



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?

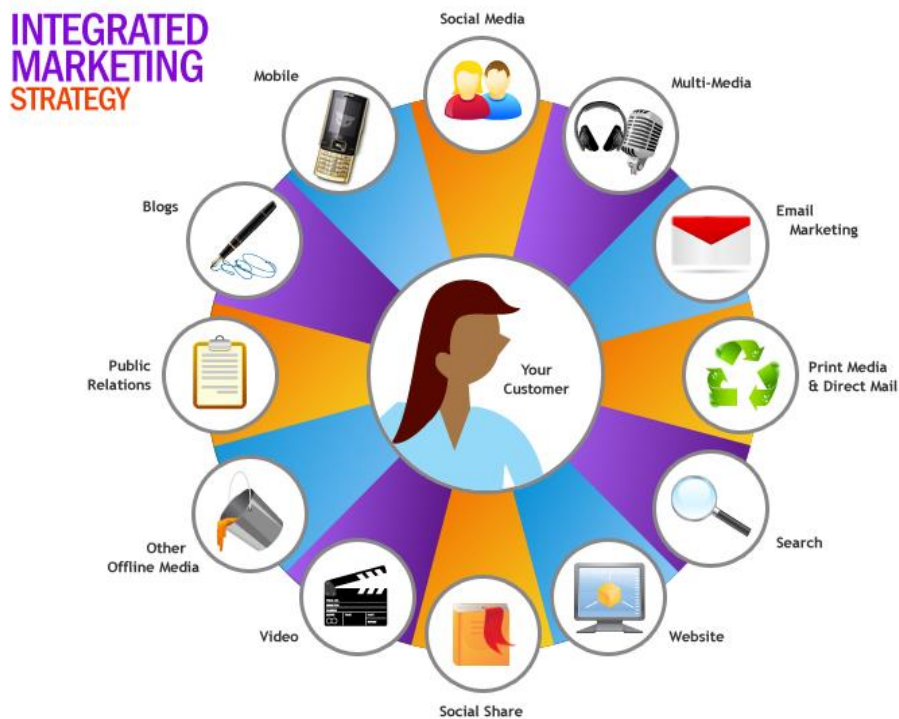
Peter Drucker said...

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.*
 5. Visits 26-31 exhibits on average. (North American B2B 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

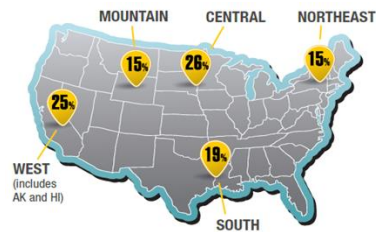
- Who do you want to interact with?
 - Type of Company/Operation
 - Job Title/Functions
 - Location
 - Size
 - Other?
- ACTION: What types of attendee do you want to see?



GROW YOUR REACH. EXPAND YOUR BOTTOM LINE.

Tap into new markets—and new customers—from every segment of the concrete industry.

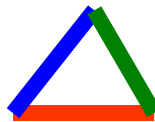
7,318 Concrete Contractor	2,489 Foundations Contractor	837 Tilt-Up Concrete Contractor
4,834 Repair & Demolition Contractor	2,481 Residential Construction	763 Architectural/Engineering Firm
4,573 General Building Contractor	2,065 Concrete Polishing Contractor	621 Precast Concrete Erector
4,133 Commercial/Industrial Construction	1,934 Concrete Pumping Contractor	619 Landscape Architect/Contractor
3,304 Distributor	1,858 Other Heavy Construction	536 Shotcrete Contractor
2,854 Specialty Concrete Contractor	1,724 Paving/Highway/Bridge Construction	495 General Rental Center
2,718 Decorative Concrete Contractor	1,419 Public Works	468 Pervious Concrete Installer
2,587 Concrete Coatings Applicator	1,150 Construction Management	395 Government Agency, Testing Lab, Educational Institution
2,501 Concrete Cutting	867 Post-Tensioning Contractor	320 Recycled Concrete Contractor



Identify Target Visitors

The C/P/S Triangle

Suspects
Open the Door



Prospects:
Advance to Next Step

Customers

Relationship Management - Opportunity – Change – Advocacy

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

* Pre-registrant and post-show attendee mailing list available for a fee.

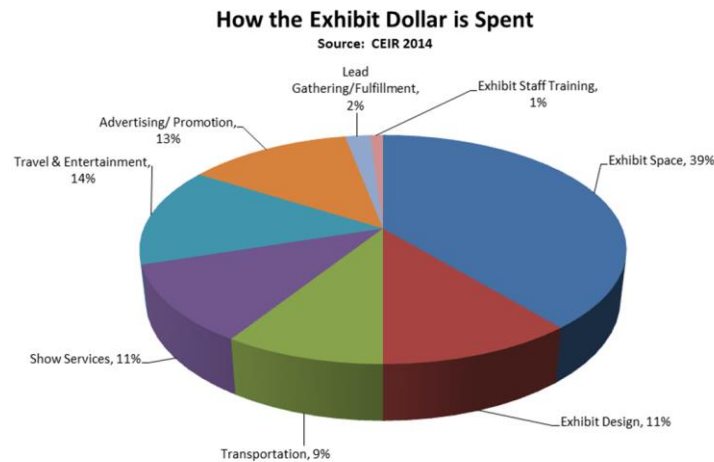
Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	26	26
– Booth Staff on Duty	x <u>2</u>	x _____
– Total Staff Hours	= 52	= _____
– Interactions/Hour/Staffer	x <u>3-5</u>	x _____
– Exhibit Interaction Capacity	= 156-260	= _____

➤ **Success Tip:**

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

Step 4. Budget Enough Promotion Resources



	Example	Participant
Total Show Investment	\$25,000	\$_____
% for Exhibit Promotion	<u> x .15 </u> at least	x_____
Exhibit Promotion Budget	\$3,750	\$_____

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](tel: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

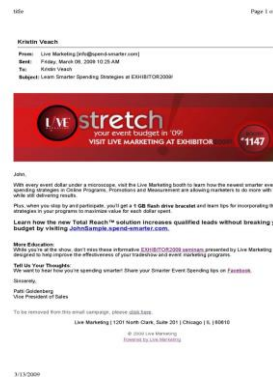
Pre-Show Print Advertisement



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 Tradeshow Expert Email Q&A
- * Bookmark, Share and Access at:
<http://worldofconcrete.com/Exhibitor/Home/ExhibitingSuccessandROIcenter>

We Need Your Feedback!

World of Concrete wants to make sure these webinars are delivering value and giving you the information you need. After the webinar, you will receive an email with a short survey. You can also complete the survey by clicking this link:

<https://www.surveymonkey.com/r/J23687F>

We appreciate your taking the time to complete the survey. Thank you!