



Present

How to Discover & Deliver Your Attendee-Focused Value Proposition

Participant Learning Objectives

1. Learn 3 primary reasons people attend tradeshows.
2. Overview 2 types of key messaging.
3. Walkthrough an 8-step content development process.
4. See the process put into action.
5. How to use a combination of low-cost, high-impact marketing media for maximum response.

Top 3 Reasons People Attend Tradeshows

1. _____ /Continuing Education/Accrediting
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers/Key Opinion Leaders
 - Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic.

Two Core Types of Messages

1. Attendee-Focused Value Proposition:

A clear and concise message that gives attendees a compelling reason to visit your exhibit...

- By offering a solution to a problem or an opportunity to seize
- By letting the attendee know what they will _____, do, and _____
- By letting the attendee know how much time is required

2. Unique Selling Proposition (USP):

A clear and concise message that helps attendees quickly understand what makes your company, products/services and/or your exhibit experience different or more valuable than others.

Why are an Attendee-Focused Value Proposition & USP Important?

1. Over-choice
 2. _____ overload
 3. Information overload
 4. Short interaction time
 5. Competitive presence
- *Messaging must be thoughtfully crafted & delivered to counter these challenges.*

8 Step Attendee-Focused Value Proposition & USP Development Process

1. Define your _____ **Customer**
 - Type of Companies/Organizations
 - Job Functions/Titles
 - Types of Projects
 - Location
 - Other?

2. Decide what **Solution(s)** you will feature
 - _____
 - Trending/Hot/Top of the Mind
 - Pillar Services/Products

3. Define the **Applications** for featured solution(s)
 - How does the customer use the solution?

 - What are or might they currently be doing or using to address the need for your solution?

4. Define what _____ would prompt them to think about your solution(s)
 - What are problems, frustrations and issues they might be experiencing that would create interest in your solution?

 - What opportunities does your solution create?

5. Define your **Salient** Features & Benefits
 - What are the top 3 features and benefits?

 - What customer needs do each feature and benefit address?

 - What questions could you ask to get the customer to voice a need for each feature and benefit?

8 Step Attendee-Focused Value Proposition & USP Development Process

6. Define your _____ Features & Benefits
 - What are your key points of differentiation?
 - What customer needs do the points of differentiation address?
 - What questions could you ask to get customer to voice a need for your points of differentiation?

7. Define what the attendee will
 - See
 - Do
 - Learn
 - Get by visiting your booth

8. Develop **HOOKS** and **CONTENT** based on this analysis and integrate into:
 - Pre/at-show marketing: print, digital, mail, social media, etc.
 - Exhibitor Listing
 - Exhibit graphics
 - Presentation and demonstrations
 - Staff training

Put Into Action Example

1. **Target Customer:** Company Exhibiting at B2B Tradeshows
2. **Featured Solution:** Exhibit Staff Training
3. **Situations:** Big spend, poor booth traffic, low lead count, poor lead quality, ineffective staff behaviors, little or no ROI
4. **Applications:** Pre and at-show staff prep and exhibiting skills training

Put Into Action Example

5. **Salient F&B:** Tradeshow skills training improves staff awareness and performance leading to more traffic, higher quality interactions, higher quality leads and improved ROI.
6. **Differentiated F&B:** Unlike other training that teaches basic “boothmanship”, we teach advanced-level, solution-focused interaction skills tailored to the unique challenges of effectively communicating in the tradeshow environment.
7. The attendee will:
 - SEE: a 3 minute funny video showing the biggest mistakes booth staffers make
 - DO: engage with an interactive touchscreen survey to determine what they feel the biggest mistakes their booth staff are making
 - LEARN: why booth staffers can make or break the success of the exhibit, what makes a great booth staffer, how to improve their exhibit staff performance
 - GET: a FREE exhibit staff assessment tool
8. **Develop Hooks:**
 - ✓ Ask a Pain Question: Tired of spending BIG money on shows with LITTLE results?
 - ✓ Ask Engaging Questions:
 - What do you feel is REALLY limiting your tradeshow results?
 - If your boss asked you to prove your exhibiting ROI, could you?
 - What role does your booth staff play in your tradeshow success?
 - ✓ Test Their Knowledge: How many of these mistakes are your booth staff making?
 - ✓ Make a Strong Statement: People make judgments about your company based on your booth staff behaviors... are they really putting your best foot forward?
 - ✓ Share a Fact or Research:
 - Did you know a CEIR study found that the average exhibitor converts 20% of tradeshow leads to sales? How are you doing?
 - An ASTD study found top performing companies in every market segment invest 3% of revenue in their people
 - ✓ Question a Behavior: You spend a lot of money on your space and exhibit; how much do you invest to make sure your staff uses both wisely?

Attendee-Focused Value Proposition Template

- * _____: Tired of? Worried about? Struggling with?
- * OPPORTUNITY: Interested in? Curious? Want to learn about?
- * Give us 5 minutes at World of Concrete Booth #123
- * You will SEE
- * You can DO
- * You will _____
- * Oh by the way, you'll GET...

Notes from Value Proposition/USP Examples

Delivering Your Value Proposition

To deliver your value proposition, you must use integrated pre-show marketing.

To learn how, view these on-demand webinars on the Exhibitor Success & ROI Center:

- Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to Your Exhibit
- Tradeshow Social Media Best Practices
- <https://www.worldofconcrete.com/en/exhibitor/success-and-roi-center.html>



Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

World of Concrete Commitment to Exhibitor Value, Knowledge & Success

- Success and ROI Center:
 - Step 1. Download planning and management tools
 - Step 2. Schedule and complete strategic planning exercises at target timeframes
 - Step 3. Watch live and on-demand webinars
 - Step 4. Read exhibiting articles for insights and ideas
 - Step 5. Ask the Tradeshow Experts” email Q&A for help
- Bookmark, Share and Access at:
 - <https://www.worldofconcrete.com/en/exhibitor/success-and-roi-center.html>



About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
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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 getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

**Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**