

Exhibit for Success: Best Practices for a Great Event Experience



Objectives and Introductions

Preparing for the Convention and pre-show marketing opportunities

Current trends that attract attendees and crowds to your booth

Ways to connect with attendees beyond the booth and post-show

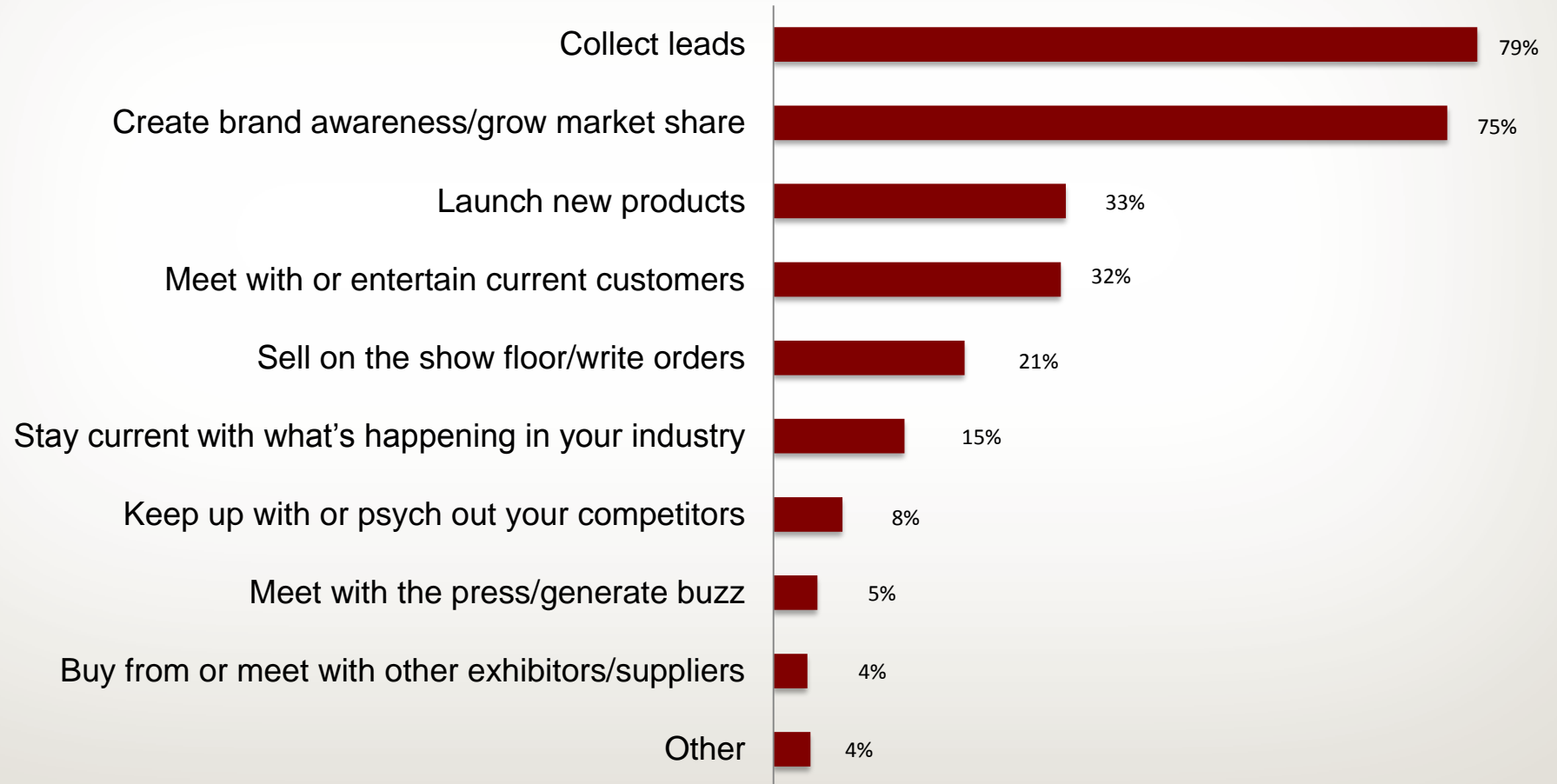
Wendy McGar
Hinman Dental Meeting

Melinda Kendall
Vice President Business Solutions
Freeman

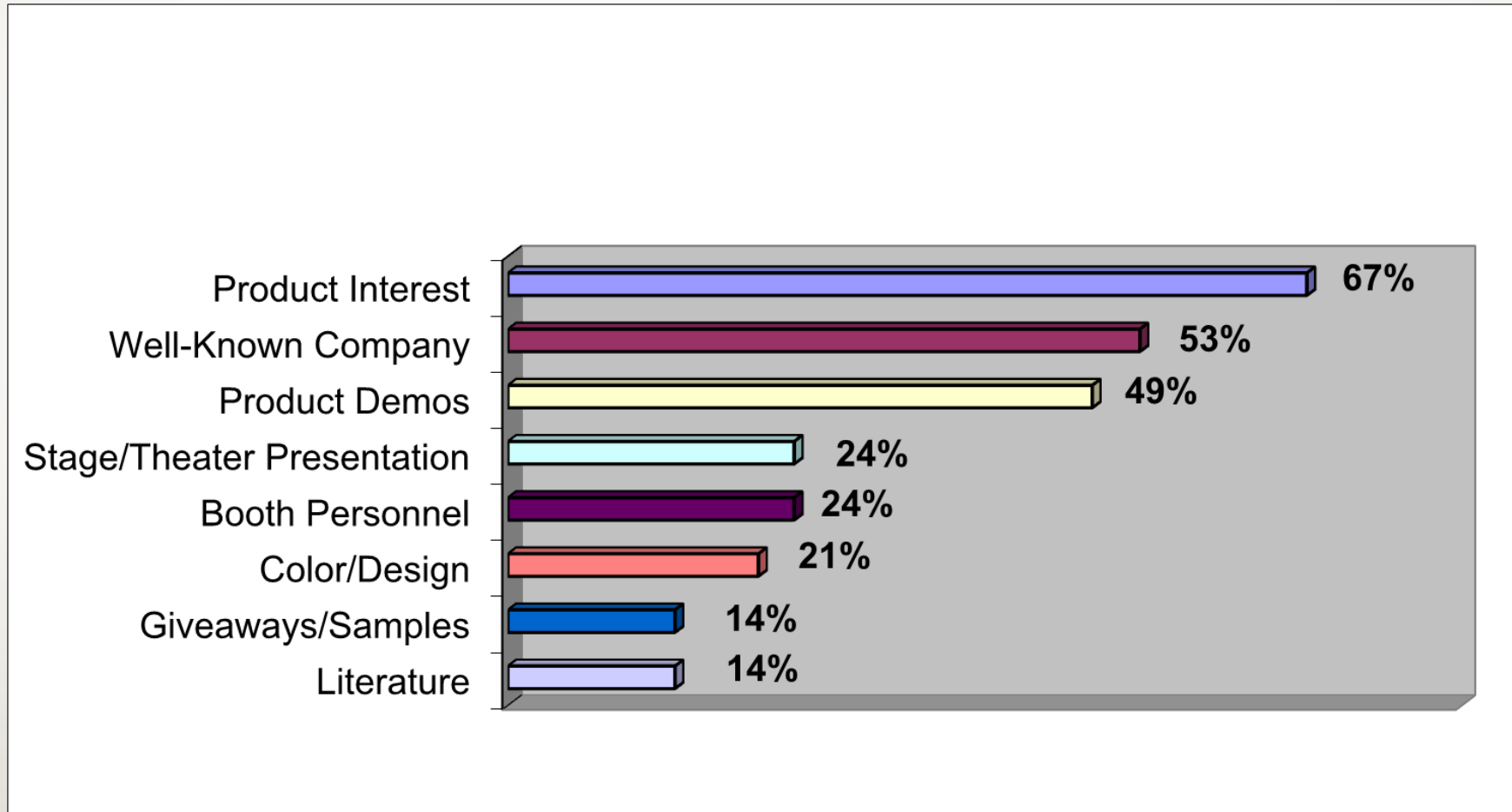
Barry Brown
Vice President National Sales
Freeman

Exhibitor Goals

Exhibitors Looking To Collect Leads And Create Brand Awareness When Exhibiting At Trade Shows



Reasons for Remembering Exhibits



Source: The International Center for Exhibitor and Event Marketing, 2011

Product Interest/Company Awareness

Make events part of integrated year-round marketing

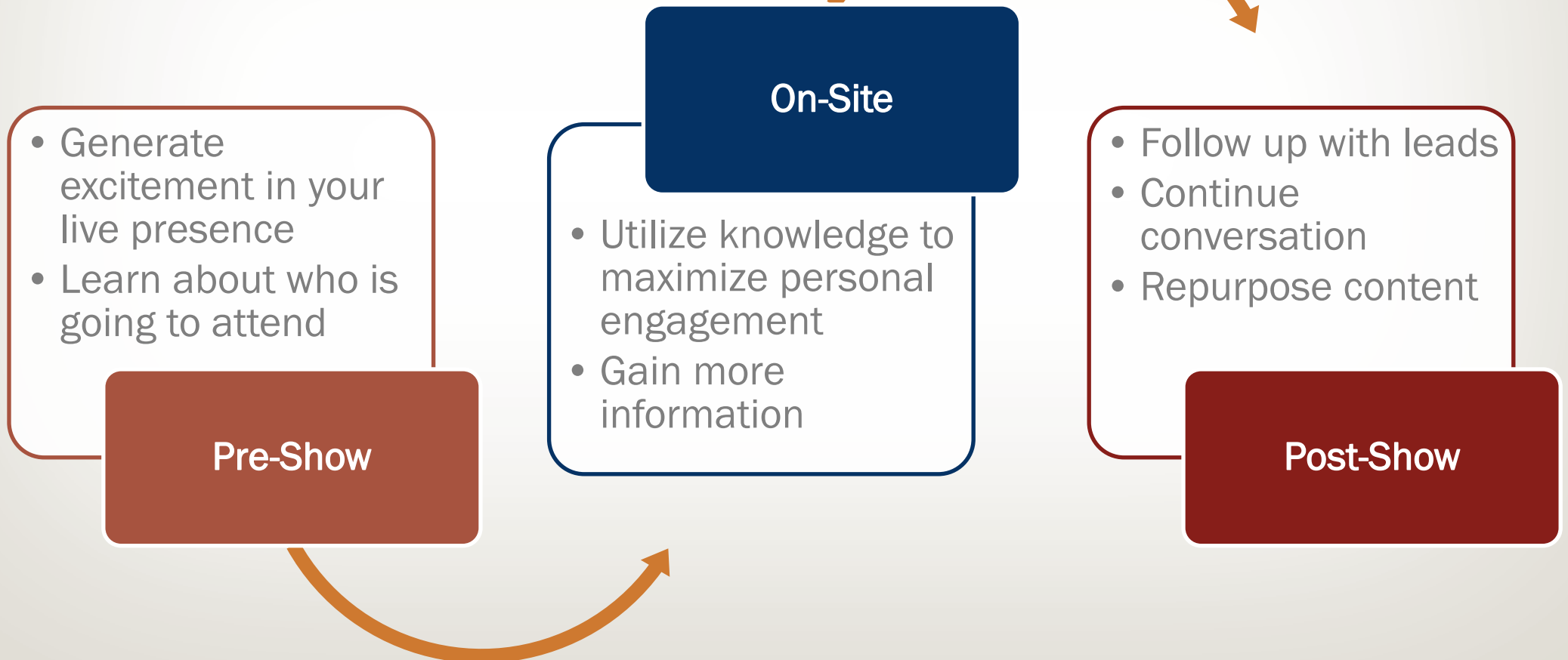
Consistent messaging

Consistent look & feel

Clear branding



One Comprehensive Campaign



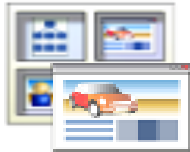
Exhibitors Promote Their Event Participation



44% send pre-show emails to their own list



27% send direct mail to their postal list



91% promote their exhibiting activities/events on their company's website



42% promote their trade show activities on their social media pages

Pre-Show Marketing

Promote to customers and prospects

Email

Web site

Salesperson appointments

Social media

The screenshot shows a Facebook page for the "Thomas P. Hinman Dental Meeting", a Non-Profit Organization. The page header includes the Facebook logo, a search bar with "hinman" entered, and navigation links for "Melinda Kendall", "Find Friends", and "Home". The page features a cover photo of a group of people and a profile picture of the organization's logo. The main content area displays a "Wall" with a post from "Thomas P. Hinman Dental Meeting" about an official opening ceremony on Thursday, March 22nd. The post includes a photo of the group and text mentioning a keynote speaker, Mrs. Laura Bush. Below the post, there are interaction options like "Like", "Comment", and "Share", and a comment from "Coco Fleming" about dental equipment. The right sidebar contains sponsored stories, including one for "Melinda Maginn Reilly" and another for "New in Boston!" from Groupon.com. The bottom of the page shows a "Chat" window with 3 active participants.



F R E E M A N

Specific Messaging

Look for us at the Hinman Dental Meeting!

Be the first to see our new _____product!

Get your questions answered by our product manager, George Smith!

Enter to win a _____!



Hinman Pre-Show Opportunities

Mailing Lists – Lists can be customized based on the audience you are trying to reach.

PreShow Planner – Let someone else do the mailing for you.

Advertise Show Specials – Let us help you promote the offers you already have in place.



Drawing Attendees

Education
Interaction
Participation
Engagement



Booth Design

1. Attract
2. Hold
3. Engage



- New Exhibitor Booth Package
- Digital Marketing Onsite





Booth Package Options start at \$1250

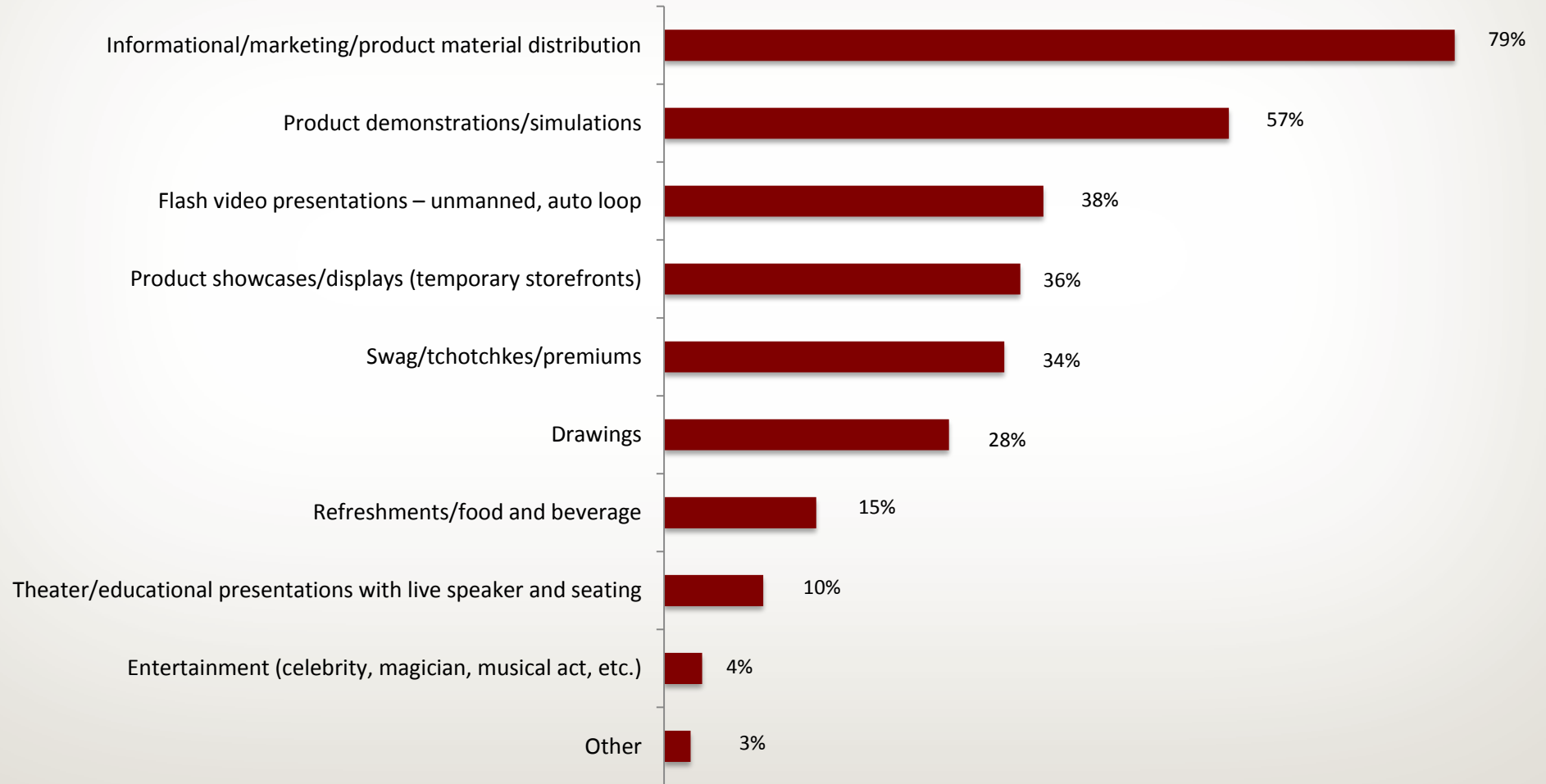
Or just add graphics

Banner Stand \$412+



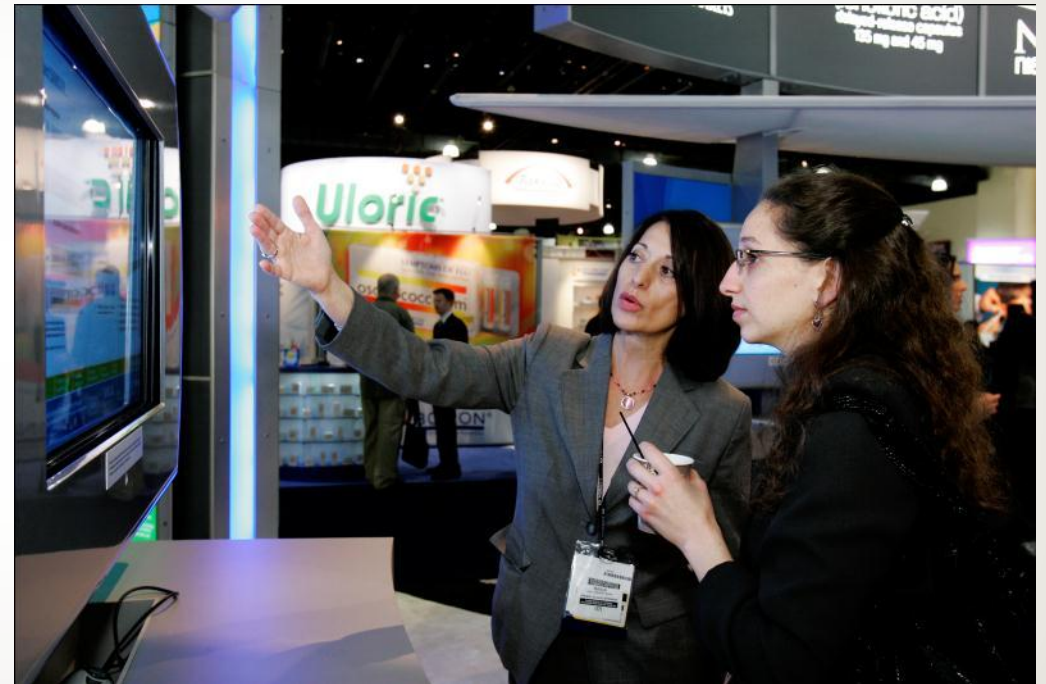
Table Drape \$355+

Drawing Booth Traffic



Source: Champion Exposition Services Exhibitor Trends Survey, June 2010.

Plasma screens help draw attention and generate excitement.



So does hands-on training

Provide education



Get specific

Present technical data

Give access to technical experts

See, touch, feel

Proof points



Use technology

Showcase your programs on the latest technology

Utilize new systems to create interactive programs

Help attendees download your apps



Games

Engage

Teach

Demonstrate

Involve...



Keep the content relevant

...and draw a crowd



Stage/Theater Presentations

In your booth or in Event
Product Theater

Keep them:

Lively

Short

Highly informative

Facts, not sales



Product Demonstrations

Appeal to:

Curiosity

Exclusivity

Involvement



Engagement

Walk-through
demonstration

Attendee
participation

Immersive

Memorable



Giveaways

Draw to booth

Reward for engagement

Make sure they remember who gave it to them!



Giveaways

Consider a higher value exclusive gift

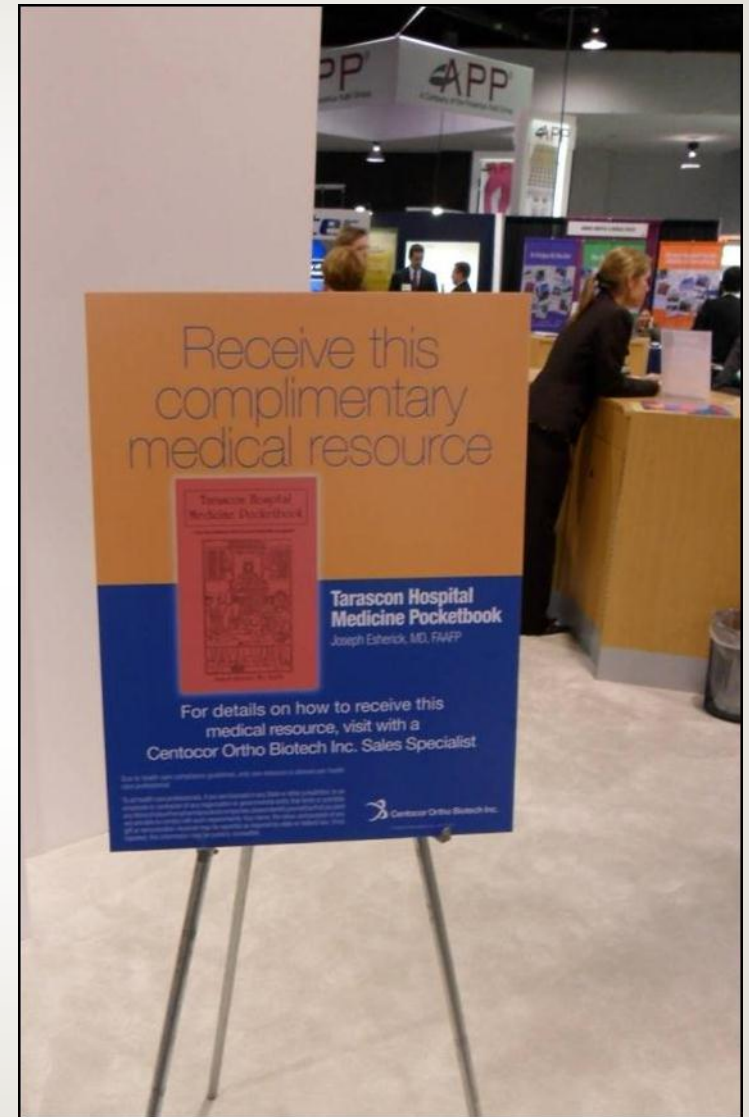
Make attendee work for it

- Watch demonstration

- Play product info game

- Passport program of multiple stations in booth

Result: Greater interaction with qualified leads



Product Literature

Short, sweet, useful

Multiple pages for various products?

Provide stapler or folder

Ability to attach business card

Less is more...prompt to go online



Boothmanship



Send product experts along with salespeople

Train all booth staff before the event

Product/Company

Boothmanship



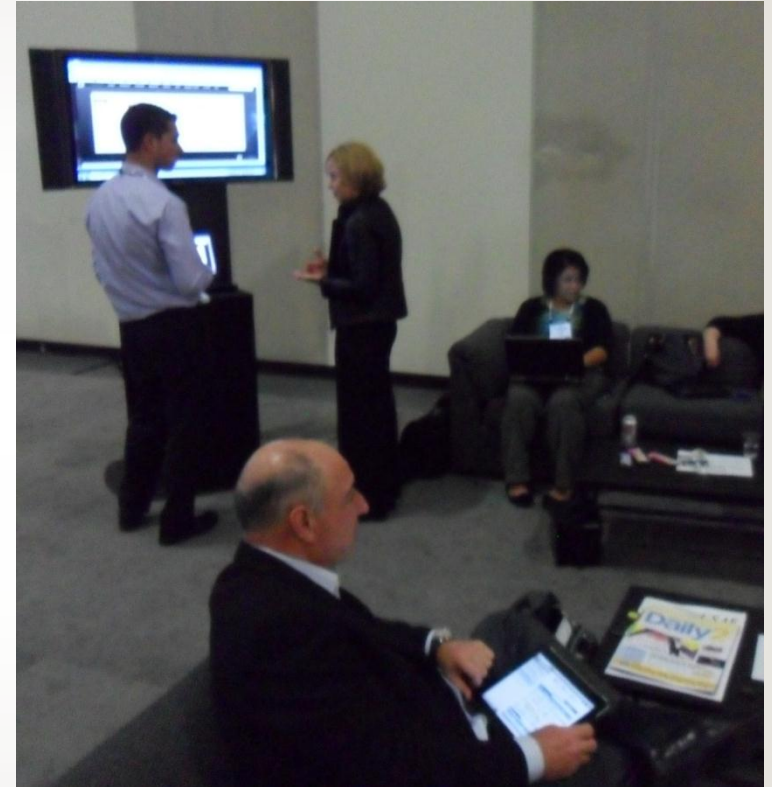
Train on your product and company

Product information and key messages

When/how to refer to product expert

How to get more information

How to use giveaways



Train on boothmanship

Proactively engage attendees

Agree on 2-3 probing questions

Qualifies lead

Allows to tailor conversation

What are the key indicators that you have a solution to fit the needs?

Engage in conversation – find out more about their product needs, resources, purchasing timeframe, etc

Listening is key – and write it down!



Be friendly and welcoming!

No cell phones

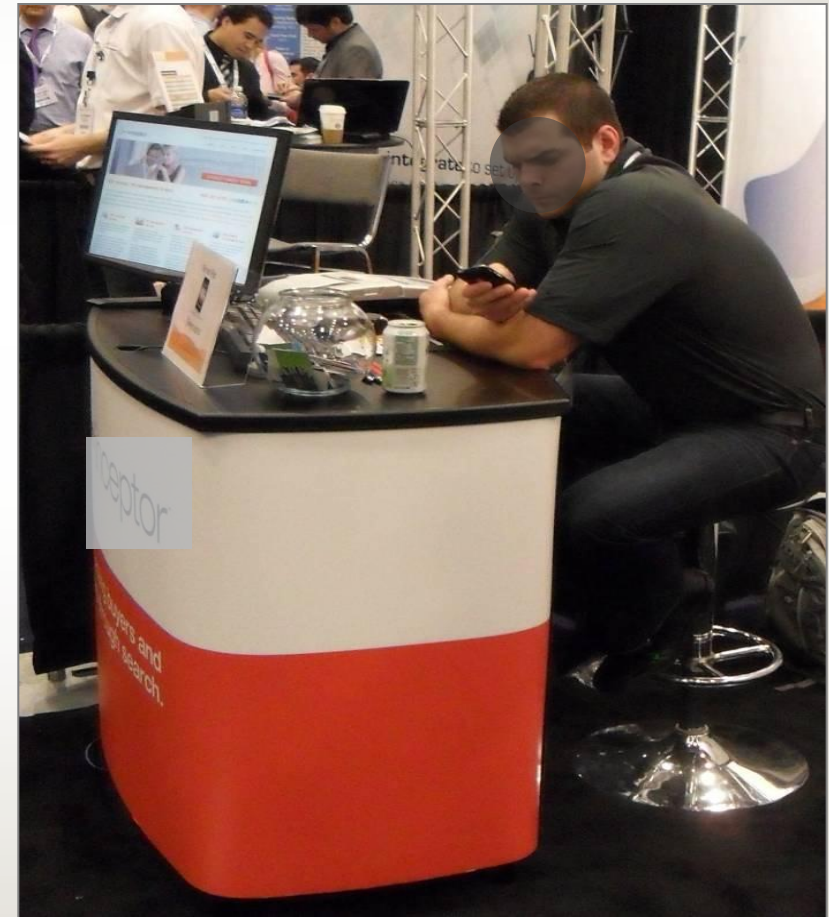
No computer use

No sitting down

Avoid food in booth

Never turn your back to the aisle

**Give staff sufficient breaks to sit, talk, recharge
OUTSIDE of booth**



Beyond the Booth



Marketing Opportunities

Increase exposure

Drive attendance to booth

Maximize the on-site opportunity

Educate

Demonstrate

Brand

Drive awareness

Drive leads



Hinman Marketing Opportunities

Marketing Packages

Variety of price points

Variety of locations

Floor plan logo

Social media

On-site signage



F R E E M A N

Participation

Go out and meet people throughout the event

Attend some of the sessions, and visit other booths

Rally a group for dinner

Send updates on your event experience to social media



Follow Up

Who is following up? When?

Use the notes from your lead collection

Personalize your note, and recap your conversation

Use the post-event attendee list to reach event those who didn't make it to your booth

Send a post-event press release

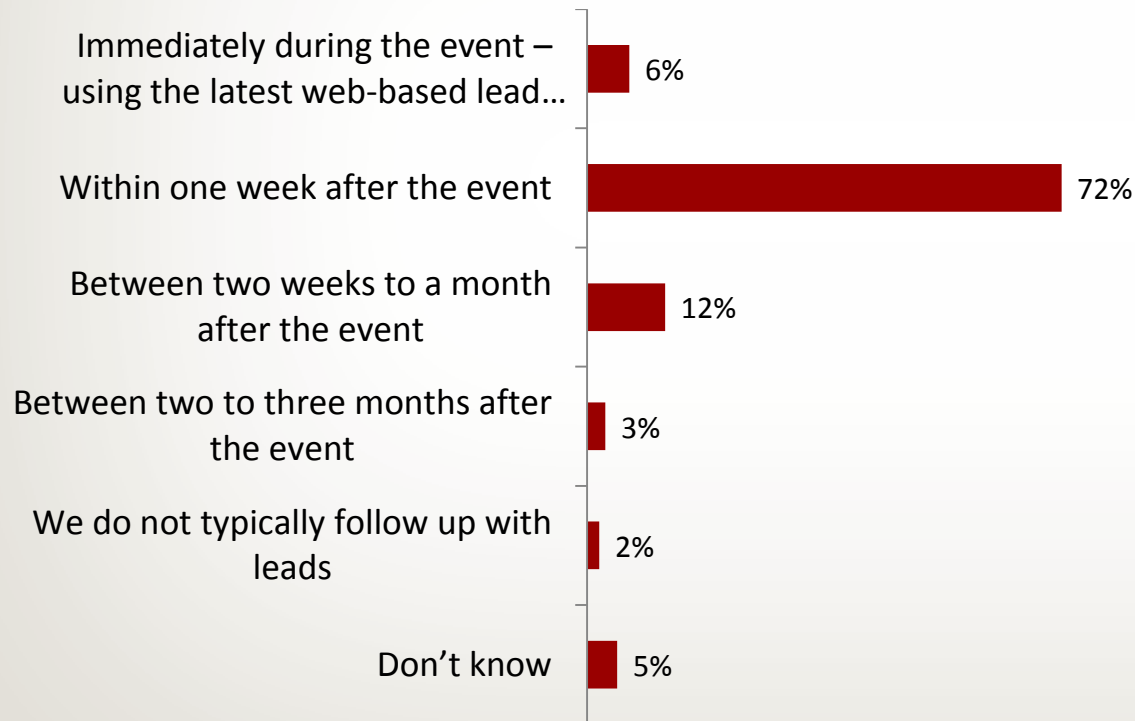
Begin a program of year-round engagement

Newsletters, email communication, regional events, monthly contests, ongoing engagement with customers

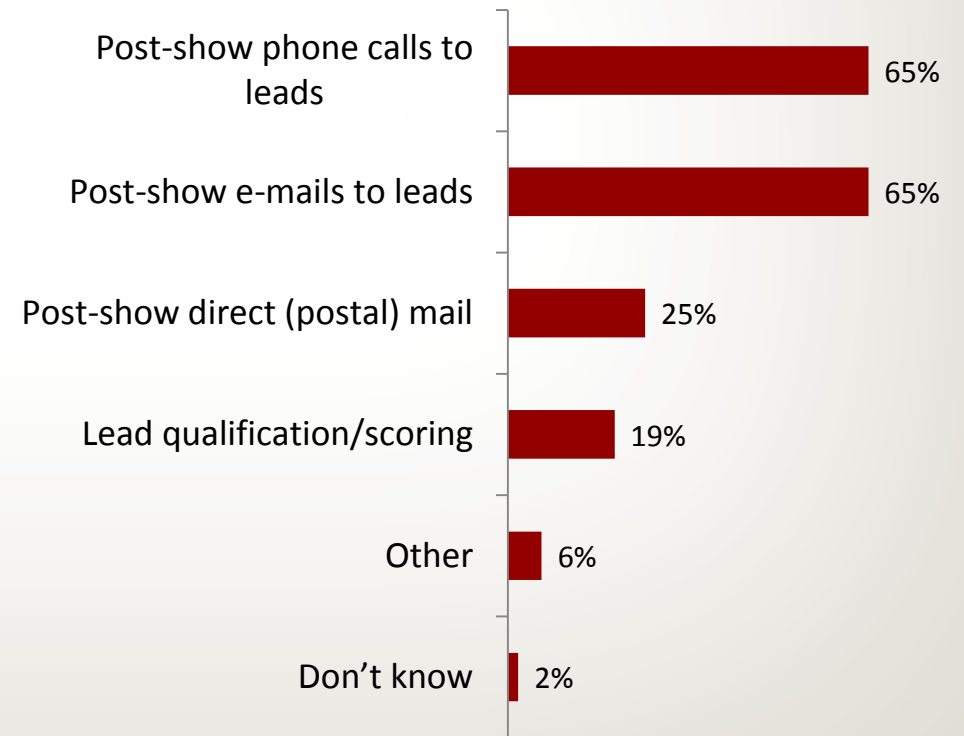
Over 70%
of all leads gathered
at trade shows do
NOT receive any
follow up*

Following Up

Majority of Exhibitors Follow Up With Leads Within One Week After the Event



Exhibitors Are Using E-Mails and Phone Calls For Post-Show Leads



Source: Champion Exposition Services Exhibitor Trends Survey, June 2010.

Any questions? Type them into the question box in WebEx now!



To download the pdf of these slides, or share the recording with others, please go to:

http://hinman.org/e_WhyHinman.aspx

Have a great event!

