



Present

ABC Kids Expo New Exhibitor Web-Briefing

How to Have a Positive and Productive Exhibiting Experience

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:

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

E-Mail: denise@theabcshow.com

For advertising/sponsorship opportunities:

Contact: Ryan Elder - (210) 691-4848 Ext.103

E-Mail: ryan@theabcshow.com

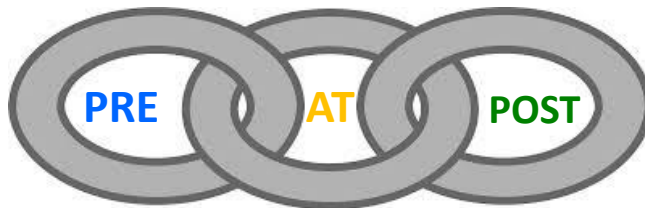
Tradeshows are about...

_____ & _____

Putting your company identify, products and your staff face-to-face with people who can buy your products.

You Must Take Decisive Strategic Action in Three Timeframes

- Not just _____ days!
- At least _____ months!



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 goals and take advantage of the opportunities ABC Kids Expo presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, 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 criteria you need to qualify, develop qualifying process and capture tool, and train your staff to qualify, 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 each experience.

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

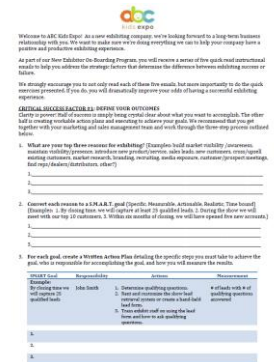
Step 1. Download Implementation Tools & Planning Exercises

- Tested & Proven Implementation Tools:
 - Exhibiting Cost Control Tool
 - 16 Week Tradeshow Productivity Planning Tool
 - Exhibiting & Financial Performance Metrics Tool



Step 2. Schedule and DO Planning Exercises

- Five timed instructional exercises guiding you through strategic factors determining success or failure.
 1. 8/16/18 - Define Your Outcomes
 2. 8/22/18 – Identify & Attract Your Ideal Buyer
 3. 8/29/18 - Manage Your Visitor’s Experience
 4. 9/5/18 – Lead Management
 5. 9/11/17 - Measure Your Performance & ROI
 - **Watch your email on these dates & DO the exercises!**



How to Calculate Your *Potential Sales Opportunity

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	24	_____
• Average # booth staff **	x 2	_____
• Interactions/hr/staffer ***	_____ x 3	_____
➤ Exhibit Interaction Capacity	144	_____
• Convert at-show sale (20%)	29	_____
• Minimum/average order	x \$2,500	\$ _____
➤ At-show orders	\$72,500	\$ _____
• % convert to lead (25%)	36	_____
• % leads convert (20%)	7	_____
• Minimum/average order	x \$2,500	\$ _____
➤ Post-show orders	\$ 17,500	\$ _____
➤ POTENTIAL SALES OPPORTUNITY	\$90,000*	\$ _____

** Rule of thumb: 50 sq. feet per staffer

*** 3 conservative/4 moderate/5 aggressive

***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.

Step 3. Watch Knowledge Webinars and Read Articles for Insights and Ideas

- On Demand Topical Webinars Supporting Planning Exercises
 - ✓ How to Make Your ABC Kids Expo Exhibit Stand Out From the Crowd
 - ✓ Driving Qualified Booth Traffic
 - ✓ Secrets of the Aisles
 - ✓ How to Improve Lead Quality & Sales Conversions
 - ✓ Inside the Exhibiting Numbers: How to Budget, Manage Costs, Measure & Report Exhibiting Performance & ROI
- Read “How To” Exhibit Best Practice Guide and Articles
 - ✓ Best Practices Guide on How Suppliers Can Work With Retailers
 - ✓ Hot Topic Exhibiting Articles

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

Step 4. Ask for Help!

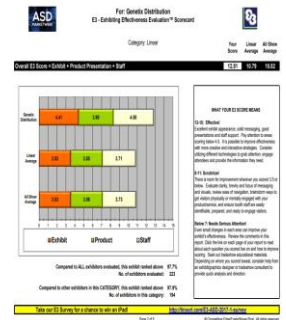
- Ask the Tradeshow Experts Email Q&A

Located on the Exhibitor Success & ROI Center web page - submit your question by email and Jefferson Davis or one of his team of tradeshow experts will respond within 24-48 hours.



- E3 Exhibit Effectiveness Evaluation at ABC Kids Expo

- **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 area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.



Who Attends ABC Kids Expo?

ABC Kids Expo® Show Profile*

All the Right People in One Place

Buyers:	3,750
Sales Representatives:	309
Retail Stores:	1,588
Exhibitors:	648
Exhibit Booths:	1,609
Media:	393
Media Companies:	170
Government/Special Services/Other:	379
Total Attendance:	8,140
Buyer Countries Represented:	65

With Room for More (included in total numbers for the year)

First Time Exhibitors:	282
First Time Exhibitor Booths:	332

*2017 final attendance figures

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 and future interests and needs
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.

❖ **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.**

FREE Marketing Opportunities

1. Company listing in online floor plan and mobile app.
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:

Ryan Elder
(210) 691-4848 Ext.103
ryan@theabcshow.com

Exhibitor Services Kit

- Available online: http://www.theabcshow.com/confirmed_exhib_login.asp
 - Official Contractors and Forms
 - Show Specials Form
 - Exhibitor Dashboard
- Pay Careful Attention To:
 - Review all sections 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 us questions at any time.



Larry's 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 Fern Exposition, 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 Success & ROI Center web page to learn new exhibiting skills. Use the downloadable tools to help manage your tradeshow program.
4. Keep your contact information current.
5. Call us with any questions!

10 BIG Mistakes to Avoid

1. Failure to read the Exhibitor Service Kit.
2. Unrealistic _____.
3. Failure to set exhibiting goals.

10 BIG Mistakes to Avoid

4. Relying on/blaming _____ for success or failure.
5. Failure to pre-market their exhibit.
6. _____ exhibit design and/or layout.
7. Not enough thought given to product/service presentation.
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.
- Use Exhibit Performance Measurement Tool and do a post-show report to identify key 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!

- ABC Kids Expo is one of your most effective marketing and sales media, when viewed and executed properly.
- ABC Kids Expo gives you the resources, road map, tools and support to be as successful as you want to be.
- Use what you learned today and follow the four-step implementation plan on the Exhibitor Success & ROI Center.

➤ 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 road map:
 - Step 1. Download implementation tools and strategic planning exercises
 - Step 2. Do planning exercises and watch supporting webinar at suggested timeframes
 - Step 3. Read exhibiting articles for additional ideas and insights
 - Step 4. Use "Ask the Tradeshow Experts" email Q&A for help

- Bookmark, Share and Access at:

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



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 tradeshow 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**