Present

Driving Qualified Booth Traffic

How to Attract Enough of the Right Attendees To Your World of Concrete Exhibit

Participant Learning Objectives: By the end of this webinar, 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 8 step exhibit marketing planning process.
3. Overview World of Concrete exhibitor marketing resources available.
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 is the Key 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
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 World of Concrete presents.

2. _______________ **ATTRACTION**: Develop marketing processes to identify and attract enough of the right people to your exhibit.

3. **VISITOR EXPERIENCE**: Deliver a high-quality visitor experience that secures a commitment to a next action step with all qualified visitors.

4. **FOLLOW-THROUGH & MEASUREMENT**: Follow-through to convert visitor commitments to action, ideally purchasing, and measure and report 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 useable information.
4. Preplanning visit: ______% arrive with an agenda.
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?
  - Type of Company/Operation
  - Job Title/Functions
  - Location
  - Size
  - Other?

- ACTION: What types of attendee do you want to see?

Identify Target Visitors

The C/P/S Triangle

```
Suspects
Open the Door

Prospects:
Advance to Next Step

Customers
Relationship Management - Opportunity – 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 __________ for each name on the list.
3. Contact them ________ times before the show using various media: email, phone, 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 shows.
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

Step 3. Calculate Exhibit Interaction Capacity

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting Hours</td>
<td>26</td>
</tr>
<tr>
<td>Booth Staff on Duty</td>
<td>x 2</td>
</tr>
<tr>
<td>Total Staff Hours</td>
<td>= 52</td>
</tr>
<tr>
<td>Interactions/Hour/Staffer</td>
<td>x 3-5</td>
</tr>
<tr>
<td>Exhibit Interaction Capacity</td>
<td>= 156-260</td>
</tr>
</tbody>
</table>

➢ Success Tip:
   ○ Try to make your list at least _______ times your Exhibit Interaction Capacity.

* Pre-registrant and post-show attendee mailing list available for a fee.
Step 4. Budget Enough Promotion Resources

How the Exhibit Dollar is Spent
Source: CEIR 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Show Investment</td>
<td>$25,000</td>
<td>$________</td>
</tr>
<tr>
<td>% for Exhibit Promotion</td>
<td>_______</td>
<td>x .15 at least</td>
</tr>
<tr>
<td>Exhibit Promotion Budget</td>
<td>$3,750</td>
<td>$________</td>
</tr>
</tbody>
</table>

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!
  - _______
  - Problematic
  - Familiar
  - Unusual

* 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 _______. ______. ___________ and ___________.
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.

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

Low-Cost High-Impact Marketing Media Options:

1. Personalized Postcards
2. Personalized URL’s (PURL’s)
3. Audio/Video Email
4. Voice Messaging
5. MicroSites with Needs Assessment & Appointment Enablers
6. Social Media: Facebook/Twitter/Instagram/YouTube/LinkedIn
7. Blogs
Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Company listing in Program & Exhibits Guide, Floor Plan, and online at worldofconcrete.com
2. Buyer invitations offering discounted Exhibits Only admission
3. Press relations: media lists, press conference space, product publicity, press kit distribution
4. International Business Center
5. Leverage WOC social media:
   - Facebook: http://www.facebook.com/worldofconcreteshow
   - Twitter: http://twitter.com/worldofconcrete
   - LinkedIn: http://ow.ly/9EyRP
   - YouTube: http://www.youtube.com/user/WorldOfConcreteShow/feed

PAID Show Advertising & Sponsorship Opportunities

Advertising:
- Company listing in Program & Exhibits Guide, Floor Plan, and online at worldofconcrete.com
- Buyer invitations offering discounted Exhibits Only admission
- Press relations: media lists, press conference space, product publicity, press kit distribution
- International Business Center
- Leverage WOC social media:
- Facebook: http://www.facebook.com/worldofconcreteshow
- Twitter: http://twitter.com/worldofconcrete
- LinkedIn: http://ow.ly/9EyRP
- YouTube: http://www.youtube.com/user/WorldOfConcreteShow/feed

Sponsorships:
1. Digital/Online: Mobile App, Search Engine, Online Registration Sponsor
2. Show Floor/Convention Center: 8-Second Big Screen Spot, Badge Pick-Up Counters, Aisle Signs, Lobby Billboard, Exhibit Hall Floor Graphic, Education Program, International Business Center, Outdoor Banner, Lobby Banner, Rotating Lighted Kiosk, Restaurant Exposure, 3150 Lounge Exposure, Retail Food Outlets
3. Social Media: Facebook Post, Twitter Post, PIXE Social

Got an idea, questions, need help? Contact:
Stephanie Garcia
972-536-6372  stephanie.garcia@informa.com
Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 in-line/$3,675
- **Show Budget:** $11,000 to $18,000 (3-5x floor space)
- **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail postcard to C/P/S list and pre-registered attendee list
  - Send email to C/P/S list with compelling reason to visit
  - Buyer invitations offering discounted Exhibits Only admission
  - WOC Shared Attendee E-Blast
  - Promote show participation in relevant social media and use show’s channels
  - Place show banner and booth promo on your company website, email signatures, all outgoing correspondence
  - Upgraded online booth profile with video, product previews and show specials. Shared Attendee E-blast.

Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- **Booth Size/Space Cost:** 20 x 20/$14,700
- **Show Budget:** $44,000 to $73,000 (3-5x floor space)
- **Goals:** Brand Visibility, Lead Gen/Sales, New Product Intro
- **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail high-level invitations to C/P/S and pre-reg attendee list with offer
  - Send email to C/P/S list with compelling reason to visit
  - Press list, send releases to Industry Media, Kits to Press Room
  - Promote New product through Shared or Targeted Attendee E-Blast
  - Promote show participation in relevant social media/ use show’s channels
  - Place show banner and booth promo on your company website, email signatures, all outgoing correspondence
  - New Product Floor Graphics around the hall
  - 8 Second Big Screen Video Spot (14 screens around venue)
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. _______ 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 worked?

7. What did we _______?

8. 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?**

**World of Concrete Commitment to Exhibitor Education & Success**

* Exhibitor Success & ROI Center:
  - Live and re-playable webinars
  - “How-to” exhibiting article series
  - Ask the Tradeshows Expert Email Q&A

* Bookmark, Share and Access at:
  [http://worldofconcrete.com/Exhibitor/Home/ExhibitingSuccessandROICenter](http://worldofconcrete.com/Exhibitor/Home/ExhibitingSuccessandROICenter)
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We appreciate your taking the time to complete the survey. Thank you!