



*Present*

# NSBA New Exhibitor Web-Briefing

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## How to Have a Positive and Profitable Exhibiting Experience

### Participant Learning Objectives *This briefing will...*

1. Provide new exhibiting companies with important information about NSBA Annual Conference, its attendees, and the ins and outs of exhibiting.
2. Inform about important resources and support available from NSBA. Review the New Exhibitor On-Boarding program.
3. Present 5 critical exhibiting success factors.
4. Help you calculate your potential sales opportunity.
5. Present 10 big mistakes new exhibitors should avoid.

## **Exhibitor Support Team** *At Your Service*

- **Exhibit Information**

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- **Sponsorship Information**

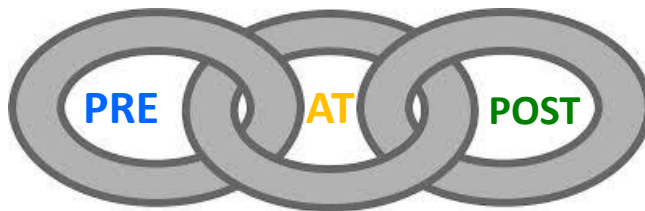
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## **The Average Exhibitor...**

- Spends 95% of pre-show time on \_\_\_\_\_ & operations.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn't guarantee that you will get anything from the big investment of time and money.

## **Three Links of the Tradeshow Chain**

- Not just \_\_\_\_\_ days!
- At least \_\_\_\_\_ months!



## **To Generate Value & ROI**

### **Focus on 5 Critical Exhibiting Success Factors**

1. **OUTCOMES:** Define what success looks like after the show, set clear goals and create workable action plans that support sales, marketing, and CRM goals and take advantage of the opportunities NSBA Annual Conference presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create value proposition, and use pre- & at-show marketing to attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience that secures a commitment to a next action with qualified visitors.
4. **LEAD MANAGEMENT:** Identify what criteria you need to qualify, develop a qualifying process and tool, train your staff to capture leads and follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

### **Calculate Your Potential Sales Opportunity\***

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	10.5	_____
• (x) Booth staff	x 2	_____
• (x) Interactions/hr/staffer	_____ x 3	_____
➤ <b>(=) Total Interactions</b>	<b>63</b>	_____
• (x) Target percent that convert to a sales order (at/post)	_____ 25%	_____ %
• (=) Number of sales orders	16	_____
• (x) Minimum/average order	x \$2,000	\$ _____
➤ <b>POTENTIAL SALES OPPORTUNITY</b>	<b>\$32,000</b>	\$ _____

**\*Please note:** This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

## New Exhibitor On-Boarding Program

- Five timed instructional exercises guiding you through strategic factors determining the difference between success or failure.
  1. 2/9/18 Define Your Outcomes
  2. 2/15/18 Identify & Attract Your Ideal Visitor
  3. 2/22/18 Manage Your Visitor’s Experience
  4. 3/1/18 Manage Your Leads
  5. 3/8/18 Measure Your Performance and & Results



➤ **Watch your email & DO the exercises!**

- If you miss any of the emails, these strategic planning exercises are available on the Exhibitor ROI Center web page.

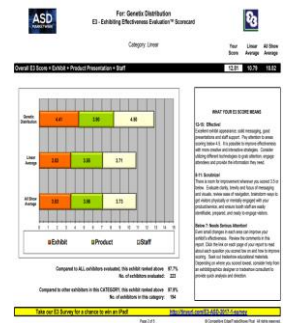
- Planning tools and educational content available on the Exhibitor ROI Center web page:

- Strategic exercises addressing 5 critical success factors
- “How to” articles
- Exhibiting Cost Control Tool
- 16 Week Tradeshow Planning Tool
- **Exhibit & Financial Performance Metrics Tool**
- Re-playable high-content webinars on:
  - ✓ Increasing Brand Awareness & Driving Qualified Booth Traffic
  - ✓ Tradeshow Turnaround: The Simple Formula That Converts Tradeshows from “Expensive Appearances” to “Profitable Investments”
- Ask the Tradeshow Experts Email Q&A
  - ✓ Submit your question by email and Jefferson Davis or one of his team of experts will respond within 48 hours.



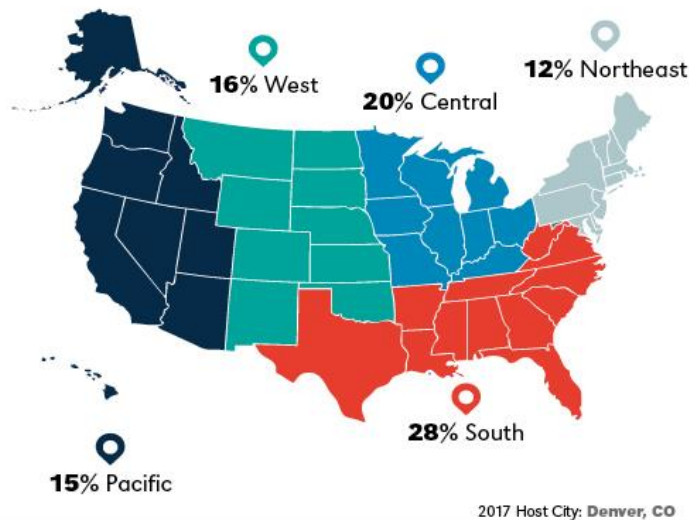
## New Exhibitor On-Boarding Program (continued)

- Award Winning E3 Exhibit Effectiveness Evaluation at NSBA Annual Conference
  - **During open exhibit hours**, a tradeshow expert visits your exhibit and scores overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product Presentation, and 3) Exhibit Staff
  - **Shortly after the show**, you receive a report by email with overall scores, spotlights areas of effectiveness/ineffectiveness, compares your scores to show averages by booth size and to all exhibitors evaluated.

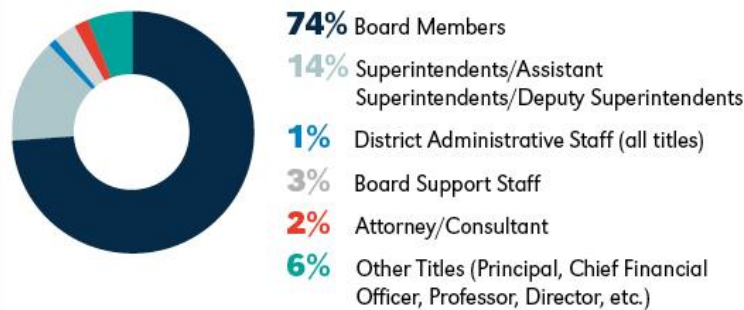


## Who Attends NSBA Annual Conference

### By Region: 2017 Annual Conference Registrants



### By Title: 2017 Annual Conference Registrants



## What Do Attendees Want?

- To find \_\_\_\_\_ products, services and trends.
- Focused, relevant, and informative \_\_\_\_\_ communications to help them plan their visit.
- Information and **interactions** on-site allowing them to understand and easily compare products and services.
- Interactive displays and presentations showing products in real world setting demonstrating performance and quality.

## How Do Attendees Behave?

- Tend to \_\_\_\_\_, set agendas and visit booths with products/services that support their current and future interests and needs.
- Have a low tolerance for promotions and exhibits that are all sizzle, no substance.



## Exhibitor Service Kit

- Available online:  
[http://s36.a2zinc.net/clients/nsba/ac2018/public/e\\_Login.aspx?ID=6009&sortMenu=103000](http://s36.a2zinc.net/clients/nsba/ac2018/public/e_Login.aspx?ID=6009&sortMenu=103000)
  - Freeman Exhibitor Services Manual
  - Official Contractors and Forms
  - Rules & Regulations
- Pay Careful Attention To:
  - Review all sections of the kit and pay careful attention to deadlines – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
  - Ask your sales representative questions at any time.



### **Suggestions for First-Time Exhibitors**

1. Plan, prepare and use pre-show marketing. Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
2. Don't assume your orders have been received. Before you leave for the show, check with Freeman, check with the show organizer, check with your shipping company. Correcting mistakes on the show floor is time consuming and can be expensive.
3. You and your entire team should visit the FREE Exhibitor ROI Center to learn new exhibiting skills.
4. Keep your contact information current.
5. Call us with any questions!

### **10 BIG Mistakes to Avoid**

1. Failure to read the Exhibitor Services Manual.
2. Unrealistic \_\_\_\_\_.
3. Failure to set exhibiting goals.
4. Relying on/blaming booth location for success or failure.
5. Failure to pre-market their exhibit.
6. **Ineffective** exhibit design and/or layout.
7. Not enough thought given to product/service presentation.

## **10 BIG Mistakes to Avoid (continued)**

8. Improper \_\_\_\_\_ behaviors.
9. Poor lead capture and/or follow-up.
10. Lack of time perspective in evaluating show results.

## **Learn from Every Show and Stay Committed**

- ✓ Make time to walk the exhibit hall and \_\_\_\_\_ successful exhibitors.
- ✓ Attend educational sessions and social/networking events.
- ✓ Do a post-show report and identify **lessons** learned so you can do even better at your next show.
- ✓ Be Patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

## **Get Ready for a Positive & Profitable Exhibiting Experience!**

- NSBA Annual Conference is one of your most effective marketing and sales media, when done properly.
- NSBA gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of all of the online knowledge resources on the Exhibitor ROI Center web page.
  - Website Link: <https://www.nsba.org/conference/exhibitors/exhibitor-roi-center>



**Three most important ideas I learned from this session were:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**NSBA Commitment to Exhibitor Value, Knowledge & Success**

- Exhibitor ROI Center:
  - Live and Re-playable Webinars
  - “How To” Exhibiting Articles
  - Downloadable Tools: 16 Week Planning Tool, Cost Control & ROI Calculator and Exhibit & Financial Performance Metrics Tool
  - Strategic Planning Exercises
  - Ask the Tradeshow Experts Email Q&A
- Bookmark, Share and Access at:
  - <https://www.nsba.org/conference/exhibitors/exhibitor-roi-center>



## About Your Expert Presenter Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Expert™



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

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

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 20,000 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

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