



Present

World of Concrete New Exhibitor Web-Briefing

Participant Learning Objectives

This briefing will...

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

Exhibitor Support Team

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Critical Exhibiting Success Factors

1. **OUTCOMES:** Use Exhibiting by Objectives to support marketing, sales and CRM objectives and take advantage of the many opportunities World of Concrete presents.
2. **SELECTIVE ATTRACTION:** Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action with qualified visitors.
4. **LEAD MANAGEMENT:** Follow-up leads to convert visitor commitments to action, ideally purchasing.
5. **MEASUREMENT & LEARNING:** Measure, report results, and learn from each show.

New Exhibitor On-Boarding Program

- Five timed instructional emails guiding you through the strategic factors that determine the difference between exhibiting success or failure.

- 9/29/16 - Define Your Outcomes
- 10/25/16 - Attract Your Ideal Visitor
- 11/8/16 - Manage Your Visitors Experience
- 12/6/16 - Manage Your Leads
- 1/9/17 - Measure Your Performance and & Results



- Planning tools and educational content available on the Success & ROI web page:
<https://worldofconcrete.com/Exhibitor/Home/SuccessandROIcenter>

- Exhibiting Cost Control Tool
- 16 Week Tradeshow Planning Tool
- Exhibiting & Financial Performance Metrics Tool
- Articles addressing the critical success factors
- Live and Re-playable Webinars on
 - ✓ Driving Qualified Booth Traffic
 - ✓ 10/13/16 - Improving Impact, Performance & Results for 400-600 Square Foot Exhibits*
 - ✓ 11/16/16 - Improving Tradeshow Lead Management for Higher Sales Conversion*
- *Register for these live webinars at the Success & ROI Center web page**
- Ask the Tradeshow Experts Email Q&A – submit your question by email and Jefferson Davis or one of his team of experts will respond within 48 hours.



- At-Show Exhibitor Training Workshop
 - Secrets of “World Class” Booth Staffers: How to Improve In-Booth Interactions to Get Better Leads and Close More Sales
- Monday, January 16, 2017, 3:30 – 5:00 pm

New Exhibitor On-Boarding Program

- At-Show E3 Exhibiting Effectiveness Evaluation
 - Between January 17th and 20th, during open exhibit hours
 - A tradeshow expert will visit your exhibit and score the overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product/Service Presentation, and 3) Exhibit Staff
 - Shortly after the show you'll receive a report with overall area scores, spotlights areas of effectiveness/ineffectiveness, compares your scores to show averages by size and to all exhibitors evaluated.

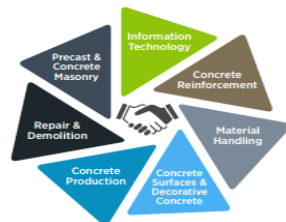


About World of Concrete

- World of Concrete is the annual international gathering place for concrete and masonry professionals.
- Over 1,500 exhibiting companies
- Over 700,000 net square feet used in exhibit space
- 60,000+ attendees

Who Attends World of Concrete?

**SERIOUS PROFESSIONALS IN EVERY INDUSTRY CATEGORY.
CONNECT WITH THE REAL DEAL.**



**STRENGTHEN CONNECTIONS.
BUILD NEW RELATIONSHIPS.**

Access every segment of the concrete industry. Your buyers are here.

8,238	Concrete Contractor
5,217	Repair & Demolition Contractor
5,006	General Building Contractor
4,518	Commercial/Industrial Construction
3,506	Distributor
3,042	Specialty Concrete Contractor
2,753	Decorative Concrete Contractor
2,751	Concrete Coatings Applicator
2,685	Residential Construction
2,579	Concrete Cutting
2,570	Foundations Contractor
2,106	Concrete Polishing Contracts
2,039	Concrete Pumping Contractor
2,012	Other Heavy Construction
1,945	Paving/Highway/Bridge Construction
1,517	Public Works
1,259	Construction Management
887	Tilt-Up Concrete Contractor
883	Post-Tensioning Contractor
817	Architectural/Engineering Firm
671	Precast Concrete Erector
617	Landscape Architect/Contractor
516	Labor Union Member
506	General Rental Center
571	Shotcrete Contractor
487	Government Agency, Testing Lab, Educational Institution
452	Pervious Concrete Installer
286	Recycled Concrete Contractor

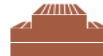
YOUR BUYERS. YOUR BOOTH. YOUR PROFITS.



Technology for Construction

Industry-leading attendees know they'll find the innovations, strategies and solutions they need at World of Concrete. If you supply cutting-edge equipment, groundbreaking software, or high-tech products for the concrete and masonry industries, this is where you need to exhibit.

2,496	Construction Management
2,152	General Contracting
1,571	Design/Build
1,364	Engineering
1,216	Civil Structural
948	Architectural
784	Distributor
535	Developer
239	Mechanical/Electrical
209	Mapping/GIS
195	Government Facility Management
183	Systems Consultant/VAR/Vendor
140	Power/Process



The Producer Center

Access thousands of producers of ready-mix, pre-cast, block and pre-stressed concrete, as well as suppliers of cement, aggregate, admixtures, reinforcing steel and prestressing strand.

2,198	Ready-Mix Concrete Producer
1,959	Materials Provider
1,270	Distributor
671	Precast Concrete Erector
463	Concrete Block Producer
258	Prestressed Concrete Producer

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!

❖ **View the “Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to Your World of Concrete Exhibit” webinar replay located on the Success and ROI Center web page.**

FREE Exhibitor Marketing Opportunities

1. Company listing in Program & Exhibits Guide, Floor Plan, and online at worldofconcrete.com
* **Read “How to Write an Exhibitor Listing That Stands Out & Draws Traffic” located online at the Success & ROI Center.**
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>

For questions or help, please contact: Kevin Archibald
972-536-6368 kevin.archibald@informa.com

Kevin’s Suggestions for First-Time Exhibitors

1. Use the **Exhibitor Toolbox** web page to access show services and other important information:
<https://worldofconcrete.com/Exhibitor/Services>
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. Order **Lead Retrieval** for capturing leads on-site.
7. **Call** World of Concrete 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.
- Attend educational sessions and social/networking events.
- Do a post-show report and identify _____ 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

- World of Concrete is one of your most effective marketing and sales media, when done properly.
 - Informa gives you the resources, support and access to be as successful as you want to be.
 - Use what you learned in this briefing and take advantage of all of the knowledge resources on the Success and ROI Center and New Exhibitor On-Boarding Program.
- **Website Link:** <http://worldofconcrete.com/Exhibitor/Home/SuccessandROICenter>

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

What specifically will you do to promote your participation in the show?

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