



*Present*

# Improving Impact, Performance and Results for Medium Size Exhibits

## Participant Learning Objectives

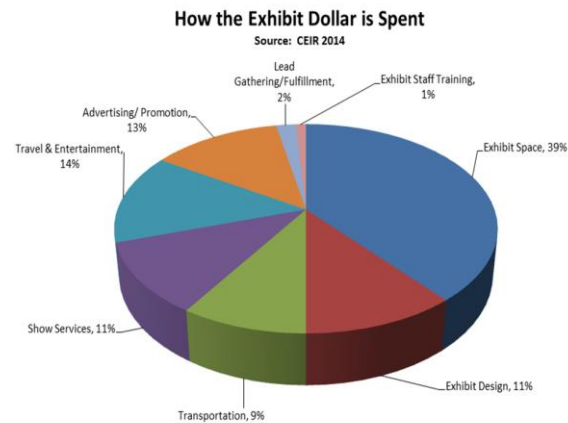
1. Best practices for managing costs... and a free exhibit cost control tool.
2. The most effective floor plans for medium size booths.
3. The three exhibit viewing tiers and what content should be placed at each tier.
4. How to take control of exhibit sightlines and prevent surrounding exhibits from visually entering your space.
5. Selecting which products to feature using a proven-effective hierarchy.
6. A super-effective strategy for creating product messaging to be deployed through pre-show marketing media and exhibit graphics.
7. How to present more solutions without using more space.
8. Technology options that every exhibitor of this size should be integrating.
9. Calculating your Exhibit Interaction Capacity and getting most of it spoken for before you arrive at the show.
10. Staffing your exhibit for maximum productivity.

## Two Outcomes an Effective Exhibit Program Should Deliver



## Where the Trade Show Dollar Goes

- Average company allocates \_\_\_\_\_% of marketing budget to event/exhibit marketing. CEIR
- Exhibiting budget is spent on 8 major areas



## Track & Control Exhibit Spending Exhibit Budgeting & Cost Control Calculator.xls

To receive your free tool, please send an email to [jefferson@tradeshowturnaround.com](mailto:jefferson@tradeshowturnaround.com)

Company Name									
Tradeshow Budget									
Tradeshow Name									
Tradeshow Dates									
Tradeshow City									
Item	This Show				This Show	This Year's		Average	
	Budget	Actual	Difference	Difference %	Last Year	Budget As % of Total	Actual As % of Total	Cost %	Benchmark
<b>SPACE RENTAL:</b>									
Booth Space	\$ -	\$ -	\$ -	0.0%	\$ -	0.0%	0.0%	0.0%	
Hospitality Suite	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Meeting Rooms	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Other	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	0.0%	39%
<b>EXHIBIT DESIGN:</b>									
Design	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Construction	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Refurbishing	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Graphics	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Packing	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Storage	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Display Materials	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Installation & Dismantle	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Other	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	0.0%	11%

## 10 Power Budgeting & Cost Control Tips

1. Apply tradeshow budgeting rule of thumb
  - Floor space cost x \_\_\_\_\_
2. Budget more for:
  - Driving qualified \_\_\_\_\_
  - Delivering a quality in-booth visitor experience
  - Staff training
3. Use zero-based budgeting to justify all expenditures
4. Ask yourself about each budget line item: *“How could I do this differently at a lower cost and get the same or higher value?”*
5. Try to avoid cutting your budget where customers/ prospects can \_\_\_\_\_ or if it detracts from your company image
6. Do not send too many staff – rule of thumb is one staffer per \_\_\_\_\_ square feet of exhibit space.
7. Don’t waste money on ineffective graphics. Effective graphics communicate 1) what you do 2) what’s new, 3) what makes your product/service \_\_\_\_\_, 4) benefits, not just features, of your product/service.
8. Don’t waste money on ineffective giveaways. Know your exhibiting goals and how giveaways help achieve them.
9. Plan ahead and take advantage of “early-bird” discounts from show contractors.
10. Not everything is negotiable, but it never hurts to ask.



### Money Saving Tips

#### Staffing & Travel

- Don't bring too many staffers – rule of thumb is 1 staffer per 50 square feet (or 2 for a 10x10 exhibit)
- Reward frugality – to encourage staffers to spendless, offer a percentage rebate to those who stay under their allotted per diem

#### Audit Invoices!

Common errors:

- Missed early bird discounts
- Incorrect multipliers, such as rate per hour for electrical, or straight vs. overtime rates for labor, or incorrect square footage of your exhibit
- Charges for supplies you brought yourself.

Additional Sources:  
Exhibitor Magazine – February 2014, CEIR Industry Insights Series, Trade-Show-Adviser.com

#### Exhibits

- Consider buying a pre-owned exhibit
- Consider renting an exhibit
- Negotiate a discount with exhibit house for upfront payment
- Shop material options – matte graphics panel vs. high gloss

#### Graphics

- Design strategically – strive for 10-20% of show-specific messaging, re-use remaining graphics
- Consider a freelance designer/ animator and stock photos
- Price out graphics to local advertising or sign shops
- Switch to digital signage

#### Show Services

- Read the exhibitor service kit. Pay careful attention and meet all deadlines
- Order booth accessories and services in advance
- Look for early-bird registration
- Bring your own supplies, such as electrical tape, surge protectors, cleaning supplies, trash cans, etc.



#### Installation & Dismantle

- Skip the rigging – talk with your exhibit designer to see if you can use up lighting to illuminate your overhead elements
- Number your crates according to content, attach a diagram and include detailed construction instructions, along with electrical requirements and repacking instructions
- Avoid weekends and overtime – try to negotiate with show management to install your booth on a weekday if possible

#### Transportation

- Switch to models – if you have heavy products, consider a lightweight 3-D model or digital models
- Use double-duty components – some crates can be repurposed as desks/tables
- Store strategically – if you have multiple shows in the same city/region, store some of your properties near that area
- If you do several shows, use the same freight carrier and negotiate volume discounts

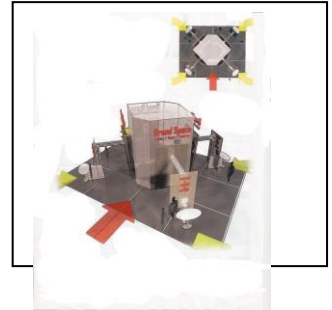
#### Promotion

- Take advantage of show advertising packages when available
- Order promotional items and giveaways well in advance to avoid rush fees and expensive shipping costs
- Print all your pre-show and at-show marketing materials at the same time to get quantity discounts
- Promote your participation using low-cost marketing methods, such as social media, your website, submitting press releases

## **Most Effective Floor Plans for Medium Sized Booths**

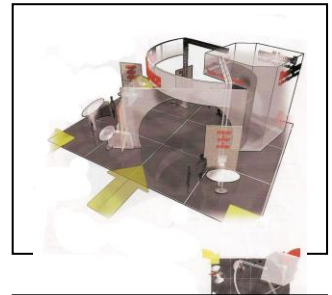
### **1. Classic Diamond**

- Circular design.
- Strong visual presence.
- Requires one large message and several smaller ones.
- Works well for multiple products.
- Requires booth staff to get visitors to explore other products stations.



### **2. Random Display**

- Good for multiple products and presentation media.
- Various elements draw from different sides.
- Supports many level of messaging.
- Can be confusing to navigate.
- Provides a trendy, unique look.
- Invites people to explore different areas on their own.
- Good choice for high-tech and creative type companies.



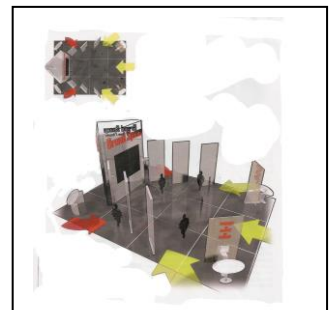
### **3. Plaza**

- Has an open and airy feel with center of the booth being open.
- Good design for showcasing the entire booth.
- Good choice for multiple product lines where connecting how the product lines work together is desired.



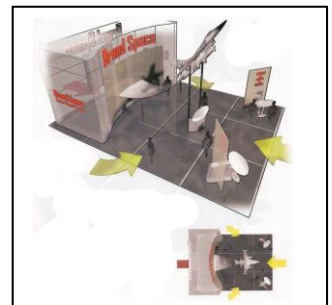
### **4. Theater**

- Draws all attention to a live presentation or demo.
- Best for single product focus.
- Supports strong message delivery.
- Open and easy to enter.
- Small petitions offer canvasses for supporting messaging.



### **5. Centerpiece**

- Has a central design focus.
- Works best when spotlighting one product or message.
- Great visual impact for a main message.
- All graphics must support main message.
- Attendees quickly and easily flow to the center of the booth.
- Enhances memorability of one key message.



### 3 Visual Exhibit Sightlines & What Content Should be Placed at Each Level

1. **Top-tier:** Visible from a distance and around exhibit hall. *Who & What?*
2. **Middle-tier:** Visible near and while in the exhibit. *What & Why?*
3. **Eye-level:** Visible at eye level near and in the exhibit. *Why & How?*



### Take Control of Visual Sightlines to Prevent Surrounding Exhibits From Visually Entering Your Space

1. Always review show regulations to avoid violations.
2. Use a tall center property or hanging signage.



### Determining Which Products to Bring and Demonstrate

- ✓ \_\_\_\_\_
- ✓ Addresses a Top-of-Mind Industry Issue, Need or Problem
- ✓ Bread and Butter Products

## **Craft Compelling Messages to be Deployed Through Pre-Show Marketing Media and Exhibit Graphics**

1. Define your Ideal Visitor within the show audience
2. Ask: What situations would prompt them to think about what you offer?
3. Define what \_\_\_\_\_ your solutions address
4. Define what OPPORTUNITIES your solutions offer
5. Select solutions that address the most common, most pressing or top of the mind problems
6. Define what the visitor will \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_ by visiting
7. Define what the visitor will GET by visiting

## **Deliver a Clear Value Proposition to Build Desire and Create Action**

- PROBLEM: Tired of? \_\_\_\_\_ about?
- OPPORTUNITY: Interested in? Curious about?
- Give us 5 minutes at WOC Booth #123
- You will SEE
- You can \_\_\_\_\_ DO
- You will LEARN
- Oh by the way, you'll GET...

## **Technology Options Every Medium Size Exhibitor Should be Integrating**

1. Tablets
2. Interactive Touchscreens
3. Digital Signage
4. Scale Models with Interactive A/V
5. QR Codes
6. Event Specific Microsites



## #1. Tablets

- Portable & Mobile
- Mounted on stands, fixed to countertops, walls or kiosks
- Guided and self-guided
- Can integrate with larger flat panels
- Can access visitor tablets via NFC and BLE
- Can integrate multiple tablets



- **Show and Tell Presentations**
  - Virtual - simulated - demos
  - Prove claims
- **Quizzes:** learning based, trivia, capture real time data and publish in booth
- \_\_\_\_\_
- **Surveys:** market research, product feedback, exhibit experience
- **Information capture and delivery**
  - Scan badge data
  - Qualification questions
  - Immediately send literature pdfs, links, videos, social media tags
  - Track content consumption



## #2 Interactive Touchscreens

- Free standing kiosks
- Wall or counter mounted
- On perimeter as engaging device
- Guided and self-guided
- Touch - Motion sensing
- Device driven: tablet, remote, etc.



## #2 Interactive Touchscreens (continued)

- **Presentations:** Deeper dive, personalized journey
- \_\_\_\_\_
- **Games**
- Take to **website & social media**
- Access **multiple products/ services**
- **Information browser** area to free up staff time



## #3 Digital Signage

- Flexible, \_\_\_\_\_, lighted messaging
- Small signs
- Top tier signage
- Entire back wall
- Unique shapes & configurations



- Consider placement
- Make it big, bold and bright
- Quickly tell a story
- Share data - \_\_\_\_\_
- Promote events
- Entertain
- Consider length of content
- Good design skills important





## #4. Scales Models with Interactive A/V

- Provide guided multi-media visitor \_\_\_\_\_
- Show inner workings and processes
- Static signage gives quick bullet points
- Animation demos how product functions
- Video host deliver key messages



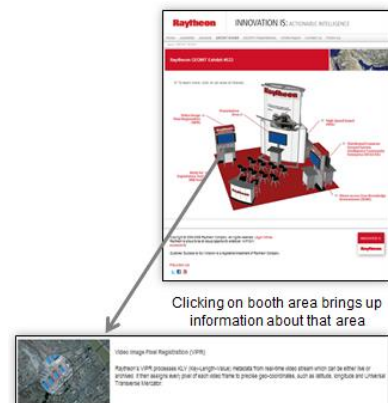
## #5. QR Codes

- Quick, self-driven access to website, **video** and content
- Easy way to access \_\_\_\_\_
- Direct to social media
- Track visitor interests
- Don't make visitors jump through too many hoops to access



## #6. Event Specific Microsites

- Can be standalone or event pages on social media
- Pre, at, and post-show medium
- Build community/interactivity
- Deliver content: pdfs, video, etc.
- Inform about schedules, contacts, events
- Conduct \_\_\_\_\_
- Appointment scheduler
- Auto print a document to bring to the booth



### **Calculate Exhibit Interaction Capacity and Get Most of it Spoken For Before You Arrive**

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	25.5	25.5
– Booth Staff on Duty	x <u>8</u> *	x _____
– Total Staff Hours	=    204	= _____
– Interactions/Hour/Staffer	x <u>3-5</u> **	x _____
– <b>Exhibit Interaction Capacity</b>	<b>=    612-1020</b>	<b>= _____</b>

\* 50 sq. feet/ staffer

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

➤ **Success Tip:**

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

### **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, social media, 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.

## **10 Attributes of an Effective Booth Staffer**

1. Positive Attitude
2. Professional & Courteous
3. Physical Energy
4. Outgoing Personality
5. Effective \_\_\_\_\_
6. Good Listener
7. Doesn't Fear Rejection
8. Knows Products, Company and Market
9. Can Communicate Concisely, Persuasively and Interactively
10. Has a Commitment Mentality

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

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

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

- \* Exhibitor Success and ROI Center:
  - Live and re-playable webinars
  - “How-to” exhibiting article series and downloadable tools
  - Strategic planning exercises
  - Ask the Tradeshow Expert Email Q&A
- \* Bookmark, Share and Access at:  
<http://worldofconcrete.com/Exhibitor/Home/ExhibitingSuccessandROIcenter>

## **About Your Expert Presenter**

### **Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™**

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 by 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 tradeshows 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 on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355**