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HOW TO
MAXIMIZE
YOUR
TRADE SHOW
INVESTMENT

External Affairs and
International Trade Canada



Canada

Trade Shows and Your Marketing Plan

Dept. of External Affairs
Min. des Affaires extérieures

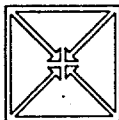
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Seminar discussions will highlight:

- *Developing your trade show marketing plan*
- *Setting goals that support and complement your company's general marketing plan*
- *Defining strategies for achieving goals*
- *Producing program budgets*
- *Selecting shows that fulfill your trade show marketing plan*

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Developing Your Overall Trade Show Strategy

Before you can develop your overall trade show strategy, you must first clearly understand what trade shows are and are not.

Trade shows offer specific advantages (and disadvantages) over other promotional tools. Effective use of exhibits requires analysis and application of most of the same principles as for the printed media, television, direct mail and other publicity vehicles. But the advantages of trade shows as a promotional tool far outweigh those of more traditional marketing methods.

When properly organized and promoted, trade shows bring thousands of qualified buyers and sellers together in the same place, at the same time and for the same purpose.

Rooted in mankind's oldest traditions of trade and barter, shows attract people with incredible purchasing potential to come see, touch, smell, and learn about your products and services in a three-dimensional environment.

When properly analyzed, selected, scheduled and budgeted, trade shows provide powerful adjuncts to other sales and marketing objectives and goals. In fact, correct trade show expenditures provide protection of other sales and marketing investments.

The presence of your competition should not be the prime reason for your participation at a trade show — neither should it be automatic due to previous involvement.

Developing Your Overall Trade Show Strategy (Cont.)

Your overall trade show strategy and your decision to exhibit must potentially benefit your company in one or many of the following ways:

- Demonstrate and sell products and services;
- Develop ongoing additional sales leads;
- Set appointments;
- Introduce new products;
- Develop product and seller awareness;
- Increase local market share;
- Solidify manufacturer/dealer relations;
- Support the sales force "in the field;"
- Improve competitive selling skills;
- Generate better public relations;
- Establish a media event;
- Educate sellers and buyers;
- Build mail lists for lead generation;
- Enter new sales territories or establish new distribution channels;
- Train sales personnel;
- Stimulate synergy among sales, advertising, promotion and technical personnel;
- Test-market new ideas and products for customer acceptance;
- Determine required changes to improve acceptance, performance, appearance;
- Enhance company image as a viable supplier and force in the marketplace;
- Identify new markets;
- Present products in a new dimension;
- Offer on-site and post-show "specials" to create ongoing attention;
- Provide customers access to company experts;
- Attract media attention;
- Expose employees to industry leaders;
- Signal your company's support of the industry;
- Tie in with corporate sales meetings or technical training sessions;
- Employee recruitment;
- Competitive intelligence;
- Reinforcement of customer loyalty;
- Diffuse customer complaints;
- Improve understanding of customer attitudes;
- Introduce new selling techniques;
- Reposition the company in a market;
- Stand above the competition;
- Support industry organizations.

Developing Your Overall Trade Show Strategy (Cont.)

Your overall trade show strategy requires careful analysis of:

- Objectives and goals of your company.
 - What are you selling or trying to communicate?
 - What is your target audience?
 - What are the selling environments?
- Increase or decline in value of various market segments.
- Varying audiences you need to attract for your company's various product and services. Different products might require different audiences.
- Features, benefits, prices and availability of your products.
- The presence of your competition.
- Competitive marketing methods and cost comparisons.
- Timing — Which shows coincide with other important marketing campaigns?
- Demographics and geographics.

Your overall trade show strategy also requires advance planning because:

- Setting, implementing and reaching goals must align with the overall goals of your company's sales and marketing program.
- You'll want to take advantage of show management's advance promotional offerings to maximize your visibility.
- Your trade show schedule needs to be structured around and made an integral part of other projected campaigns that introduce new products, and reinforce the sales effort of those already on the market.
- Allocating and budgeting funds usually requires plenty of lead time.
- Booth design or booth modification, planning of special graphics and themes that draw your qualified audience to your product is a process over time.
- For proper execution and profitable results, it is imperative that you involve all managers, related sales staffers and principal suppliers and distributors in the goal-setting process. Management by committee requires lead time.

Developing Your Overall Trade Show Strategy (Cont.)

Your overall trade show strategy should produce realistic goals and expectations and closely align with the realistic goals and expectations of other sales and marketing campaigns.

Before defining and matching specific goals to specific candidate shows, ask yourself the following questions:

1. What are my company's marketing and sales objectives and how will those objectives be met by integrating trade shows in the overall sales and marketing plan?
2. How will these objectives help me hold or increase market share?
3. What new, existing or improved products or services will I exhibit?
4. Which shows with targeted audiences coincide with the impactful timing of special product campaigns?
5. Which shows are located in regions that need extra "push?" Remember that national shows are really large regional shows.
6. What is the order of importance of my products to my organization in relation to a "rough draft" show schedule?
7. What is my plan to achieve a high percentage of successful presentations to the attendees who come to the booth?
8. What is the minimum number of quality buyers that I need to attract to make a trade show expenditure profitable for my organization?
9. What achievement level of my goals do I need to make the trade show schedule profitable for my organization?
10. How can participation in trade shows lay ground work for future powerful marketing campaigns?

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?

Defining Specific Goals for Individual Shows (Cont.)

Define the Booth Environment Required to Capture Market Share

Three principal considerations when planning your exhibit are its

- ▶ Location! Location! Location!
- ▶ Size
- ▶ Style

The earlier you make your decision to exhibit in a specific show, the better chance you have of obtaining and contracting the best location of the right size and style you need to achieve your goals. More specific information is outlined in Section 2.

Define the Product Offering and Determine Appropriate Attracting Exhibit Elements

One of the best ways of arousing interest in your company and stimulating sales potential is to introduce a new product. People come to an exhibition to see what is new.

If you have something new and exciting to show, you are likely to attract a bigger share of the traffic. But whatever your message, new product or not, it is important to maximize the traffic to your booth. You have to determine "how new is new."

- How are these products important to the show audience?
- What is the availability of the product?
- Can this product be shown to its best advantage, and how?
- Which product inventory needs to be reduced?
- Which products offer enhancements to an old product?
- Which products can be touted most effectively with advance promotion?
- Which products can be sold in connection with a clever promotional theme?

Even if you do not have a new product, keep in mind that a large percentage of the audience may have no awareness of the old product. If the advance and in-booth message about your old products is clear, concise and uncluttered, customers and prospective buyers can quickly and easily understand benefits of current products.

Defining Specific Goals for Individual Shows (Cont.)

Finally, here is a checklist to help you select specific shows for specific goals.

- What are my marketing objectives for the show and how will these objectives help me hold or increase market share?
- What new and existing products, product features or services are to be present in the exhibit and what is their order of importance in relation to the show audience?
- What is the description of these products in terms of design, applications, advantages and prices?
- What sales volumes and share of market are forecast by product, by market, by geographic area?
- What is the company's status in each market?
- Who are key customers and prospects at the show? What are their characteristics?
- What percentage of the total audience in attendance makes up my potential customers?
- What are the audience statistics from the show producer?
- What are their buying habits, preferences and needs? Are these changing?
- Which markets are increasing? Which are declining?
- Who are my competitors and will they exhibit? Is it important if they will?
- What do customers buy from me rather than from my competitors?
- What are my competitors' strengths, weaknesses and trends?
- What are the channels of distribution and any related trends or changes?
- What sales tools are useful?
- What emphasis is desired by product and by market?
- What benchmarks need to be established in order to evaluate results?
- When are the sales goals to be realized?
- What parts of the overall marketing plan are assigned to advertising to create awareness of the products or services of my company?

Implementing Your Plan to Achieve Your Goals

The key elements of implementation include:

Setting Responsibilities

Your job is to orchestrate the master plan, but you must delegate responsibilities to certain others in your organization. . .and to outside vendors. Dividing the marketing plan into workable parts and clearly defining who is responsible for what, is mandatory.

Promoting the Show Marketing Plan Throughout the Organization

From the beginning of the planning cycle, make sure everyone owns "a piece of the action." Managers need to take part in implementing the plan as they integrate the show marketing strategies into other sales and marketing campaigns.

Selecting and Training Booth Sales Staff

Selecting just the right number and calibre of sales staffers takes research, observation and a set of qualifying prerequisites. Once this process is complete, a proper training program must be put in place to ensure:

- Optimum product expertise;
- Market segment awareness;
- Knowledge of competitive products and companies;
- Clarity of corporate show objectives and goals;
- Commitment to staffing schedule;
- Familiarity with other show-connected events such as press conferences;
- Consistency in delivering the message;
- Assumption of responsibility in achieving individual goals;
- Skill in qualifying leads and prioritizing time expenditures.

Taking Advantage of and Maximizing Promotional Opportunities

Show management has extensive methods of attracting many qualified attendees to visit the show. However, you, as the exhibit coordinator, must design a promotional campaign with a timetable of deadlines that ensures proper implementation of a well-thought-out program that guarantees realistic results.

Section 3 provides specific information and ideas.

Developing and Maintaining a Realistic Budget

The trade show budget is just one line item in the total sales and marketing budget.

The total trade show budget allotment may be preset for you to spread across the program. Or, you may be in a position to create and present a proposed budget reflecting your overall trade show program.

Either way, according to a study by the Trade Show Bureau, some of the following guidelines represent average percentage costs. Keep in mind that as you approach the "big picture" and develop your trade show with fund allocations, costs will vary according to show locations, the size of the shows, the size of your exhibit, the costs to own it and the size of your on-the-road staff.

Floor space rental	24%
Exhibit Design/Production/Refurbish	23%
Show Services (Electricity, Labor)	22%
Exhibit Transportation and Drayage	13%
Other	18%

Some considerations and pitfalls of budgeting:

- The larger the exhibit, the larger the costs of owning it. Shipping the components of your display, hiring labor to construct it, and drayage (moving the exhibit from the loading dock to your exhibit floor space), all impact the bottom line.
- Trade show booths represent capital investments; therefore, the costs of designing and building your company's exhibit may not be included in the trade show budget. Check with your chief financial officer.
- Some companies set trade show promotional and marketing costs into the marketing budget and aside from the trade show budget.
- Special events connected with the show, such as training seminars, sales meetings, and hospitality functions, may be budgeted separately from the trade show budget.
- Always add a 10 percent contingency to the total estimate.

See Section 2 for additional budget information and samples.

Developing and Adhering to an Effective Time Schedule

Especially for major national shows, participation decisions are made a year in advance and market planning starts almost immediately.

Develop a timetable that maximizes all of your marketing efforts for the entire trade show schedule. Work one year in advance and make adjustments as you make new participation decisions. Work with your marketing communications department to coordinate all other communications programs with those of the trade show program.

Remember that you will be employing corporate managers in the implementation of the trade show marketing program. Wait too late and the pressures of their other responsibilities will lead to exhibits which do not reach full potential.

Outside vendors: public relationists, copy writers, booth designers, promotions suppliers, special event planners are almost always involved. Reduce errors and higher costs by implementing the marketing plan as early as possible.

Use the following guidelines as minimum deadlines for marketing responsibilities:

Weeks 16 and 15

- ☑ Review exhibit objectives with all who are involved in the company's marketing programs.
- ☑ Investigate and re-evaluate the show audience.
- ☑ Read the show manual and notice show and local rules that may affect implementation of your marketing plan.
- ☑ Draft a detailed task list, schedule and responsibility outline in connection with the exhibit, required graphics, VIP treatment, advertising and promotional program, press and staff needs.
- ☑ Fine-tune the preliminary show budget.

Weeks 14 and 13

- ☑ Review the plan with everyone in the company. Make sure all agree which products are to be exhibited, that they will be available on time and what contingencies are to be put in place.
- ☑ Begin recruiting booth personnel. Pick the most successful ones. However, recognize that trade show selling skills are not always transferable from other selling environments.
- ☑ Make arrangements for special events; for example, hospitality functions, training seminars and sales meetings.
- ☑ If not already started, begin working with the exhibit house and any other outside suppliers which produce printed materials.

Developing and Adhering to an Effective Time Schedule (Cont.)**Weeks 12 and 11**

- Publish and distribute the task and responsibility list with schedule.
- Make preliminary travel and hotel plans.
- Monitor pre-show promotional advertising program.
- Check deadlines for submitting copy for, purchasing space in, and generally taking advantage of show-sponsored advance publicity marketing tools.

Weeks 10 to 6

- Check progress and finalize staff recruiting.
- Compile information and begin drafting the show plan and information package which will be given to the corporate show entourage before the event.
- Check progress of booth building/modification/refurbish, graphics and printed materials.
- Review the budget. On target?

Weeks 5 and 4

- Confirm availability of product samples and sales literature.
- Orchestrate timely mailings and monitor other ongoing marketing campaigns.
- Make sure that pre-event advertising and promotion programs are on track.
- Coordinate production of press releases for advance editorial and for use in show press kits.
- Finalize VIP guest programs.
- Finalize pre-event information package for staff members.

Weeks 3 to 1

- Monitor production status of exhibit and reconfirm shipping arrangements.
- Prepare training materials for booth staff and distribute at meeting.

Developing and Adhering to an Effective Time Schedule (Cont.)

At the exposition, before opening

- Familiarize the staff with the booth and hold rehearsals.

During the show

- Conduct daily critique meetings and analyze application of strategies to measure results against goals, process paperwork and adjust sales activities.
- Reserve space for the next show.

After the exposition

- Distribute sales leads. Retain copies and monitor progress of follow-through according to the original marketing plan. The sales manager is in charge, but you are responsible for the original decision to exhibit.

Optimizing Your Exhibit Space for Maximum Results

Seminar discussions will highlight:

- *Selecting your booth space*
- *Setting parameters for the booth selling environment*
- *Designing a booth that will deliver the message*
- *Developing and maintaining a realistic show budget*
- *Building and following an executable logistics schedule*
- *Avoiding budget overage including at-show cost-saving tips*

Selecting the Right Booth Size and Location to Maximize Traffic

There are two basic overlying criteria for selecting your exhibit floor space:

Affordability: What does the budget allow, and what does the size of the audience, your market share and total anticipated sales goal justify? Remember, too, that the larger the space, the larger the expenses associated with set-up and dismantle.

Availability: Is the desired size space available in the most desirable location that will produce maximum traffic flow? Selection of the space should be made as early as possible to assure enough exhibit space to accommodate your booth. The best exhibit locations are often given to past exhibitors based on the number of years they have exhibited.

Consider these factors when selecting booth size:

Size of Space and Visibility vs. Potential Results

The number of leads you receive and the amount of business you generate are directly related to the visibility of your booth and the number of people with whom you can effectively talk to at one time. However, it is necessary to look first at your sales goals based on the percentage of the audience share you expect to capture.

The more space you have, the more sales people you can accommodate. The more sales people you can accommodate, the more time each will have to spend with each booth visitor to make a presentation.

Avoid Congestion

Attendees tend to stay away from areas they perceive as crowded or confining because they do not like to feel closed-in or "threatened."

Selecting the Right Booth Size and Location to Maximize Traffic (Cont.)

Consider These Factors When Selecting Booth Location:

Traffic Flow

Many theories exist, but none has been proven consistent from one show to the next. Most persons, being right-handed, tend to turn to the right upon entering an exhibition hall where a choice of direction is available. Study the total floor plan and use your best judgment. Locations near major entrances and main arteries get maximum exposure. Locations near concession areas, rest rooms and major exhibits usually attract good traffic.

Proximity to Loading Dock and Freight Entrances

Booths near freight entrances may necessitate late set-up and early dismantling, but might provide superior visibility.

Floor Space Shapes

There are two basic types of show floor spaces which typically dictate size availability:

Large to Medium: usually located in high volume traffic areas —

Island booths: free standing with surrounding aisles all four sides.

Peninsula booths: one space back to back with another with aisles on three sides.

Small to Medium: usually located in peripheral areas surrounding larger booths —

Standard, linear or perimeter wall booths: one or more 10' by 10' space connected in a straight line.

Ceiling Heights

Dotted lines or shaded areas on a floor plan diagram usually indicate changes in ceiling height. Positioning of overhead lights and use of hanging signs affect your booth's visibility and impact audience awareness.

Selecting the Right Booth Size and Location to Maximize Traffic (Cont.)

Factors to Consider When Selecting Booth Location: (Cont.)

Floor Level

On the floor plan, look for symbols indicating steps or ramps which could change the floor level.

Obstructions

Carefully check floor plans to see if column obstructions will really interfere, detract, or enhance your exhibit. In fact, understand every notation on the floor plan, even though it does not directly affect your location.

Audio Interference

If your exhibit includes an audio presentation, consider the impact of your musical or other audio interference on nearby booths. Sound levels must be controlled, and you are required to provide sufficient space to accommodate your staff and your audience within the confines of your booth.

Accessibility to Storage Areas

If your booth requires and consumes a large amount of paper or other demonstration supplies, choose a booth convenient to allowable storage areas.

Utilities

Standard utilities such as electricity and telephone lines are normally available throughout an exhibit hall; however, special utilities such as water and air, often required in technical exhibits, are made available only in certain sections of a hall. Your need of these facilities may restrict your choice of space location and size.

Other Considerations

Some exhibitors find it profitable to choose spaces near public telephones, refreshment stands, bars or lounges. Some like corners. Smaller exhibitors will enjoy good traffic flow if they are close to large exhibits.

Effective Booth Design: Structure and Graphics

Your exhibit design deserves the same marketing scrutiny any advertising or sales activity would receive. Even if the exhibit is not to be a large one, serious attention by you and your management committee will ensure a proper functional design.

This is because the exhibit should be viewed as a sales environment where sales, marketing and technical representatives have a direct influence on attaining sales goals. Simply, the exhibit should convey the message that a company has something to sell and this is the place to see and discuss it.

We suggest that you distribute a form and questionnaire similar to the one that follows so that you can inform and poll your committee at the same time. You will receive a consensus and a reaffirmation of the previously established goals and objectives of your trade show activity.

This same form can be adapted and used to compile information to give to an exhibit designer. It provides design parameters.

Effective Booth Design: Structure and Graphics (Cont.)

Exhibit Profile/Criteria Worksheet

Show _____ Location _____ Date _____

Size _____ Booth # _____ Height Limitations _____

Obstructions _____

1. The primary objective(s) of exhibit program is:

- _____ Corporate Image _____ Sales Leads _____ Product Intro
- _____ Direct Sales _____ Market Research _____ Other

2. Show visitors to attract:

- _____ Direct Consumers _____ Purchasing Agents _____ Engineers
- _____ Top Management _____ Distributors _____ Physicians
- _____ Middle Mgmt. _____ Retailers _____ Scientists

3. Product List	Dim./Config.	Features & Benefits
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Is storage space required for hidden equipment? _____

4. Are any products new, or do they represent new technology?

5. History of the present exhibit program:

How long exhibiting _____

Average space in past _____

Number of shows in annual schedule _____

Past approaches _____

Successes and failures _____

Effective Booth Design: Structure and Graphics (Cont.)

Exhibit Profile/Criteria Worksheet (Cont.)

6. Personnel staffing the exhibit _____

Total number: _____ Needed at all times: _____

7. Exhibit budget: _____

8. Exhibit theme: _____

9. Items to be included in the budget:

_____ Graphics _____ Flooring _____ Furniture
 _____ Shipping Crates _____ Audio/Visual

10. Graphic content

_____ Corporate identity _____ Current ad campaign
 _____ Logos and Corporate colors _____ Current product brochures

11. Are there any color restriction/requirements to be followed in exhibit designs? _____

12. Are graphics displayed _____ front- or _____ rear-illuminated?

13. Will graphics be interchanged show to show? _____

14. Video — How many different programs will be shown, what is their content, and will separate monitors need to be used?

Is an interactive unit required or desired? _____

Does the program script exist or will it have to be generated? _____

Other A/V required? _____

15. Is literature to be made available at the show? _____

How will it be dispersed?

_____ Salesperson _____ Information desk _____ Literature rack

Number of literature pieces: _____ Quantity of each: _____

16. Conference area:

How many? _____ How many should each accommodate? _____

Effective Booth Design: Structure and Graphics (Cont.)

Before finalizing the profile/design criteria, answer these questions:

Theme

1. What is the theme of my exhibit and does it need to tie with the theme of other marketing campaigns?
2. How will the theme best be given visibility in the booth and, most importantly, from the aisles?
3. Is the theme consistent with the show goals?

Product Demonstration

1. How much area will I need for product display and demonstrations?
2. If I am selling more than one product type, do I need to divide space and provide individual visual impact?

Work Space for Sales Staff

1. How many people will be staffing the booth?
2. Will each staffer be assigned to a product demonstration station? Plan on about 35 square feet per staff member.

Traffic Flow

1. How many attendees do I estimate will be coming to my booth during the show? Plan on about 35 square feet per each visitor in the booth.
2. Will the design allow movement between displays and all areas?
3. Do I want controlled or free-flowing passage throughout the space?

Special Promotions

1. Is my company planning to introduce new products during the life of the booth?
2. Will the booth need to be designed to accommodate special promotions and graphics?

Effective Booth Design: Structure and Graphics (Cont.)

Questions to ask yourself before you finalize your booth profile/design criteria (Cont.)

Special Functionality

1. Will I need a reception area apart from demonstration areas?
2. Do I need a meeting area?
3. What entertainment and educational activities, besides product demonstrations, will I have in my exhibit space?
4. Will a microphone and amplifier be required?
5. Will I need to include extra storage space for supplies?

Booth Versatility and Reusability

1. How do I expect to re-use my booth?
2. Can it be modularized to allow use in small and large spaces?
3. Must the product demonstration areas accommodate different products at future shows?

Effective Booth Design: Structure and Graphics (Cont.)

Special Booth Design Tips

Main Focal Point

Plan to have an impactful point of interest with two or more subordinate satellite points complementing the main point. Weave your show theme into your booth display and complement your sales literature, presentations and other corporate marketing campaigns.

Be absolutely certain that the overall impression you put forth is your company's best professional image.

Product Exhibits

Display only your most interesting products and services. Do not clutter the booth with products or displays that confuse your message as set forth in the show message objectives.

Traffic Flow

Attract people in from the aisles and then provide easy access and flow from display to display within the booth.

Professional Designers and Builders

Use experts on the design and construction of custom exhibit booths.

Making the Final Design Selection

Get a three-dimensional model, drawing or sketch and floor plan of the booth before ordering or approving construction. How easily is it installed? How does it break down for shipping?

Include Lockable Storage

Spare product, giveaways, tools, extra literature, spare light bulbs, power cables, handbags and other valuables need to be safe-guarded.

Use Exhibit Systems, Portable or Self-contained Booths

Buy a portable or modular system or integrate them into part of the custom design. They are made to fit precisely together with use of special hardware. This saves time and labor expense in installation and dismantle.

In custom designs, try designing panels and parts that need not be fit together. The design might use stackable and modular units and shapes.

Effective Booth Design: Structure and Graphics (Cont.)

Special Booth Design Tips (Cont.)

Materials and Construction

The design should incorporate durable materials and be constructed to last. Has the designer integrated the latest and most innovative materials and modular systems? Have graphics utilizing photography for the greatest impact been introduced? Has consideration been given to fluorescent lighting or fiber optics for illustrations of product designs and diagrams?

Use rounded corners for multiple-use exhibits. Paint and other materials are easily damaged on sharp edges and corners.

If the design incorporates standard stock sizes and colors of materials, replacements can be found and obtained at economical prices.

Authorize the building, refurbishing or modifications of the booth as early as possible to ensure availability of materials, supplies and services and to avoid overtime charges.

Lighting, Lighting, Lighting!

Do not rely on existing hall lights. Increase your booth's impact by including spot and ambient light into the physical properties of the design. You can feature messages and your most important products with the clever use of low voltage, high intensity lighting, which is readily available and affordable.

Attention Getters

Consider using motion and sound tastefully in your exhibit. Use microphones and speakers for your presentations according to the show rules. TV cassette tapes, moving displays, models and musicians draw attention to your booth.

Determine the need for sound amplification to support a sales presentation and decide where the sound and speaker system will be located.

If you have a raffle or door prize program, decide how your pre-show promotion can best be supported by drawing people in off the aisles. Decide how the prize will be displayed and how the contest will be made a focal point.

If you use music, dancing or demonstrations of cultural interest, provide space in your booth design for the activity and appropriate promotion of the events.

Shipping

Develop a simple color code and design system for display crates so you can easily check accessibility of your booth components during installation.

Effective Booth Design: Structure and Graphics (Cont.)

Special Booth Design Tips (Cont.)

Special Wall Finishes and Designs

Use velcro as a wall finish. Velcro-backed graphics can be easily removed, rearranged, and changed for various show objectives, with no damage to either the wall or the graphics.

Paint walls with flat or semi-gloss lacquers which can hide imperfections.

Use screens and partitions to conceal parts of the exhibit you do not want to be seen by visitors.

Consider the use of plants and trees to provide modularity in dividing space.

Seating and Other Furnishings

Be sure you provide ample seating and tables for business purposes only. Do not provide areas that encourage people to linger and lounge. Shallow benches, for instance, are functional, discourage extended visits, and conserve space.

Signage

Control your copywriter. An exhibit is not a book, but a three-dimensional, informative selling tool. Visitors will not spend time reading text. Typesetting is expensive. Information signs should be set at eye-level. If budget and ceiling height allows, hang signs from the ceiling for highest visibility and awareness.

Vinyl letter-making equipment is readily available for quick and inexpensive production of graphics. However, when custom graphics are required, and when a little extra cost can be justified, use silk-screening or frisket. Form letters, plastic glue-on and pin-back cork letters are also available. Applying graphics directly on walls is expensive and reduces flexibility and interchangeability of graphics from show to show. Instead, develop independent signs that can be affixed to walls with velcro.

Floor Coverings

Use inexpensive low pile loop carpeting for easy installation because it requires no matching of nap. It also reduces need of frequent vacuuming. Take care in selecting a carpet that is least likely to be discontinued in case you need to expand or replace sections. Buy the carpet in 10' or 20' modular increments.

Invest in thick padding for reduction of fatigue to your staffers, for an opulent look and feel.

Effective Booth Design: Structure and Graphics (Cont.)

A Checklist of Important Elements and Considerations of Booth Design

Corporate Identity

- Clear message
- Graphics integrated with structural design
- Aggressive: big, bold, bright
- vs.
- Conservative: austere, low-key, signature

Product Presentation

- How many and where
- Sizes and weights
- Accessibility
- Inter-relational placement
- Hands-on vs. in showcase
- Static or operational
- Power requirements
- Clear identification of product/service
- Method of featuring premier or new products, if any
- Concise features and benefits portrayal
- Consistency of theme and attention getter
- Memory producing, impactful display

Design Elements

- Positive impact and appearance
- Proper use of color, light, shape, texture and space
- Allowance for effective traffic flow
- Use of newest materials and design ideas
- Accessory management
- Conducive to buying and selling

Activities in Booth

- Live demos all on one level or on risers
- Audio visual equipment requirements for demos
- Skits: space requirements
- Films: size of screen
- Size of audience
- Accommodation of audience
- Rear or front project slides
- Size and housing of monitor for video recorders

Effective Booth Design: Structure and Graphics (Cont.)

A Checklist of Important Elements and Considerations of Booth Design (Cont.)

Literature

- Number of pieces
- Quantity requirements
- Sizes
- Location(s) of distribution
- Storage

Conference Areas

- Number required
- Accommodation requirements
- Type of seating: benches vs. chairs
- Other furnishings
- Hard-sell or conversational environment
- Need for privacy
- Enclosure height
- Openings and doors
- Solid or see-through
- Graphics
- Ability to show/demonstrate product

Cost of Ownership

- Lightweight materials
- Required labor and ease of construction
- Durability

Booth Space

- Size
- Type
- Orientation
- Height limitations
- Hanging signs
- Pillars
- Other restrictions

Location of Booth

- Direction of traffic flow
- Location of entrance
- Location of utilities

Effective Booth Design: Structure and Graphics (Cont.)

A Checklist of Important Elements and Considerations of Booth Design (Cont.)

Type of Exhibit

- Custom
- System
- Combination
- Modular

Exhibit Function

- Heavy product demonstration
- Image enhancement
- Graphic information/education
- Market theme/ad campaign
- Target market identification

Graphics

- Prints vs. Transparencies
- Reusability and exchangeability from show to show
- Availability of existing graphics
- Emphasis on product or corporate ID, or both

Lighting

- High lighting to wash entire area
- Spotlighted graphics
- Spotlighted product
- Wall washing

Exhibit Textures and Materials

- Hi-Tech: polished, using chrome, plexiglass, gloss finishes
- Business environment: office-like with ribbed carpeting, soft textures
- Down Home: rough textures and natural materials

Exhibit Colors

- Bright and vivid
- Earth tones
- Designer pastels
- High tech: black and white with accent colors
- Requirement to use corporate colors
- Requirement for consistency with other collaterals
- Compatibility with product colors

Effective Booth Design: Structure and Graphics (Cont.)

A Checklist of Important Elements and Considerations of Booth Design (Cont.)

Storage

- Literature
- Spare product
- Briefcases and coats
- Giveaways
- Provision of off-show hour security

Shipping

- Necessity of crating
- Type of crating
- Blanket wrapping
- Handling of delicate materials, graphics
- Packing of equipment and product
- Weight of exhibit materials

Budget

- Flexibility, if any
- Amortized or expensed?
- Inclusion of audio/visuals
- Inclusion of graphics
- Inclusion of crating
- Inclusion of product

Design House Services

- Previewing
- Practice set-up
- On-site support
- Guarantees

Previous Exhibit

- Inadequacies
- Problems

Planning and Executing Pre-Show Logistics

Financial Planning — Planning for Show Costs

Poor planning can result in missed deadlines, inadequate supplies of product, missed goals, lost sales and overage of budget.

Show participation costs vary. They depend on how much you want to do and how you want to use the space you have. Trade shows are both sales efforts and promotional efforts. The resulting enhancement to an exhibitor's image in his market cannot be bought in any other way. Shows are the only way to make such a large impact on the target market.

In every business, there are selling costs and there are promotional costs. Weighing the cost of a direct sales call against the per-qualified-lead cost of a show is a simple linear analysis. For any business, the cost of obtaining sales must be considered with the anticipated results. That's why so many businesses make shows a regular part of their annual promotion and sales budget. Planning for show objectives is so important, especially for the new show exhibitor.

If your show objective is to sell product at the show, a conservative sales goal is to sell enough to cover the cost of participating in the show. If planned and performed correctly, your show costs are liquidated by sales generated at the show. The tangible and intangible benefits you receive in your marketplace cost nothing after that. But when you compare the current cost of a direct sales call versus the cost per-qualified lead from a show, you will probably easily justify the cost of trade show as a sales tool.

How Much Does It Really Cost?

Show participation costs can be broken down into the following areas:

- ▶ Staff travel and expenses
- ▶ Booth furnishings
- ▶ Booth services/utilities
- ▶ Space rental
- ▶ Shipping and drayage
- ▶ Show promotion
- ▶ Installation and dismantle
- ▶ Special events

There is also an optional, amortization expense for booth design and construction.

A well-designed and built show exhibit booth typically pays for itself promptly through immediate direct sales and future market positioning. It can be used over and over again. Surprisingly, the cost of a superior custom-designed booth may be more than the entire costs of leasehold improvements to your place of business. But, in the course of three or four days, more people may see your exhibit than visit your retail or office establishment in the course of a year.

Planning and Executing Pre-Show Logistics (Cont.)**How Much Does It Really Cost? (Cont.)**

We will provide you with a sample trade show budget; but first, here are some guidelines to help you estimate the proper costs, adjusted to your particular circumstances:

Space Rental

The range is \$13-35 per square foot with large technical shows at the top of the range.

Exhibit Transportation

When shipping interstate, the cost depends on the distance, the cubic measurements, the weight and the size of the total shipment. When shipping locally, the cost may be based on time only.

Drayage

The cost per 100 lbs. ranges from \$17-44 with the average at about \$35 with a minimum charge for every delivery no matter how small. The delivery of just one small item such as a letter will be charged an excessive minimum charge. Exhibit storage before the exposition carries an additional charge. Most service contractors impose a surcharge for uncrated shipments ranging from 15 to 70 percent. Target just one shipment and consolidate as much as possible.

Samples, Sales Literature and Advertising Specialties

These are items that may or may not come from the exhibit budget, but they are a cost to the company overall. Consider producing a piece of literature or flyer for the show, rather than using expensive and cumbersome sales literature. Or, distribute no literature at all. As for samples and giveaways, look at your original show objectives. What is the total anticipated audience? What percentage of that total do you expect to attract to your booth?

Personnel Travel

This should be relatively easy to estimate. Hotel prices are readily available. Add a food allowance, ground transportation, telephone expenses, etc. Air fares can be obtained from your travel agent. Sometimes, for large shows, special air fares are available.

Personnel Time

Your company may require you to include personnel time in the show budget. Estimate the average annual compensation for the employees who will work the booth. Add a percentage to cover benefits and office support. Many companies figure about another 25 to 40 percent. Dividing that figure by 220, the average number of work days in a year yields the daily cost per person per day.

Planning and Executing Pre-Show Logistics (Cont.)

How Much Does It Really Cost? (Cont.)

Exhibit Structure and Graphics

The costs for inexpensive backwall portable booths and booth systems, including graphics, range from \$1,500 to \$3,000 for each ten foot display. This price would increase with addition of carpeting, counters, lighting, shelving, literature pedestals and other components.

The costs for custom designed backwall booths range from \$8,000 to \$15,000 for each ten foot length. This range would be effected by inclusion, quality and quantity of carpeting, counters, lighting, shelving, literature pedestals and other components.

If your company already owns a booth, figure on refurbishing and modifications costs.

Installation and Dismantling

Consult the exhibit manual for per man hour cost. The cost of labor for carpenters who construct and install your ranges from \$16 to \$50 with an average set at \$35. Double the rate for overtime, evenings, Sundays and holidays. Calculating the time is not an exact science. Base your estimate of time on past experience and from your observations in connection with the construction of a new booth design. Then double that figure. You may be required to hire union personnel, depending on the labor laws where you are exhibiting. Safety laws require contracting for union electricians.

Other Show Services

You may choose to rent carpeting, furniture, phones and plants. Your show manual will provide you with figures.

Advertising and Special Events

Use as many of the show promotional materials as possible. More about this in Section 3.

Special Events

Sales meetings, training seminars may not be appropriate in the trade show budget, but hospitality functions may be.

Contingencies

Add 10 percent to the total estimate.

Planning and Executing Pre-Show Logistics (Cont.)

How Much Does It Really Cost? (Cont.)

Line Items on a Sample Budget

	Estimated	Actual
▶ Booth		
Space Rental		
Amortized Booth Purchase (or)		
Booth Rental		
▶ Shipping and Storage		
▶ Support Services		
Equipment Rental		
Drayage		
Carpet Rental		
Security Guard		
Labor-Floor		
Labor-Electrics		
Electric Connection		
Cleaning		
Accessories (wastebaskets, etc.)		
Plants		
Registration Supplies		
Telephone Connection		
Audio/Visuals		
▶ Travel/Hospitality		
Air Fares, ___ # ___ x \$ _____		
Hotel rooms, ___ # ___ x \$ _____		
Hospitality Suite		
Hospitality Function Catering		
Miscellaneous Travel/Entertainment Expenses		
Ground Expenses (based on daily allowance)		
▶ Promotion/Advertising		
Literature		
Hospitality Invitations		
Giveaways		
Mailings-Production and Postage		
Show-Daily Advertisement		
▶ Miscellaneous		

Planning and Executing Pre-Show Logistics (Cont.)

Among the Ways to Cut Costs From Your Trade Show Budget

1. Avoid last minute purchase decisions.
2. Use reusable and modifiable materials and components in the booth design.
3. Employ standard size and colors of materials in booth design for least expensive replacement costs.
4. Make travel arrangements early. Take advantage of advance purchase fares.
5. Light-weight materials and consolidated booth designs that allow component nesting will reduce shipping costs.
6. After a show, don't ship the booth back to your home port. Instead, ship it directly to the next show on the schedule. Ship back only perishables or technical equipment that needs to be retested.
7. Whenever possible, arrange for installation and dismantle on weekdays during normal business hours. Labor costs double and triple in evening hours, on weekends and holidays. Arrive at the show at the earliest allowable time and begin the supervision of the booth during straight time labor cost periods. Overtime labor costs can exceed the costs of additional hotel and travel expenses.
8. Design and purchase graphics and collaterals that can at least partially be used for more than one show.
9. Understand the rules of the shows and any restrictions that may impact your plan. Unexpected surprises requiring last minute changes and improvisations are expensive.
10. Most shows offer reduced prices for support services when prepaid by a certain deadline in advance of the show.
11. On a long-term basis, estimate the difference between owning and shipping your own carpet and furnishings (and even the booth itself) versus renting. This depends on the frequency and magnitude of your exhibit schedule.
12. To save production and printing costs, use promotional materials and opportunities, if offered and provided by show management.
13. Keep careful records so that you can defend yourself when bills arrive after the show.
14. Do not use regular expensive literature; instead use special flyers.
15. If you exhibit often, calculate savings of buying and owning furnishings over renting it: plants, telephones. Save the cost of cleaning. Do it yourself.

Planning and Executing Pre-Show Logistics (Cont.)**Translating the Budget Into an Executable Logistics Plan**

Once you have made the decision to exhibit, organize a task and responsibility list and determine the best time-frame to complete each task.

- Constantly review, revise and add to the schedule.
- Be specific. Include deadlines indicated in the show manual.
- Incorporate marketing and pre-show publicity requirements.
- Project the schedule of activity through the period of installation and continuing through the show to the procedure of dismantle.
- Reflect activity week by week.
- About two weeks before your departure, reflect day-to-day task requirements, as the rate of activity accelerates.
- Incorporate responsibilities of other company personnel and outside vendors involved.
- Use the document as an information and status report of activity. Distribute it often.
- Be detailed and include every conceivable task.
- Don't leave anything to chance.

Planning and Executing Pre-Show Logistics (Cont.)

Task/Responsibility Master Schedule Sample

Here are excerpts of a sample master schedule:

Week of April 3	Person Responsible
<input checked="" type="checkbox"/> Send show brochure copy to printer	PC
<input checked="" type="checkbox"/> Determine press kit contents	MD
<input checked="" type="checkbox"/> Deadline for show directory copy, April 15	PC
<input checked="" type="checkbox"/> Order labor contractor	PC
<input checked="" type="checkbox"/> Finalize booth signage text	SP/PC
<input checked="" type="checkbox"/> Order telephone service	PC
 Week of April 17	
<input checked="" type="checkbox"/> Check status of booth construction	PC
<input checked="" type="checkbox"/> Review personnel list	RD/PC
<input checked="" type="checkbox"/> Review electric requirements with DP	PC
 Week of May 1	
<input checked="" type="checkbox"/> Order plants	PC
<input checked="" type="checkbox"/> Mail insurance certificate	PC

As the show nears, activity will accelerate. Daily tasks need to be scheduled:

Monday, May 15

10:00am Show personnel meeting

3:00pm Booth inspection

Thursday, May 18

- ▶ Booth shipment
- ▶ Reconfirm hotel reservations
- ▶ Compile key personnel home telephone numbers for emergencies during installation

Planning and Executing Pre-Show Logistics (Cont.)

Task/Responsibility Master Schedule Sample (Cont.)

This document will project and include the schedule of activity on-site during installation and continue through dismantle. As an example:

Monday, May 22

- 8:00am Electric contractor installs wiring
- 10:00am Carpet installation

Thursday, May 25

- 5:00pm Personnel booth tour/training
- 7:00pm Finalize housekeeping

Friday, May 26

- 8:00am Executive breakfast
- 10:00am Show opens
- 5:00pm Show closes

Tuesday, May 30

- 7:00pm Labor reports for tear-down

Planning and Executing Pre-show Logistics (Cont.)

Translating the Budget Into an Executable Logistics Plan

Here is a general overview of logistics requirements. Responsibilities include but are not limited to:

- Review utility requirements of both the exhibit and equipment with proper in-hall service contractors.
- Make hotel and hospitality room reservations, if necessary.
- Prepare all show literature.
- Submit press kits, pre-show publicity, and advertising to trade and local publications and to the show's PR firm.
- Submit booth set up drawings to the installation contractor.
- Make all transportation and shipping arrangements.
- Distribute assignment schedules and show information packages to company personnel.
- Review products to be displayed at the show.
- Determine company insurance requirements and coverage for short-term show needs. Show management usually provides security service, but your company assumes all risk and responsibility for your property.
- Check exhibit hall storage capabilities.
- Begin preparation of exhibit properties and support materials.
- Be sure all required pre-payments have been made for exhibit space and show services.
- Be sure all contracts with outside suppliers are in order.
- Arrange for badges, follow-up forms, and exhibit space furnishings.
- Prepare a 3-dimensional drawing of the finished booth set up including product positions and the relationship to required utility connections.
- Prepare company information packages for all personnel involved in the show, including the hall layout and facilities, maps, transportation, telephones, etc.

Planning and Executing Pre-show Logistics (Cont.)

Translating the Budget Into an Executable Logistics Plan (Cont.)

- Test all equipment to be used in the show. Assemble spare supplies such as bulbs, fuses, cables, replacement parts, demonstration materials, etc.
- Obtain a label imprinter and marking pens for labeling of crates, packing cases, tools, etc.
- Prepare an emergency plan in case something is lost or damaged in shipment.
- Double check your "tool kit" with items for emergency repairs, clerical supplies, pads, pencils, business cards.
- Review utility requirements of both the exhibit properties and the equipment with proper in-hall service contractors.
- Plan and execute all actions as early as possible or practical to avoid overtime charges.

Exhibit Sales Staff Selection, Training and Management

Who Should Work the Show?

The Sales Team

Once booth site selection and layout have been determined, you can define who will work the show. Two solid rules:

1. A small quality team better than a large one.
2. Only your very best people should represent you at an exhibition. You need the cream of your quick qualifiers and closers. These are the same people you should have selected at the beginning to help with the goal setting and objectives planning sessions.

Often, who should **not** work the booth is most important. Attendees are demanding. This is not the place for less knowledgeable people or those who do not serve in a selling capacity such as secretaries or top corporate operating officers.

If less-seasoned people will be part of your staff, a procedure should be implemented so that prospects are passed on to senior staff when needed. Teach less-experienced staff members how to qualify visitors and lead the best prospects to experienced staff members. If there are product experts not trained in selling, use them to answer questions.

If exhibiting out of town, use a solid portion of the selling staff that ordinarily serves the area in which the event is taking place.

If the event is local, resist the temptation to involve the whole staff. It is more effective to use the same small, select and talented team you would have used out of town. Why? It takes time to get used to the exposition environment, and if the team is changed frequently, sales can be reduced as much as 50 percent.

The Non-Sales Team

Engineers and market researchers, for example, sometimes need to attend a trade show to take advantage of courses offered and for competitive market research. Here are some guidelines in managing this segment of the corporate staff:

1. Assign specific people to specific exhibits. Require evidence in the form of brochures, price lists and a report tied to a marketing plan so that the company will profit from measurable results.
2. Provide a schedule of educational offerings and require written reports for distribution.
3. Build in methods for verifying accuracy and authenticity of research.

Exhibit Sales Staff Selection, Training and Management (Cont.)

Building the Team: How Many and For How Long?

The right number of sales people to staff the booth depends on five things:

1. How many customers do you expect to speak with?

You have determined the total anticipated audience and calculated your audience share. Study the show schedule that includes meetings and seminars and estimate requirements considering peak traffic times.

2. How much time will each salesperson spend with each prospect?

You will be developing sales techniques and scripts for qualifying leads and demonstrating product which will be controlled and timed.

3. How long do you want each salesperson to work in the booth during each day of the show?

A hard-working salesperson can be effective for about four hours per day. The physical and mental strain starts to show after that. When faced with a six- or seven-hour selling day, try to work with two team rotating shifts. Provide for backups and rest breaks.

4. What products will you be showing?

If one of your objectives is to introduce a new product in a group format, you need fewer people in the booth at once. You should change presenters every hour or so. If you are showing your products on a one-to-one basis, you need expert presenters who specialize in each product type.

5. What is the size of your booth?

Provide one person per each 65-75 square feet of space with a minimum of three in rotation. In other words, consider each selling area 65-75 square feet that includes product, exhibit structure, seating or standing room.

So, if your exhibit is 300 square feet, divide by 70, round up, and the results is an ideal team size of five.

Exhibit Sales Staff Selection, Training and Management (Cont.)

Training and Managing Your Booth Sales Team

Trade show selling is a unique experience for most business-to-business sales people. The environment is so different that people need to create new zones of personal comfort. Behavior expectations change from an office or store situation, for both seller and buyer.

The problem's impact can be reduced by gathering the team together for training sessions. Plan three phases of training, as follows:

Advance training: Scheduled one or two weeks before show opening.

- Include introductions, statement of technical expertise and product knowledge.
- Discuss goals and objectives for the event.
- Provide information on the audience.
- Distribute and discuss show schedule and logistics challenges.
- Review shift schedule.
- Provide prototype questions that likely will be asked about the company and its policies.
- Review and summarize key product attributes and applications.
- Practice pre-designed scenarios that teach how to qualify, present and close.
- Use audio-visual equipment and do role playing.
- Coordinate back-up cross training and product knowledge.
- Rehearse product demonstration and pitches.
- Familiarize staff with rules of show.
- Be sure everyone knows schedule of special events.

Pre-show, on-site training: Evening before or morning of show opening.

- Tour the trade show hall. Familiarize staff with entire facility.
- Familiarize all staff members with each sales area of the exhibit.
- Locate storage for personal belongings and supplies.
- Review show rules.
- Review show goals and objectives.
- Review shift schedule.
- Practice sales scenarios.
- If time allows, provide an entertaining exercise to build enthusiasm.
- Review details of special sales promotions.
- Assign special responsibilities.

Exhibit Sales Staff Selection, Training and Management (Cont.)

Training and Managing Your Booth Sales Team

Daily show briefings: Daily one-hour post show meetings.

- Review events of day.
- Adjust schedules.
- Exchange ideas for additional sales techniques: what worked best, what didn't.
- Discuss problems.
- Project post-show action items.
- Assign special specific actions.
- Discuss strategies for next day.
- Analyze leads and handle paperwork.

Section 4 will detail boothmanship techniques and production of leads.

Promotional Techniques That Will Work for You

Seminar discussions will highlight:

- *Conceptualizing pre-show promotional campaigns*
- *Building and fortifying established corporate messages*
- *Integrating show management pre-show marketing tools into promotion plan*
- *Working with the media*
- *Using literature economically and effectively*

Effective Pre-Show Promotion: Using Guest Tickets — The Underestimated Tool

Your show objectives and sales goals will be significantly impacted by your pre-show promotion.

Show management is in charge of producing traffic. Your efforts will increase the odds of producing traffic specifically targeted to your company's market. All efforts have a pay-off. Even those on your target list who will not be attending the show will have an increased awareness of your company and your products as a result of your publicity efforts.

Pre-Show Promotional Tools Offered By Most Show Sponsors

Guest Tickets

Guest tickets are supplied by show management for most shows. Distributing guest tickets with your name and booth number encourages attendance. Everyone likes something for free or at a discounted rate.

Develop a campaign that ensures widespread distribution of this traffic-inducing tool. Here are some techniques:

- ✓ Direct mail with letter. Consider buying the show registration list.
- ✓ Inclusion with hospitality function invitations
- ✓ Enclosed with correspondence and invoices
- ✓ Hand delivered by the sales force

Show Logos

Camera-ready logos are available through show management. Plaster the show logo with your booth number on ads, correspondence, newsletters, invoices, envelopes.

Card Packs

Many shows sell advertising in pre- and post-show card packs. They are distributed to extensive data bases usually compiled from previous show registration lists. This provides you with publicity to a large audience.

Mail Lists

You may be able to buy previous show registration lists for your direct mail campaign.

Show Newspapers

Often special newspapers are published immediately prior to and during major shows.

Show Directory

Be sure you meet the deadline for inclusion.

Effective Pre-Show Promotion

Pre-Show Promotional Campaigns Created Uniquely For You, By You Fact Sheets

Prepare a printed fact sheet with details about the show, your company's objectives and goals. Distribute it to your outside sales force, your employees, your current and potential customers and your key media contacts. Encourage "word of mouth" publicity.

Newsletters

Newsletters and even routine correspondence such as invoices can be used to promote your participation. Include information about incentives and giveaways.

Invitations

Print formal invitations and send them to a targeted list. Devise a method of requiring a visit to the booth to get another invitation to a hospitality function.

Editorial Placement

Issue press releases to key local and industry media contacts announcing new products that will be introduced at the show.

Take advantage of pre-show newspapers and show dailies. Generate and submit newsworthy editorial materials.

Advertising

Using show-provided logos, overlay your regular ads with bullets that publicize the name of the show and your booth number.

Design your pre-show ad campaign around your theme and the events that support it.

Consider advertising in the show exhibit directory.

Develop a cooperative ad campaign that supports your distribution network.

Media Contacts

Develop a campaign that includes issuance of press advisories and letters to encourage the media to set appointments to meet with key corporate personnel during the show.

Increasing Traffic Through At-Show Promotional Vehicles Press Conference

Schedule a press conference if you are planning to announce new products or technology. Use this vehicle if you have an astoundingly important announcement.

Press Kits

The kits will contain news releases with important announcements and information about your company and its product line. Before the show, distribute press kits to select key media contacts. Make them available in quantity at the show.

Incentives

Publicize offerings such as premiums, giveaways, free product drawings and other contests that require visits to your booth.

Consider co-op programs with other non-competitive exhibitors whose products are compatible with yours. Any exciting awareness-building technique that is relevant to your product or service and builds traffic is important.

Billboards

Located in high-visibility areas, billboards can increase your quality booth traffic. Message should be clear and simple for maximum impact and attention.

Hospitality Suites and Entertainment Events

During non-show hours, functions held in either a quiet environment or an upscale one provide opportunity to entertain key prospects. Entertainment events, especially on a large scale, are important if one or more of your show objectives is to increase corporate visibility and enhance image. Hospitality functions can be costly, and you need to carefully analyze the value of this media and build in methods of measuring results to justify the expense.

Training Seminars

Schedule educational meetings that would ordinarily be offered in other cities so that they coincide with the dates of the show. Your customers will appreciate travel cost and time savings.

Exhibitor Product Exchanges

Offer to place your product in the display of another exhibitor whose products are compatible with yours. For example, if you are selling photo-copy machines, loan your product to a paper manufacturer who is also exhibiting.

Closed Circuit TV

You can buy advertising time, and produce a video. Sometimes there is news coverage from the floor. Your special theme may capture attention.

How to Use Theme-Related Activities to Attract Interest & Promote Company Image

Theme-related in-booth activities provide highly visible methods of attracting interest and projecting your message.

For example:

- ▶ A National Tourist Board from Latin America might dress its booth staff in the region's easily recognizable clothing.
- ▶ The exhibit of a vendor of tropical fruit juices might feature a tropical plant and tree display; and sales personnel might be dressed in tasteful costumes from the tropics.
- ▶ A company with an advertising campaign that touts "being the home run leader in the industry" might adapt a baseball motif for the show. Plan a special event around this theme, or buy a block of tickets to a major league baseball game that may be scheduled during the show and invite important prospects to attend.

Advance planning, execution and consistency are required for impact.

- ☑ Direct mail miniature samples of your products or an inexpensive novelty item that is consistent with your theme.
- ☑ Tie your pre-show advertising campaign to the same theme as your exhibit.
- ☑ Design show hospitality and entertainment events around the same theme.
- ☑ If you are participating in a series of shows in a fairly narrow time frame, develop an incentive program that requires attendance at each show. Attendees may collect a series of items that make them eligible for a prize or a discount. If the prize is a trip to Hawaii, adopt an island motif for the entire campaign.

Making the Conference and Trade Media Work for You

Pre-Show and Show Daily Editorial and Advertising Opportunities

- Be sure editors are on your media mail list year round.
- Obtain a schedule of publications deadlines.
- Research editorial requirements and understand editorial objectives.
- Issue press releases about products and events.
- Follow up with phone calls to key editors.
- Use ad mats and other materials offered by show management.

Press Conferences and Tours

- Use this vehicle only if you have astounding news.
- Reserve a time as early in the show as possible for greatest impact.
- Launch a multi-city press tour from the show city.

Media Booth Appointments

- Target your key media contacts.
- Develop a campaign that includes a letter and press advisory stimulating interest.
- Follow up with phone calls and set specific in-booth appointments.

Press Party

- Throw a party, breakfast or lunch and invite the media. If you are a small company, you will gain added impact and reduce costs if you join with several other non-competitive companies.
- Divide the costs of promotion, food and beverage.
- Schedule the event immediately at close of the 1st or 2nd day of events in a convenient location.

Show Press and Press Kit Room

- Develop a kit with press releases, product information and corporate profile.
- Send some press kits in advance to key media contacts.
- Place 50 percent of supply in press kit room before show opening.
- Monitor the supply frequently.
- Place additional 30 percent in press kit room 2nd day of show or as needed.
- Place remaining supply in press kit room 3rd day or as needed.

Photo Opportunities

- Carry a camera and photograph industry leaders as they talk with your executives in your booth.
- Use these photos in the brochures and press kits you prepare for future publicity campaigns.

Efficient and Cost-effective Use of Sales Literature

Availability of sales literature may not be appropriate in your trade show booth.

Your regular assortment of literature, when made readily available in your booth, discourages one-on-one talks with your sales staff. A large portion of your expensive collaterals wind up being discarded outside the show hall or in hotel rooms.

Have a modest supply of your regular expensive literature hidden but accessible so that it can be used only after an initial pre-qualifying discussion has begun. It should be used to summarize or reinforce the presentation of the benefits of your product or service.

Design and produce special literature or flyers that will lure people into seeking additional information.

- ★ New Product Introductions
 - ★ Product Line Summary
 - ★ Targeted Market Application
 - ★ Special Show Promotions
 - ★ Special Incentive Programs
 - ★ Tie-ins with the Show Theme

Provide contact information; that is, provide your address and telephone number and also indicate locations of retailers, dealers and distributors who can be contacted for further information.

Consider including a detachable self-addressed reply mail card.

Sales literature does not sell a product at a trade show; people do.

After the show, the prospect will remember the sales presentation he received and only refer to the literature to reinforces the advantages he had recognized during the one-on-one presentation. If used effectively, literature can help your sales staff identify the potential buyer's principal areas of interest.

Use of alternatives, such as videos, is more effective in reinforcing a message.

Consider using videos in your display booth to build visibility and initial interest.

Then, have a quantity available for giveaways to special pre-qualified prospects. The video is an effective selling tool which reinforces the features and benefits described in your sales presentation and in your literature.

Many exhibitors have capitalized on the popularity of VCRs, video cassettes and audio cassettes, using these techniques to draw traffic to their booths and providing a transportable message.

*Boothmanship — Proven Ways
to
Produce More Qualified Leads*

Seminar discussions will highlight:

- *Choosing the booth sales staff*
- *Selling at trade shows: a different dynamic*
- *Training, scheduling, managing and motivating the staff*
- *Developing techniques for producing maximum quality leads*
- *Rehearsing for optimum performance*

Dynamics of Trade Show Selling

Without the practice of good boothmanship, the investment of time, effort and money put into planning a profitable show will be wasted.

What is boothmanship?

- ▶ Boothmanship is to trade shows what tactics are to military campaigns.
- ▶ Boothmanship is how well your sales staff performs while the curtain is up.
- ▶ Boothmanship is the people side of your presentation.

Trade show selling is a different sell.

Many salespeople simply don't feel comfortable selling in the trade show environment. They feel like a fish out of water and have difficulty adapting in order to survive.

This phenomenon is magnified many times over for the following reasons:

- ▶ The sales situation at a trade show is the reverse of a field sales call. The buyer comes to the seller.
- ▶ The sales approach is a company approach, not an individual one.
- ▶ A salesperson's effort may benefit another's territory, not his own.
- ▶ Presentation of the facts must be made in a fraction of the normal time it takes to make a sales pitch. A rapid presentation style has to be adopted.
- ▶ The salesperson has to make more presentations per hour than he or she might make in a day while in the field.

Adjustment must be made to the environmental change. Trade shows rarely offer set appointments.

- ☑ Change in priorities must be made. A seasoned salesperson with a good list of steady clients is suddenly faced with "cold call" syndrome.
- ☑ All too often there is no recognition or reward for the number or quality of sales presentations given at the exhibit.

Dynamics of Trade Show Selling (Cont.)

Achieve stress-free selling performance with proper preparation and training.

Provide your sales staff with the opportunity of responding to the changes that can be anticipated in the trade show selling environment. A “how to” workshop with role playing and simulation of concise, three-minute “canned” presentations will overcome insecurity created by the fast-paced trade show setting.

This process usually brings resistance from the sales force. Competency is created by structuring and analyzing the presentation. The results at the exhibit depend on the perception, attitude and competency of the salesperson on the floor. The sales force can sell when a clear review and direction is instituted prior to the show.

Drawing people from the aisle is critical. The attendee has to be stopped, qualified as having interest. . .all in 90 seconds.

Every salesperson in your booth should know how to:

- ☑ **Qualify** each delegate, separating the “lookers” from the real potential buyers — those who have authority, need, application, the budget and a timeframe that matches your goals, your product availability and pricing.
- ☑ **Identify** who the top prospects are.
- ☑ **Demonstrate** and explain the products’ features and benefits with forceful, knowledgeable and enthusiastic presentations.
- ☑ **Listen** to the needs of the prospect.
- ☑ **Be prepared** to answer objections prospects may raise, and respond to hesitant reactions.
- ☑ **Be focused** towards an exchange that is always directed toward “closing the deal.”

Projecting the Right Image

Many people can give an excellent sales or technical presentation to a booth visitor. But, a visitor can also reject the presentation if the overall “chemistry” does not bond the exhibitor and the attendee.

Your sales staff will achieve the highest probability of success if these points are observed:

- Staffers should stand evenly on both feet, smile sincerely and enthusiastically while thinking positive thoughts.
- Lead forms and a workable pen should be accessible at all times.
- All persons should share in the responsibility of keeping the booth tidy.
- Sitting is prohibited except if seated in a conference area closing a sale; sitting projects laziness and failure.
- Eating, drinking, chewing gum and smoking should not be allowed in the booth. Drinking after hours should be kept to a minimum.
- Emphasize dressing for success, but dress should be conservative and tasteful.
- To help with flawless personal hygiene, distribute breath mints frequently.
- Staffers need to exude confidence and be knowledgeable about the company, the products and about competition.
- Name badges should be placed at eye level on the right side for highest visibility. Consider producing special large badges with corporate identification.
- Idle conversation with non-qualified visitors and other staffers should be avoided.
- Your people should speak carefully, slowly and with just enough volume to overcome background noises.
- Good eye contact projects sincerity.
- The media should be given special handling and “extra” information. Provide immediate access to your management executives.
- Adherence to the booth duty schedule is essential to encourage team cohesiveness, ensure proper coverage and discourage overtiredness.

Qualifying to Uncover Needs

One technique for developing an effective presentation that uncovers needs is called the 4-S Principle:

- ★ Stop them!
- ★ Speak to them!
 - ★ Sit them down! (or keep them standing there)
 - ★ Sell them!

Stop Them!

The salesperson's first contact with a prospect is often made through a simple, friendly greeting and a firm handshake. "May I help you?" calls for a negative response. Instead, basic who, what, why, where questions should be asked so that a positive start of the qualification cycle can begin. At the same time, the salesperson needs to refer to the visitor's badge for name and title so the prospect's name can be used in the conversation.

"Hello, my name is John Smith. Are you finding the show interesting? Why?"

"We are introducing a new version of our product with interesting features. Would you be interested in learning more about this?"

Speak to Them!

Once the person has shown interest and has been qualified as a prospective buyer, the salesperson should continue to ask questions and be attentive to the answers. Information should be solicited about the prospect's company, customers, prospects, competition, problems, short and long term goals, the application, benefits and features being sought at the show.

In most scenarios, determination of the prospect's interest and qualifications as a valid potential buyer should be made in the first three minutes before going on to the next step.

"Who besides yourself is involved in the decision-making process?"

"Mr. Smith, what kinds of needs do you have that attracted you this show?"

"What is your projected budget?"

"When will you be making your decision?"

"Where will your company be placing this product line?"

Qualifying to Uncover Needs (Cont.)

Sit Them Down!

A targeted and rehearsed presentation and demonstration is made at this stage. In most environments, a prepared script that covers all the selling points — benefits, features and applications — will produce more success, because casual, unplanned conversations tend to skip forgotten facts and benefits that could be crucial for many prospects.

If there is merit in a memorized sales presentation in a booth, here are some tips on how to develop a presentation that is effective, easily memorized and adaptable.

How do you accomplish this? **Assign the task to the sales force.**

1. Be sure they understand the audience.
2. Encourage them to share their experience in the field.
3. Groups of two or three should each develop a possible version of the pitch.
4. Each pitch should include questions that draw out the prospect and zero in on needs and interests.
5. Video tape each candidate version.
6. Play the videos back and take a vote on the one that will be used as the basis of the trade show pitch.
7. Award a prize to the group that produces the winning presentation.

Veteran salespeople may resent having to memorize a set presentation. Insist on it. It is good discipline.

Sell Them!

At this stage, a step toward the sales goal can be attained by generating a sales order or a thoroughly executed and prioritized lead form.

A summary of the product's prime advantages for the prospect's needs should be restated followed by a request for agreement from the prospect. The salesman needs a commitment to the action which he wants the prospect to take.

In a consumer show environment, for instance, the scenario cannot necessarily lead to a sales order, but rather a referral. The salesperson can obtain a commitment from the prospect and refer him to his nearest retail outlet. Without a commitment from the prospect, there has been failure to answer the prospect's objection and meet his needs.

Using Non-Verbal Communications to Draw Prospects

A study by the Trade Show Bureau disclosed that exhibitors who do not take specific, positive action to get on a prospect's scheduled list of exhibits in advance of the show may let up to 40 percent of their target audience go on by.

On the other hand, exhibitors who take action with controllable at-show attraction devices may be able to motivate buyers to make unscheduled visits to their booths, thereby significantly increasing their booth attendance.

The study went on to disclose six AT-SHOW factors influencing a prospect's visit to a specific exhibit:

▶ **Being stopped and invited to talk and see demonstrations —28%**

This points out the extreme importance of showmanship and boothmanship by exhibit staffers and why rehearsed "stopper" greetings and conversations are so effective.

Encourage: Alertness and a sincere, friendly attitude

Discourage: Nervous gestures, waving motions and "barker" behavior

▶ **Exhibit Location —23%**

Location near another exhibit which commands a significant market share for its goods and services naturally produces desirable traffic.

▶ **Associate Recommendations —22%**

If an associate has received a favorable impression and been sold, he will seek concurrence on a buying decision.

▶ **Exhibit Presentation —13%**

Attractive booths with effective graphics, a theme, animation or other "draw" methods will lure additional traffic.

Special attention should be paid to graphics that grab and highlight new products and show pricing specials.

▶ **Sales Rep Recommendations —12%**

Your sales force in the field uses the trade show as a reinforcement sales tool.

Motivating Your Staff to Achieve Optimum Results

What are the personal attributes of your most talented sales personnel?

- ▶ Achiever
- ▶ Competitive
- ▶ Goal oriented
- ▶ Ambitious
- ▶ Aggressive
- ▶ Self-motivated

Create an environment at the trade show that encourages the salesman to be his best.

Considering the unique dynamics of trade show selling over the dynamics in the salesman's normal environment, you must provide incentives for the sales staff; otherwise the inability to track the results of their efforts will adversely affect performance.

By nature, sales representatives are individuals who respond to measurement, achievement and results.

In the field, he or she is independent, setting daily schedules and measuring daily success by orders sold or degree of prospect interest established.

The sales rep reports back to management for recognition of his or her individual achievement.

Motivating Your Staff to Achieve Optimum Results

Trade shows offer an excellent opportunity for the profitable use of incentives.

- | | |
|--------------------|-----------------------|
| ★ Contests | ★ Awards |
| ★ Commissions | ★ Special recognition |
| ★ Exotic travel | ★ Days off |
| ★ Job security | ★ Free meals |
| ★ Team competition | |

Incentives precisely define tasks to be performed that can be accurately measured.

- ▶ Achievement of sales figures
- ▶ Reaching lead generation goals
- ▶ Post-show followup

Trade shows offer a limited time frame in which to apply the incentive program.

- ▶ Can be applied to all participants individually
- ▶ Can be applied to the entire team as a whole
- ▶ Can be applied to stimulate competition between teams and territories

Incentives at trade shows stimulate the short, intense burst of energy required for good boothmanship.

- ▶ Reduces need for tight supervision and controls
- ▶ Encourages self-confidence and helps build healthy egos
- ▶ Induces internal motivation and self-management

*Post-Show — Getting Results
with
Minimum Effort*

Seminar discussions will highlight:

- *Developing and executing a follow-up plan*
- *Tracking sales leads*
- *Evaluating trade show cost effectiveness*
- *Reporting results*
- *Implementing changes*

Developing a Post-show Follow-up Plan

Before the show, you must develop a coordinated, post-show follow-up plan. Otherwise you've wasted time, effort and money. Waiting until the show is over to begin the follow-up plan will decrease the value of your investment and decrease the likelihood of achieving your goals.

A detailed follow-up plan must be an integral part of your overall show plan.

The plan should be a community project supported and approved by the entire team of sales and marketing executives.

- This ensures company-wide "ownership" of the program.
- Puts the show program in the spotlight.

The post-show plan should be implemented before the show, methodically executed during the show and continued through an indefinite period depending on the projected sales cycle.

- Provides a measurement for the effectiveness of trade shows.
- Keeps people aware and informed of the program results on an ongoing basis.
- Helps you justify continuation and expansion of the trade show program.
- Provides a measurement of profits.

Here are the basic components to be integrated into the program:

- ▶ Concept
- ▶ Approval and acceptance
- ▶ Timetable of steps
- ▶ Design and production of lead forms
- ▶ Acquisition of lead generation machinery
- ▶ Design and production of reporting forms
- ▶ Copywriting and production of collaterals
- ▶ Copywriting and production of letters or other accompanying pieces
- ▶ Compilation and dissemination of materials
- ▶ Generation of leads at show
- ▶ Prompt response to leads
- ▶ Dissemination of leads for follow-up
- ▶ Lead tracking
- ▶ Status reporting
- ▶ Measurement of effectiveness and reporting
- ▶ Responsible sales managers
- ▶ Salesmen
- ▶ Control copy for you

Developing a Post-show Follow-up Plan (Cont.)

The lead form, when properly designed and used, is the key to success.

Its attributes:

- Compact — can be carried in pockets of sales staff
- Multi-copies
- Easy to use
- Provides basic information: name, company, address, title, telephone number
- Designed with approval of sales staff before the show
- Codes priority for response
- Codes prospect's position of influence
- Provides space for name of other contact in prospect's company
- Space to indicate approximate anticipated date of purchase decision
- Indicates need, product interest
- Action items, in a check-off format, included

Evaluating the Results and Cost Effectiveness

The quantity of qualified leads is calculable

For instance, refer back to the show plan objectives that projected audience size and the percentage which was estimated to be your audience share.

Let's say that your research indicated that the total attendance would be 30,000 people with 15 percent estimated to be your share of the audience. This makes your target audience 4,500.

The average available exhibit staff is 10.

The show is open for 3.5 days, 9am to 5pm = 8 hours per day (7 are productive). Total number of productive selling time: 24 hours.

According to your show plan, each staff member was given the goal of producing 6 qualified leads per hour.

24 productive hours x 10 staff members = 240 total man hours.

240 total man hours x 6 leads per hour = 1,440 qualified leads.

How many leads were actually produced? Was the lead generation projection met?

Cost effectiveness is calculable

Let's say your sales staff produced 1,400 qualified leads.

The bills are not all in, but the total cost of the show is expected to fall at about \$140,000. Divide \$140,000 by 1,400 qualified leads.

Cost per lead: \$100 as compared to a national average of almost \$300 per lead generated by other sales methods.

Profitability is calculable

Total expected sales, and the trade show profitability, can be projected based on your show plan when you mapped out your objectives and goals.

The goal is to convert 30 percent of the 1,400 qualified leads into sales at an average of \$2,000 each, for a gross total of \$840,000 against a \$140,000 trade show investment.

Sales Lead Handling and Tracking to Shorten the Sales Cycle

Suggestions for Handling the Lead

Compile the leads and sort by coded priority.

The form has at least three copies. Tear the form and sort into three piles —

1. Copy one: give to sales manager(s).
2. Copy two: give to appropriate sales person who will be responsible for follow-up and the future sale.
3. Copy three: to be used for generating a mail list, sending **immediate** responses, and for your tracking control.

Within two days, mail one set of the leads to the appropriate sales field representatives with instructions, code key, and tracking/report forms.

At the same time, mail another set to the appropriate sales managers.

Within four days, mail customized letters with accompanying promotional pieces that were written and designed for response according to codes indicated on lead forms. This is an optional step and is dictated by your post-show plan.

The Follow-up Report

The report form should have been designed to provide spaces and columns to compile and recap information from the individual lead forms:

- ▶ Priority code
- ▶ Follow-up actions required
- ▶ Status of follow-up activity
- ▶ Call back dates
- ▶ Estimated sales level
- ▶ Anticipated close date

Lead Code Deciphering

Leads often contain abbreviations and check-offs that are inconsistent, illegible and indecipherable.

The code system was clearly designed and documented. The booth staff was trained on its effective use. The field staff needs to be provided with details of the coding system for easy interpretation, clarity of action indicated and required.

Sales Lead Handling and Tracking to Shorten the Sales Cycle (Cont.)

Requalifying Leads

Inaccurate qualification can result from the pressure at the show or misrepresentation on the part of the prospect.

Your post-show plan provided that the requalification process would be handled in the field or by a telemarketing staff at headquarters before the leads were distributed to the field. Just remember that time is of the essence.

The Value and Handling of Lower Priority or Disqualified Leads

- ▶ Let the leads be handled by the telemarketing or Direct Response Center.
- ▶ Send them to the area manager.
- ▶ Put them on a general mailing list.

Monthly Reporting

Local area, regional and district managers are responsible for motivating the sales field staff to convert leads into sales. You have provided forms for reporting status of action. You provided instructions on how to use the form with a letter signed by the sales manager.

Remember that managers are held accountable for the actions of their people. They have the ability to demand and expect monthly reports.

The plan specifies that you also receive copies of the monthly reports from the manager. You are in charge of justifying the profitability of the trade show program. You need to track sales!

The monthly report form should be as simple as possible. It should tell you how many orders closed, which potential leads did not result in orders, and which ones are pending.

Sales Lead Handling and Tracking to Shorten the Sales Cycle (Cont.)

The Salesperson's Responsibility: Lead Followup, Sales Conversion and Reporting

According to your post-show plan, and specified in accompanying instructions, the following guidelines are suggested by his sales manager:

- All hot leads must be contacted by telephone within 72 hours.
- All other leads must be contacted within 15-30 days after receipt.
- All prospects must receive either a visit or literature, whichever is more appropriate, within 30 days after receiving the leads.

It is imperative that all sales leads are followed up. Many people who visit shows and request information complain that the request was never honored. As mentioned before, a blanket mailing with some prioritized levels of customized materials can be sent by you, from headquarters, to all prospects, immediately at the close of the show. This provides a support tool for the field person who will be making the follow-up telephone and/or personal call.

If you want to add some excitement to the lead follow-up process, incorporate and implement an incentive program for lead follow-up. Offer prizes, or cash bonuses, to those who follow up all leads within a defined period of time. You could also offer a price to the first person who takes an order.

Publicize trade show sales facts and figures. Recognize achievers. Build enthusiasm and an incentive for the sales force to perform. Show that you mean business in holding them accountable.

Financial Reporting

Monthly activity reports yield figures that measure the success or failure of the trade show effort and its profitability. These figures should be distributed to the decision makers in your company because you want to prove that:

- The trade show program is profitable.
- Their decision to support your program is correct.
- Goals and objectives are measurable and attainable.

Typically, financial reports to management should show the following: net sales, profit contribution, return on investment, cost per lead, gross margin contribution, cost of goods sold, program cost.

Planning Improvements to Products, Prospects and Performance

Tracking leads and proper interpretation of reports can reveal trends.

Each month when you review sales reports, look for trends. For example, you might find that, of the leads closed to date, over half have been with banks. Ascertain why by calling a few salespeople who closed those leads.

If you have discovered a trend, here's what to do and why:

- ▶ Let the rest of the organization know.
 - Perhaps your company's product meets a new need in banking.
 - There may be a market for expanded products or applications.
 - Other marketing opportunities for your company may exist.
- ▶ Point out that this trend was uncovered as a direct result of a trade show which you should specify.
- ▶ Make sure that you are the person who informs upper management.
- ▶ Research banking vertical market trade show opportunities.

Proper tracking of reports may reveal negative trends as well.

- ▶ You may find that a particular territory is not closing any orders.
- ▶ There may be a decline in sales potential in industries in which your company had successful market penetration.

Your company's sales managers will use reports to measure sales force performance.

Individual performance is important to you also. The future of your program is dependent on your reliance of the field force in closing sales that result in profitability for your program.

Management Tools for the Multi-Show Mix

Seminar discussions will highlight:

- *Acquiring and using marketing and management tools from trade organizations*
- *Accessing publications and industry educational facilities*

Trade Organizations

Trade Show Bureau
8 Beach Road
P.O. Box 797
East Orleans, MA 02643
(508) 240-0177

Trade organization that promotes potential and value of trade shows. Source of reports, statistics and trends.

International Exhibitors Assoc.
5103-B Backlick Road
Annandale, VA 22003-6085
(703) 941-3725

Trade association for exhibit managers and vendors.

National Association of Expo Mgrs.
719 Indiana Avenue
Indianapolis, IN 46202
(317) 638-6236

Trade association for exhibit managers and vendors.

Exhibit Surveys, Inc.
7 Hendrickson Avenue
Red Bank, NJ 07701
(201) 741-3170

A company that specializes in conducting performance surveys and compiling statistics and information for publication and consulting.

Publications

Trade Show Week
12233 West Olympic Blvd.
Suite 236
Los Angeles, CA 90064
(213) 826-5696

Weekly newsletter for trade show management. Also publish Tradeshow Services Directory and Major Exhibit Hall Directory.

Tradeshow and Convention Guide
Billboard Publications
P.O. Box 24970
Nashville, TN 37202
(615) 321-4250

Reference guide listing trade shows.

Exhibitor Magazine
745 Marquette Bank Building
Rochester, MN 55904
(507) 289-6556

Magazine solely dedicated to the trade show industry with an accent on tips, case histories and "how to" articles about trade show exhibit programs.

Glossary

- Acrylic:** Generic name for clear, colored and translucent plastics.
- Attendee:** Potential buyer, travel professional, delegate, booth visitor, purchase influencer, prospect.
- Backwall Exhibit:** Same as linear booth or an exhibit against a building wall.
- Benefit:** Advantage, essential consideration, advantageous use, profitable item, valuable asset.
- Blanket Wrap:** Alternative to crate packing, protection of exhibit properties during shipment.
- Booth:** Sales and marketing arena, stand, exhibit, exhibit space, display, sales floor, stage.
- Boothmanship:** Behavior, salesmanship and results orientation of booth staffers.
- Booth Space:** Defined by the type and amount of floor space.
- Cabinet/Counter:** Used for display, demonstration, registration and/or storage.
- Carpenter:** The labor you hire to construct your booth.
- Close:** Receive a commitment, get the order, make a deal, sold.
- Conference:** Congress, session, seminar, meeting, program.
- Copy Panel:** Refers to typographic copy panel.
- Corporate Identification:** Unique corporate signature including company logo, name and colors.
- Cross Aisle Exhibit:** Includes an aisle within the booth space.
- Custom Exhibit:** Unique solution to the specific requirements of the user.
- Decorator:** The company that is contracted to provide show services.
- Detailed Drawing:** Construction drawing for fabrication.
- Drayage:** Carriage of heavy exhibit properties from an exhibit hall loading dock to the assigned floor space.
- Elevations:** Front and side views of a scaled drawing.
- Equipment:** Exhibit properties that may include product or concealed properties which may be necessary to operate demonstrations or run display elements.

- Exhibitor:** Seller, participant, one who displays, showman.
- Exhibit Directory:** Contents include but are not limited to list and description of exhibitors, schedule of seminars, advertising and show floor diagrams.
- Exhibitor Manual:** Provided by show management, contents include but are not limited to rules and regulations, show services order forms, schedule of deadlines, show service vendor information, target dates, shipping information.
- Feature:** Descriptive characteristic, component, element, ingredient, highlight.
- Frisket:** A technique used to produce reverse (negative) lettering.
- Graphics:** Communicative elements; color, copy, art, photographs.
- Height Restrictions:** Limitation of exhibit height due to ceiling levels or other physical characteristics such as low overhead utilities.
- Header:** Sign or copy denoting company identification or theme copy at top of a panel or group of panels.
- I & D:** Abbreviation for installation and dismantle.
- Island Exhibit:** Space with aisles on four sides.
- Kick:** Toe space built into pedestals and cabinets to reduce marring caused by feet and cleaning equipment.
- Light Box:** Enclosure with a translucent plastic face, lit from within.
- Logo (bug):** Trademark, unique to a particular company or organization.
- Modular Exhibit:** A flexible design which uses free-standing units that are easily used, interchangeable or independent.
- Objective:** Desired result set in motion by attainable strategies that are measurable in quantity, in quality and in a prescribed time.
- Overtime:** Double or time and a half wages applicable to evenings, holidays and Sundays.
- Pedestal:** Free-standing display structure.
- Peninsula Exhibit:** Space with aisles on three sides.
- Plan/Floor Plan:** Scaled drawing as seen from above.
- Plastic Laminate:** Plastic bonded to paneling for durability and appearance. FORMICA, NEVAMAR and WILSONART are trade names.

- Prefabricated**
- Exhibit:** Standard display system adapted to the need of the user.
 - Product:** Service, commodity, special package, destination, value-added offering.
 - Qualify:** Define as relevant, categorize, determine suitability, match prerequisites.
 - Refurbish:** Repair, update and modification of exhibit properties.
- Requirements:** Needs, goals, objectives.
- Rigger:** Operators of hoisting and other heavy equipment.
- Right-to-work**
- State:** States with laws that do not allow unions to impose on the rights of exhibitors to do their own work or hire labor of their own choice.
- Self-contained**
- Exhibit:** Display which is an integral part of the shipping case.
 - Sell:** Market, move toward a commitment, convince, present, liquidate, retail, dispose of, vend.
- Set-up Drawing:** Plans from which the exhibit components are assembled.
- Show:** Fair, event, exhibition, exposition, conference, program.
- Show Contractors:** The companies which provide show services.
- Show Services:** Facilities, utilities and services such as electricity, labor, furniture rental, telephone lines, cleaning services offered and made available by show management.
- Side Return:** Panel fastened to backwall at 90 degrees to provide stability and define the booth space.
 - Side Rail:** Low divider panel between exhibits.
- Straight Time:** Wages applicable during normal hours, usually 8:00am to 4:00pm.
- Tambor:** Flexible wood-grain strip paneling used for walls and pedestals.
- Transparency:** Translucent photographic film in black and white or color, displayed in a light box.
- Travel:** Tourism, transportation.
 - Velcro:** Brand name of hook and loop tape, used to attach surfaces temporarily.

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