



How to Improve Exhibiting Productivity & ROI by Applying the Exhibit Marketing Process™

Jefferson Davis, Competitive Edge

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Competitive
Edge 
"exhibiting excellence"

Jefferson Davis - Exhibiting Productivity Expert

- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Developed *Exhibit Marketing Process*™
- Trained over 100,000 exhibitors
- Process-based and results-focused
- Helped clients generate over \$800,000,000 in tradeshow results.



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3 Important Expert Insights

1. *“Only two things drive revenue: Marketing and Innovation... everything else is an expense.”*
– Peter Drucker
2. *“If you can't describe what you are doing as a process, you don't know what you're doing.”*
– W. Edwards Deming
3. *“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.”*
– Tom Peters

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An Important Question...

Would you say that you have
a *CLEAR* and *WELL-DEFINED* **strategic** process
to *PLAN* and *EXECUTE* your exhibiting program
to ensure the *BIG* investment of time and money
delivers *VISIBLE* and *MEASURABLE* results
that are *IMPORTANT* to your company?

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Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver



On a 1-10 scale
how well is your
program
delivering in
these two areas?

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Introducing the Road Map...

Exhibit Marketing Process™



Exhibit Marketing Process™ is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to design and execute an effective exhibit program that Visibly Supports Core Business Objectives and Delivers Measurable Financial Value Beyond Cost.

	PRE-EVENT			DURING EVENT		AFTER EVENT		
	Select	Align	Design	Attract	Engage	Capture	Follow-up	Measure
	the right and best events	exhibiting reasons w/company goals	a valuable, interactive visitor experience	enough of the right people	visit	convert	performance, value, ROI & key lessons to improve	

Which of these 8 areas has most limited your performance & ROI?

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Select

INSIGHTS on Selecting

- **Principle:** *Be in the right shows, at the right levels, for the right reasons.*
- **Practice:** *Use a thorough show analysis and selection process.*
- ✓ **Key Ideas:**
 1. **Total** show attendance is not the most important number.
 2. The number of people that match your *Ideal Visitor Profile* is the most important number.
 3. Go “*inside the numbers*” to understand attendee demographics, interests and behaviors.
 4. Understand **dominant personality** of the event:
 - * Buy/Sell
 - * Social/Relational
 - * Educational
 - * Technical/Scientific

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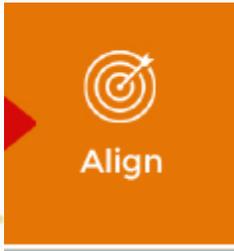
Select

INSIGHTS on Selecting

Key Ideas:

5. Determine how **easy** the organizer makes it to identify, access and interact with attendees
 - ✓ *Specific and verified attendance numbers*
 - ✓ *Access to pre-and post-show attendee lists*
 - ✓ *Number of exhibiting hours and number non-competing*
 - ✓ *Speaking and presentation opportunities*
 - ✓ *Targeted marketing and sponsorship opportunities*
 - ✓ *Year round visibility and engagement opportunities*
6. Base total **investment** and booth size on number of people in the show audience that match your profile.

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INSIGHTS on Aligning

- **Principle:** *Align reasons for exhibiting with corporate objectives and set clearly defined exhibiting **outcomes**.*
- **Practices:** *Communicate with internal company stakeholders and apply the Exhibiting By Objectives process.*
- ✓ **Key Ideas:**
 1. Marketing, Sales and Customer Relationship Management are the big **value** drivers.
 2. Talk to departmental stakeholders to determine what their specific goals and objectives are for the next 12 to 24 months.
 3. Identify reasons for exhibiting that directly support their stated goals and objectives.
 4. Reasons are **not enough!!!** You must convert them to SMART goals.

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Align

INSIGHTS on Aligning

Key Ideas:

5. Each goal must have a *written action plan*
6. The plan must be *communicated* to the exhibit team.
7. The exhibit team must be given **ownership** for *specific outcomes* relating to the goals.
8. There must be pre-at and post-show checkpoints to **measure** activity, progress, and achievement of each goal.

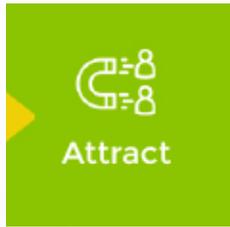
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INSIGHTS on Designing

- **Principle:** *Where the value is clear the decision is easy!*
- **Practice:** *Create a valuable and highly-interactive visitor experience.*
- ✓ **Key Ideas:**
 1. Understand why people attend trade shows.
 2. Design visitor experiences to address their primary reasons for attending.
 3. Determine what you want the visitor to KNOW, REMEMBER and DO during and after their visit.
 4. Design your visitor experience to be **multi-sensory:**
 - See?
 - Hear?
 - Do? Taste? Sample?
 - Learn?
 - Give feedback?

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INSIGHTS on Attracting

- **Principle:** *Attract enough of the right attendees.*
- **Practice:** *Develop and execute a well-designed pre and at -show marketing campaign*

✓ Key Ideas:

1. Identify who the right people are for you.
2. **Calculate** how many people you have capacity to interact with
3. Develop an **irresistible** value proposition.
4. Communicate your value proposition at spaced intervals through as many channels as possible.
5. Include a clear **call to action** in all communications.
6. To increase response rates offer a compelling **reward** for visiting and/or scheduling an appointment.

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What Question Will Help You Get More from this Content?



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INSIGHTS on Engaging

- **Principle:** *Quality engagement builds rapport, deepens relationships, builds trust, preference and loyalty.*
- **Practice:** *Carefully select and **train** your booth staff to more effectively manage visitor interactions.*
- ✓ **Key Ideas:**
 1. People use trade shows to **evaluate** the people behind brands.
 2. People make **judgements** about your company and products based on their experience with your people.
 3. Success strategy: **Best People Forward!**

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INSIGHTS on Engaging

Key Ideas:

4. The exhibiting environment is different and challenging.
5. **Untrained** booth staffers make behavioral and communication errors that limit traffic, reduce lead quantity and quality, and can negatively impact brand reputation.
6. Key information and skills that must be trained:
 - ✓ Environmental differences
 - ✓ Rules of Exhibitorship
 - ✓ Engaging and Disengaging booth visitors and attendees
 - ✓ Gain quick understanding
 - ✓ Deciding which products to present
 - ✓ Delivering concise, informative and persuasive messaging and presentations

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INSIGHTS on Engaging

Key Ideas:

6. Key information and skills that must be trained:
 - ✓ Getting visitor feedback to determine presentation and messaging effectiveness
 - ✓ Capturing more visitor information
 - ✓ Gaining visitor **commitment** to the next action
 - ✓ Managing customer meetings and hospitality events
 - ✓ Taking advantage of the complete event opportunity

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INSIGHTS on Capturing

➤ **Principle:** *Information is Valuable!*

➤ **Practice:** *Identify visitor touch points and capture more information.*

✓ **Key Ideas:**

1. *You may never have this chance again!*
2. Review what information you currently capture and how.
3. Identify what **additional** information would be useful to capture.
4. Ask your sales, dealers and distributors what info they value.
5. Develop structured **questions** to elicit the information.
6. Integrate questions into capture devices.
7. Train your staff on asking the questions and using capture devices.

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INSIGHTS on Measuring

➤ **Principle:** *What gets measured gets done and improved.*

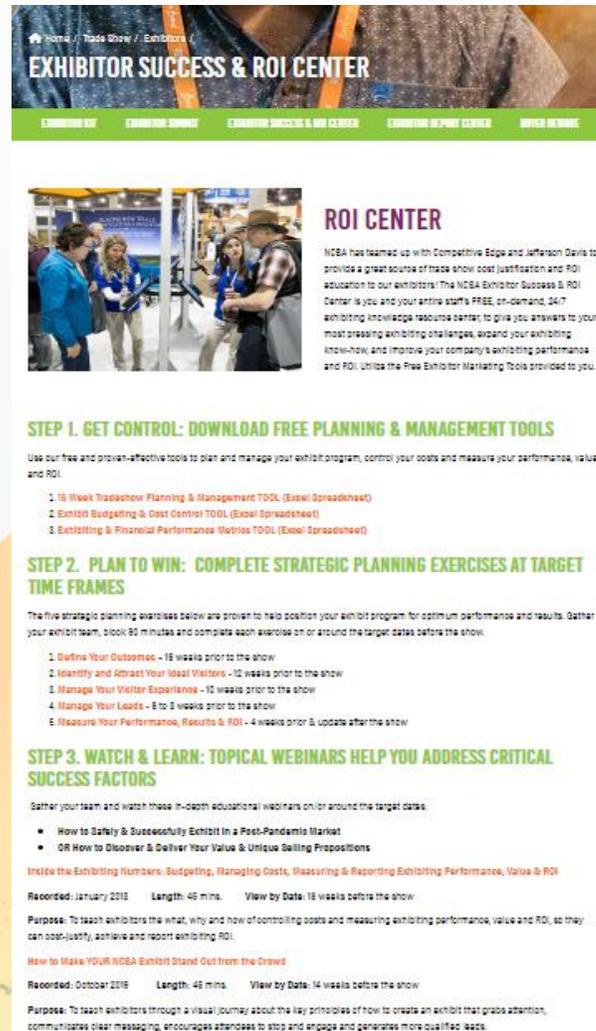
➤ **Practice:** *Develop metrics, data capture points and a post-event reporting process.*

✓ **Key Ideas:**

1. Ask senior management what information they want to see.
2. Things to measure:
 - Event budget vs actual spend
 - Where you saved money
 - How well exhibit was executed
 - Progress on stated goals
 - Where value was generated
 - Return on investment: Short and long term
 - Lessons to improve going forward
3. Create a **template** post show report and use across all shows.
4. Include an executive summary.

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Award-Winning Exhibitor Success & ROI Center



The screenshot shows the website for the Exhibitor Success & ROI Center. At the top, there is a navigation bar with links for 'EXHIBITOR KIT', 'EXHIBITOR SUMMIT', 'EXHIBITOR CHECKLIST & ROI CENTER', 'EXHIBITOR REPORT CENTER', and 'MYER RESUME'. Below the navigation bar, there is a section titled 'ROI CENTER' with a sub-header 'ROI CENTER'. The text below the sub-header reads: 'NCBA has teamed up with Competitive Edge and Jefferson Davis to provide a great source of trade show cost justification and ROI education to our exhibitors! The NCBA Exhibitor Success & ROI Center is you and your entire staffs FREE, on-demand, 24/7 exhibiting knowledge resource center; to give you answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI. Utilize the Free Exhibitor Marketing Tools provided to you.'

STEP 1. GET CONTROL: DOWNLOAD FREE PLANNING & MANAGEMENT TOOLS

Use our free and proven-effective tools to plan and manage your exhibit program, control your costs and measure your performance, value and ROI.

1. 16 Week Tradeshow Planning & Management TOOL (Excel Spreadsheet)
2. Exhibit Budgeting & Cost Control TOOL (Excel Spreadsheet)
3. Exhibiting & Financial Performance Metrics TOOL (Excel Spreadsheet)

STEP 2. PLAN TO WIN: COMPLETE STRATEGIC PLANNING EXERCISES AT TARGET TIME FRAMES

The five strategic planning exercises below are proven to help position your exhibit program for optimum performance and results. Gather your exhibit team, block 80 minutes and complete each exercise on or around the target dates before the show.

1. Define Your Outcomes - 16 weeks prior to the show
2. Identify and Attract Your Ideal Visitors - 12 weeks prior to the show
3. Manage Your Visitor Experience - 10 weeks prior to the show
4. Manage Your Leads - 8 to 2 weeks prior to the show
5. Measure Your Performance, Results & ROI - 4 weeks prior & update after the show

STEP 3. WATCH & LEARN: TOPICAL WEBINARS HELP YOU ADDRESS CRITICAL SUCCESS FACTORS

Gather your team and watch these in-depth educational webinars on/for around the target dates.

- How to Safely & Successfully Exhibit in a Post-Pandemic Market
- OR How to Overcome & Deliver Your Value & Unique Selling Propositions

Inside the Exhibiting Numbers: Budgeting, Managing Costs, Measuring & Reporting Exhibiting Performance, Value & ROI

Recorded: January 2018 Length: 46 mins View by Date: 18 weeks before the show

Purpose: To teach exhibitors the what, why and how of controlling costs and measuring exhibiting performance, value and ROI, so they can cost-justify, achieve and report exhibiting ROI.

How to Make YOUR NCBA Exhibit Stand Out from the Crowd

Recorded: October 2016 Length: 46 mins View by Date: 14 weeks before the show

Purpose: To teach exhibitors through a visual journey about the key principles of how to create an exhibit that grabs attention, communicates clear messaging, encourages attendees to stop and engage and generates more qualified leads.

- ✓ Complimentary exhibitor productivity resource
- ✓ Over \$10,000 of proven-effective content
- ✓ 5 step consumption plan
- ✓ Downloadable planning, cost control and measurement tool
- ✓ 5 timed strategic planning exercises
- ✓ Topical “how to” webinars
- ✓ Articles
- ✓ Standout Exhibit Reports
- ✓ Ask the Tradeshow Expert Email Q&A

<https://convention.ncba.org/trade-show/exhibitors/exhibitor-success-roi-center>

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Ask the Expert...



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