

Defining Specific Goals for Individual Shows

Define the Audience Profile

To make your exhibit draw to its full potential, you need to know show management statistics and history about the audience potential for your market. Find out what their attendance plan is.

- ▶ Who are they? What percentage of the attendees are managers, purchase agents, key influencers?
- ▶ What is their level of importance in my overall market strategy? Are they decision makers? Do they have authority?
- ▶ What is my market share? What percentage of the audience represents potential buyers of my products or service?

Attendance building strategies and information collection methods are very sophisticated. Show promoters are eager to share this information so that you will be attracted to their similar audience goals and objectives.

Define the Message

It is important that you set your show schedule very early, because you need a **headline** with which to build your audience over a well-designed advance promotion program that provides a very consistent message. Don't assume that just because you advertise regularly and maintain a horde of people in the field, that everybody knows what your company sells. Besides, each show with its specific audience requires a specific message. . .one that is delivered in advance, and one that is recognizable to your target audience from the aisle of the show hall.

Challenge your audience by being straightforward. Highlight from the list of your product's benefits the ones that are most relevant to the audience. Encourage reaction from your audience that stimulates a visit to your exhibit and allows your expert sales staff to present product features.

Define Specific Sales Goals

You and your management team need to determine measurable goals with dollars, percentages and other numbers attached. For instance:

1. What percentage of the total market share will visit my exhibit and what will be the maximum cost of each contact?
2. What is the total average per transaction sales figure and the total sales level? What per salesman dollar level must be achieved?
3. How will these figures be documented and the goals measured?
4. What method will be applied to provide hierarchy status of leads and how will leads be used to produce sales after the show?