



*Present*

# Power Factor #1. SELECTIVE ATTRACTION

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## How to Attract Enough of the Right Attendees To Your MODEX Exhibit

### **Participant Learning Objectives:**

*By the end of this webinar,  
we will...*

1. Discuss how attendee behaviors have changed and why you MUST pre-market your exhibit to be successful.
2. Walk through a proven-effective 8 step exhibit marketing planning process.
3. Overview MODEX exhibitor marketing resources available.
4. Review an example of an integrated exhibit marketing campaign in action.

## What Really Drives Business Growth?

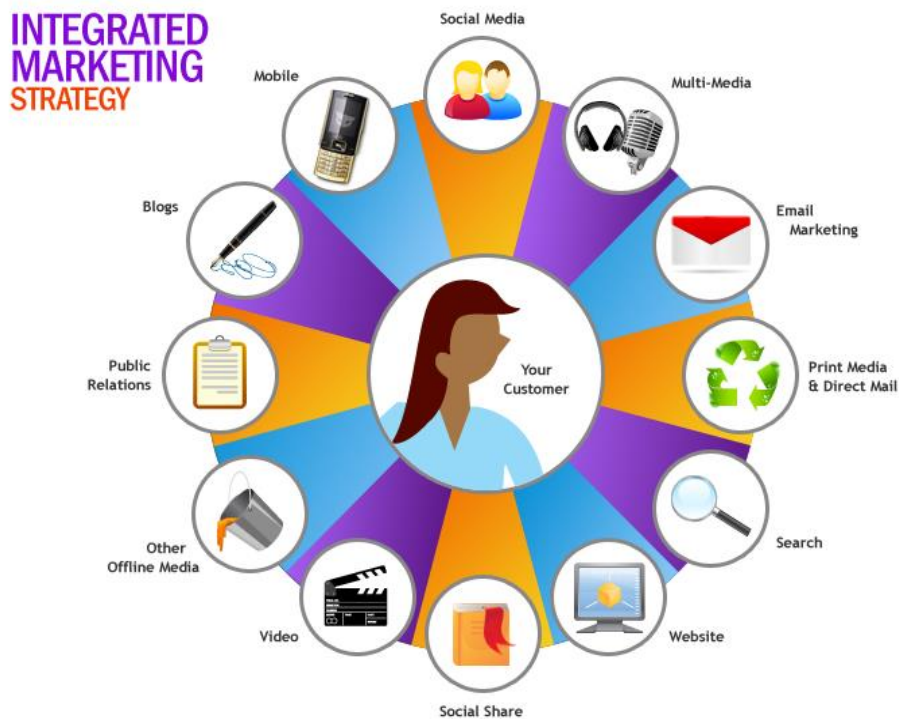
Peter Drucker said...

1. M\_\_\_\_\_
  2. Innovation
- *Everything else is an expense!*

## What is the Key to Marketing Success?

Jim Rohn said...

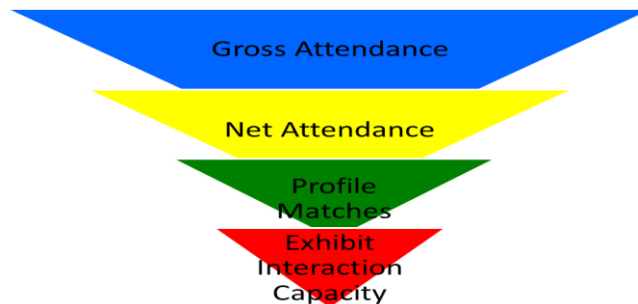
1. Have Something GOOD to Say
  2. Say it WELL
  3. Say it OFTEN
- And I will add...*
4. Say it through \_\_\_\_\_ Media



## **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 MODEX presents.
2. \_\_\_\_\_ **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with all qualified visitors.
4. **FOLLOW-THROUGH & MEASUREMENT:** Follow-through to convert visitor commitments to action, ideally purchasing, and measure and report results.

### **Principle of Selective Exhibit Attraction**



### **How Tradeshow Attendee Behaviors Have Changed**

1. Registering closer to the show.
  2. Spending fewer number of days at shows.
  3. Looking for more content and useable information.
  4. Preplanning visit: \_\_\_\_\_% arrive with an agenda.
  5. Visits \_\_\_\_\_ exhibits on average. (North American B2B 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

**Selective Exhibit Attraction: 8 Step Planning Process**

- 1. Determine Exhibiting Goals
- 2. Identify Target Visitors and Build Target Visitor Lists
- 3. Calculate EXHIBIT INTERACTION CAPACITY
- 4. Budget Enough Promotion Resources
- 5. Create Compelling Messaging
- 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. \_\_\_\_\_

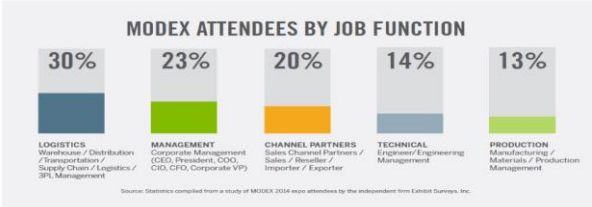
**Step 2. Create Ideal Visitor Profile**

- Who do you want to interact with?
  - Relationship
  - Company Type
  - Job Function/Title
  - Size
  - Other?
  
- ACTION: Define what types of attendees you want to see.

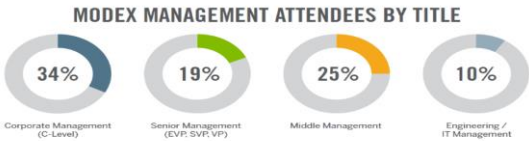
**MODEX ATTENDEES ARE:**



Source: MODEX 2014 expo registration database



Source: Statistics compiled from a study of MODEX 2014 expo attendees by the independent firm Exhibit Surveys, Inc.



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**Identify Target Visitors**

**The C/P/S Triangle**



**Implementing the C/P/S Marketing Program**

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific \_\_\_\_\_ for each name on the list.
3. Contact them \_\_\_\_\_ times before the show using various media: email, phone, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the show.
5. Consider creating a contest to reward the person getting the most of their list to the shows.

**Step 2. Build Target Visitor Lists**

**Best Tradeshow List Sources:**

1. \*Pre-registered attendee mailing list
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

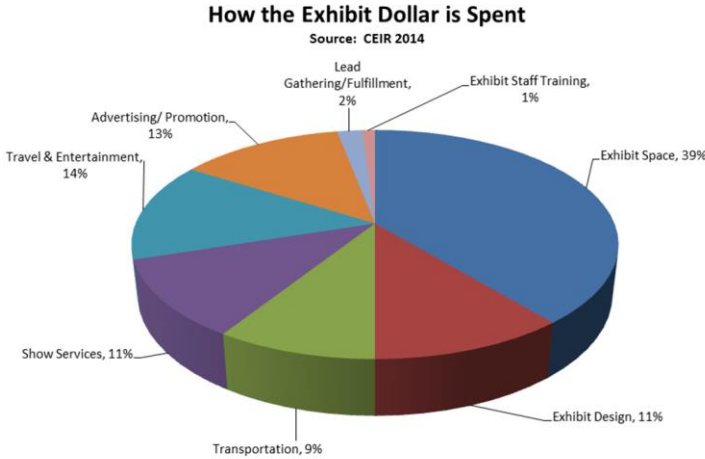
\*Pre-show attendee mailing list available to Partnership Program participants.  
Post-show attendee mailing list available for a fee.

**Step 3. Calculate Exhibit Interaction Capacity**

	<u>Example</u>	<u>Participant</u>
- Exhibiting Hours	26	26
- Booth Staff on Duty	x <u>2</u>	x _____
- Total Staff Hours	= 52	= _____
- Interactions/Hour/Staffer	x <u>3-5</u>	x _____
- <b>Exhibit Interaction Capacity</b>	<b>= 156-260</b>	<b>= _____</b>

- **Success Tip:**
  - Try to make your list at least \_\_\_\_\_ times your Exhibit Interaction Capacity.

**Step 4. Budget Enough Promotion Resources**



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

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

**Step 5. Craft Compelling Messages that Interrupt and Engage**

- \* Job #1: Interrupt
  - \_\_\_\_\_
  - Problematic
  - Familiar
  - Unusual
- \* Communicate Relevance and Importance
- \* Ask: *What situations would prompt them to think about what you offer?*
  - ...dangle situations!
- \* Position visiting exhibit as the place to \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

## **Step 6. Analyze & Select Marketing Media**

### **Four “C’s” to marketing success:**

1. **Captivating** message and \_\_\_\_\_ design theme.
2. **Combination** of show, industry and direct marketing media.
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.

### **General Marketing Media Options:**

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

### **Low-Cost High-Impact Marketing Media Options:**

1. Video Email
2. Voice Messaging
3. Personalized Postcards/Direct Mail
4. Social Media
5. Personalized URL’s (PURL’s)
6. Event/Landing Pages with Needs Assessment & Appointment Enablers














## Evaluate Exhibitor Marketing Opportunities

### FREE Exhibitor Marketing Opportunities

#### Marketing Kit

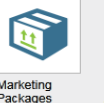
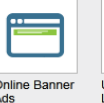
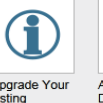
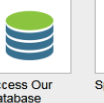
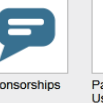
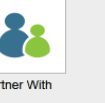
Short of skywriting, everything you need to get the word out about your exhibit is available for ordering, right here, right now.

#### Free Promotions

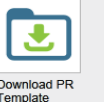
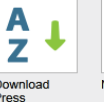
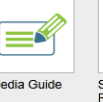
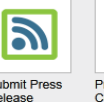
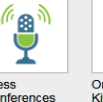

					
Online Listing	Direct Mail	Email Invitations	Export Interest	Partner with Us	LeadLink
					
LeadLink Incentive Program	1 Minute 2 Connect	Innovation Award	Career Forum	Downloads	

### PAID Show Advertising & Sponsorship Opportunities

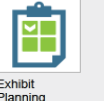
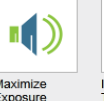
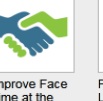
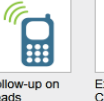
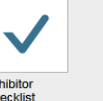
#### Paid Promotions

					
Marketing Packages	Online Banner Ads	Upgrade Your Listing	Access Our Database	Sponsorships	Partner With Us

#### Public Relations

					
Download PR Template	Download Press Database	Media Guide	Submit Press Release	Press Conferences	On-site Press Kits

#### Exhibiting Tips

				
Exhibit Planning	Maximize Exposure	Improve Face Time at the Show	Follow-up on Leads	Exhibitor Checklist

<http://www.modexshow.com/marketingkit/overview.aspx>

## **Step 7. Execute Marketing Campaign**

### Sample Exhibit Marketing Campaign: *Small Exhibitor*

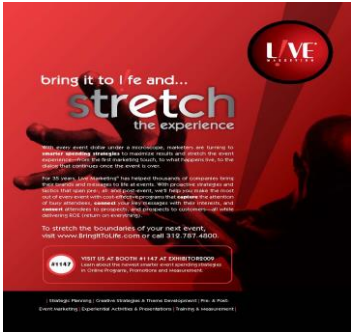
- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$3,200 member
- ❖ **Show Budget:** \$9,600 to \$16,000 (3-5x floor space)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail custom postcard to C/P/S list
  - Send email to C/P/S list with compelling reason to visit and offer free registration
  - Promote show participation in your relevant social media and use show's social media channels
  - Place LeadLink, show banner and booth promo on your company website, email signatures, all outgoing correspondence
  - Create and submit 1 Minute 2 Connect video
  - Value Marketing Package (allows you to be in the Partnership Program and receive the FREE pre-registered attendee mailing list)

### Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- ❖ **Booth Size/Space Cost:** 20 x 20/\$12,800
- ❖ **Show Budget:** \$38,400 to \$64,000 (3-5x floor space)
- ❖ **Goals:** New Product Intro, Brand Visibility, Lead Gen/Sales, Customer Relations
- ❖ **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail high-level invitations to C/P/S list with compelling reward for responding
  - Email C/P/S list with compelling reason to visit and offer free registration
  - Promote show participation in your social media/use show channels
  - Place LeadLink, show banner and booth promo on your company website, email signatures, all outgoing correspondence
  - Access press list. Send press releases. Bring kits to show, consider press conference
  - Reserve a complimentary on-site meeting room for customer meetings.
  - Create and submit 1 Minute 2 Connect video
  - Deluxe Marketing Package (allows you to be in the Partnership Program and receive the FREE pre-registered attendee mailing list)

# Pre-Show Marketing Plan Example

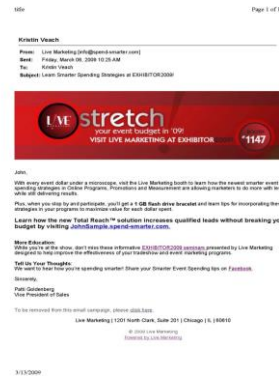
## Pre-Show Print Advertisement



## Personalized Postcard Mailer



## 2 Personalized Pre-show HTML Emails



## Personalized Microsite with Video Host



## **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 worked?
7. What did we \_\_\_\_\_?
8. 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?**

### **MHI's Commitment to Exhibitor Education & Success**

- \* ShowPro Pre-show Exhibitor Webinar Series
  - Fast Track to MODEX Exhibiting Success
    - \* Selective Attraction: November 17, 2015
    - \* Managing the Visitor Experience: January 5, 2016
    - \* Managing Leads & Measuring Results: February 16, 2016
- \* ShowPro Live Exhibitor Workshop
  - Chicago, December 9, 2015, 10:00AM to 5:00PM
    - \* Buyer Panel Discussion
    - \* Topical Peer-to-Peer Roundtables
    - \* Educational Sessions... and a whole lot more!
    - \* <http://www.modexshow.com/showpro.aspx>

### **We Need Your Feedback!**

MHI wants to make sure these webinars are delivering value and giving you the information you need. After the webinar, you will receive an email with a short survey, or you can complete the survey by clicking this link: <https://www.surveymonkey.com/r/LTW2J63>. Thank you for your input!