



A BRAND EXPERIENCE VS. A BOOTH EXPERIENCE

Presented by: Kate Ammerman

TODAY'S AGENDA

1. The Value of Exhibiting
2. Aligning Event Marketing & Business Objectives
3. Understanding & Engaging Your Audience
4. Building Your Brand in 3D
5. Pre-Show Marketing Strategies
6. Making an Impact On-Site
7. Post-Show Follow Up

Questions? *Ask them as we go!*



Center for Exhibition Industry Research

F O U N D A T I O N

21

EXHIBITIONS

14

**INDUSTRY
SECTORS**

4,000

ATTENDEES

99%

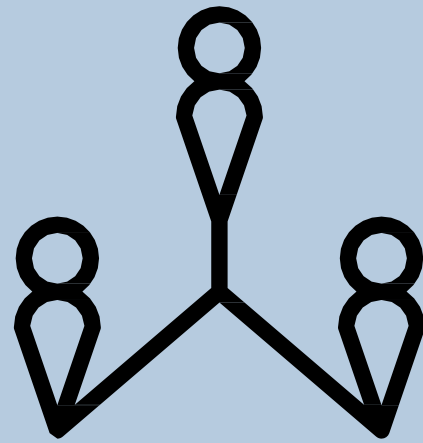
**ACCURACY
LEVEL**

THE VALUE OF EVENT MARKETING

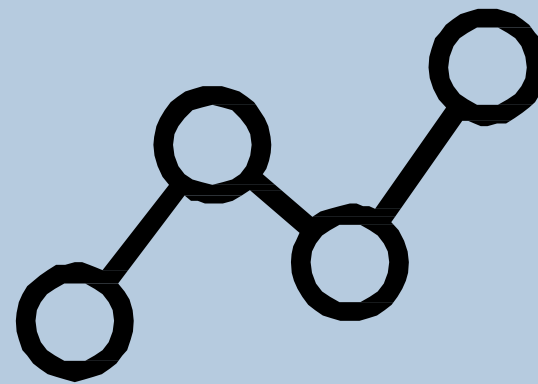
REAL INTERACTIONS DRIVE RESULTS



EXHIBITS DRIVE VALUE THROUGH:



Building
Connections



Increasing
Exposure & Influence



Generating
Sales

COST EFFECTIVE & TIME EFFICIENT

2018 CEIR Reports

COST PER CONTACT

\$222

SALES CALL

\$136

TRADE SHOW

\$86 LESS

CALLS TO CLOSE

3.7

SALES CALL

0.8

TRADE SHOW

5 TIMES LESS

COST TO CLOSE

\$997

SALES CALL

\$550

TRADE SHOW

~ 50% LESS

GRAB YOUR
WORKSHEET!

BUSINESS OBJECTIVES INFORM YOUR
EXHIBITING
STRATEGY

WHAT RETURNS ARE YOU AFTER?



WHEN YOU KNOW YOUR WHY THE HOW BECOMES CLEAR



TYPES OF RETURNS

RETURN ON INVESTMENT

Sales as a
Direct Result
from Exhibiting

RETURN ON IMPRESSION

Increasing
Positive
Perceptions

(Dependable,
Innovative,
Knowledgeable)

RETURN ON ENGAGEMENT

Generating
Buzz, Press,
or
Word of
Mouth
Referrals

RETURN ON OBJECTIVES

Increasing
Brand
Awareness


Capturing
Market Share

Entering Into
an Ancillary
Market

SAMPLE OBJECTIVES

EXAMPLE	DEFINE	MEASURE
GENERATE 100 QUALIFIED SALES LEADS	SALES LEAD interest in product / service + purchasing authority + in your service area	EVALUATE a post-show lead report to calculate how many leads actually meet your criteria
CONDUCT MEETINGS WITH 10 KEY CUSTOMERS	KEY CUSTOMER an existing account + purchases \$\$\$ annually from your company	TRACK planned and spontaneous meetings conducted onsite

SAMPLE OBJECTIVES

EXAMPLE	DEFINE	MEASURE
INCREASE AWARENESS OF NEW PRODUCT BY 5%	AWARENESS BENCHMARK: conduct pre-show research or poll of aided (or unaided) recall of a product name	COMPARE conduct post-show research to gauge change in awareness of the product name
YOUR TURN! ?	 GRAB YOUR WORKSHEET!	?

KPI CHEAT SHEET

*OBJECTIVES
WORKSHEET!*

Total Visitors
Total Quotes
Total Qualified Leads
Total Prospect Meetings
Total Customer Meetings
Total Sales (Volume or Revenue)
Total Supplier & Partner Meetings
Attendees at Product Demonstrations
Attendee Product Name Recall
Attendees at Presentations
Targeted Impressions
Sponsorship Value
Social Media Mentions
Press Mentions

THE ANATOMY OF YOUR AUDIENCE

WHO ARE THEY?



SIGN EXPO® | Attendees Who Mean Business

92%

OF SIGN EXPO ATTENDEES
MAKE OR CONSIDER A
PURCHASE

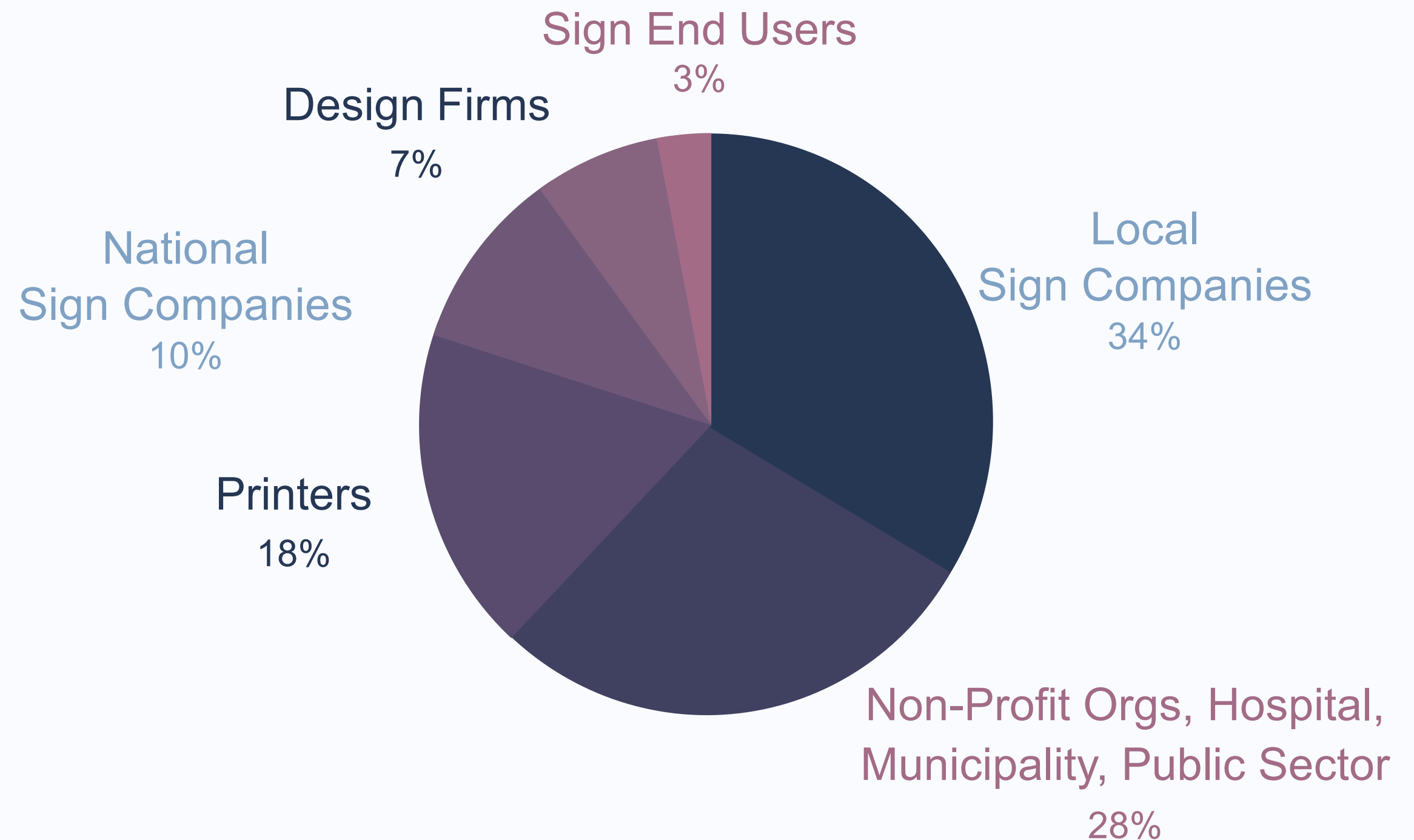
36%

OF ATTENDEES ARE
**OWNER / CEO /
PRESIDENT / SR. MGMT**

SIGN EXPO® ATTENDEE PROFILE

20,000+

Industry Professionals



SIGN EXPO[®] ATTENDEE SEGMENTS

CUSTOM SIGN COMPANY: provides signs, graphics and visual communications products and/or services to end-users in a single state or local market

NATIONAL SIGN COMPANY: provides signs, graphics and visual communications products and/or services to end-users nationwide

PRINTER: primarily focusing on wide format graphics and digital print

INSTALLER: primarily focusing on the installation of sign, graphics and visual communication products

DESIGNER: working with clients on architectural signage, way-finding, branding and more

END-USER: CORPORATE BUYER / NON-PROFIT

working with clients on architectural signage, way-finding, branding and more

WHO ARE YOU TARGETING? WHAT SOLUTIONS DO YOU OFFER THEM?

SEGMENT SPOTLIGHT: END-USERS

NON-PROFIT BUYERS:

Ex. Hospital, healthcare institution, municipality, university, or other government entities

A business that purchases signs predominantly for functional uses

CORPORATE BUYERS:

Ex. Macy's or Walgreens

A business that purchases signs for use of advertising itself, or its products / services.

APPLICATION: While both might be focused on way-finding & directional signs

DIFFERENCE: Size and Scope | Interior vs. Exterior | Branding vs. Logistical Aesthetic
Purchasing Process | Price Sensitivity

BUILD YOUR BOOTH PLAN
YOUR BRAND IN 3D

STRUCTURE | STAFF | SPACE



YOUR BOOTH MUST: **EMBODY YOUR BRAND**

ATTRACT & ENGAGE CUSTOMERS

SHOWCASE SOLUTIONS

GET BUSINESS DONE

DELIVER AN UNFORGETTABLE INTERACTION

THE EXHIBIT ECOSYSTEM

BOOTH DESIGN

BOOTH SIZE

EXHIBIT CONTENT

INFORMATION

STAFF

CONSIDERATIONS FOR BOOTH DESIGN

PHYSICAL PROPERTY

EXISTING

RENTAL

CUSTOM BUILD

HYBRID

BRANDING & MESSAGING

Clear, concise, Impactful. Show/tell what problem your brand solves or what benefit it provides.

BOOTH CONFIGURATION

What size and floor plan will help you meet your show objectives?

- launching a new product: dedicate space for demonstrations
- meetings with key customers: prepare space for meetings

ON-SITE AMENITIES

*Know your options - ask show management about about on-site offerings like:
theater or meeting room availability | graphics capabilities etc.*

OBJECTIVES & BOOTH DESIGN



MAYTRONICS NEW PRODUCT LAUNCH:
BRIGHT, TECH FORWARD, INTERACTIVE DESIGN

OBJECTIVES & BOOTH DESIGN



EFI – PRINTING TECHNOLOGY PROVIDER

VIRTUAL REALITY PRODUCT DEMONSTRATION

INNOVATIVE POSITIONING, IMMERSIVE EXPERIENCE, MINIMIZING COSTLY LOGISTICS

HAVING ENOUGH STAFF & SPACE

20,000
16%

- All Attendees
- Your Target Audience

1
**TARGET
AUDIENCE**

- In-Booth Audience
- Length of Expo

45%
21 HRS.

2
**BOOTH
TRAFFIC**

15/HR.
5 Staff

- Sales Interactions / HR.
- Staff Required

3
**STAFF
NEEDED**

- Working Space
- Occupied Space

4
**EXHIBIT
SPACE**

ATTRACTING BUYERS TO YOUR BOOTH

PRE-SHOW MARKETING PAYS OFF



POP QUIZ

XX%
OF ATTENDEES COME WITH AN
AGENDA



A



B



C



D

POP QUIZ

75%

OF ATTENDEES COME WITH AN
AGENDA

POPULAR PRE-PLANNING ACTIVITIES:

Identifying Products of Interest

List of Exhibits to Visit

Setting Up Meetings

Education Sessions to Attend

PRE-SHOW EFFORTS PAY OFF

75%

OF ATTENDEES
MAKE PLANS
BEFORE THE SHOW

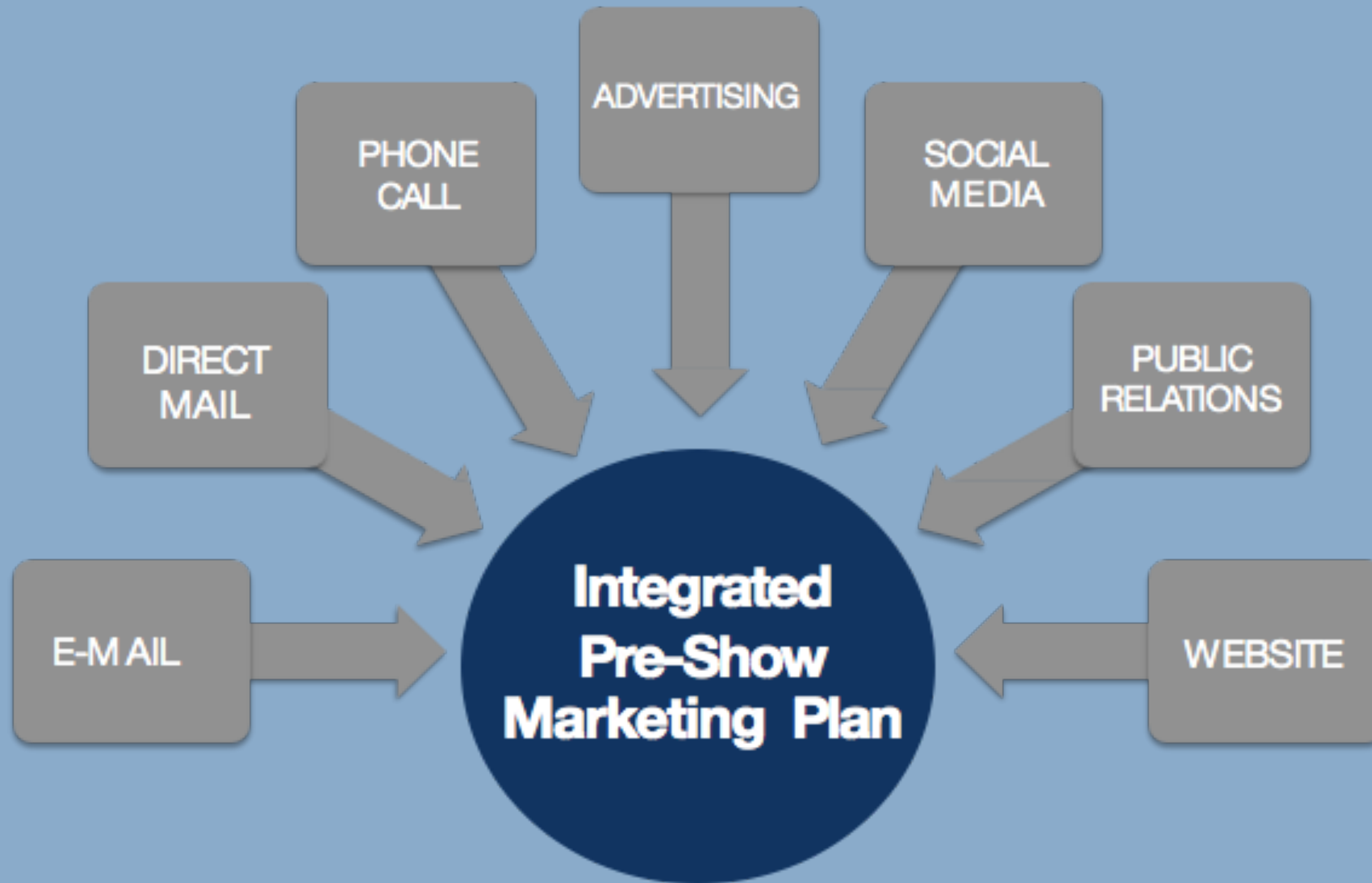
10-15%

OF EXHIBITORS
INVEST IN PRE-SHOW
MARKETING EFFORTS

50%

INCREASE IN LEADS
WHEN PRE-SHOW
PROMOTION WAS USED

PRE-SHOW MARKETING PLAN



PRE-SHOW PROMOTIONAL TOOLS



INVITATIONS

DIRECT MAIL
LETTERS
EMAILS
PHONE CALLS
EXHIBITOR REFERRAL
PROGRAM

DIGITAL MEDIA

BANNER ADS
E-BLASTS
SOCIAL MEDIA POSTS
EMAIL SIGNATURES

TRADITIONAL

PRESS RELEASES
PRINT ADS
INTERVIEWS

THINK LIKE YOUR
AUDIENCE

DRIVE TRAFFIC AND ENGAGEMENT



POP QUIZ

**WHAT ARE
ATTENDEES AIMING
TO DO AT AN EPXO?**

A

**USE THE IN-PERSON INTERACTIVE SALES ENVIRONMENT TO
ADDRESS THEIR BUSINESS NEEDS**

B

VIEW PRODUCT DEMONSTRATIONS

C

TALK TO TECHNICAL EXPERTS WHO CAN SPECIFIC QUESTIONS

D

ALL OF THE ABOVE

POP QUIZ

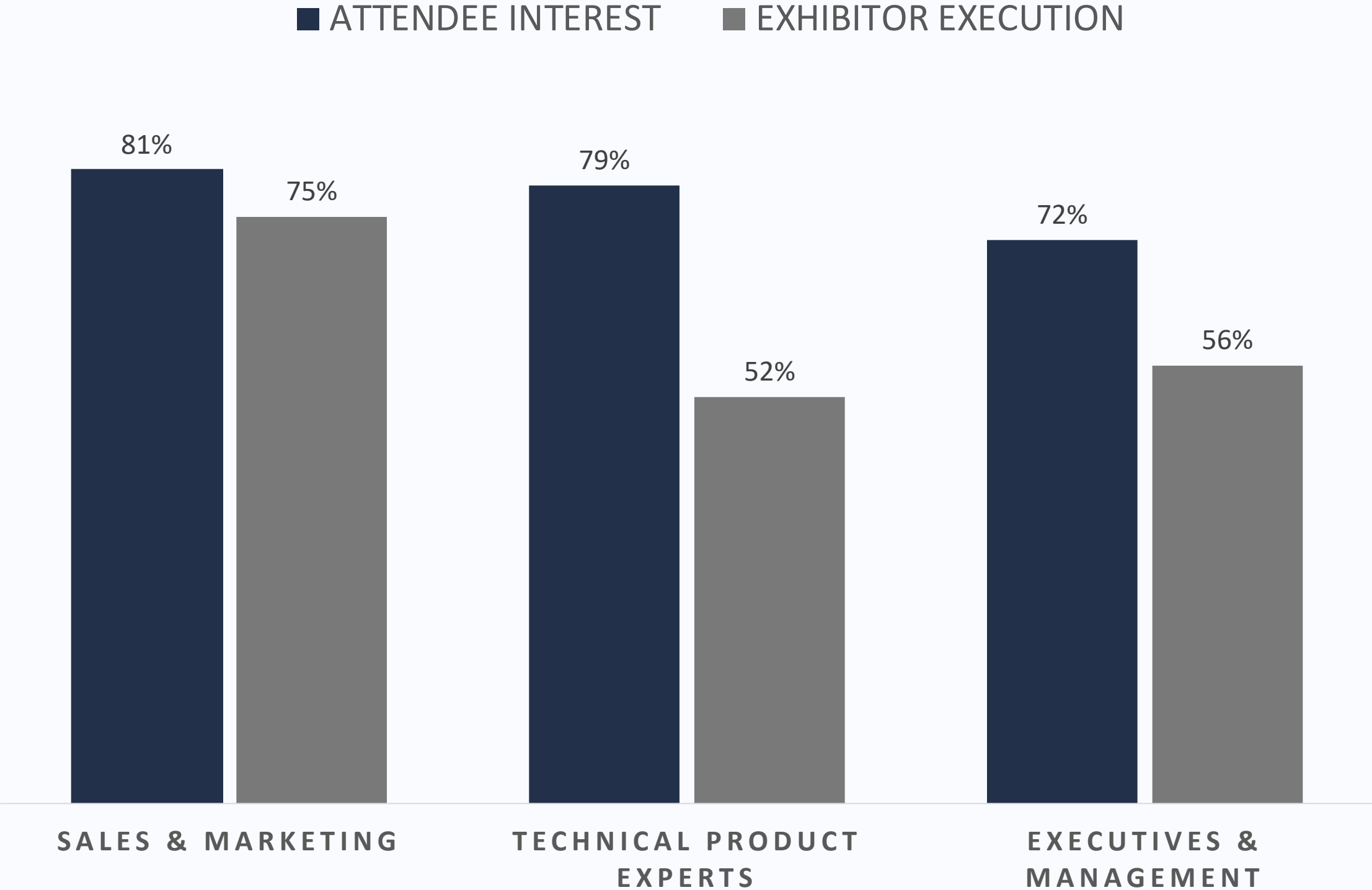
WHAT ARE
ATTENDEES AIMING
TO DO AT AN EPXO?



ALL OF THE ABOVE

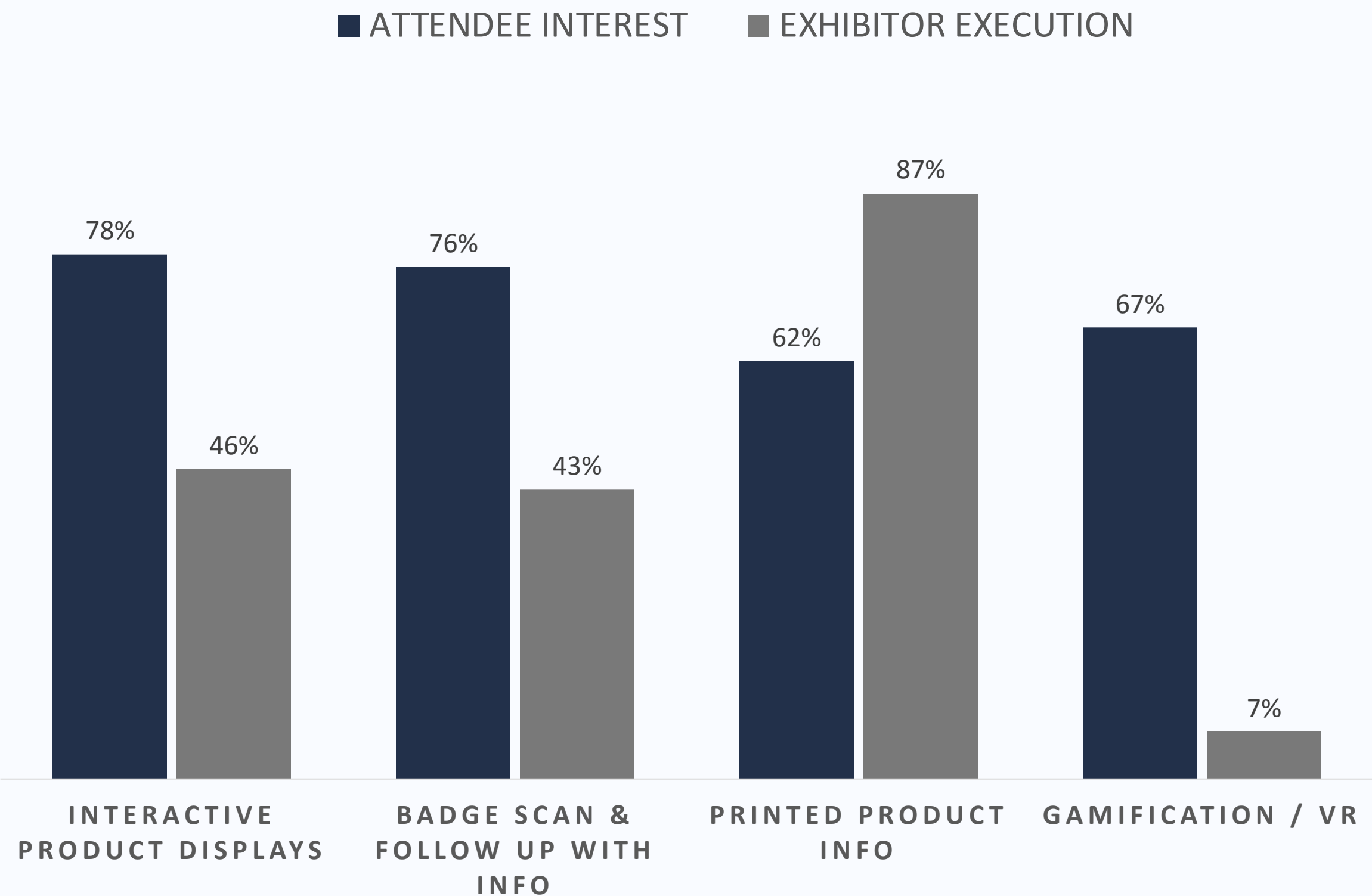
STAFFING EXPECTATION vs. REALITY

WHO DO
ATTENDEES
WANT TO
TALK WITH



CONTENT EXPECTATION vs. REALITY

HOW DO
ATTENDEES
WANT TO
LEARN
FROM YOU



TRIED + TRUE TRAFFIC DRIVERS

UNVEIL NEW PRODUCTS
OR FEATURES

ADVERTISE OR SPONSOR

INFLUENCER OR EXPERT
APPEARANCES

INTERACTIVE DISPLAYS
OR PHOTO BOOTHS

VIRTUAL REALITY OR
GAMIFICATION

CONTESTS OR
GIVEAWAYS

IN-BOOTH ACTIVITIES BY THE STATS

80%

OF ATTENDEES said live demonstrations and free samples significantly help define their purchasing decision

90%

OF BUYERS feel more inclined to purchase after attending an in-booth activity

33%

OF ATTENDEES post about an expo experience on their social media

34%

OF ATTENDEES take photos or videos during an activation event



SPONSORSHIP:

THINK BEYOND THE EDGE OF YOUR BOOTH

EXHIBIT BOOTH EFFICIENCY:

+104%

OBJECTIVES THIS SUPPORTS:

- Increase Brand Loyalty
- Increase Visibility
- Change/Refine Image
- Drive Business Traffic
- Experiential Branding
- Showcase a Product
- Lead Generation



SPONSORSHIP: EXPOSURE BEYOND YOUR BOOTH



IT'S NOT OVER...

POST-SHOW FOLLOW UP

THE HOME STRETCH ONCE YOUR HOME



75%
OF LEADS ARE LOST

MEANING ONLY 25% ARE CONTACTED POST-SHOW

POP QUIZ

THE BEST TIME TO START
THINKING ABOUT
FOLLOWING UP ON LEADS IS...

A

POST - SHOW: AS SOON AS WE GET BACK TO THE OFFICE

B

PRE - SHOW: WHILE PLANNING THE EXHIBITING STRATEGY

C

ONSITE: ONCE WE GET A FEEL FOR THE QUALITY AND QUANTITY

D

NEVER: SERIOUS PROSPECTS WILL FOLLOW UP WITH ME

POP QUIZ

THE BEST TIME TO START
THINKING ABOUT
FOLLOWING UP ON LEADS IS...



PRE-SHOW
WHILE PLANNING
THE EXHIBIT STRATEGY

FOLLOW-UP FAST



**35-
50%**

**OF SALES GO TO THE EXHIBITOR WHO
RESPONDS FIRST**



62%

**OF LEADS THAT ARE FOLLOWED UP ON,
ARE DONE SO WITHIN 5 DAYS**

LEADS IN THE LONG-TERM

ON AVERAGE NURTURING LEADS YIELDS
50% MORE SALES AT 33% LOWER COSTS

50%
MORE SALES

33%
LOWER COSTS

YET ONLY
16%

OF COMPANIES CONTINUE TO NURTURE
LEADS UNTIL THEY BECOME CUSTOMERS

EXHIBIT LIKE AN EXPERT!



CHECK-LIST
Q & A