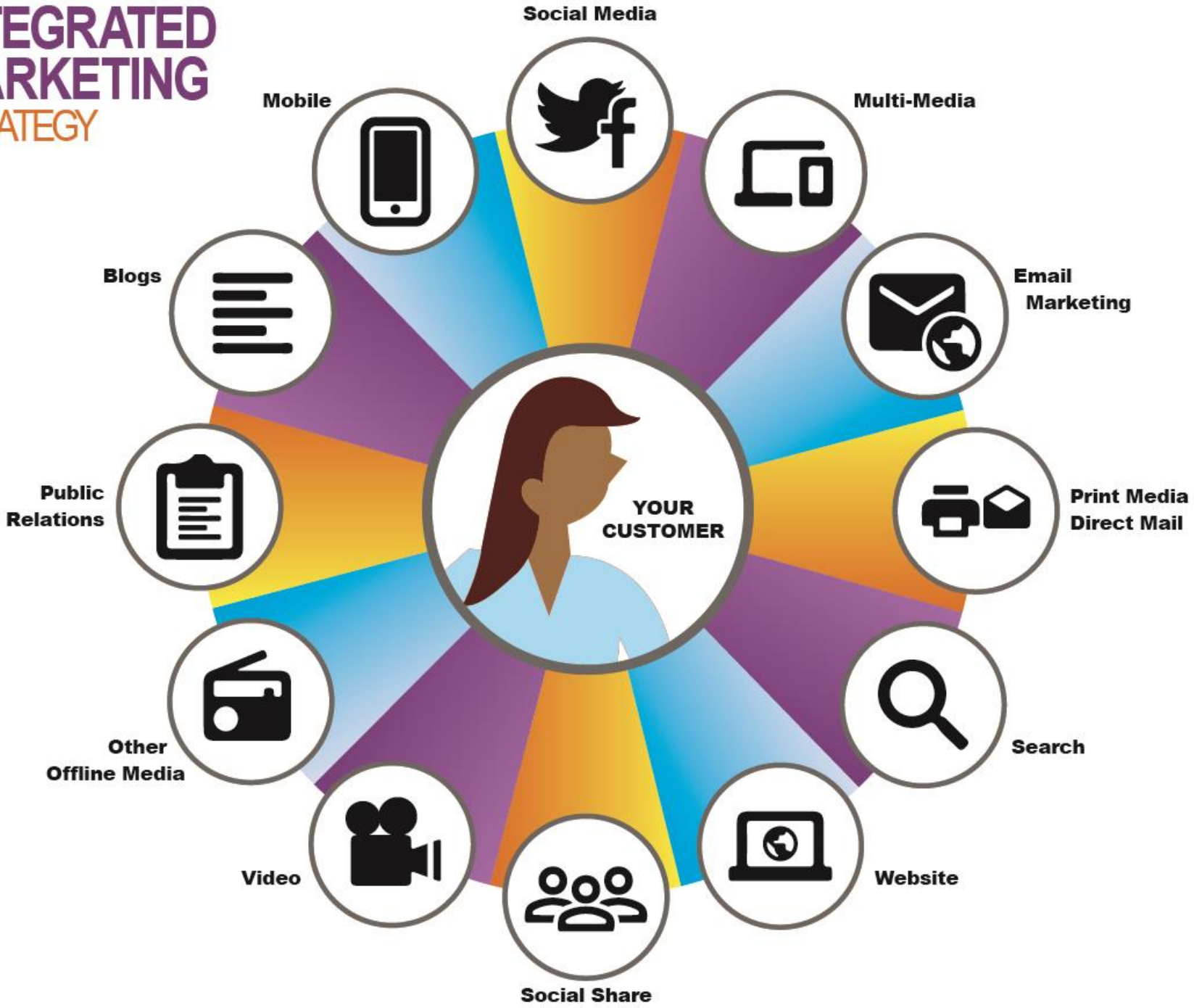
INTEGRATED MARKETING STRATEGY



Step 6. Analyze & Select Marketing Media
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. **Digital Media**
   - Email, Internet, Websites, Social Media, Mobile Apps
4. **Direct Mail**
   - Letters, Invitations, Postcards
5. **Personal Contact**
   - Rep Visits, Phone Calls, Voice Broadcast

FREE Exhibitor Marketing Opportunities

1. Company listing in on-site program.
2. Pre- and post-show attendee mailing lists, upon request.
3. Logos and graphics for use on your website and your own company communications.
4. Networking: SWDC Star Salute
5. Leverage social media:
   - Facebook: https://www.facebook.com/SWDentalConf/
   - Twitter: @SWDentalConf, #2019SWDC
   - LinkedIn: https://www.linkedin.com/showcase/southwest-dental-conference

For questions or help, please contact:
Lori Dees
lori@dcds.org 972-386-5741 ext. 228

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PAID Show Advertising & Sponsorship Opportunities

Advertising:

- SWDC On-Site Program ad
- Mobile App Banner Ad

Sponsorships:

1. **Digital/Online:** Email Blasts**, Mobile App** Blasts/Show Special Promotion
2. **Show Floor/Conference Center:** Badges, **CE Scanning Stations**
3. **Items:** Attendee Tote Bag, Lanyards, Key Cards and Key Card Packets, Notepads

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Lori Dees
lori@dcds.org 972-386-5741 ext. 228
Availability of opportunities changes frequently.

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Q & A

Type Question in Question Box

Press Send

Step 7. **Execute Marketing Campaign**

Sample Marketing Program: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 in-line/$1,250
- **Show Budget:** $3,750-$6,250 (3-5x floor space/at least 15%+ to promotion)
- **Goals:** *Market Visibility/Awareness, Lead Generation/Sales*
- **Media:**
  - Execute C/P/S strategy with sales reps and dealers.
  - Mail postcard to C/P/S list and pre-show attendee list, with a reward for responding.
  - Promote participation in relevant social media and use show's social media channels.
  - Place show logo and booth promo on company website, email signatures, newsletters, social media, all outgoing correspondence.
  - App Blast promoting your show special. $100

Step 7. **Execute Marketing Campaign**

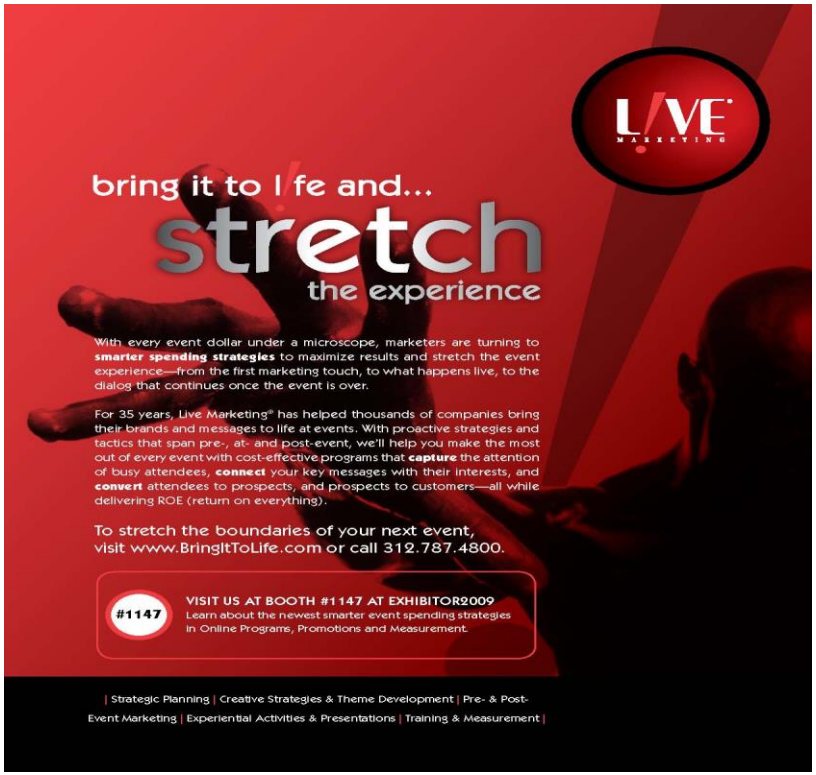
Sample Marketing Program: *Medium/Large Exhibitor*

- **Booth Size/Space Cost:** 10 x 20/$2,500
- **Show Budget:** $7,500-$12,500 (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
  - Full page ad in On-Site Program promoting new product
  - Sponsor CE Scanning Stations to promote thought leadership

Step 7. Execute Marketing Campaign

Pre-show Marketing Plan Example

Pre-show Print Advertisement



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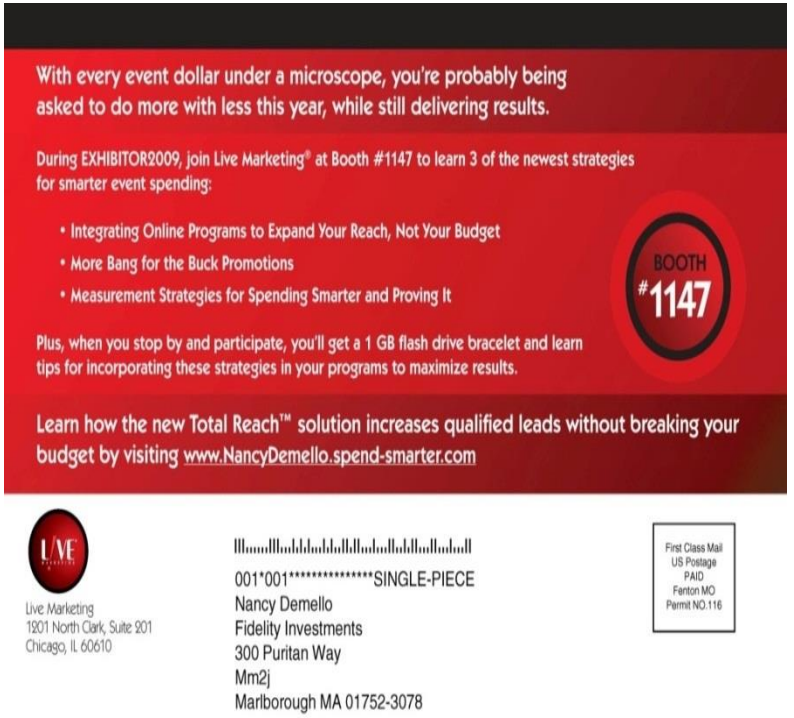
Step 7. Execute Marketing Campaign

Pre-show Marketing Plan Example

Personalized Postcard Mailer



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Step 7. Execute Marketing Campaign

Pre-show Marketing Plan Example

Personalized Pre-Show Emails to Your House List

Kristin Veach

From: Patti Goldenberg [info@spend-smarter.com]
Sent: Thursday, March 05, 2009 10:45 AM
To: Kristin Veach
Subject: Don't Miss Another Exciting EXHIBITOR!

John,

We enjoyed meeting you at EXHIBITOR2008! If you haven't done so already, make plans to attend EXHIBITOR th year and learn about the newest strategies for smarter event spending at Booth #1147.

At the Live Marketing booth, you'll hear how Online Programs, Promotions and Measurement are allowing markete to do more with less, while still delivering results.

Plus, when you stop by and participate, you'll get a **1 GB flash drive bracelet** and learn tips for incorporating thes strategies in your programs to maximize value for each dollar spent.

More Education:
While you're at the show, don't miss these informative EXHIBITOR2009 seminars presented by Live Marketing designed to help improve the effectiveness of your tradeshow and event marketing programs.

Tell Us Your Thoughts:
We want to hear how you're spending smarter! Share your Smarter Event Spending tips on Facebook.

Learn how the new Total Reach™ solution increases qualified leads without breaking your budget by visiting JohnSample.spend-smarter.com.

Sincerely,

Patti Goldenberg
Vice President of Sales

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3/13/2009

Kristin Veach

From: Live Marketing [info@spend-smarter.com]
Sent: Friday, March 06, 2009 10:25 AM
To: Kristin Veach
Subject: Learn Smarter Spending Strategies at EXHIBITOR2009!

John,

With every event dollar under a microscope, visit the Live Marketing booth to learn how the newest smarter event spending strategies in Online Programs, Promotions and Measurement are allowing marketers to do more with les while still delivering results.

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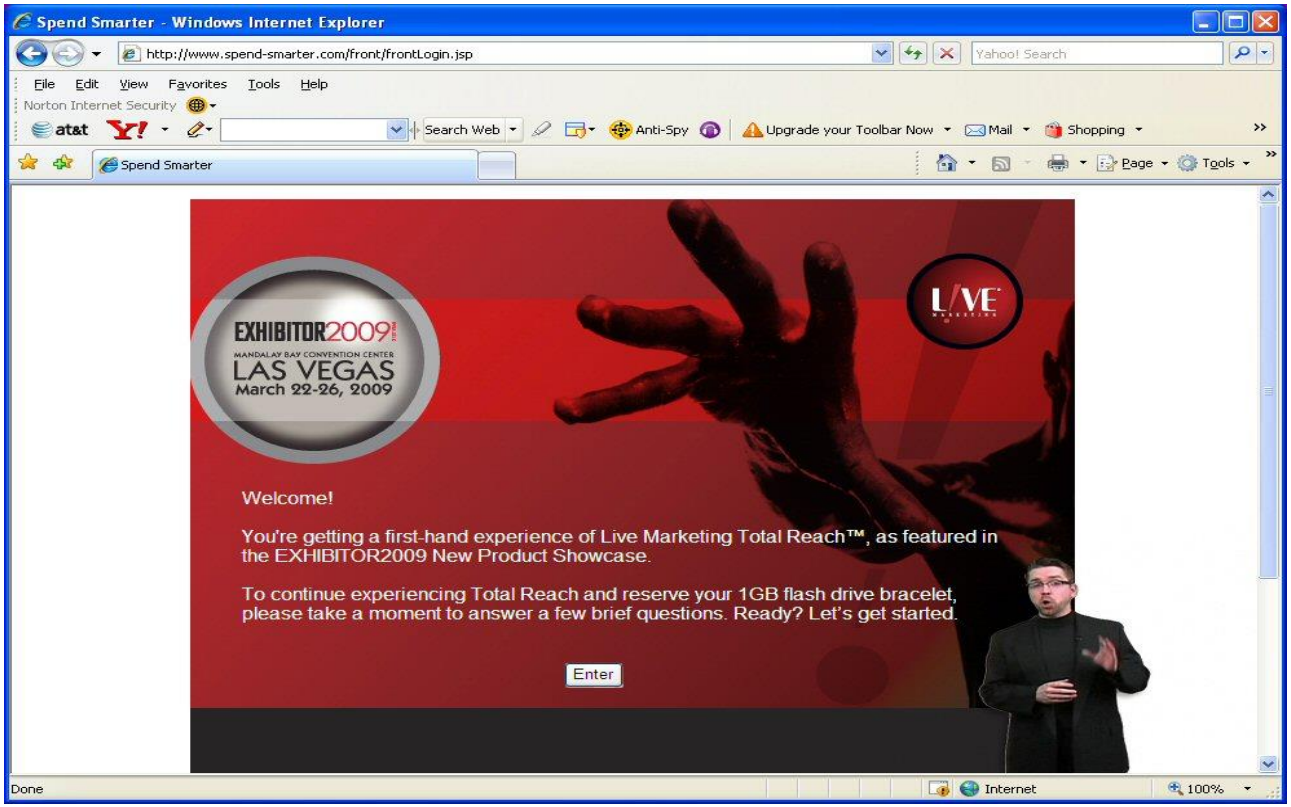
Step 7. Execute Marketing Campaign

Pre-show Marketing Plan Example

Personalized Landing Page or Microsite



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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?

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Please complete the post-webinar email survey. Thank you!

Type Question in Question Box

Press Send Button

Q & A

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