



Present

Driving Qualified Booth Traffic

How to Attract Enough of the Right Attendees to Your Exhibit

Participant Learning Objectives:
*By the end of this webinar,
we will...*

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective 8 step exhibit marketing planning process.
3. Overview Midwinter Meeting exhibitor marketing resources available.
4. See an example of an integrated exhibit marketing campaign in action.

Focus on Critical Exhibiting Success Factors

1. **OUTCOMES:** Set goals that support your company sales and marketing, and CRM objectives and take advantage of the opportunities CDS's Midwinter Meeting presents.
2. **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with all qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action, ideally purchasing, and measure and report results.

Learn more about all four at the CDS Exhibitor Success & ROI Center

[http://www.cds.org/Midwinter Meeting/Information for Exhibitors/Exhibitor_Success ROI Center.aspx](http://www.cds.org/Midwinter_Meeting/Information_for_Exhibitors/Exhibitor_Success_ROI_Center.aspx)

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 useable information.
 4. Preplanning visit: _____% *arrive with an agenda.*
 5. Visits 26-31 exhibits on 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 Promotion Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting 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?

Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

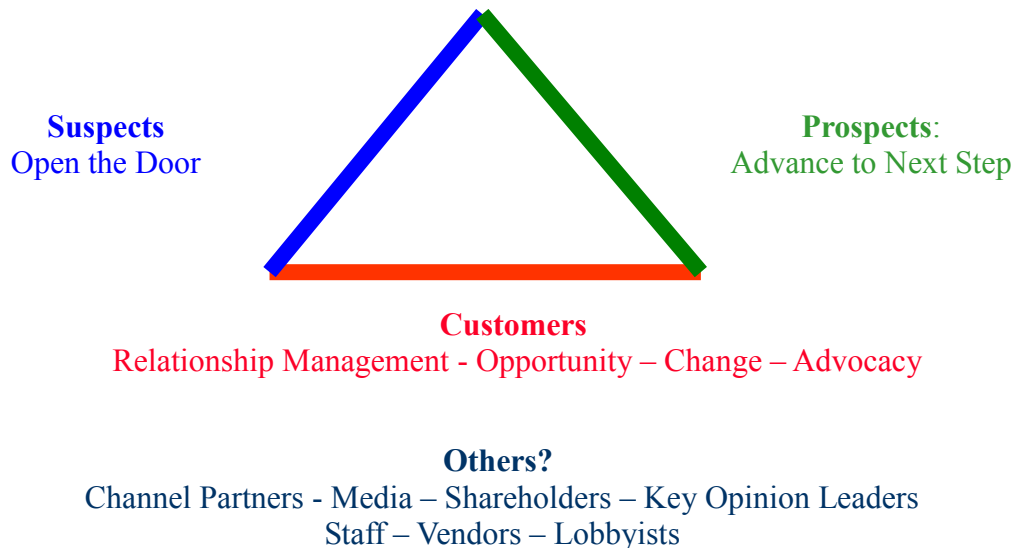
Step 2. Create Ideal Visitor Profile

- Who do you want to interact with?
 - Practice Type/Specialty
 - Job Title/Function
 - Size
 - Other?
- Relative to your products/services, what are their needs, issues and top-of-the-mind concerns?

2014 MIDWINTER MEETING ATTENDANCE	
Dentists	6,898
Dental Students	1,032
Hygienists	3,871
Assistants	2,761
Office Personnel	2,009
Lab Technicians	227
Hygiene/Assistant Students	1,744
Guest/Press	1,757
Non-exhibiting Trade	898
Exhibitors	8,633
TOTAL	29,830
Dentists:	
Members	4,999
ADA Members	1,125
Grad Students	135
Federal Dentist (military)	90
Non ADA Member Dentists	224
International Dentists	325
Total	6,898

Step 2. Identify Target Visitors

The C/P/S Triangle



Step 2. 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

* Previous year's attendee lists available for a fee.

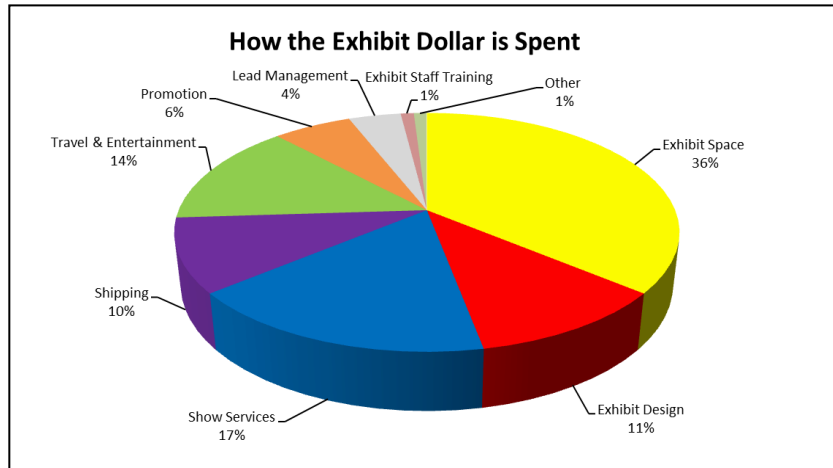
Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
- Exhibiting Hours	23	23
- Booth Staff on Duty	x <u>3</u>	x _____
- Total Staff Hours	= 69	= _____
- Interactions/Hour/Staffer	x <u>3-5</u>	x _____
- Exhibit Interaction Capacity	= 207-345	= _____

➤ **Success Tip:**

- Try to make your list at least _____ times your Exhibit Interaction Capacity.

Step 4. Budget Enough Promotion Resources



Source: CEIR 2012

	Example	Participant
Total Show Investment	\$30,000	\$ _____
% for Exhibit Promotion	<u> x .15</u>	x _____
Exhibit Promotion Budget	\$4,500	\$ _____

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

Step 5. Craft Compelling Messages that Interrupt and Engage

- * Interrupt Them!
 - New
 - Familiar
 - Unusual
 - Problematic
- * Communicate Relevance and Importance
- * Ask: *What situations would prompt them to think about what you offer?*
 - ...dangle situations!
- * Position visiting exhibit as the place to SEE, DO, LEARN and GET.

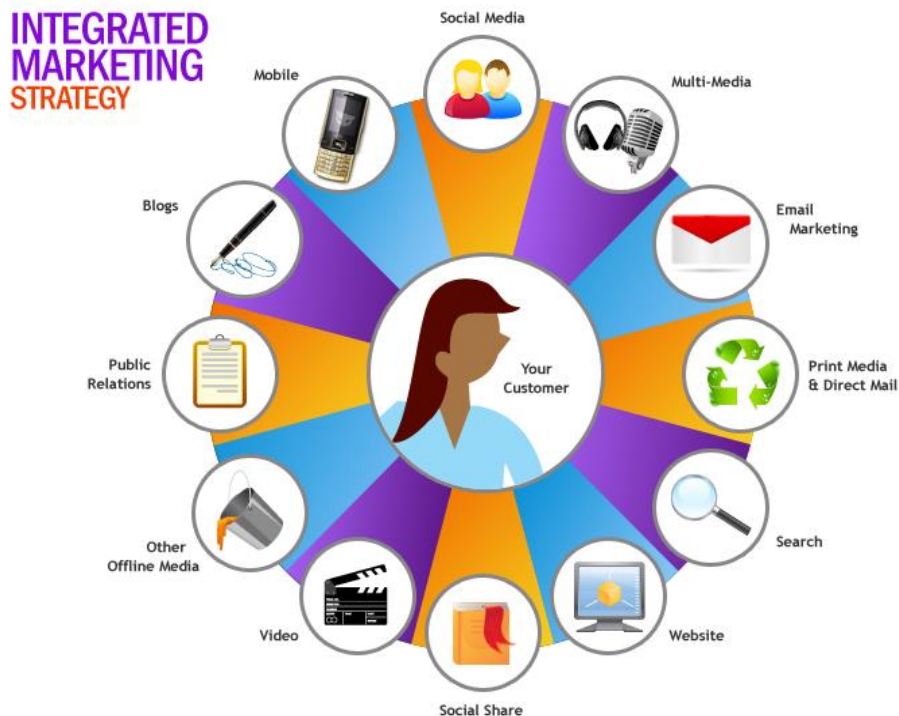
Step 6. Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. **Captivating** message and _____ design theme.
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.

Five Key Considerations for Media Selection

1. Goals and Objectives
2. Budget
3. Capabilities
4. _____
5. What your audience pays attention to and will most likely respond to.



Step 6. Analyze & Select Marketing Media

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Media
2. Public Relations
 - ✓ Request Media Contact List, Submit Electronic Press Kits
3. Electronic Media
 - ✓ Internet, Websites, Social Media, Email, Voice Broadcast
4. Direct Mail
 - ✓ Letters, Invitations, Postcards, Brochures
5. Personal Contact
 - ✓ Rep Visits, Telephone Calls

High-Impact Marketing Media Options:

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Audio/Video Email
4. Voice Broadcast
5. MicroSites with Survey & Appointment Enablers
6. Social Media: Facebook/Twitter/Instagram/YouTube/LinkedIn
7. Blogs
8. QR Codes

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Company name and product/service classification listing on the Online Exhibit Guide and on-site Product Locator.
2. Company name and booth number listing in the Midwinter Meeting Official Program and Exhibit Hall Guide.
3. Press kits may be displayed in the Media Press Office.
4. Complimentary Digital Booth (online and on the mobile app) – Digital booth features podcasts, new product announcements, show specials.
5. NEW: Complimentary NEW Product and Show Special announcement on 2015 mobile app. (regular: \$250 per product/special)

PAID Advertising & Marketing Opportunities

Pre-Show:

- Mailing List (sorted by CDS membership status and geography)
- Ad in CDS Review
- CDS Web Site Ad
- E-newsletter Banner Ad
- CDS AdPak (mailed 2x to pre-registered attendees) limited to 12 exhibitors
- Online Exhibit Hall Floor Plan Logo
- Registration and Credential Envelopes
- Ad Message on Attendee Badges and Course Tickets

At Show:

- Ad in Midwinter Meeting Official Program
- Ad on Midwinter Meeting App
- New Product Digital Showcase
- Exhibitor Locators
- Literature & Sample Distribution
- In-Guest Room TV
- In-Hotel Lobby/Elevator TV

For questions or help, please contact
Lisa Girardi
lgirardi@cds.org 312.836.7327

Post-Show:

- E-newsletter Banner Ad

Evaluate Exhibitor Marketing Opportunities

PAID Sponsorship Opportunities

1. **Banners:** Concourse, Elevator, Escalator, Exhibit Hall, Restaurants
2. **Items:** Cake Pops, Hot Beverage Cup Sleeves, Hotel Room Keycards, Lanyards, Tote Bags, Exhibit Locator Pocket Guide, Lecture Notepads, Pens
3. **Special Events:** Courses and Speakers, Opening Session Headline Entertainment, Opening Session Reception, New Dentists Reception
4. **Show Floor/Convention Center:** Carpet Logos, Column Wrap Signs, Meter Panels, Escalator Handrails, Escalator Dividers and Runners, Beverage/Snack Carts, Overlook Café, Restaurant Pavilion, Water Coolers, Boarding Pass Printing Station, CE Verification Stations, Hand Sanitizer Stations, Internet Stations, Lecture Room Digital Panels, On-Site Publication Bins, Relaxation Stations, WiFi Hot Spot Lounge, Shuttle Bus Signs, Shuttle Bus Headrests, Shuttle Vision

For questions or help, please contact
Lisa Girardi
lgirardi@cds.org 312.836.7327

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$3,500
- ❖ **Show Budget:** \$10,500 to \$17,500 (3-5x floor space)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
 - Execute C/P/S strategy with sales reps
 - Insert in CDS Ad pack pre-show mailer
 - Promote show participation in relevant social media
 - Place show logo and booth promo on your company website, email signatures, all outgoing correspondence
 - Promote show specials and new products in 2015 Mobile App
 - Write attention grabbing company description for Exhibit Guides, Product Locator, and Official Program
 - Small B&W Ad in Midwinter Meeting Official Program

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- ❖ **Booth Size/Space Cost:** 20 x 20/\$14,000
- ❖ **Show Budget:** \$42,000 to \$70,000 (3-5x floor space)
- ❖ **Goals:** New Product, Media Awareness, Market Visibility, Lead Gen/Sales
- ❖ **Media:**
 - Execute C/P/S strategy with sales reps
 - Promote show participation in relevant social media
 - Write attention grabbing company description for Exhibit Guides, Product Locator, and Official Program
 - Place show logo and booth promo on your company website, email signatures, all outgoing correspondence
 - Write and display press kit in Media Press Office
 - New product & show special announcement on 2015 Mobile App
 - Tote bag insert
 - Promote New in Exhibit Graphics
 - Utilize New Product Showcase
 - Print Ad in CDS Review and Official Program
 - Sponsor Lecture Room Digital Panel

Pre-Show Marketing Plan Example

Pre-Show Print Advertisement

The advertisement is a vertical rectangular print ad with a red background. At the top right is the 'LIVE MARKETING' logo in a black circle. The main headline reads 'bring it to life and... stretch the experience'. Below this is a paragraph of text explaining the company's expertise in event marketing. At the bottom, there is a call to action to visit booth #1147 and a small box with the booth number and a brief description of the services offered.

bring it to life and...
stretch
the experience

With every event dollar under a microscope, marketers are turning to smarter spending strategies to maximize results and stretch the event experience—from the first marketing touch, to what happens live, to the damage that continues once the event is over.

For 35 years, Live Marketing® has helped thousands of companies bring their brands and messages to life at events. With proactive strategies and tactics that span pre-, at- and post-event, we'll help you make the most out of every event with cost-effective programs that capture the attention of busy attendees, connect your key messages with their interests, and convert attendees to prospects, and prospects to customers—all while delivering ROI (return on investment).

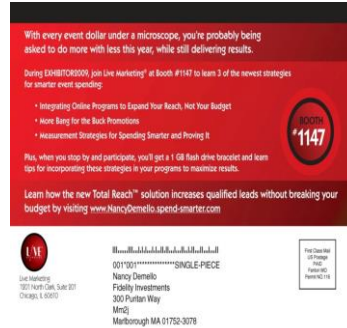
To stretch the boundaries of your next event,
visit www.bringitToLife.com or call 312.737.4600.

#1147 VISIT US AT BOOTH #1147 AT EXHIBITOR009
Learn about the newest smarter event spending strategies in Online Programs, Promotions and Measurement.

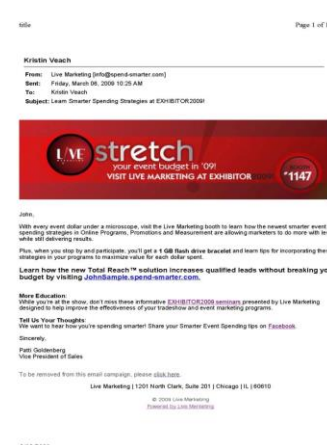
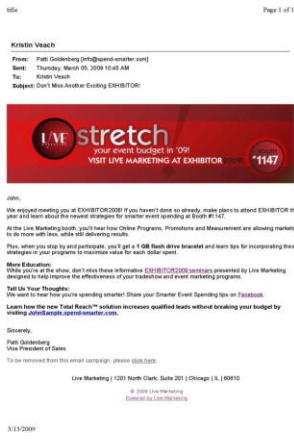
Strategic Planning | Creative Strategies & Theme Development | Pre- & Post-Event Marketing | Experiential Activities & Presentations | Training & Measurement

Pre-Show Marketing Plan Example

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. _____ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of _____ and/or traceable response?
6. What was the response rate to traceable media?
7. What worked?
8. What did we learn?
9. What will we use 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?

CDS Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How to” exhibiting article series
- **Bookmark, Share and Access at:**
http://www.cds.org/Midwinter_Meeting/Information_for_Exhibitors/Exhibitor_Success_ROI_Center.aspx