



*Present*

# New Exhibitor Web-Briefing

## **Participant Learning Objectives**

*This briefing will...*

1. Provide new exhibiting companies and contacts with important information about Midwinter Meeting, its attendees, and the ins and outs of exhibiting.
2. Inform about resources and support available from CDS Midwinter Meeting.
3. Overview the New Exhibitor On-Boarding program.
4. Discuss 10 big mistakes exhibitors make.

## **Exhibitor Support Team At Your Service**

- Lisa Girardi, Director of Exhibitor Services  
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- Nathan Pease, Administrative Assistant for Exhibits and Finance  
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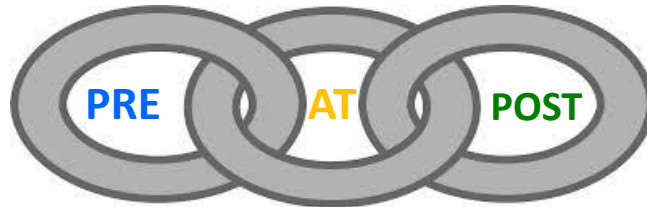
## **What Are Tradeshow REALLY About?**

\_\_\_\_\_ & \_\_\_\_\_

Putting your company identity, products, and staff face-to-face with people who can buy your products and getting a commitment to a next action.

## **You Must Take Decisive Strategic Action in Three Timeframes**

- Not just \_\_\_\_\_ days!
- At least \_\_\_\_\_ months!



## **The Average Exhibitor...**

- Spends 95% of pre-show time on show \_\_\_\_\_.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up. It doesn't guarantee that you will get anything from the big investment of time and money.

## **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 objectives and take advantage of opportunities Midwinter Meeting presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, and 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 questions process and tool your staff uses to capture leads, then follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

### **How to Calculate Your \*Potential Tradeshow Sales Opportunity**

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	24	_____
• Average # booth staff **	x 2	_____
• Interactions/hr/staffer ***	x 3	_____
➤ <b>Exhibit Interaction Capacity</b>	<b>144</b>	_____
➤ Target % convert to a LEAD	25%	_____
• Number of LEADS	36	_____
• Target % convert to a SALES ORDER	20%	_____
• Number of SALES ORDERS	7	_____
• Average sale amount	x \$15,000	\$ _____
➤ <b>POTENTIAL SALES OPPORTUNITY</b>	<b>\$105,000*</b>	\$ _____

**\*Please note:** This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

\*\* Rule of thumb: 50 sq. feet per staffer

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

## New Exhibitor On-Boarding Program

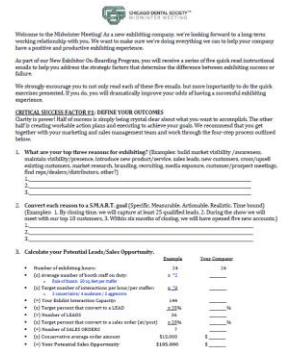
### Step 1. Download Implementation TOOLS

- Tested & Proven Implementation Tools:
  - Exhibiting Cost Control Tool
  - 16 Week Tradeshow Productivity Planning Tool
  - Exhibiting & Financial Performance Metrics Tool



### Step 2. Schedule and DO Planning Exercises

- Five timed instructional exercises guiding you through strategic factors determining success or failure.
  1. 12/19/18 - Define Your Outcomes
  2. 1/3/19 – Identify & Attract Your Ideal Visitors
  3. 1/10/19 - Manage Your Visitor’s Experience
  4. 1/17/19 – Lead Management
  5. 1/24/19 - Measure Your Performance & ROI
  - **Watch your email on these dates & DO the exercises!**



### Step 3. Watch Knowledge Webinars Step 4. Read Articles for Insights and Ideas

- On Demand Topical Webinars Support Planning Exercises
  - ✓ Tips & Tactics to Stretch Your Exhibiting Dollar & Save Money
  - ✓ Meeting Dental Professionals’ Needs Through In-Booth Demonstrations & Presentations
  - ✓ Secrets of World Class Booth Staffers
  - ✓ Driving Qualified Booth Traffic
  - ✓ Improving Trade Show Lead Management
  - ✓ How to Make Your Exhibit Stand Out From the Crowd
  - ✓ How to Measure & Report Exhibiting Results
- Read Articles Organized by Topical Areas for Additional Insights & Ideas

## New Exhibitor On-Boarding Program (continued)

### Step 5. Ask for Help!

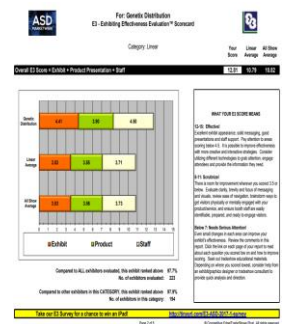
- Ask the Tradeshow Experts Email Q&A

Located on the Exhibitor ROI Center web page - submit your question by email and Jefferson Davis or one of his team of tradeshow experts will respond within 24-48 hours.



### Award Winning E3 Exhibit Effectiveness Evaluation at Midwinter Meeting

- **During open exhibit hours**, a tradeshow expert visits your exhibit and scores overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product Presentation, and 3) Exhibit Staff
- **Shortly after the show**, you receive a report by email with overall area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.



## Who Attends Midwinter Meeting?

### 2018 Midwinter Meeting attendance

Registered attendees as of 2 p.m. Saturday, Feb. 24, 2018.

Dentists	6,877
Grad Students / Residents	97
Dental Students	1,268
Hygienists	3,972
Assistants	2,840
Office Personnel	2,021
Laboratory Technicians / Students	294
Hygiene Students / Assistant Students	1,409
Guests	1,734
Press	93
Trade	853
Exhibitors	8,296
<b>TOTALS</b>	<b>29,754</b>

## What Do Attendees Want?

- To see \_\_\_\_\_ products and developments.
- Focused, relevant, and informative \_\_\_\_\_ communications to help them plan their visit and experience.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the **real world setting** and demonstrating quality and performance.

## How Do Attendees Behave?

- Tend to plan ahead, set agendas and visit booths with products/services that support their current and future interests and needs
- Look forward to \_\_\_\_\_ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.



## 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. Pre-planning visit: \_\_\_\_\_% arrive with an agenda.
5. Visits \_\_\_\_\_ - \_\_\_\_\_ exhibits on average. (North America B2B average)
6. 50% of exhibit stops are pre-planned.

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

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

## **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. Leverage Midwinter Meeting social media:
  - Facebook: <http://www.facebook.com/ChicagoDentalSociety>
  - Twitter: [http://twitter.com/Chicago\\_Dental](http://twitter.com/Chicago_Dental)
  - LinkedIn: <https://www.linkedin.com/company/chicago-dental-society>

For questions or help, please contact  
Lisa Girardi  
[lgirardi@cds.org](mailto:lgirardi@cds.org) 312.836.7327

## **Exhibitor Services Kit**

- Available online: <https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-services-kit>
  - Official Contractors and Forms
  - Housing
- Pay Careful Attention To:
  - Review all sections of the Service Manual and pay careful attention to deadlines – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
  - Ask us questions at any time.



## **Lisa's Suggestions for First-Time Exhibitors**

1. Use the **Information for Exhibitors** web page to access show services and other important information: <http://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors>
2. **Use Pre-Show Marketing** - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
3. Pay careful attention to **deadline checklists** – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
4. Use the free online exhibitor **educational resources**.
5. Keep your **contact information** current.
6. **Call** Midwinter Meeting staff with ANY questions.

## **10 BIG Mistakes to Avoid**

1. Failure to \_\_\_\_\_ the Exhibitor Service Manual.
2. Unrealistic expectations.
3. Failure to set exhibiting \_\_\_\_\_.
4. Failure to pre-market their exhibit.
5. \_\_\_\_\_ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper \_\_\_\_\_ behaviors.
8. Taking booth down before the show closes.
9. Poor lead follow-up.
10. Lack of time perspective in evaluating show results.



## Learn from Every Show and Stay Committed

- Make time to walk the exhibit hall and \_\_\_\_\_ successful exhibitors.
- Use Exhibit Performance Measurement Tool and do a post-show report to identify key lessons learned so you can do even better at your next show.
- Be Patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

## Get Ready for a Positive & Profitable Exhibiting Experience!

- Midwinter Meeting is one of your most effective marketing and sales media, when done properly.
- CDS gives you the resources, support and access to be as successful as you want to be.
- Use what you learned today and follow the five-step implementation plan on the Exhibitor ROI Center web page.
  - <http://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-roi-center>

## Three most important ideas I learned from this session were:

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

## CDS Commitment to Exhibitor Education & Success

- Exhibitor ROI Center road map:
  - Step 1. Download implementation tools and strategic planning exercises
  - Step 2. Do planning exercises around target dates
  - Step 3. Watch live and replay webinars to complete exercises
  - Step 4. Read exhibiting articles for additional ideas and insights
  - Step 5. Use “Ask the Tradeshow Experts” email Q&A for help
- Bookmark, Share and Access at:
  - <https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-services-kit/exhibitor-roi-center>



## About Your Expert Presenter **Jefferson Davis, President, Competitive Edge** **The Tradeshow Turnaround Expert <sup>tm</sup>**



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.

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 tradeshow appearances 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 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)**