



Present

New Exhibitor Web-Briefing

How to Have a Positive and Profitable TRA Marketplace Exhibiting Experience

Participant Learning Objectives

This briefing will...

1. Provide new exhibiting companies and contacts with important information about TRA Marketplace, its attendees, and the ins and outs of exhibiting.
2. Inform about resources and support available from TRA.
3. Overview the New Exhibitor On-Boarding program.
4. Present 9 strategic keys to executing a more successful exhibit.

Exhibitor Support Team At Your Service

- Andrea Bahr, CEM Vice President, Exposition & Events
Tel. 512-457-4190 Email: abahr@tramail.org
- Shannon Luckey Exhibitor Services Administrator
Tel. 512-457-4198 Email: sluckey@tramail.org
- Be sure to reach out to your account executive for additional support.

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

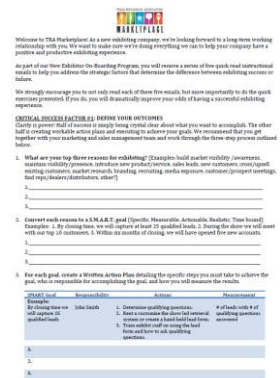
1. **OUTCOMES:** Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM objectives and take advantage of opportunities TRA Marketplace present.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, and use targeted per & 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 you 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, results and learn from the experience.

New Exhibitor On-Boarding Program

- Five timed instructional emails guiding you through the strategic factors that determine the difference between exhibiting success or failure.

1. 3/7/17 - Define Your Outcomes
2. 3/28/17 - Attract Your Ideal Visitor
3. 4/25/17 - Manage Your Visitors Experience
4. 5/23/17 - Manage Your Leads
5. 6/6/17 - Measure Your Performance and & Results

➤ **Watch your email on these dates & DO the exercises!**



New Exhibitor On-Boarding Program

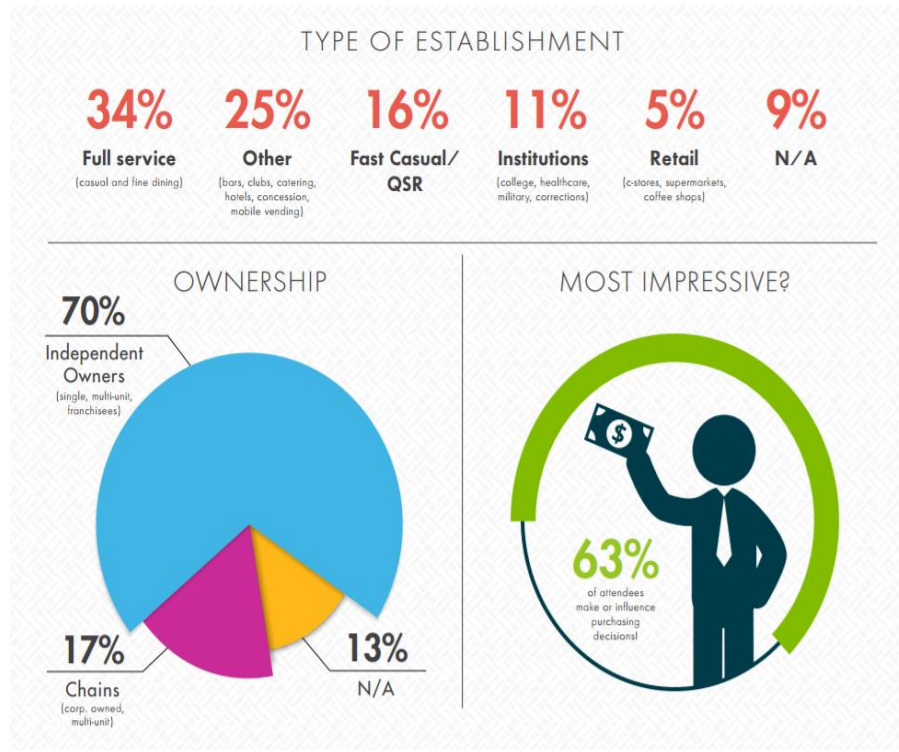
- Planning tools and educational content available on the Exhibitor Success & ROI Center web pages:
 - Timed strategic exercises addressing 5 critical success factors
 - Exhibiting Cost Control Tool
 - 16 Week Tradeshow Planning Tool
 - Exhibiting & Financial Performance Metrics Tool
 - Live and Re-playable Webinars on:
 - ✓ Building Awareness & Driving Qualified Booth Traffic
 - ✓ New Exhibitor Web-Briefing
- At Show E3 Exhibit Effectiveness Evaluation
 - Between July 9th and 10th, during open exhibit hours
 - A tradeshow expert will visit your exhibit and score 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 overall area scores, spotlights areas of effectiveness/ineffectiveness, compares your scores to show averages by size and to all exhibitors evaluated.



About TRA Marketplace

- Largest foodservice show in the Southwest
- Winner of 2016 TSNN Fastest Growing Association Show Attendance
- Over 500 exhibiting companies
- Approx. 60,000 net square feet of exhibit space
- 5,000+ attendees

Who Attends TRA Marketplace?



What Do 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 food service setting demonstrating quality and performance.

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
- Look forward to _____ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.

Andrea's Suggestions for First-Time Exhibitors

1. Use the **Exhibitor Resources** web page to access show services and other important information: <https://www.tramarketplace.com/exhibit/exhibitor-resources>
2. **Use Pre-Show Marketing** - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
3. Pay careful attention to **deadlines** – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
4. Use the free online exhibitor **educational resources**. Use the downloadable tools to help manage your tradeshow program.
5. Keep your **contact information** current.
6. **Call** TRA Marketplace staff with ANY questions.

10 BIG Mistakes to Avoid

1. Failure to _____ the Exhibitor Services Manual.
2. Unrealistic expectations.
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.
9. Poor lead follow-up.
10. Lack of time perspective in evaluating show results.

The 9 Strategic Keys

1. Be Clear About What You Are *Really* Buying:

Face-to Face _____

RESULTS come from how well you put your company identity, staff, products and services face-to-face with the right people to exchange information that leads to a commitment to action on the part of the visitor.

Exhibit Interaction Capacity:

	Example	Participant
Exhibiting Hours	14	14
Times Booth Staff on Duty *	x <u>3</u>	x _____
Total Staff Hours	= 42	= _____
Times Interactions per hr/staffer **	x <u>3-5</u>	x _____
<i>Exhibit Interaction Capacity</i>	126-210	= _____

* Staffing rule of thumb is 50 square feet/staffer
 ** 3 = Conservative, 4 = Moderate, 5 = Aggressive

2. Know Why You Are Exhibiting & Set SMART Goals

Top Four Reasons for Exhibiting:

- Market awareness, presence and visibility
- Branding
- Lead generation and sales
- New product introduction

Your Reasons

Set SMART Goals

- Specific, Measurable, Actionable, Realistic, Time-bound
- Create _____ action plans for achieving goals.



❖ Read “Define Your Outcomes” and download the “16 Week Tradeshow Planning Tool” located on the Exhibitor Success & ROI Center web page.

3. Invest Enough Resources

The budgeting rule of thumb is to multiply your floor space cost _____ times minimally to determine your total show budget.

❖ **Download the “Exhibit Cost Control Tool” located on the Exhibitor Success & ROI Center web page.**

4. Get “In The Mind” and “On The Agenda” of Enough of the Right Attendees

1. Show attendee behaviors have changed.
 - 76% pre-plan their visit
 - Stop at _____-_____ exhibits on average (North America B2B average)
 - 50% of these stops are pre-planned
2. You cannot just rent space, show-up, and _____ the right buyers find you.
3. You MUST use targeted pre- and at-show marketing.

❖ **Read “Selective Attraction” and watch the “Building Awareness & Driving Qualified Booth Traffic” webinar replay located on the Exhibitor Success & ROI Center web page.**

FREE Exhibitor Marketing Opportunities

1. Company listing in the TRA Marketplace Program & Directory, on tramarketplace.com, and the show’s mobile app
2. Marketing materials to promote your company’s participation
 - Customizable digital guest invitation
 - Show logo
 - Banner ads
3. Leverage TRA social media:
 - Facebook: <https://www.facebook.com/TXRestAssoc/>
 - Twitter: <https://twitter.com/txrestassoc>
 - LinkedIn: <https://www.linkedin.com/company/texas-restaurant-association>
 - YouTube: <https://www.youtube.com/user/TXRestaurantAssoc>

For questions or help, please contact
Dave Heiges
dheiges@tramail.org (512) 457-4196

5. Make Sure Your Exhibit Communicates Effectively

1. Have a professional looking exhibit that grabs attention and supports your brand identity.
2. **Quickly and visually** answer three questions in the mind of attendees:
 - _____ do you do?
 - _____ should I care?
 - _____ are you?
3. Make it easy for visitors to enter, move around and exit your exhibit.
4. Make it easy for visitors to physically interact with your products and services.

❖ **Read “Manage Your Visitor’s Experience” located on the Exhibitor Success & ROI Center web page.**

Six Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. _____
3. Clear & Informative Messaging
4. Creative Use of A/V
5. _____ & Engagement
6. Proactive Booth Staff

6. Staff & Work The Show Properly

- **Put effective staffers in your exhibit**
 - Friendly and engaging
 - Proactive versus _____
 - Knowledgeable
 - Asks good questions and listens well.
 - Can communicate _____ and persuasively
 - Takes good lead information and gains commitment to the next step

- **Power Tips for effectively working the show:**

- Be in your booth and available the entire show.
- Smile and greet people in the aisle.
- Effectively engage visitors who enter your booth.
 - Know what _____ you need to ask.
 - Be able to deliver a short company story.
 - Be able to communicate your product/services messaging in a concise, persuasive and interactive manner.
 - Capture more information from visitors.
 - Get a commitment from the visitor to the next action step.

7. Take Quality Leads & Follow-up Effectively

- Lead quality is equal to the clarity of the next step and visitor's _____ to take that step.
- Create a custom lead form and/or rent lead retrieval system.
- Follow-up fast or in-line with the visitor request.
- Link follow-up back to the visitor request.
- Vary follow-up media: email, mail, telephone, in-person, etc.
- Determine follow-up plan _____ the show.

COMPANY	Show:
OPPORTUNITY CARD	Show Day: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3
Name:	
Company:	
Phone:	Email:
<input type="checkbox"/> Customer <input type="checkbox"/> Prospect <input type="checkbox"/> Suspect <input type="checkbox"/> Other	
1. How did you LEARN ABOUT our EXHIBIT? <input type="checkbox"/> Walk-by <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> Print ad <input type="checkbox"/> Web ad <input type="checkbox"/> Referral <input type="checkbox"/> Other?	
2. Type of COMPANY? <input type="checkbox"/> Wholesale <input type="checkbox"/> Retail <input type="checkbox"/> Direct <input type="checkbox"/> Other	
3. Job FUNCTION? <input type="checkbox"/> Logistics <input type="checkbox"/> Operations <input type="checkbox"/> IT <input type="checkbox"/> Executive <input type="checkbox"/> Other	
4. USING Product/Service? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Somewhat	
5. GOALS/PROBLEMS? <input type="checkbox"/> Problems <input type="checkbox"/> Problems <input type="checkbox"/> Problems <input type="checkbox"/> Problems <input type="checkbox"/> Other?	
6. OPPORTUNITY? <input type="checkbox"/> Product <input type="checkbox"/> Product <input type="checkbox"/> Service <input type="checkbox"/> Service	
7. ROLE in Evaluation/Decision? <input type="checkbox"/> Engineer <input type="checkbox"/> Technical <input type="checkbox"/> Operations <input type="checkbox"/> Executive <input type="checkbox"/> Accountant <input type="checkbox"/> Influence <input type="checkbox"/> Decision Maker	
8. EVALUATION Stage? <input type="checkbox"/> Assessing Needs <input type="checkbox"/> Evaluating Options <input type="checkbox"/> Supplier Evaluation <input type="checkbox"/> RFP/RFQ <input type="checkbox"/> Don't know	
9. TIMEFRAME? <input type="checkbox"/> 30 days <input type="checkbox"/> 1-3 Mo <input type="checkbox"/> 4-6 Mo <input type="checkbox"/> 7Mo-1yr <input type="checkbox"/> Once/never	
10. What is our Next ACTION? <input type="checkbox"/> Information <input type="checkbox"/> Give <input type="checkbox"/> Mail <input type="checkbox"/> E-Mail <input type="checkbox"/> Call <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Appointment <input type="checkbox"/> Call for Call <input type="checkbox"/> What <input type="checkbox"/> Action <input type="checkbox"/> Site Visit <input type="checkbox"/> Question Proposal <input type="checkbox"/> Add to mail list <input type="checkbox"/> What? <input type="checkbox"/> Immediate <input type="checkbox"/> 1-30 days <input type="checkbox"/> 31 days +	
NOTES:	
Priority: A - B - C - Reg:	

❖ Read “Lead Management” located on the Exhibitor Success & ROI Center web page.

8. Measure Results

- Don't just count _____ – count _____ over time!
- Refer back to your SMART exhibiting goals and assess progress made toward each goal.
- Use the Exhibiting Cost Control tool to track where your exhibiting dollar was spent. Compare it to the benchmarks and determine if you were over or under budget in each major spend area.
- Use the Exhibiting & Financial Performance Metrics tool to determine how your exhibit program performed. At a minimum, be sure to calculate:
 - (CPL) Cost Per Lead
 - (CPI) Cost Per Interaction
 - Potential Revenue Value of Leads
 - (ROI) Return On Investment

❖ Read “Measuring Your Performance & ROI and download the “Exhibiting & Financial Performance Metrics” tool located on the Exhibitor Success & ROI Center web page.

Performance Metric Examples:

	Example	Participant
Cost Per Lead (CPL):		
Total Show Investment (10x10, \$2,800) Floor space x 3	<u>\$8,400</u>	\$ _____
Divide by # Leads	100	/ _____
<i>Cost Per Lead</i>	\$84	\$ _____

*Average cost of a North American B2B tradeshow lead:
\$283 (Source: Exhibit Surveys, 2013)*

Cost Per Interaction (CPI):

Total Show Investment (10x10, \$2,800) Floor space x 3	<u>\$8,400</u>	\$ _____
Divided by # of Exhibit Interactions	175	/ _____
<i>Cost Per Exhibit Interaction</i>	\$48	= _____

*Average Cost of a Field Sales Call: \$596
(Source: CEIR, 2009)*

Potential Revenue Value of Leads

Total # of A Leads	10	_____
Times Average Sale Amount	x <u>\$5,000</u>	\$ _____
<i>Potential Lead Value</i>	= \$50,000	\$ _____
Divided by Show Investment	/ \$8,400	\$ _____
Soft Dollar ROI	= \$6 to \$1	\$ _____

Performance Metric Examples:

	Example	Participant
Return on Investment HARD Dollar Formula & Example*		
Revenue From At/Post Show Sales	\$ 45,000	\$ _____
Less Cost of Sales (50% Gross Margin)	- 22,500	\$ _____
Gross Margin	\$ 22,500	\$ _____
Less Show Investment	- 8,400	\$ _____
Net Exhibit Profit	\$ 14,100	\$ _____
Net Exhibit Profit	<u>\$ 14,100</u>	\$ _____
Divided by Show Investment	\$ 8,400	\$ _____
Equals	= 1.68	= _____
Multiplied by 100	x 100	x 100
<i>Return on Investment</i>	168% ROI	_____ %

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

9. 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!

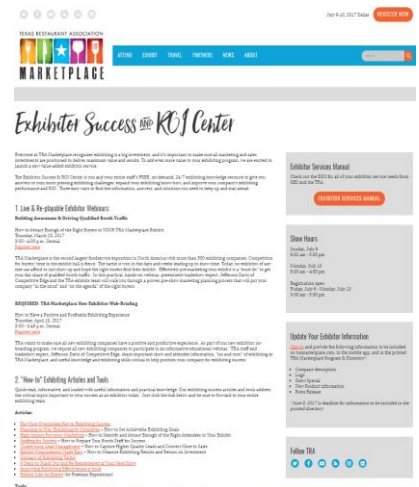
- TRA Marketplace is one of your most effective marketing and sales media, when done properly.
- TRA gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of all of the knowledge resources on the Exhibitor Success & ROI Center and New Exhibitor On-Boarding Program.
 - Website Link: <https://www.tramarketplace.com/exhibit/exhibitor-success-roi-center>

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

TRA Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series and downloadable tools
 - Ask the Tradeshow Expert email Q&A
- New Exhibitor On-Boarding Program
- Bookmark, Share and Access at:
 - <https://www.tramarketplace.com/exhibit/exhibitor-success-roi-center>



About the Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™



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 by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow appearances from "*expensive appearances*" to "*productive, profitable investments.*"

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

No other tradeshow consulting or training firm can speak to results like this.

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355