

Effective Exhibitor Strategies & How Attendees are Changing

Michael Hughes
Managing Director Research & Consulting



Objectives

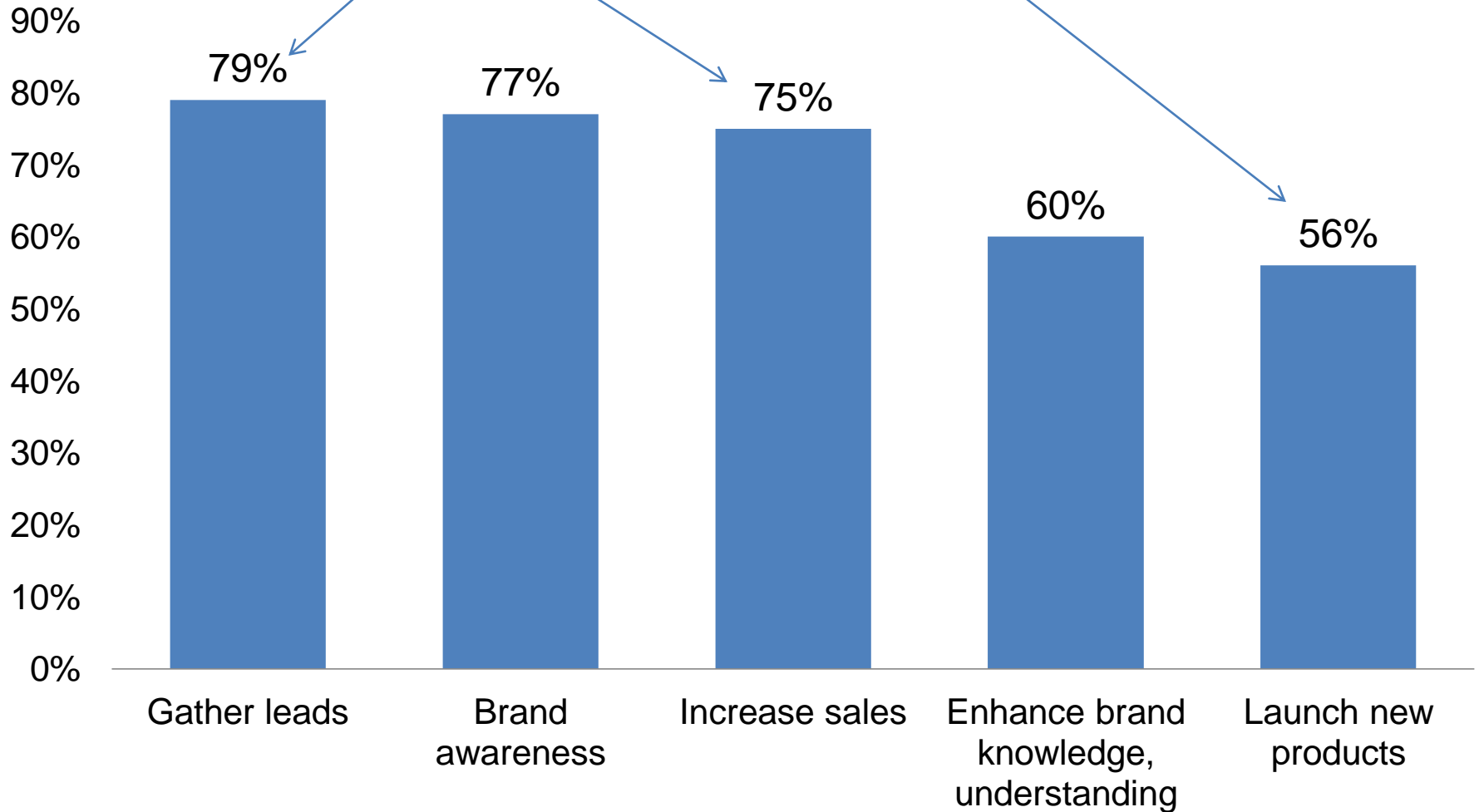
- Exhibitors' Top Goals & Strategies
- Measurement & ROI
- Recommendations

Exhibitors' Top Goals & Strategies

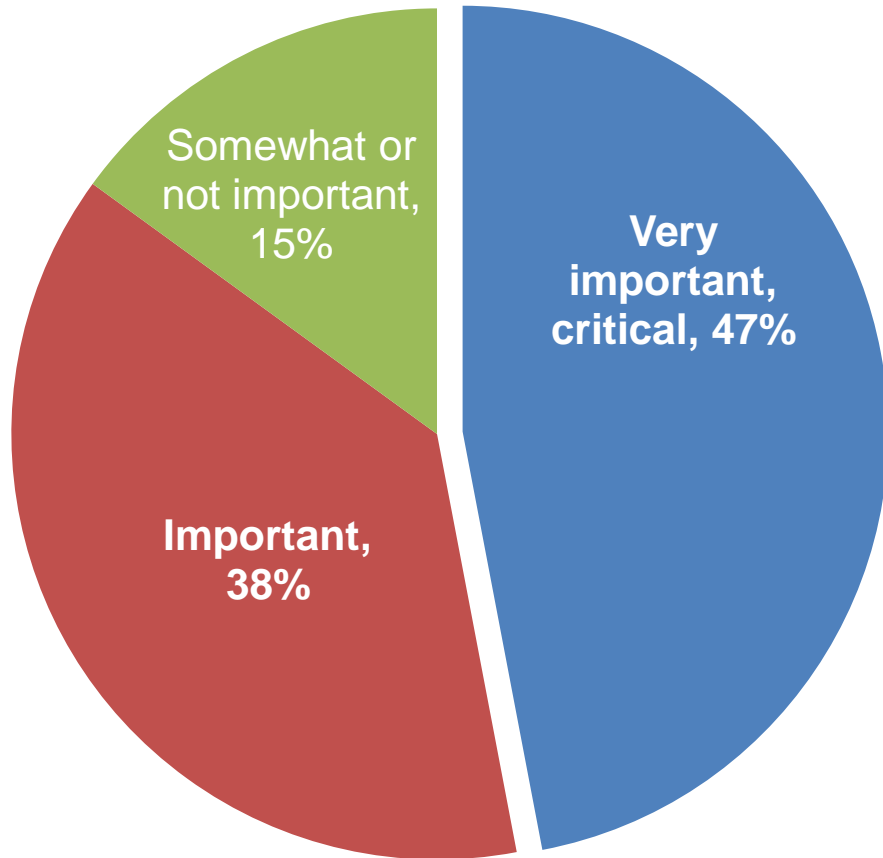


Primary Exhibit & Event Marketing Goals & Strategies

Focus: Leads, sales and launching new products.



Importance of Exhibitions & Events to Corporations



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

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

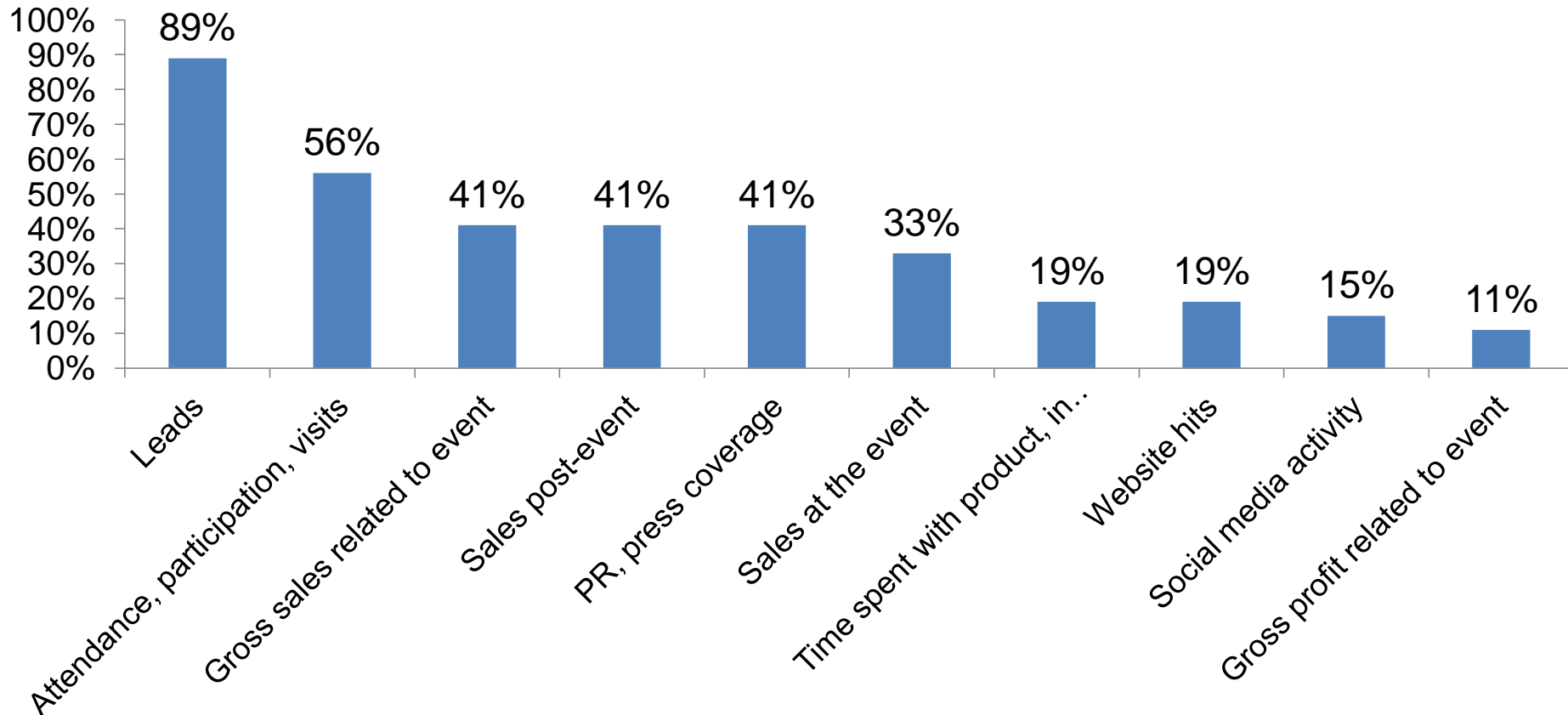


What Exhibitors Measure

1. Leads

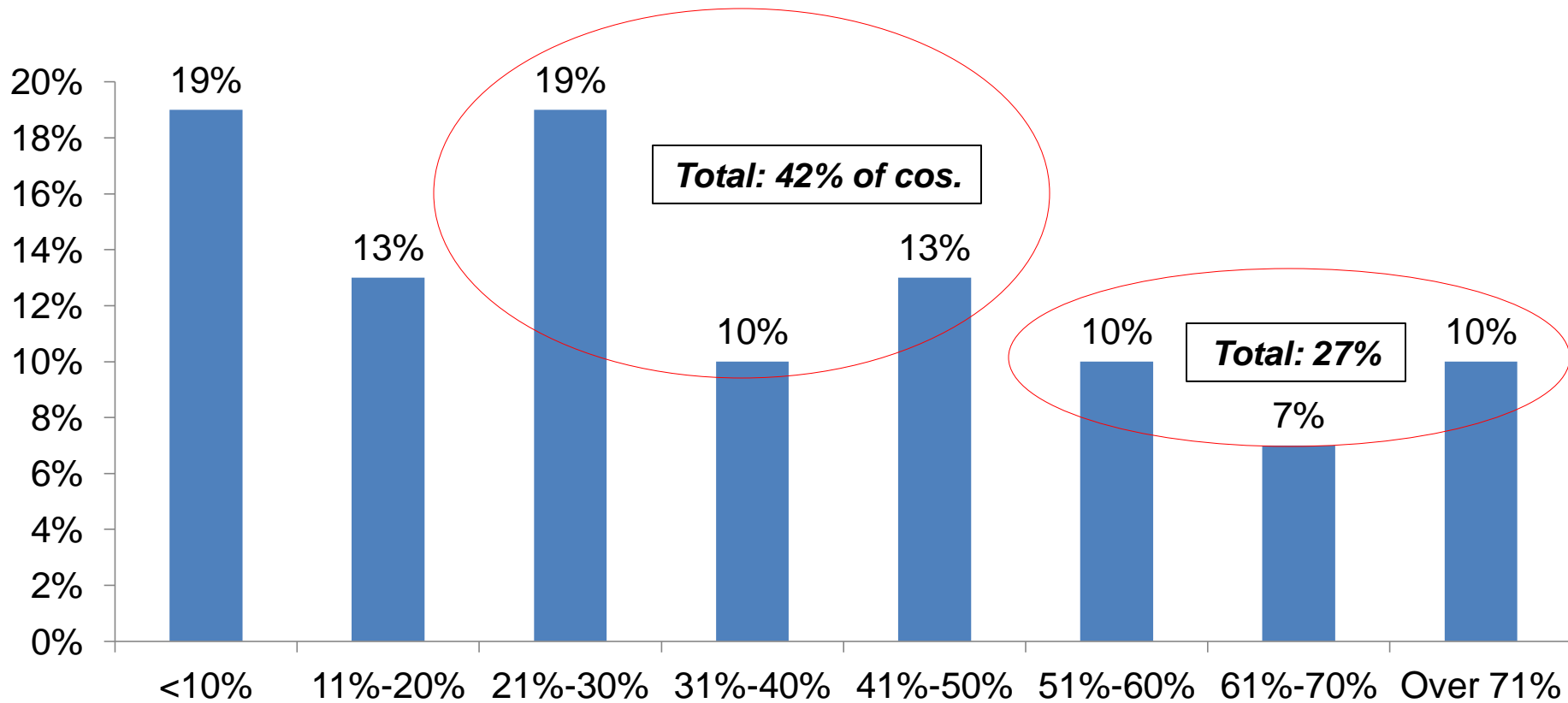
2. Attendance, Booth Visits

3. Sales



Percentage of Total Company Leads Resulting from Exhibitions & Trade Shows

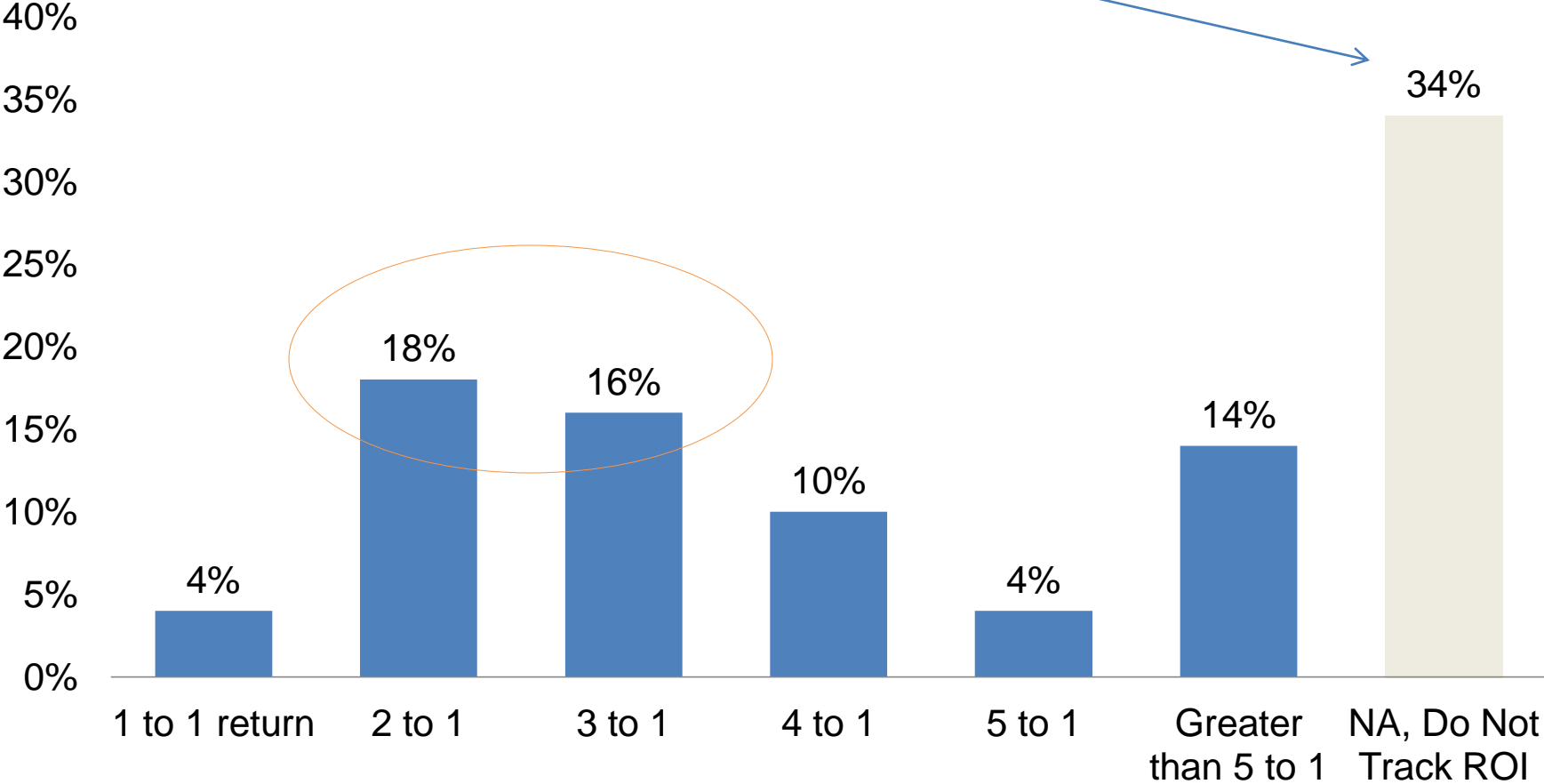
42% of companies receive between 21% and 50% of their total leads from exhibitions – and 27% receive over 51% of their leads from exhibiting.



- Percentage of Total Corporate Leads -

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

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

Attendees' Actions Taken with Exhibitors

	% Attendees
See a product demonstration	73%
Talk to technical employees	62%
Talk to sales employees	58%
Ask for a price quote	48%
Attend an exhibitor's special event	48%
Attend their educational sessions	46%
Talk to senior management employees	46%
Participate in meetings	32%
Place an order	32%
Request a sales visit	31%

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?*

How to Improve Exhibiting Results, continued

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