



*Present*

# ProMat New Exhibitor Web-Briefing

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## How to Have a Productive and Profitable Exhibiting Experience

### **Participant Learning Objectives**

*This briefing will...*

1. Provide new exhibiting companies with important information about ProMat, our attendees, and the ins and outs of exhibiting.
2. Inform about important resources and support available from ProMat.
3. Present 5 critical exhibiting success factors.
4. Help you calculate your potential sales opportunity.
5. Present 10 big mistakes new exhibitors should avoid.

## **Exhibitor Support Team At Your Service**

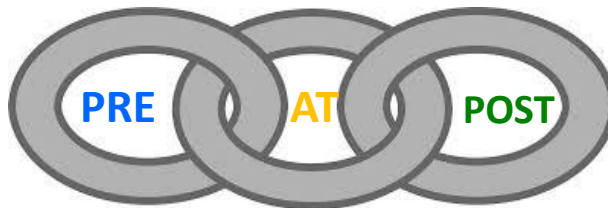
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## **The Average Exhibitor...**

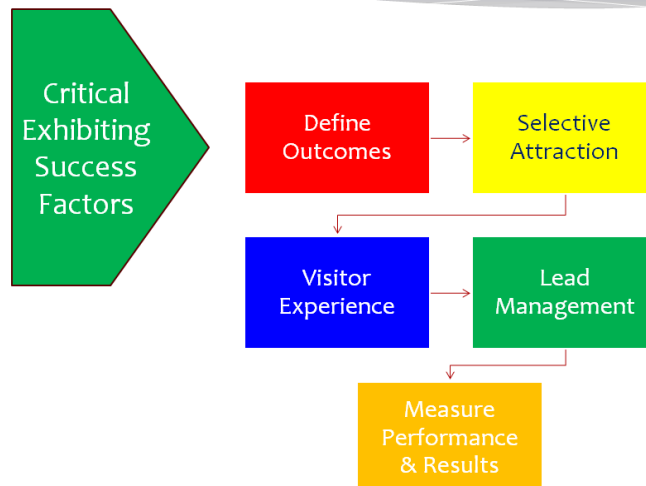
- Spends 95% of pre-show time on \_\_\_\_\_ & operations.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn't guarantee that you will get anything from the big investment of time and money.

## **Three Links of the Tradeshow Chain**

- Not just \_\_\_\_\_ days!
- At least \_\_\_\_\_ months!



## **To Generate Value & ROI Focus on 5 Critical Exhibiting Success Factors**



## **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 objectives and take advantage of opportunities ProMat presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, and use targeted 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 what criteria you need to qualify, develop a questions process and tool your staff uses to capture leads, then follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

### **Calculate Your Potential Sales Opportunity**

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	26	_____
• Booth staff	x 2	_____
• Interactions/hr/staffer	_____ x 3	_____
➤ <b>Total Interactions</b>	<b>156</b>	_____
• % convert to lead (25%)	39	_____
• % leads convert (20%)	8	_____
• Minimum/average order	x \$10,000	\$ _____
➤ <b>POTENTIAL SALES OPPORTUNITY</b>	<b>\$80,000*</b>	\$ _____

**\*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.

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

- Five timed instructional exercises guiding you through strategic factors determining the difference between exhibiting success or failure.
  1. 1/16/19 - Define Your Outcomes
  2. 1/30/19 – Identify & Attract Your Ideal Visitor
  3. 2/13/19 - Manage Your Visitor Experience
  4. 2/27/19 - Manage Your Leads
  5. 3/13/19 - Measure Your Performance and & Results
- **Watch your email on these dates & DO the exercises!**



Welcome to ProMat! As a new exhibiting company, we're looking forward to doing some business relationship with you. We want to make sure we're doing everything we can to help your company have a positive and productive exhibiting experience.

As part of our New Exhibitor On-Boarding Program, you will receive a series of five quick read instructional emails to help you address the strategic factors that determine the difference between exhibiting success or failure.

We strongly encourage you to not only read each of these five emails, but more importantly to do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

**CRITICAL SUCCESS FACTORS: DEFINE YOUR OUTCOMES**  
 Clearly define your goals of success in simple, being specific about what you want to accomplish. The exhibitor hall is creating valuable access plans and executing to achieve your goals. We recommend that you get together with your marketing and sales management team and work through the four-step process outlined below.

1. What are your top three reasons for exhibiting? (Examples: build market visibility / awareness; maximize visibility; introduce new products/services; sales leads; new customers; create/grow existing customers; market research; branding; recruiting; media exposure; customer/prospect meetings; find reps; dealers; distributors; visitors)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Convert each reason to a S.M.A.R.T. goal [Specific, Measurable, Attainable, Realistic, Time bound]  
 (Examples: 1. In 30 days time, we will acquire at least 10 qualified leads. 2. During the show we will meet with our top 10 customers. 3. Within six months of closing, we will have opened five new accounts.)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

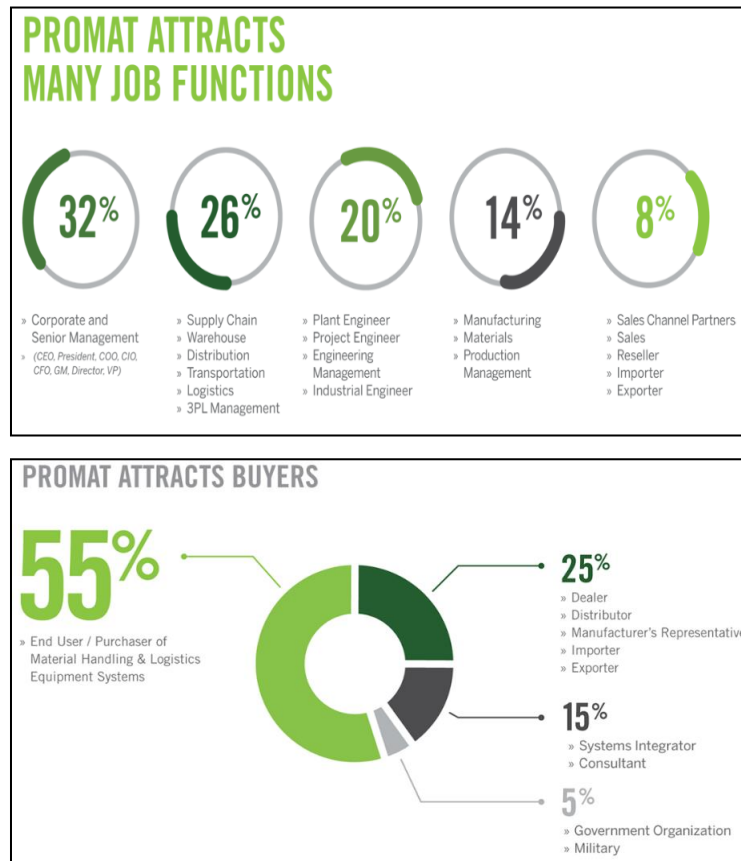
3. Calculate your Potential Leads/Sales Opportunity.

	Example	Your Company
• Number of exhibiting hours:	24	24
• (1) Average number of booth staff on duty: - 10:00am - 12:00pm	4	_____
• (2) Target number of interactions per hour (per staffer):	4.25	_____
• (3) Target number of contacts per hour:	168	_____
• (4) Target percent that convert to a LEAD:	4.25%	_____ %
• (5) Number of LEADs:	71	_____
• (6) Target percent that convert to a SALES ORDER (or best):	5.00%	_____ %
• (7) Number of sales orders:	3	_____
• (8) Conservatively average order amount:	\$10,000	\$ _____
• (9) Your Potential Sales Opportunity:	\$68,000	\$ _____

- Planning tools and content available online on the New Exhibitor On-Boarding web page:
  - Strategic Exercises addressing 5 critical success factors
  - Exhibiting Cost Control Tool
  - 16 Week Tradeshow Planning Tool
  - Exhibit & Financial Performance Metrics Tool
  - Re-playable High Content Webinars on:
    - ✓ Selective Attraction: How to Attract Enough of the Right Attendees to YOUR ProMat Exhibit
    - ✓ Managing the Visitor Experience: How to Better Meet Supply Chain Professionals' Needs Through In-Booth Experiences
    - ✓ Managing Leads and Measuring Exhibiting Results: How to Improve Lead Quality, Sales Conversion and Measure Performance and ROI
- At-Show E3 Exhibit Effectiveness Evaluation
  - Between April 8-10, during open exhibit hours
  - A tradeshow expert will visit your exhibit and assess overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product/Service Presentation, and 3) Exhibit Staff
  - Shortly after the show you'll receive an email report with scoring on 21 factors, spotlight on areas of effectiveness/ineffectiveness, compares your scores to show averages by booth size and to all exhibitors evaluated.



## Who Attends ProMat?



## What Do ProMat 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 real world setting demonstrating performance and quality.

## 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**.

## Exhibitor Service Kit

- Available online: <http://exhibit.mhi.org/>

DEADLINE	TASK	COMPLETION DATE
October 1, 2018	Sign Sponsorship Deadline	
	Lanyard Sponsorship Deadline	
October 2018 – December 2018	Complete your ProMat 2019 Online Listing	
	Upgrade online Listing to a Showcase	
	Order ProMat 2019 Direct Mail Postcards & E-mail Invitations	
	Place ProMat 2019 logo on your website via Banner Ad program	
	Plan pre-show advertising using ProMat 2019 Logo	
	Develop Marketing & Promotion Strategy	
	Consider ProMat 2019 Marketing Packages & Sponsorships	
Determine Lead Retrieval Objectives for ProMat 2019		

## Controlling Exhibitor Material Handling Costs

MHI and GES have partnered together to develop the MHI+ program for exhibiting companies to help give you more control over your material handling costs. Benefits of the Program include:

- No Outbound Overtime (this applies to all exhibitors with outbound overtime and will automatically be applied – no additional action needed from you)
- Significant Reduction in Machinery Material Handling Rates
- Exhibitors now have two options to choose from for their material handling:
  - Optional Package Plan - \$7.50 per sq. ft. benefits include
    - Cost certainty
    - Unlimited crated material handling shipped Direct to show site. Ship as much as you want!
    - Removal, storage and return of empties
    - Reloading of material on outbound vehicles
    - Overtime move-out
    - The fee will cover all direct to show site unloading and loading of shipments on a round trip basis
    - Warehouse shipments will incur a \$15.00 surcharge per CWT.
    - Does not include: Machinery handling, special handling, uncrated shipments, OT inbound and off target surcharges
  - Traditional Material Handling based on weight

## **Greg's Suggestions for New/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. Use the Email Invitations to invite your customers/prospects to visit you and provide them with free registration!
3. Don't assume your orders have been received. Before you leave for the show, check with GES, check with the show organizer, check with your shipping company. Correcting mistakes on the show floor is time consuming and can be expensive.
4. You and your entire team should visit the FREE New Exhibitor On-Boarding web page to learn new exhibiting skills.
5. Keep your contact information current.
6. Attend ShowPro Live! On January 16<sup>th</sup> and 17<sup>th</sup> in Chicago!
7. 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.
4. Failure to pre-market their exhibit.
5. \_\_\_\_\_ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper \_\_\_\_\_ behaviors.
8. Taking booth down before the show closes.

## **10 BIG Mistakes to Avoid (continued)**

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.
- Do a post-show report and identify \_\_\_\_\_ 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!**

- ProMat is one of your most effective marketing and sales media, when done properly.
- MHI gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of the knowledge resources on the New Exhibitor On-Boarding web page.
  - <https://www.promatshow.com/exhibitors/onboarding.aspx>

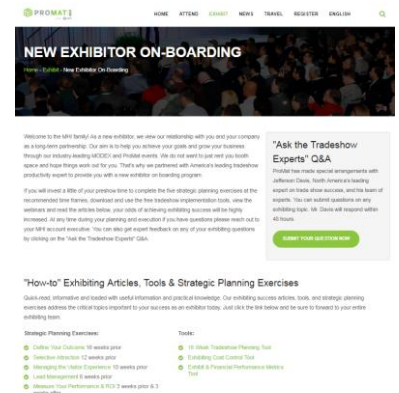
## **Three most important ideas I learned from this session were:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## MHI Commitment to Exhibitor Value, Knowledge & Success

- New Exhibitor On-Boarding Web Page:
  - Re-playable Webinars
  - Downloadable Tools: 16 Week Planning Tool, Cost Control & ROI Calculator, and Exhibit & Financial Performance Metrics Tool
  - Strategic Planning Exercises
  - Ask the Tradeshow Experts Email Q&A
- Bookmark, Share and Access at:
  - <https://www.promatshow.com/exhibitors/onboarding.aspx>
- ShowPro Live Exhibitor Workshop
  - Chicago, January 16-17, 2019
  - Topical Peer-to -Peer Roundtables
  - Educational Sessions... and a whole lot more!



## 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](http://www.tradeshowturnaround.com)**