



Present

ABC Kids Expo New Exhibitor On-Boarding Web-Briefing

Participant Learning Objectives *This briefing will...*

1. Provide new exhibiting companies and contacts with important information about ABC Kids Expo, its attendees, and the ins and outs of exhibiting.
2. Inform about resources and support available from ABC Kids Expo.
3. Overview the New Exhibitor On-Boarding program.
4. Present 10 big mistakes new exhibitors should avoid.

Exhibitor Support Team At Your Service

For exhibitor assistance:

If your company name begins with:

o-9, A-K

Contact: Denise Gamboa - (210) 691-4848 Ext.110

E-Mail: denise@theabcshow.com

L-Z

Contact: Becky Alarcon - (210) 691-4848 Ext. 101

E-Mail: becky@theabcshow.com

For marketing/sponsorship opportunities:

Contact: DeAnna Nowlin - (210) 691-4848 Ext.103

E-Mail: deanna@theabcshow.com

The Average Exhibitor...

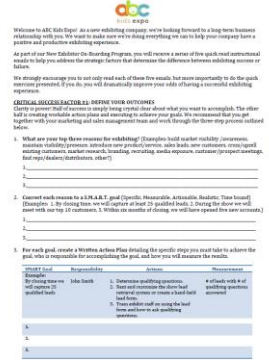
- Spends 95% of pre-show time on show _____.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn't guarantee that you will get anything from the big investment of time and money.

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 your sales, marketing, and CRM objectives and take advantage of opportunities ABC Kids Expo presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, and use targeted 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 questions process and tool you staff uses to capture leads, then follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your, performance, results and learn from the experience.

New Exhibitor On-Boarding Program Helps You Focus on What Really Matters

- Five timed instructional emails guiding you through the strategic factors that determine the difference between exhibiting success or failure.
 1. 7/26/17 - Define Your Outcomes
 2. 8/9/17 – Identify & Attract Your Ideal Visitor
 3. 8/23/17 - Manage Your Visitors Experience
 4. 9/9/17 - Manage Your Leads
 5. 9/20/17 - Measure Your Performance and & Results



➤ **Watch your email on these dates & DO the exercises!**

- Planning tools and educational content available online at the Exhibitor Success & ROI Center:
 - Strategic Exercises addressing 5 critical success factors
 - Exhibiting Cost Control Tool
 - 16 Week Tradeshow Planning Tool
 - Exhibiting & Financial Performance Metrics Tool
 - Articles addressing the critical success factors
 - Live and Re-playable Webinars on:
 - ✓ Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to Your ABC Kids Expo Exhibit
 - ✓ Inside the Exhibiting Numbers: How to Budget, Manage Costs, Measure & Report Exhibiting Performance & ROI
 - ✓ How to Make Your ABC Kids Expo Exhibit Stand Out From the Crowd
 - ✓ Secrets of the Aisles
 - ✓ How to Improve Lead Quality & Sales Conversions



- At-Show Exhibitor Workshop
 - How to Get the Most From ABC Kids Expo – October 16th

New Exhibitor On-Boarding Program Helps You Focus on What Really Matters

- At-Show E3 Exhibit Effectiveness Evaluation
 - Between October 17-19, during open exhibit hours
 - A tradeshow expert will visit your exhibit and assess overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product/Service Presentation, and 3) Exhibit Staff
 - Shortly after the show you'll receive an email report with overall area scores, spotlight of areas of effectiveness/ineffectiveness, compares your scores to show averages by size and to all exhibitors evaluated.



About ABC Kids Expo

- 900+ exhibiting companies
- 11,000+ attendees from over 79 countries attended in 2016
- Approx. 1,000,000 net square feet of exhibit space
- Trade Show Executive's Gold 100 Trade Show – 2008-2016
- TSNN Top 250 Tradeshow – 2016

Who Attends InfoComm?

ABC Kids Expo® Show Profile*

All the Right People in One Place

Buyers:	4,771
Sales Representatives:	528
Retail Stores:	2,010
Exhibitors:	916
Exhibit Booths:	2,758
Media:	432
Media Companies:	178
Government/Special Services/Other:	240
Total Attendance:	11,445
Buyer Countries Represented:	79

What Do Attendees Want?

- To see _____ products and developments.
- Focused, relevant, and informative _____ communications to help them plan their visit and experience.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the retail setting demonstrating quality and salability.

How Do Attendees Behave?

- Tend to **plan ahead**, set agendas and visit booths with products/services that support their current projects and future interests and needs
- Look forward to _____ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.

FREE Exhibitor Marketing Opportunities

1. Company listing in printed Show Directory, online floor plan, on-site locator kiosk.
2. Access to pre-registered press in Media Center.
3. Download Excel files containing the confirmed buyers, confirmed representatives and confirmed media attendees.

- ❖ **View the “Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to your ABC Kids Expo Exhibit” webinar replay located on the Exhibitor Success & ROI Center web page.**

For questions or help, please contact:

DeAnna Nowlin
deanna@theabcshow.com
(210) 691-4848 x103

Irene's Suggestions for First-Time Exhibitors

1. Use the **Exhibitor Services** web page to access show services and other important information:
http://www.theabcshow.com/exhibitor_services.asp
2. **Use Pre-Show Marketing** - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
3. 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.
4. Use the free online exhibitor **educational resources**. Use the downloadable tools to help manage your tradeshow program.
5. Keep your **contact information** current.
6. **Call** ABC Kids Expo staff with ANY questions.

10 BIG Mistakes to Avoid

1. Failure to read the Exhibitor Services Kit.
2. Unrealistic _____.
3. Failure to set exhibiting goals.
4. Failure to pre-market their exhibit.
5. _____ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper _____ behaviors.
8. Taking booth down before the show closes.
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 _____ 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!

- ABC Kids Expo is one of your most effective marketing and sales media, when done properly.
- ABC Kids Expo 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 the knowledge resources on the Exhibitor Success & ROI Center and New Exhibitor On-Boarding Program.

➤ http://www.theabcshow.com/exhibitor_tips.asp

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

ABC Kids Expo's Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series and downloadable tools
 - Strategic Planning Exercises
 - Ask the Tradeshow Expert Email Q&A
- Bookmark, Share and Access at:
 - http://www.theabcshow.com/exhibitor_tips.asp



About the Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™



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 by 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 tradeshow appearances 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 18,500 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 on a very limited basis 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