



Present

Driving Qualified Booth Traffic

**How to Attract Enough of the Right
Attendees to Your ABC Kids Expo Exhibit**

Participant Learning Objectives:
*By the end of this webinar,
you will...*

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective exhibit marketing planning process.
3. Overview exhibitor marketing resources available.
4. See an example of an integrated exhibit marketing campaign in action.

Focus on Critical Exhibiting Success Factors

1. **OUTCOMES:** Set goals that support your company sales and marketing, and CRM objectives and take advantage of the opportunities ABC Kids Expo presents.
2. **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action with all qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action, ideally purchasing, and measure and report results.

Learn more about all four at the InfoComm Exhibitor Success & ROI Resource Center <http://www.infocommshow.org/1811.asp>

How Tradeshow Attendee Behaviors Have Changed

1. Spending fewer number of days at shows.
 2. Registering closer to the show.
 3. Looking for more content and useable information.
 4. Preplanning visit: _____% *arrive with an agenda.*
 5. Visits 26-31 exhibits on average.
 6. 50% of exhibit stops are _____.
- *In spite of all this, less than _____% of exhibitors execute a well-conceived pre-show marketing plan!*

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

State-of-the Art Exhibit Marketing: 8 Step Planning Process

1. Determine Exhibiting Goals
2. Identify Target Visitors
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Promotion Resources
5. Build Target Visitor Lists
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting Goals

1. What are you trying to accomplish?
 - a. Company/Brand Awareness & Visibility
 - b. New Product/Service Introduction
 - c. Relationship Management and Building
 - d. Brand Positioning - Differentiation
 - e. Educate
 - f. Lead Generation
 - g. Sales and Business Development
 - h. Thought Leadership
 - i. Other?

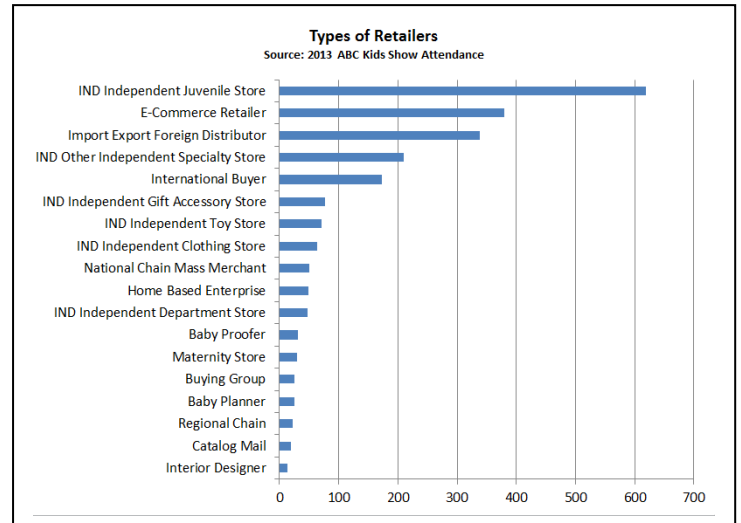
Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Step 2. Create Ideal Visitor Profile

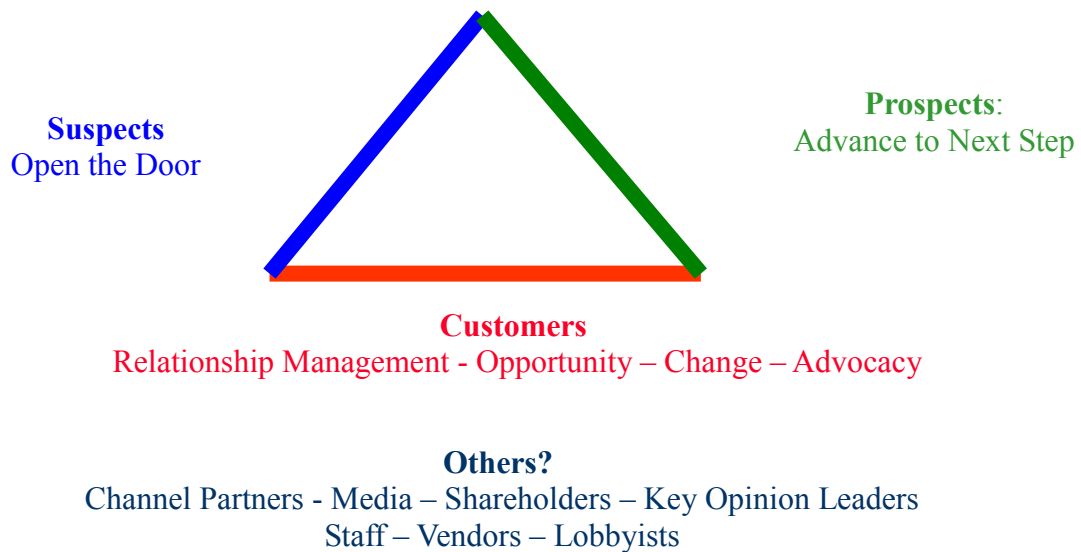
- Who do you want to interact with?
 - Business Type
 - Market/Industry
 - Job Titles/Functions
 - Geographical Region
 - Size
 - Other?

- Relative to your products/services, what are their needs, issues and top-of-the-mind concerns?



Step 2. Identify Target Visitors

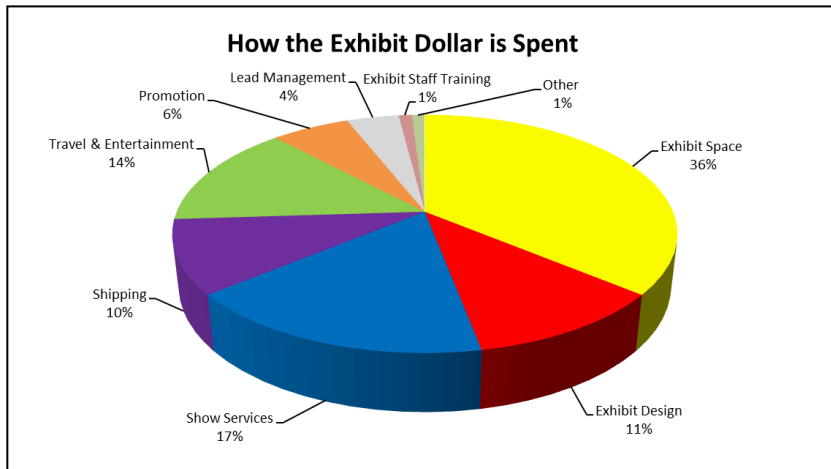
The C/P/S Triangle



Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	25	25
– Booth Staff on Duty	x <u> 2 </u>	x _____
– Total Staff Hours	= 50	= _____
– Interactions/Hour/Staffer	x <u> 3-5 </u>	x _____
– Exhibit Interaction Capacity	= 150-250	= _____

Step 4. Budget Enough Promotion Resources



Source: CEIR 2012

	Example	Participant
Total Show Investment	\$30,000	\$ _____
% for Exhibit Promotion	<u> .15 </u>	x _____
Exhibit Promotion Budget	\$4,500	\$ _____

When to increase? Big show, small booth, location concern, importance of show – allocate more!

Step 5. Build Target Visitor Lists

Best Tradeshow List Sources:

1. *Pre-registered attendee lists
2. Previous or *Post-show attendee lists
3. Company database (C/P/S model)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

* Pre-registered attendee list is FREE and Post-show attendee list available for FREE for a limited time.

➤ Success Tip:

- Try to make your list at least ____ times your Exhibit Interaction Capacity.

Step 6. Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. **Combination** of show, industry and direct marketing media.
2. **Captivating** message and _____ design theme.
3. **Communicate** four specific messages:
 1. What you do
 2. Why they should care
 3. Who you are
 4. Where and how to find you
4. **Creative Frequency**: Land *at least* ____ direct hits leading up to show time.

Five Key Considerations for Media Selection

1. Goals and Objectives
2. Budget
3. Capabilities
4. _____
5. What your audience pays attention to and will most likely respond to.

Step 6. Analyze & Select Marketing Media

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Media
2. Public Relations
 - ✓ Request Media Contact List, Submit Electronic Press Kits
3. Electronic Media
 - ✓ Internet, Websites, Social Media, Email, Voice Broadcast
4. Direct Mail
 - ✓ Letters, Invitations, Postcards, Brochures
5. Personal Contact
 - ✓ Rep Visits, Telephone Calls

Latest Marketing Media Options:

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Audio/Video Email
4. Voice Broadcast
5. MicroSite with Survey & Appointment Enablers
6. Social Media: Linked-in/YouTube/Facebook/Twitter
7. Blogs
8. QR Codes

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Company listing including one product display panel, logo, and press release on the Virtual Show (online directory and floor plan).
2. Company listing in printed Show Directory and printed floor plan.
3. FREE access to pre-registered press in Media Center.
4. Participation in the Runway Show for exhibitors in Maternity Square.
5. Free access to deliver thumb drives with exhibitor information pre-loaded to the Media Center.
6. Free access to confirmed buyers, confirmed representatives, and confirmed media by Excel downloadable spreadsheets (with confirmed exhibitor login).

PAID Advertising & Marketing Opportunities

Pre-Show:

- Virtual Show Upgrades for Featured Exhibitor Listings, Product Category Sponsor, Banner Packages, and Exclusive Splash Banner
- T.E.A.M. Mailer (Pre-Show Mailer)
- Attendee eNewsletter Campaign

At Show:

- Show Directory, Addendum and Floor Plan Map Ads
- The Center (literature pocket distribution), Backlit Marquis Panels, Kick Panels, and Exclusive Media Wrap
- Tote Bag Insert
- Floor Logo Adhesives, Window & Door Clings
- ABCtv Commercial Broadcast
- New Product Showcase
- Made in USA Showcase
- Runway Show

Post-Show:

- The Virtual Show upgrades for Featured Exhibitor Listings, Product Category Sponsor, Banner Packages, and Exclusive Splash Banner

Evaluate Exhibitor Marketing Opportunities

PAID Sponsorship Opportunities

1. **Pavilions/Special Exhibits:** New Product Showcase, Media Center, Made in the USA Showcase, Naturally Kids Park
2. **Special Events:** New Product Showcase Reception, Made in the U.S.A. Showcase and ABC Invention Connection Breakfast Reception, ABC Opening Networking Reception, Runway Show – The Live Event! Refreshments
3. **Show Floor/Convention Center:** Tote Bags, Badge Holders, Lanyards, Mobile App, Massage Garden, Cyber Café, Beer Garden, Margarita Garden, Photo Booth, Column Wraps, Recycle Bins, Stroller Test Track, Attendee Shuttles, Product Locators, ABCtv Charging Stations, Escalator Graphics, Registration Counter Inserts (kick panels), Mother's Nursing Rooms

For questions or help, please contact
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Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 in-line/\$2,000
- **Show Budget:** \$6,000 to \$10,000 (3-5x floor space)
- **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- **Media:**
 - Execute C/P/S strategy with sales reps
 - Promote Show Participation in Relevant Social Media
 - Write Attention Grabbing Company Description for Online and Show Directory
 - Use T.E.A.M. Mailer – Pre & At Show
 - Attendee E-Newsletter Campaign
 - Obtain Post-Show Attendee List and Mail Information to Profile Matches
 - Tote Bag Insert

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- **Booth Size/Space Cost:** 20 x 40/\$15,200
- **Show Budget:** \$45,600 to \$76,000 (3-5x floor space)
- **Goals:** New Product Introduction, Market Visibility, Lead Gen/Sales, Thought Leadership
- **Media:**
 - Execute C/P/S Strategy with Sales Reps
 - Access Media List:- Do Press Releases to Trade Publications and Upload to Virtual Show
 - Promote Show Participation in Relevant Social Media
 - Place Product in New Product Showcase
 - Print Ad in Show Directory
 - Attendee E-Newsletter Campaign
 - Sponsor Made in the U.S.A. Showcase and ABC Invention Connection Breakfast Reception (T.E.A.M. Mailer Included with Sponsorship)
 - Obtain Post-Show Attendee List, Mail Information to Profile Matches

Pre-Show Marketing Plan Example

Pre-Show Print Advertisement



Pre-Show Marketing Plan Example

T.E.A.M. Mailer

- Limited to 45 exhibitors
- Deadline - Friday, June 13
- Be sure to include:
 - Company Name
 - Company Logo
 - Booth Number
 - At Show Special
 - Product Image
 - Call to Action –bring this card by the booth receive free shipping off or an additional 10% off of your at-show order. Tie call to action specifically to an order – not just a giveaway that drives unqualified traffic.



Pre-Show Marketing Plan Example

Attendee eNewsletter Campaign

ABC Kids Expo
September 7-10, 2014 • Las Vegas Convention Center

ABC KIDS HOT PRODUCT eNEWS PROGRAM

The world of juvenile products – *all in one place.*
To make your visit to 2014 ABC Kids Expo more productive, we are proud to send you the ABC Kids eNews Program. Each edition of this eNews Program will provide information and updates from the show team and exciting exhibitor announcements related to:

- New Products at the Show
- Corporate News / Press Releases
- Show Specials and Promotions
- Special Events

Don't Miss the 2014 ABC Industry Party!

PREMIUM EXHIBITORS

Halo Innovations
The Safe Sleep Revolution is Coming to ABC. Introducing HALO Bassinet™. Safe Sleep. At HALO, we're all about safe sleep. 10 years ago we revolutionized how babies sleep with the HALO Bassinet™. Available in 10 colors, we're doing it again with the HALO Bassinet™. Safe Sleep. A revolutionary new Bassinet that will change how babies sleep next to their babies. It saves 300* in two ways to bring baby close with ease and convenience which makes taking care of baby much easier. Visit booth # _____ to see it yourself!

Website / Email: _____
ADD TO MY PLANNER

PREMIUM EXHIBITOR Position Includes:

- Logo (100 x 200 pixels) located on the right side of the ABC Kids Expo eNewsletter
- Company name & Booth number
- Description of products/services (200 words max)
- Product Image (100 x 100 pixels)
- Up to three links to website, documents, email
- Link to your online floor plan
- Placement in top 5 newsletter positions
- Hot Product Status

*The file type that is accepted for logos and product images should be in jpeg format only.

FEATURED EXHIBITORS

TTI Innovations, Inc.
Get PINKHILL™ Baby Mix M&M's introducing the new gold standard in baby formula preparation. Baby Mix M&M's offers easy, accurate formula mixing at home and on-the-go. It's safe, convenient and P&C free as well as convenient (on-the-go) and microwave safe. It offers added convenience for parents/campers so they can stress less and enjoy more. Baby Mix M&M's saves the parent and the caregiver out of the mix they put in the bottle, let Baby Mix M&M's Baby Mix M&M's will add in the mix to help Product Preparation and you can also find us in booth # _____, so stop in and we'll "Mix it" up a bit!

Website / Email: _____
ADD TO MY PLANNER

Feature Position Includes:

- Company name & booth number
- Description of products/services (200 words max)
- Product Image logo (100 x 100 pixels)
- Up to three links to website, documents, or email
- Link to your online floor plan
- Hot Product Status

*The file type that is accepted for logos and product images should be in jpeg format only.

Hot Product Button

Drive traffic to your booth by helping your prospects find you at the show. You can post this link on your website, or use it in emails that you send to your customers and prospects. Direct them to your online booth to review the products that you are offering.

Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. _____ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of _____ and/or traceable response?
6. What was the response rate to traceable media?
7. What worked?
8. What did we learn?
9. What will we use for our next show?

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What specifically will you do to better promote your participation in the show?

ABC Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center:
 - Live and re-playable webinar
 - “How to” exhibiting article series
 - Ask the Tradeshow Expert email Q&A
- Bookmark, Share and Access at:
http://theabcshow.com/exhibitor_tips.asp