Present

How to Design a Compelling Visitor Experience and Promote it to Drive Booth Traffic

Agenda:
1. Three Primary Reasons People Attend Trade Shows
3. Determining What to Feature and Present/Demonstrate
4. Demonstration/Presentation Strategies
5. Overview 6 Types of Demonstrations & Presentations
6. Time Considerations and Key Planning Questions to Ask.
7. Seven Steps to Building Effective In-Booth Presentations & Demonstrations
8. Why You Must Promote Your Attendee Experience
9. 8 Step Attendee-Focused Value Proposition & USP Development Process
10. Building Ideal Visitor Lists & Using AUA Lists
11. Where to Promote Your Exhibitor Experience
12. Sample Marketing Program for Small and Medium/Large Exhibitors
3 Primary Reasons People Attend Tradeshows

- _____________/Continuing Education/Accrediting
- Networking/Interact with Colleagues/Suppliers
- Sourcing/Solutions/Opportunities/Purchase Information/Revalidate

Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic.

➢ How well is your exhibit serving these needs?
➢ What specifically are you doing to meet these needs?

Industry Research on the Impact of Demonstrations & Presentations

- The #1 way attendees want to engage with exhibits on the show floor is through product demonstrations/presentations. – Source: CEIR

- According to Live Marketing research, a well-planned presentation/demonstration can:
  – Increase qualified leads by 2 to 4 times.
  – Increase awareness by _____ to _____ times.
  – Positively influence opinions and purchasing intentions.

- 51% of tradeshow attendees say presentations/demonstrations increase their recall of exhibits visited. – Source: Exhibit Surveys

Determining What to Feature and Present/Demonstrate

- New
- Bread and Butter Products
- Addresses a Top-of-Mind Industry Issue, Need or Problem
Demonstration/Presentation Strategies

- ___________ your claims.
- Demonstrate your key differences.
- Recreate a scenario, experience or situation.
- Show before and after.
- Show old way versus new way.
- Present to multiple buying influences.
- Challenge attendees’ knowledge and skill.
- Provide unique or comfortable places for the demo.
- Integrate presentation support technology.

For Businesses Providing Services

1. Service presentations require more thought and creativity.
2. Identify problems you solve, ______________ you create, savings, efficiencies and improvements you can deliver.
3. Focus your presentation on results - not methodology!
4. Strategies:
   - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
   - Use a physical prop to hook and engage.
   - White paper or Industry Intelligence report
   - Case studies: Problem/Approach/Result
   - Visual Client testimonials in exhibit graphics
Types of In-Booth Presentations & Demonstrations

1. One-to-One Personalized
2. One-to-Many Structured: Live Presentation - Mini Theatre - Booth Tour

3. Interactive A/V: Tablets, Computers, Projection, Touchscreens, Motion Sensing Technology

4. Gamification: Quizzes – Searches

5. Recreating Environments

6. Takeaway Content: Case Studies, White Papers, Process Checklists, Compliance Guides

Time Considerations

- Length:
  - Short enough to hold interest.
  - Long enough to inform.
  - 20 minute cycles:
    - Demonstration: 5 to 8 minutes
    - Qualifying participants: 2 minutes
    - Resetting & _______________________: 10-13 minutes

- Timing:
  - Hold at consistent intervals throughout the day.
  - Increase frequency during unopposed exhibiting hours.
4 Questions to Aid in Designing Effective Demonstrations & Presentations

1. Who is your target audience? What are their titles? What are their top-of-mind concerns?
2. How do your products/services address their concerns?
3. What is the one key idea you want the audience to walk away with?
4. What actions do you want viewers to take during and after?

7 Steps to Building Effective In-Booth Presentations & Demonstrations

1. Set clear ____________________ .
   • What do you want your demonstration to accomplish?
   • What do you want your audience to think, feel, do during and after, and remember as a result of the demonstration?

2. Focus on your audience.
   • Don’t think in terms of what you want to say: the audience won’t care.
   • Think in terms of what challenges the audience faces and how you help address them.

3. Tell a story.
   • A story has a hero, a villain, conflict and triumph.
   • Remember, the hero of the story is your target audience!

4. Get the audience to physically and __________________ interact.
   • “I hear and I think, I see and I remember, I do and I know.” Confucius

5. Have a _______________ Presenter.
   • It’s important that the person telling your story is a good story teller.
   • S/he should also maintain consistent energy all day, every day, for the run of the tradeshow.

6. Capture their information.
   • This is your opportunity to engage with a lot of potential customers. Make sure you capture their qualifying information!

7. Have a clear and strong call to ________________ .
   • What do you want qualified attendees to do after the demonstration?
   • Have next actions planned and make your demo pay off!
   • Proactively engage with attendees to drive the next action!
Why You Must Promote Your Attendee Experience

1. Over-choice
2. __________ overload
3. Information overload
4. Short interaction time
5. Competitive presence
   ➢ Messaging must be thoughtfully crafted & delivered to counter these challenges.

8 Step Attendee-Focused Value Proposition & USP Development Process

1. Define your ______________ Customer
   - Practice Type
   - Interest/Practice Focus
   - Job Title/Function
   - Geography
   - Other?

2. Decide what Solution(s) you will feature
   - New
   - Trending/Hot/Top of the Mind
   - Pillar Services/Products

3. Define the Applications for featured solution(s)
   - How does the customer use the solution?
   - What are or might they currently be doing or using to address the need for your solution?

4. Define what ______________ would prompt them to think about your solution(s)
   - What are problems, frustrations and issues they might be experiencing that would create interest in your solution?
   - What opportunities do your solution(s) create?
8 Step Attendee-Focused Value Proposition & USP Development Process

5. Define your Salient Features & Benefits
   - What are the top 3 features and benefits?
   - What customer needs do each feature and benefit address?
   - What questions could you ask to get the customer to voice a need for each feature and benefit?

6. Define your __________________________ Features & Benefits
   - What are your key points of differentiation?
   - What customer needs do the points of differentiation address?
   - What questions could you ask to get customer to voice a need for your points of differentiation?

7. Define what the attendee will
   - See
   - Do
   - Learn
   - Get by visiting your booth

8. Develop HOOKS and CONTENT based on this analysis and integrate into:
   - Pre/at-show marketing: print, digital, mail, social media, etc.
   - Exhibitor Listing
   - Exhibit graphics
   - Presentation and demonstrations
   - Staff training

Two Core Types of Messages

1. Attendee-Focused Value Proposition:
   A clear and concise message that gives attendees a compelling reason to visit your exhibit…
   • By offering a solution to a problem or an opportunity to seize
   • By letting the attendee know what they will ________, do, and __________
   • By letting the attendee know how much time is required
Two Core Types of Messages

2. Unique Selling Proposition (USP):
   A clear and concise message that helps attendees quickly understand what makes your company, products/services and/or your exhibit experience different or more valuable than others.

Building Ideal Visitor Lists & Using AUA Lists

Attract High-Value Visitors
Work the C/P/S Triangle

Suspects
Open Door

Prospects:
Advance to Next Step

Customers
Relationship Management – Probe for Opportunity
Ears to the Ground for Change – Advocacy

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 through various media: email, phone, social media, 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 show.

Build Target Visitor Lists

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

* Pre-Show attendee mail lists available for a fee.
Where to Promote Your Exhibitor Experience

Exhibitor Marketing Opportunities

**Grab n’ Go Networking Corners** – Branded seating areas where attendees can eat their meals to go

**Reg Kiosks** – Welcome attendees at registration by branding the registration kiosks in the Square

**Wi-Fi Landing Page** – Add your brand to the landing page of the free WiFi service in the convention center common areas

**Digital Displays** – Promote your booth with ads on digital LED towers and a digital LED flat wall display

**Interactive Chalk Art** – Create custom branded chalk art – attendees watch through the day as the artwork is brought to life

**“Fill It Forward” Water Bottles** – Add your logo to reusable water bottles with a purpose; a donation to the Urology Care Foundation is made via a QR code on the bottle

**Wellness Challenge** – Support our competitive event for our attendees as they count their steps at Annual Meeting

For more information, visit AUAIindustry.org
**Execute Marketing Campaign**

Sample Marketing Program: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 in-line/$3,900
- **Show Budget:** $11,700 - $19,500 (3-5x floor space/at least 15% + to promotion)
- **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- **Media:**
  - Execute C/P/S strategy with sales reps and dealers
  - Order AUA pre-registration list
  - Mail postcard to C/P/S list and AUA list
  - Upgrade Online Exhibitor Directory Profile- Write a key word rich exhibitor description giving attendees a compelling reason to visit your booth and use product categories to increase search results
  - Promote show participation in relevant social media and use show’s channels #AUA24
  - Place show logo and booth promo on company website, email signatures, newsletter, social media, all outgoing correspondence

Sample Marketing Program: *Medium/Large Exhibitor*

- **Booth Size/Space Cost:** 20 x 20/$15,600
- **Show Budget:** $46,800 - $78,000 (3-5x floor space/at least 15% + to promotion)
- **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Generation/Sales
- **Media:**
  - Do same things as small exhibitor
  - Mail high-level invitations (instead of postcards) to C/P/S and AUA list with compelling reward for responding
  - Sponsorship of Product Theater presentation, convention center branding or attendee experience activity
Pre-Show Marketing Plan Example

Pre-Show Print Advertisement

Personalized Postcard Mailer

Personalized Pre-show Emails to Your House List

Personalized Landing Page
What three actions will you take from this session?

1. _______________________________________________________
2. _______________________________________________________
3. _______________________________________________________

AUA Exhibitor Success & ROI Center

VISIT & SHARE WITH YOUR TEAM!

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity 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.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

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