

EXHIBITOR *ease*



**YOUR
GUIDE
TO
EFFECTIVE
TRADE
SHOW
MARKETING**

TABLE OF CONTENTS

Section 1
Planning for the Show

Section 2
Choosing the Right Location

Section 3
Choosing the Right Display

Section 4
Attracting Visitors

Section 5
Promotional Giveaways

Section 6
Exhibitor Sales Techniques

Section 7
Managing Leads

Section 8
Exhibition Services

Section 9
Shipping

Section 10
Common Exhibitor Mistakes

WELCOME! TO EXHIBITOREASE

Do you ever wonder how potential show prospects perceive your company image? Like to know if your booth is in the right location to attract qualified visitors? Maybe you're concerned about which promotional giveaways will leave a lasting impression with your target audience? Help is here!

Whether you are an experienced exhibitor or just starting out, this valuable guide will help you with the fundamentals of exhibiting.

Lite yet informative, this guide brings the lofty precepts of exhibiting down to size. Topics such as Planning for the Show, Choosing the Right Display and Common Exhibitor Mistakes will help you avoid some of the costly pitfalls often encountered by exhibitors.

Call us toll free at 1-800-280-1444 or visit us on the World Wide Web at www.exhibitorease.com to find the latest exhibition industry facts, exhibiting ideas, and to locate the resources you need for your upcoming shows.

Relax and enjoy the show!

All rights reserved. No part of this publication may be reproduced or used in any form or by any means, graphic, electronic or mechanical, including photocopying, recording, taping, or information storage and retrieval systems without permission of the publishers.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: AUTHOR AND PUBLISHER HAVE USED THEIR BEST EFFORTS IN PREPARING THIS BOOK. ALLIANCE MARKETING SERVICES INC. (AMS) AND AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS BOOK AND SPECIFICALLY DISCLAIM ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. THERE ARE NO WARRANTIES WHICH EXTEND BEYOND THE DESCRIPTIONS CONTAINED IN THIS PARAGRAPH. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES REPRESENTATIVES OR WRITTEN SALES MATERIALS. THE ACCURACY AND COMPLETENESS OF THE INFORMATION PROVIDED HEREIN AND THE OPINIONS STATED HEREIN ARE NOT GUARANTEED OR WARRANTED TO PRODUCE ANY PARTICULAR RESULTS, AND THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY INDIVIDUAL. NEITHER AMS NOR AUTHOR SHALL BE LIABLE FOR ANY LOSS OF PROFIT OR ANY OTHER COMMERCIAL DAMAGES, INCLUDING BUT NOT LIMITED TO SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES.

EXHIBITOR *ease*

Exhibiting should be a powerful marketing tool that complements your company's overall strategy. To produce positive results through exhibiting, determine your specific goals and objectives before planning any other aspect of the show.

Goals define your desired results.

- Increased orders
- Added name recognition
- Launch a new product or service
- Perform market research
- Educate your audience
- Recruit distributors

Objectives describe the means to achieving those results.

- Attract qualified visitors to your booth through a pre-show mailer
- Determine where to locate your exhibit on the show floor
- Offer promotional giveaways to show attendees
- Train your staff to qualify leads quickly
- Demonstrate your products and services during the show

Include your entire show staff in the development process of defining your goals and objectives. This will ensure their commitment and enthusiasm once you get to the show.

Write down your goals and objectives, allowing room for changes as they take shape. During the hectic and somewhat chaotic atmosphere of an exhibition, the written goals and objectives will serve as a reminder to your team of their mission at the show.

For planning purposes ask the show management to provide you with historical data such as expected size and composition of show attendees, high and low traffic periods, and other valuable information.

OBJECTIVES

HELP . . .

Generate

Orders;

Analyze

Leads;

Sell



THINK ABOUT . . .

- Elevators & Escalators
- Entrances & Exits
- Food Areas
- Stage & Seminar Sites
- Competitors
- Restrooms

The location of your booth in the exhibit hall is critical to your ability to draw qualified visitors. Each show hall is unique in its dimensions and configuration, so try to visit the hall prior to choosing your space. If visiting the hall is impractical, ask show management for a copy of the floor plans. Be sure to ask if the plans indicate blind spots or columns or poles that may interfere with visibility.

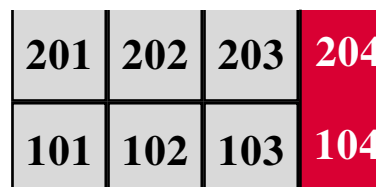
The decision on where to place your booth depends on many factors. How much traffic can your sales team handle effectively? What is the size and purpose of your booth? Where is the competition located? Do you need additional space for storage or demonstrating products? Study the floor plan carefully and ask the show manager for assistance if the plans are confusing.

Typical space layouts:

- **Aisle (also known as in-line or linear):**
Only one side faces the aisle.



- **Peninsula:**
Surrounded by aisles on three sides.



- **Island:**
Surrounded by aisles on four sides.



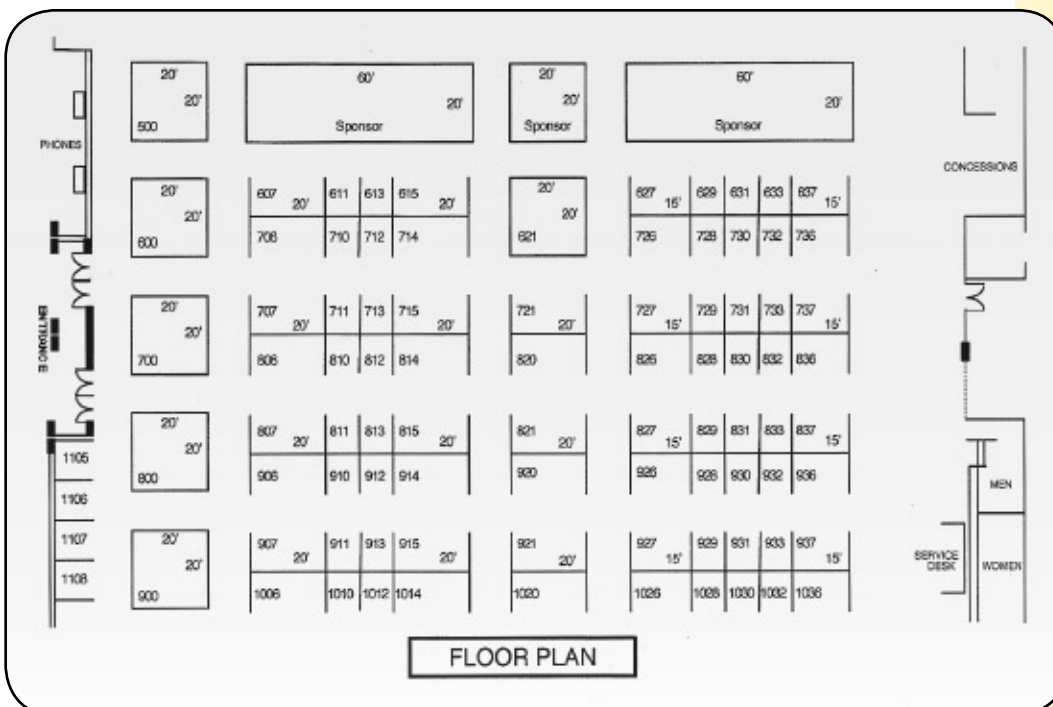
To determine your space requirement:

- Estimate how many visitors will pass by your booth during a busy hour by verifying the show's potential audience size and dividing that number by the total show hours. Check with the show management for statistics.
- Realistically, how many visitors per hour do you expect to engage? On average, each sales rep can speak effectively with up to 15 visitors per hour.
- Allow 50 square feet of space per staff member. (Industry Standard)
- Determine the space required for displays and demonstrations, then add the number of staff for your total square footage.

Once you specify the requirements for the display and configuration of your booth, you will be better prepared to choose a location that will help you achieve your trade show goals. Remember to allow enough space for visitors to browse, and for product demonstrations, if necessary.

BE ALERT TO . . .

- Obstructions
- Late Set-Up Areas
- Dead-End Aisles
- Loading Zones
- Dimly Lit Areas
- Noisy Areas Near a Stage or Demonstration Area



DISPLAY TIPS

Color Codes . . .

- Red Energizes
- Green Soothes
- Blue Calms
- Yellow Attracts
- Gold Enriches
- White Purifies
- Pastels Welcome

Props . . .

- Hide Wires & Boxes
- Add Vitality & Distinction
- Enhance Graphics

Graphics . . .

- Highlight Products
- Attract Visitors
- Reflect Your Message

Your company's display is often the first connection between your products/services and new customers. You want to leave a positive first impression. For this reason, design your display so that it publicizes your message quickly and conveys an appropriate image.

Remember your goals and objectives for the show. Do you want to expand name recognition? Launch a new product/service? Increase direct sales? Your graphics, display and copy should be designed accordingly.

Studies suggest you have four to six seconds to attract prospects' attention at the show, so keep your message simple. Make sure your headline says something important to your audience, like *NEW* or a promise to save them time, money, etc. Make your name or logo easy to see, however unless you are a household name it should not be the most predominate graphic on your display.

Determine your display budget. Will you use the display often during the year? If your future exhibiting plans are uncertain, consider renting a display. For frequent exhibiting, you may want to buy durable, long lasting display materials to counter the excessive wear and tear of frequent set-ups and dismantling.

Portable display systems are less expensive than custom-built systems.

Examples of standard portable systems:

- Table tops
- Pop-ups
- Modular systems
- Graphic panels



Consider hiring an outside exhibit contractor to assist you with booth and space configurations and display.

COMPLIMENTS OF TIGERMARK

Color and lighting can be used to convey your message. If you are not restricted to using company colors, consider the many studies conducted on how color affects moods and choose accordingly. Additional lighting can increase your booth's visibility in the crowd by 50% or more.

If purchasing a display is too expensive for your budget, consider decorating your booth with balloons, plants, skirted tables, foam board signs, banners, and carpeting. Your goal is to create a lively and colorful area.

The design, color, copy, and unique qualities of your display must reveal your company's image quickly to your audience at the show.

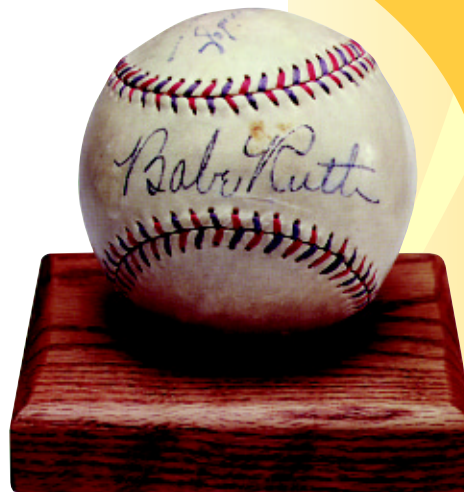
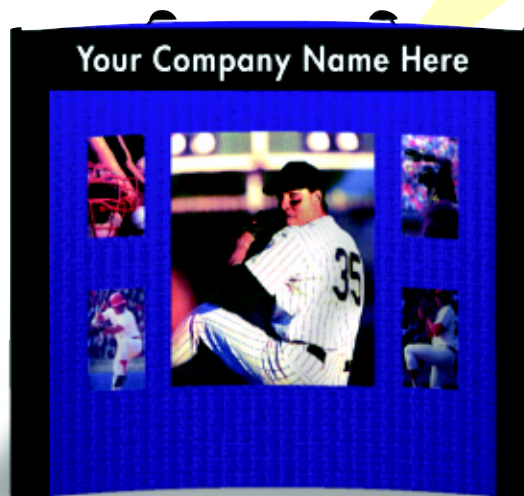
Think of your exhibit booth as the display window of your company store . . . A place where shoppers passing by will want to stop and browse. Develop a successful promotion to attract customers by researching, planning, and thinking creatively.

You want to design a theme that will entice qualified visitors.

For example, if your demographics are baseball fans, then consider a pre-show mailer designed with a baseball theme. Prospects who bring the mail piece to your booth and view a product demonstration get a free baseball poster and are entered to win a grand prize autographed baseball. Make sure your mailers, booth and follow-up materials have a single integrated theme.

Live presentations are one of the most important reasons why people remember an exhibit. If your company uses a popular spokesperson or mascot, try to integrate this into your exhibit. Generate publicity by issuing press releases or announcements related to your participation at the show.

Make sure these powerful marketing tools are included as part of your overall exhibit objectives.



BOOST YOUR SUCCESS WITH . . .

- Contests or Drawings
- Pre-Show Mailings
- Signs & Banners
- Promotional Giveaways
- Advertising

ATTRACT ATTENTION WITH . . .

- Demonstrations
- Inflatables
- Magician
- Mascot
- Celebrity
- Inter-Active Game

AN APPROPRIATE GIFT WILL . . .

- Promote Your Business
- Communicate Products or Services
- Motivate the Audience to Visit Your Booth
- Reward the Visitor



Show visitors enjoy receiving free gifts! With careful planning, promotional giveaways will improve your company image, promote goodwill, and say “Thank You” to the person visiting your booth.

Choose your company’s giveaway merchandise based on the goals you set and the audience you will target at the show. The gifts will benefit both your company and the recipient if you have strategically considered your objectives. For example, a distinctive giveaway can be used as a means to invite targeted, pre-qualified attendees to visit your booth. Or, if your goal is to boost name recognition, you can offer every passer-by a free carryall bag or coffee mug emblazoned with your company logo.

Before ordering your giveaways ask yourself the following questions:

- What is the specific goal of the giveaway? Maximum name recognition, a thank you to specific visitors, or an enticement to a pre-qualified audience.
 - Does the giveaway merchandise reflect the company image? Within budget, which giveaway will command the most value?
 - How will giveaways be presented at the booth?
 - Will the gifts motivate visitors to complete a survey or participate in a product demonstration?

Careful planning of your promotional giveaways will complement your entire marketing and sales strategy. Visitors will remember your booth. The giveaways will act as unique, long-term reminders of the benefits of your product and services.

Develop a highly visible and creative display that will reflect your company’s professionalism and eliminate visitors who grab and run.

Order early to eliminate the stress of late deliveries, manufacturing goofs, or the disappointment in the quality of an item that cannot be replaced because of deadline restrictions.



Terminology you should know:

Ad Specialties carry your advertising or promotional message. Like subtle billboards, they constantly suggest businesses, brand names, and slogans. Popular ad specialties include pens, coffee mugs, calculators and notepads.

Premiums are incentives for a specific action. If an attendee gets a free T-shirt for viewing a product demonstration, he or she is responding to a premium offer.

NOTE: To avoid conflicts, verify in advance that show management approves your giveaway.

TIPS . . .

- Determine the Primary Function of Your Giveaway
- Your Giveaway Mirrors Your Company Image
- Select Quality Over Quantity
- Choose Unique & Useful Gifts
- Order Early to Avoid Delivery Delays
- Purchase Only Enough for the Visitors You Expect
- Qualify Visitors for Personalized Gifts
- Increase Name Recognition by Giving to All Visitors

TIPS

- Wear Appropriate Clothes & Comfortable Shoes
- Study the Manual Before the Show
- Use Time Effectively to Achieve Sales Goals
- Use Professional Temps as Greeters
- Entertain Visitors After the Show

Your sales team, combined with the features of your exhibit, must attract interested buyers to stop by your booth. This sales method differs from the traditional approach where appointments are set ahead of time. Sales opportunities at shows can peak rapidly. Staffers need to qualify visitors and provide product/service information quickly and concisely, yet without obvious pressure.

When you choose your sales and technical team, select people who are professional, friendly, articulate, and able listeners. In your pre-event training session, emphasize the importance of body language. Folded arms convey a stiff, unfriendly demeanor. Smiles, eye contact with people in the aisles, and casual stances invite visitors to your booth.

Remember that selling time is limited at a show and your sales team must make every minute count in order to achieve their sales goals. After engaging a prospect, instead of asking questions that require a yes or no answer, use open-ended questions such as “How can you use a product like ours?” or “What brought you to the show?” The answers will help your staff determine whether the visitor is a qualified prospect.

Examples of Qualifying Questions:

- What product/service are you using now?
- Is there a particular problem you would like to solve?
- Who is your current supplier?
- What needs to be changed with your current product/service?
- When do you expect to make a purchase?
- Is there anyone else involved in the buying process?
- How can we help you solve your problem?



Your sales team should listen carefully to the answers of people who visit your booth and respond to each question specifically. Lengthy product descriptions are too time-consuming in a show setting. Your reps need to talk to as many qualified visitors as possible, and should not spend all their time with only one prospect. Your company can offer the prospect detailed product literature, turn the customer over to your technical staff for further information, or set up an appointment for after the show.

To quickly qualify the people browsing at your booth, a reliable tool is a general buyers' profile created prior to the show. Your sales and technical reps can use the profile as a qualifying guide to eliminate show attendees who have limited buying authority, or those who are just checking out the competition. So, although a sales rep must always act kindly toward everyone visiting your booth, qualifying the visitor will help your rep calculate how much time to spend engaging the visitor in conversation.

Your sales team must also be skilled in sustaining the attention of the people waiting to speak with a rep. A smile in their direction, a nod of the head, or direct eye contact will assure the lingering visitor that they are recognized and will be attended to shortly.

Use your promotional giveaways, surveys, and company literature as a means to ending conversations on a high note so that your staff can move onto the next prospect. Your rep can hand the visitor the information as an expression of appreciation and thanks for visiting the booth.

Finally, a word about using show-temps. Some exhibitors hire professional show-temps to greet booth visitors and hand out introductory literature. Using temps can save you travel and hotel expenses. Sales and technical teams are then free to use their valuable time wisely in selling and demonstrating products. Before the show, you will need to provide the temps with some basic product/service training.



CUSTOMER SERVICE RULES

- **The Customer Is Boss**
- **Listen**
- **Treat Your Exhibit Team Well**
- **Provide Valuable Solutions to Your Customers Needs**
- **"Yes" Is Best**
- **Give More Than Expected**
- **Ask Your Customers for Feedback**
- **Help Customers Understand Your Product/Service**
- **Recognize and Forecast Your Customers Needs**

LEAD TIPS

- Set Goals
- Appoint a Team Leader
- Design a Lead Card
- Establish Lead-Handling Procedures
- Develop Specific Questions
- Assess Leads Daily with Team
- Implement Follow-Up System
- Track Leads
- Measure Results

Managing the leads generated at the show is critical for measuring the results of your company's participation. Often, an exhibit team at a busy show will gather leads rapidly and without set procedures in place. The result can be disorganization and confusion over which prospects qualify for a follow-up course of action after the show. Here are some proven methods that will help you coordinate and manage your leads more efficiently.

During your pre-show planning process, with the help of your sales team, set specific goals and appoint a team leader to organize and coordinate all leads. If the show does not offer a badge-scanning device, design a simple lead card that records visitor information useful for follow-up. To save time at the show, ask each prospect for a business card and attach it to the lead card.

DATE _____	STAPLE BUSINESS CARD HERE
COMPANY NAME _____	
INDUSTRY _____	COMMENTS
CONTACT NAME _____	
PHONE NUMBER _____	
OTHER CONTACT NAME _____	
PHONE NUMBER _____	

Prepare set questions for your sales reps to ask each visitor to ensure that enough information is gathered for effective follow-up. Develop a lead card rating system, such as #1 (ready to buy), #2 (needs more information), and #3 (not qualified), so that you can quickly implement your established follow-up procedures.

Meet with your staff at the end of each day to discuss and analyze all of the leads. Some members of your team may have valuable insight into the follow-up handling of specific prospects. The team leader is responsible for collecting lead cards and expediting follow-up procedures. Send the qualified leads by overnight mail to your home office for immediate action. Be sure to follow-up no more than 5 days after the show.

Read your Exhibitor Kit! The Kit, which is provided by the show, alerts you to deadlines, describes services offered, outlines insurance requirements, and explains what you need to know to ensure a smooth process. For example, did you know that missed service deadlines for some exhibition halls can add an additional 20% onto your expenses? Information like that is important when developing your budget and schedule for the show.

Show services can include electric, carpeting, phone lines, furniture, props, cleaning services, and drayage. Decide which of these services you need. Verify with the show's contractor that the location of your booth allows for all of your lighting and utility requirements.

Drayage involves the delivery of your exhibit materials from the loading dock to your assigned space, removing the empty crates, and then, after the show, returning to your space to deliver the re-crated materials to the loading dock for shipping.

You can reduce your drayage expenses by consolidating all your show materials into one shipment. It is highly recommended that your exhibit materials arrive at the show's service contractor warehouse prior to the designated setup date. Call the contractor a week prior to the show to confirm that all your materials are together and ready for setup.

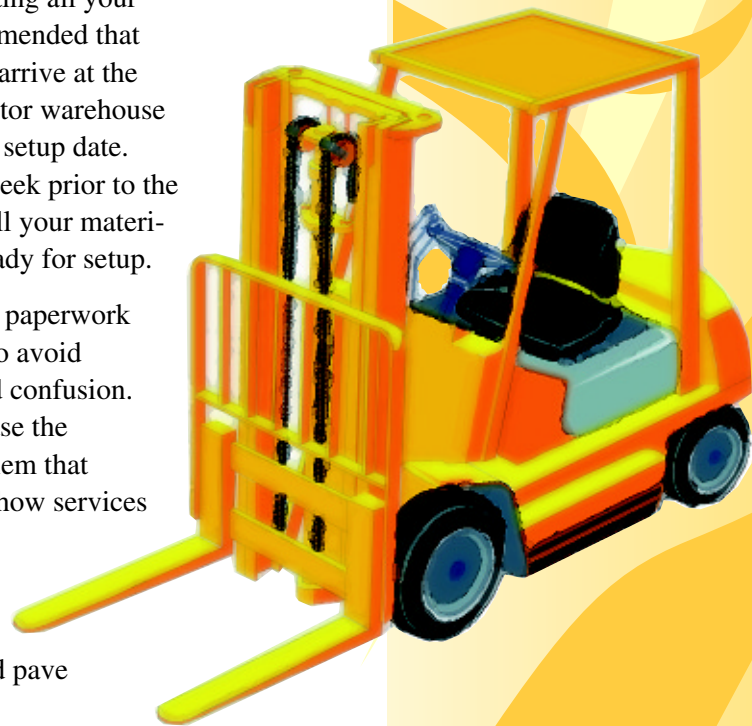


Remember to bring all paperwork with you to the show to avoid misunderstandings and confusion. Documentation will ease the resolution of any problem that may occur with your show services and deliveries.

Finally, try to establish a good working relationship with your show service contractor. Your contractor can help you troubleshoot, handle critical details, and pave the way for a successful show.

TIPS

- Read the Exhibitor Kit
- Decide What Services You Need
- Know Your Service Contractor
- Identify Required Utilities
- Bring Relevant Paperwork
- Coordinate Drayage

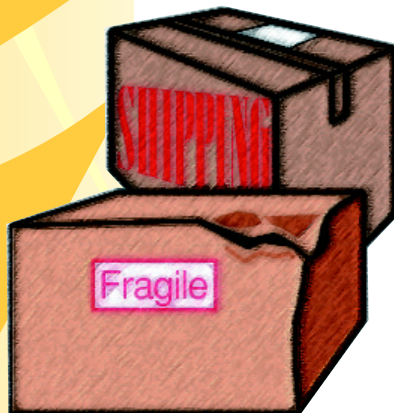


QUESTIONS FOR CARRIERS

- Total Costs
- Insurance
- On-Site or Local Representation
- Process for Claims
- Transloading Procedures
- Toll-free, 24 hour Phone Support

PACKING

- Use Sturdy Cartons
- Follow Size & Weight Restrictions
- Wrap & Cushion Each Item
- Use Shipping Tape, Not String
- Use One Address Label for Delivery & Return
- Always Place a Duplicate Label Inside the Box



Transportation services can be one of the most confusing aspects of coordinating your show. To save time, money and sleepless nights, choose your carrier service carefully. Here are three methods for transporting your exhibit materials, followed by suggestions for making the process less difficult.

Common carriers (or motor freights) are generally less expensive than other transportation services, and shipments are easy to track. If you choose a common carrier, check how often they transfer materials (transloading), as this can increase the risk of damage to your fragile delivery items.



Van lines specialize in point-to-point personalized service, but are usually more expensive than common carriers. Van lines are equipped to handle a wide variety of items including large padded pieces and crates. In general, the same driver loads and unloads the shipment.

Airfreight usually delivers the quickest and to worldwide destinations, but the cost is significantly higher compared to land freight.

Before you hire a carrier, verify their procedures for material damage claims, driver accessibility, and missed deadlines. Ask the carrier if they offer insurance that will cover your exhibit for the entire show.

Once you choose your shipping carrier, make sure that you document all transactions so that you have a permanent record to avoid future problems with delivery schedules, cost, etc. Verify that all insurance is current and appropriate for your shipment. Confirm total costs up front and in writing, and ask them to indicate any additional charges for loading and unloading. Coordinate delivery with the drayage contractor to ensure a smooth shipment directly to your exhibit site.

Many things can go wrong when you participate in a show or exhibition. With so many deadlines to meet, staff to coordinate, and vendors to track, it's easy to overlook a detail or two that could end up adding time and expense to your project. To alert you to some of the mistakes made by other exhibitors, we've outlined below some common errors for you to avoid.



No Set Goals

Determine what you want to accomplish at the show. By setting goals, you are better prepared to plan the exhibit booth layout, display, literature, giveaways, and staffing.



Ignoring the Exhibitor Kit

The exhibitor kit is your complete guide to every aspect of the show. The kit includes information on scheduled deadlines, contractor information, registration, order forms, specifications, shipping and freight procedures, advertising, and costly late fees.



Unprepared Staff

A trained, well-prepared and enthusiastic staff adds professionalism to your exhibit. Include your sales and technical team in the pre-show planning stages to help you achieve your goals more efficiently.



Not Qualifying Visitors

Listen carefully to each of your visitors' questions and answers before offering specific information so that you can quickly qualify them as leads. Pre-show training and rehearsals will help your staff identify visitors more efficiently.



No Lead Follow-up

The longer leads are left ignored, the less likely a sale will result. Leads must take priority after a show so that you can justify your reason for participating. When you return to your office after the show, place your other management responsibilities on hold until you have established a timetable with your sales team for follow-up.



EXHIBITOR*ease*

