Effective Exhibitor Strategies & How Attendees are Changing

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Objectives

• Exhibitors’ Top Goals & Strategies

• Measurement & ROI

• Recommendations
Exhibitors’ Top Goals & Strategies
Primary Exhibit & Event Marketing Goals & Strategies

Focus: Leads, sales and launching new products.

- Gather leads: 79%
- Brand awareness: 77%
- Increase sales: 75%
- Enhance brand knowledge, understanding: 60%
- Launch new products: 56%

Source: EMI
Importance of Exhibitions & Events to Corporations

Very important, critical, 47%
Important, 38%
Somewhat or not important, 15%

How Senior Management Views Events & Exhibitions

- **29%** Critical part of marketing mix
- **44%** Important part of mix
- **22%** Necessary to strategy, but focused on ROI
- **5%** Not important or unsure

Source: EMI
Exhibitor Quotes on Biggest Opportunities

• “To make a big sale or major splash at a major show that would not have happened any other way.”

• “Face-to-face with hard to see targets.”

• “Reach to new target audience.”

• “Building awareness in untapped markets.”

• “Brand recognition and reputation as a product leader.”

• “The ability to convey thought leadership of the company.”

• “Strengthening relationships with key customers.”

• “To have hands-on demos of equipment.”
Measurement & ROI
What Exhibitors Measure

1. Leads
2. Attendance, Booth Visits
3. Sales

Source: Access Intelligence Research & Consulting
42% of companies receive between 21% and 50% of their total leads from exhibitions – and 27% receive over 51% of their leads from exhibiting.

Source: Access Intelligence Research & Consulting
ROI Realized by Top Corporations at Exhibitions & Events

34% of exhibitors and event marketers realize an ROI of 2 to 1 or 3 to 1 – and 28% have an ROI that’s 4 to 1 or higher. Still over one-third of exhibitors do not track ROI.
Recommendations
How Attendees are Changing

• Registering closer to the event.

• Smaller buying teams, but those attending have more authority.

• Nearly half are looking to see products first reviewed online.

• Looking for more content and information – there to learn.

• Comparing your products but also your people with the competition.
How Attendees Have Changed – Event Producer Quotes

- “Younger demographic and they want to get most of their information online or through social media."

- "Attendees are asking for more content, and are better informed."

- "They book much closer to the event."

- "Harder to capture. Very price sensitive. Required to justify attendance."

- “We are seeing fewer attendees, but higher quality in role in the purchasing decision."

- "Need to market differently to several separate age groups."

- "They are more focused on getting the most done in the least amount of time.”
## Why Attendees Attend Exhibitions/Trade Shows

<table>
<thead>
<tr>
<th>Reason</th>
<th>% Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>See new products</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Network</strong> with colleagues and vendors</td>
<td>75%</td>
</tr>
<tr>
<td>Stay up to date on industry trends and issues</td>
<td>74%</td>
</tr>
<tr>
<td>See many companies at one time</td>
<td>64%</td>
</tr>
<tr>
<td>Create and/or strengthen <strong>industry relationships</strong></td>
<td>61%</td>
</tr>
<tr>
<td>Get <strong>technical information and specifications</strong></td>
<td>58%</td>
</tr>
<tr>
<td>Access <strong>education</strong> and learning</td>
<td>55%</td>
</tr>
<tr>
<td>See existing suppliers</td>
<td>55%</td>
</tr>
<tr>
<td>See specific companies and/or products</td>
<td>53%</td>
</tr>
<tr>
<td><strong>See products in-person reviewed online</strong></td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: Access Intelligence Research & Consulting
## Attendees’ Actions Taken with Exhibitors

<table>
<thead>
<tr>
<th>Action</th>
<th>% Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>See a product demonstration</td>
<td>73%</td>
</tr>
<tr>
<td>Talk to technical employees</td>
<td>62%</td>
</tr>
<tr>
<td>Talk to sales employees</td>
<td>58%</td>
</tr>
<tr>
<td>Ask for a price quote</td>
<td>48%</td>
</tr>
<tr>
<td>Attend an exhibitor’s special event</td>
<td>48%</td>
</tr>
<tr>
<td>Attend their educational sessions</td>
<td>46%</td>
</tr>
<tr>
<td>Talk to senior management employees</td>
<td>46%</td>
</tr>
<tr>
<td>Participate in meetings</td>
<td>32%</td>
</tr>
<tr>
<td>Place an order</td>
<td>32%</td>
</tr>
<tr>
<td>Request a sales visit</td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: Access Intelligence Research & Consulting
Recommendations: Respond to Why Attendees Attend

See New Products

- Emphasize what's new in marketing
- Show new products, ideally with hands-on demos
- If not launching products, showcase what else is new

Network

- Have plans for effective networking presence
- Host or sponsor a networking event or dinner
- Take advantage of all attendee interaction areas

Learn

- Provide new content, educate/inform
- Present at sessions
- Have short educational session in booth
Recommendations: Responding to Why Attendees Attend

Access Technical Specifications

• Emphasize technical information
• Provide in-booth or online
• Immediate follow-up with who to contact with questions

Build Relationships

• Personal invites
• Set meetings
• Take advantage of full range of attendee touch points

See Many Companies / Competitors

• Efficiency is a key reason to attend, but their time is short
• Want questions answered and touch/feel products
• Comparing competitor teams; people behind the brands
How to Improve Exhibiting Results

1.) Better Pre-Show Strategic Planning, Event & Booth Selection
   • Sets goals and a strategy
   • Integrate with other marketing campaigns, programs, branding

2.) Enhance Pre-Show Marketing & Social Media
   • Wide, but still targeted campaign
   • Use all mediums and outlets to get message out
   • Personal invites, set meetings at the show

3.) Improve Exhibit Design, Branding, Graphics & Marketing
   • More open space; entry points; simple, less clutter
   • Brighter graphics; clear, to the point themes/messaging
   • Greater focus on specific products
How to Improve Exhibiting Results, continued

4.) Better Trained & Higher-Level Booth Staff
   • Who on your team do attendees and buyers want to meet?
   • Do your teams understand the goals and significant opportunity?
   • Plan for engaging with attendees and buyers off the show floor as well
   • Does your team, even senior people, need event training?

5.) Quality Product Samples & Demonstrations
   • Attendees mainly want to see new products and demos
   • What is fun, interesting and buzz-worthy to show or demo?
   • If not launching products; then showcase what else is new

6.) High-Quality Education & Information – Content is Key
   • Have an education and information plan/strategy
   • How can you help attendees and prospects learn something new?
7.) Effective Promotions, Incentives, Giveaways & Drawings
   • What will drive traffic and what is relevant to the audience?
   • Know the audience; do they want an item/freebie; or industry tool or info?

8.) Take Advantage of Value Added Benefits & Opportunities
   • Work with LFI show management to learn all the options
   • Work more closely with partners

9.) Post-Event Follow-Up & Evaluations
   • Quantitative and qualitative
   • Only track what is useful, insightful, comparable – what did you do right/wrong

10.) Focus on Lead Management & Measurement
    • Assign one person; understand tracking event leads takes time
    • Include CRM/marketing, sales, finance, etc.
    • Follow up on leads!
Q&A