



Hopefully, by now you have met with your sales and marketing team and written your top three exhibiting goals and created action plans for the Midwinter Meeting. If so, you have put yourself in the top 20% of exhibitors!

While branding, visibility and awareness are core benefits of exhibiting, the real payoff will come from getting face-to-face contact with enough of the right people during the show.

**CRITICAL SUCCESS FACTOR #2: IDENTIFY & ATTRACT YOUR IDEAL VISITORS**

When it comes to tradeshows, it’s important to understand two things: 1. you have a limited amount of capacity for face-to-face interaction, 2. not everybody attending the Midwinter Meeting are the right people for you.

The principle of **Selective Attraction** is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

**1. Who are the right people for you?**

- Relationship with company? Customers/Prospects in Sales Funnel/New Contacts/Other?  
\_\_\_\_\_
- Practice Type/Specialty? \_\_\_\_\_
- Job functions and titles? \_\_\_\_\_
- Geography? \_\_\_\_\_
- Other? \_\_\_\_\_

**2. How much is enough?** Calculate your **Exhibit Interaction Capacity** using the formula below:

	<u>Example</u>	<u>Your Company</u>
• Number of exhibiting hours:	24	24
• (x) Average number of booth staff on duty:	x *2	_____
o Rule of thumb: 50 sq. feet per staffer		
• (x) Target number of interactions per hour/per staffer:	x *3	_____
o 3 conservative/ 4 moderate / 5 aggressive		
• (=) <b>Your Exhibit Interaction Capacity:</b>	<b>144</b>	_____

**3. What specifically are you going to do between now and show time to make sure your company is “in their mind” and “on their agenda”?**

- What list sources will you use? Consider internal and external sources.
- What is your message or reason why they should visit you?
- What will they SEE – DO – LEARN – GET by visiting your booth?
- What media will you use and when?
  - Pre- and At-Show: Email, Social Media, Direct Mail, Phone Calls, Print Ads, Web Ads, Public Relations, Banners/Signs, Mobile app?
  - In-Booth: Literature, Giveaways

#### 4. Create a marketing calendar to help you manage your marketing program.

Example:

Media	Subject/Message	Product/Service	Send Date	Cost
<b>Email 1</b>	Learn how to solve...	Product 1	8 weeks prior-1/1/XX	\$
<b>Postcard</b>	Free sample of our new...	Product 1	6 weeks prior-1/15/XX	
<b>Email 2</b>	See our new widget in action..	Product 2	4 weeks prior-2/1/XX	
<b>Facebook</b>	Operate our new widget...	Product 2	4 weeks prior-2/1/XX	

For a deeper dive on this critical exhibiting topic, view the on-demand webinar: **Driving Qualified Booth Traffic** available on the Exhibitor ROI Center. [Click here to go to the web page now.](#)

Please be sure to read these educational materials also available on the [Exhibitor ROI Center](#) web page:

- Designing Incentives to Drive More Dentists to Your Booth
- Discover and Delivery Your Attendee-Focused Value Proposition
- The Art of Smart Giveaways
- High-Impact Pre-show Marketing
- How to Use Sponsorships to Support Business Objectives and Deliver Value
- How to Rewrite Your Exhibitor Listing to Drive Booth Traffic

Also, please mark your calendar and register to attend this live educational webinar:

- **Integrating Social Media to Drive Booth Traffic**  
Tuesday, January 7 at 2:00 pm Eastern  
Here's the registration link:  
<https://attendee.gotowebinar.com/register/9138795803674101249>

If you have any questions, please feel free to reach out to us.