

# Worst Giveaway Ever

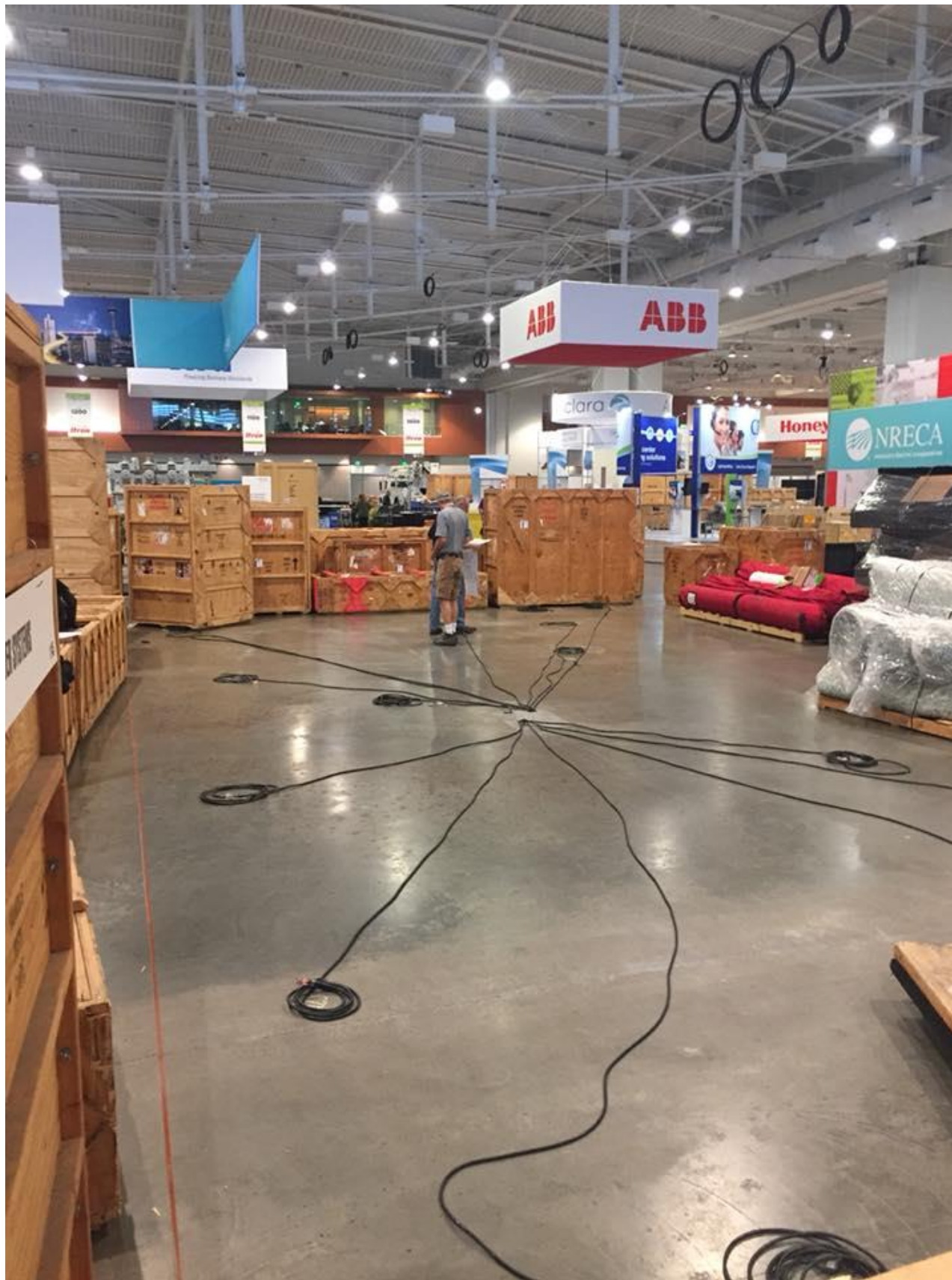


# Tradeshaw Truths & Hacks



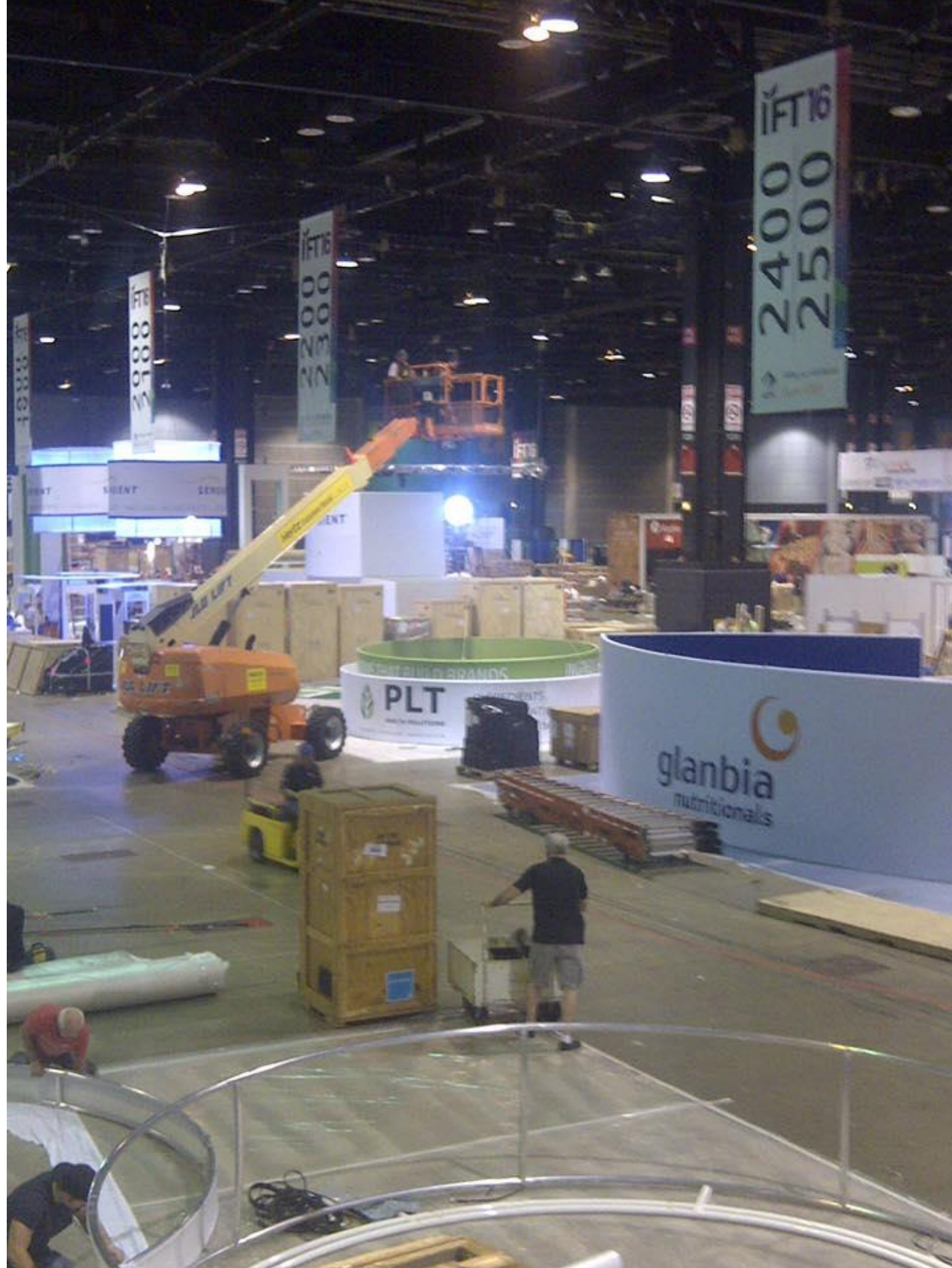
Your Brand. Our Business





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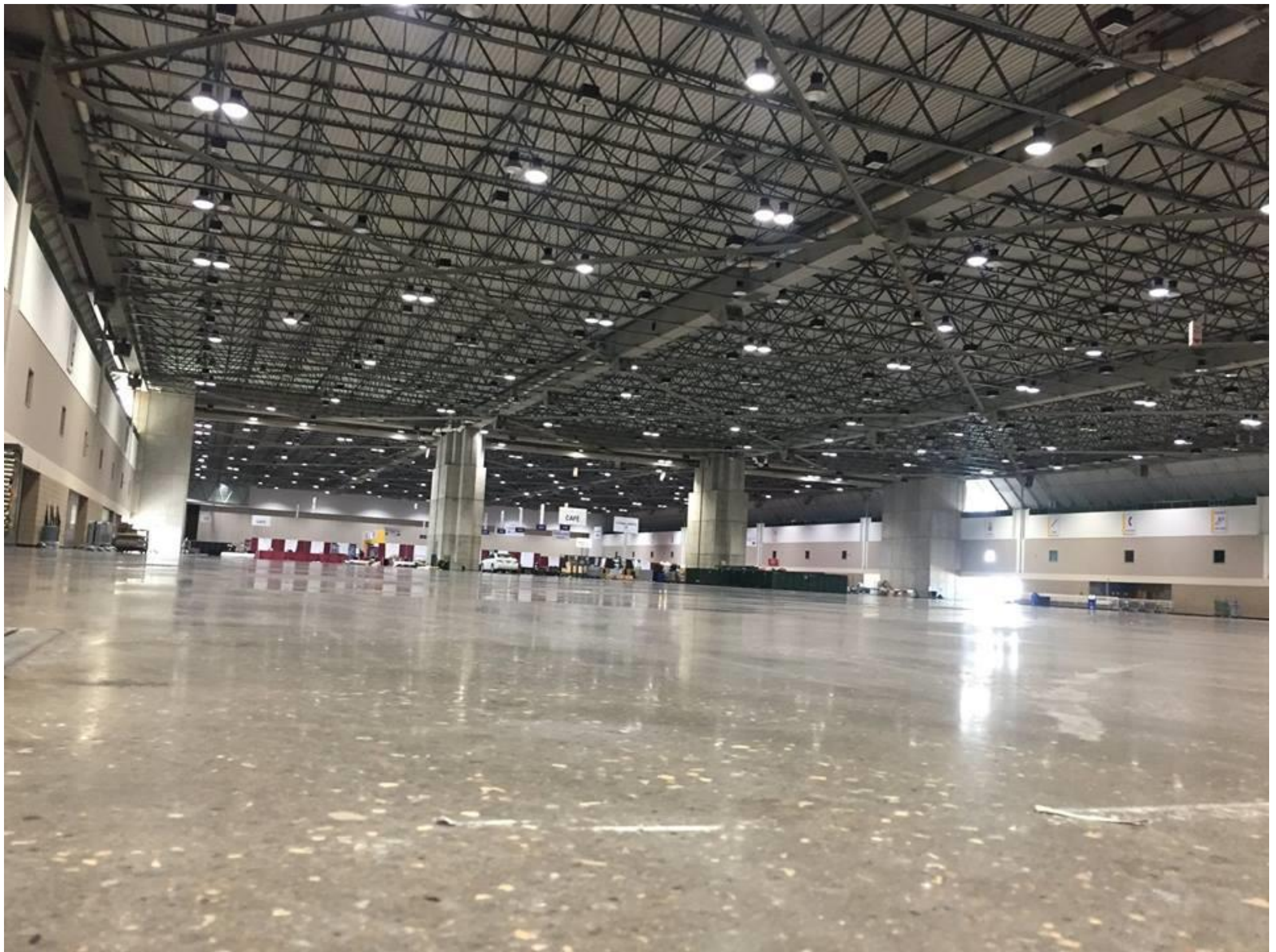




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# per·fec·tion

/pər'fekSH(ə)n/ 

*noun*

the condition, state, or quality of being free or as free as possible from all flaws or defects.

# per·fec·tion

/pər'fekSH(ə)n/ 

*noun*

the condition, state, or quality of being free or as free as possible from all flaws or defects.

15 minutes prior to the exhibit floor opening.

The tradeshow booth is perfect.

The brochures are laid out in a perfect “fan”

Everyone’s shirt is logo’ed and pressed.

The anticipation is high.

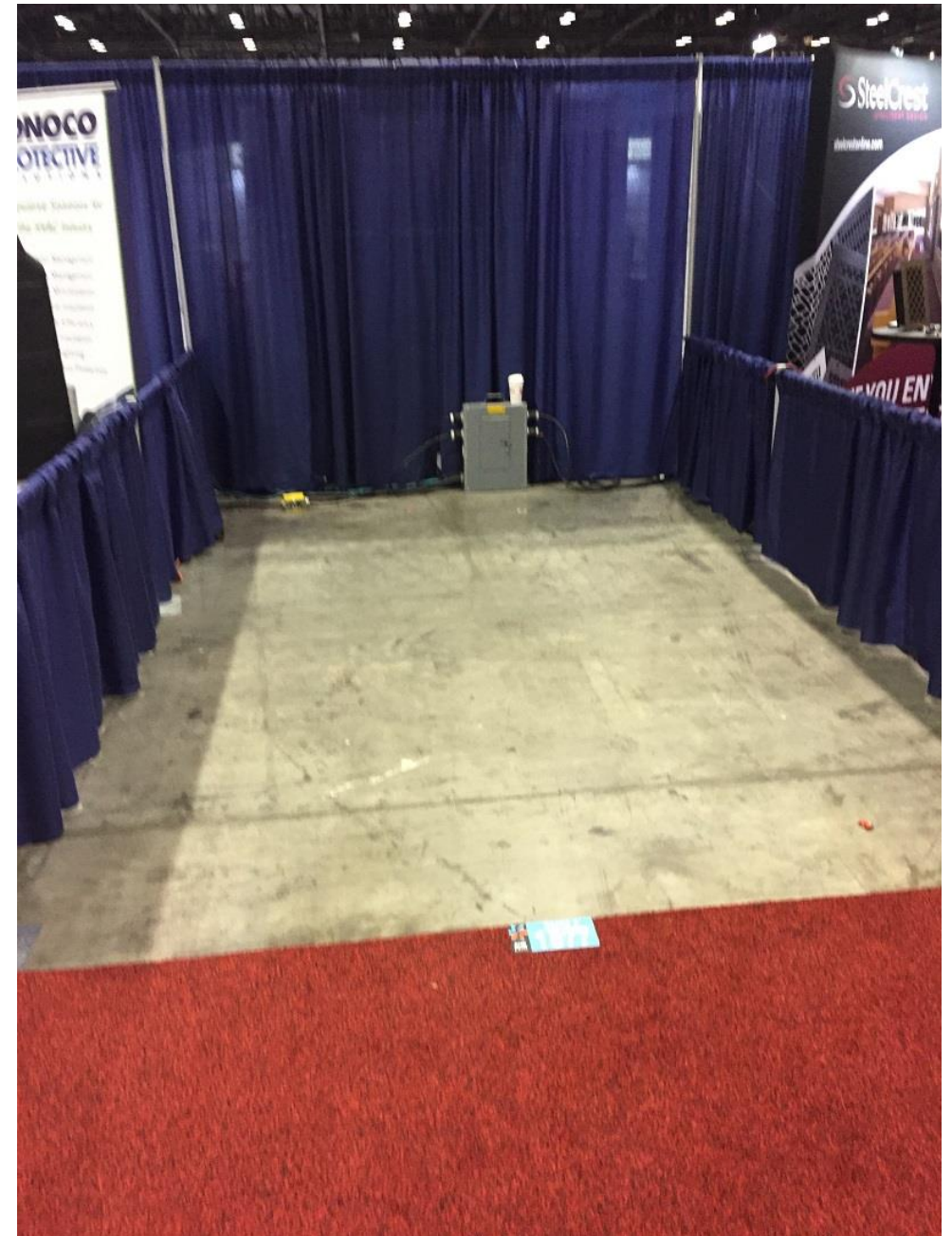
# Tradeshaw 1967



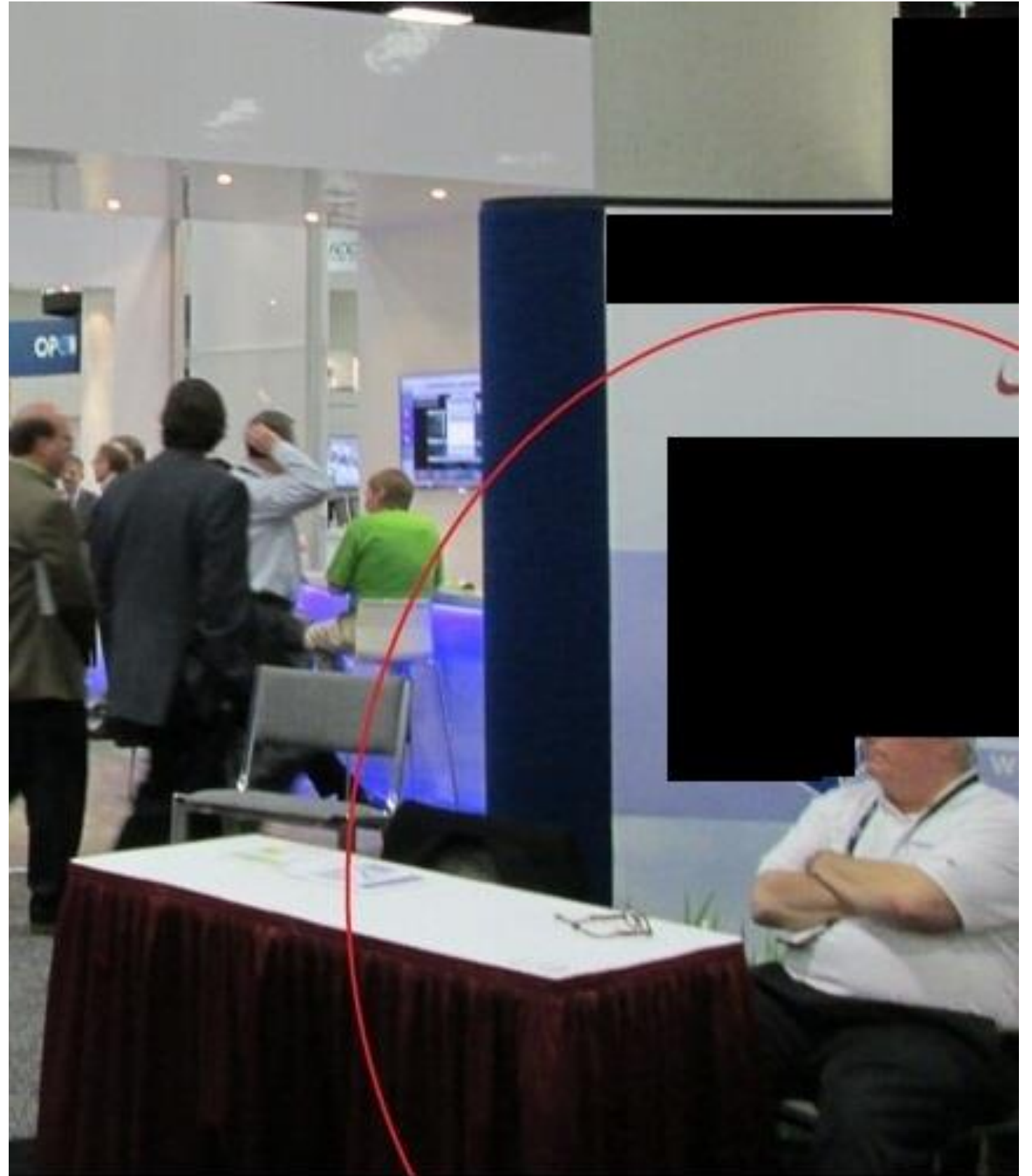
# Failure Can Happen....



*“I knew I should have started planning a week sooner...”*



**The #1 Goal Is:  
Don't Be This  
Guy!**

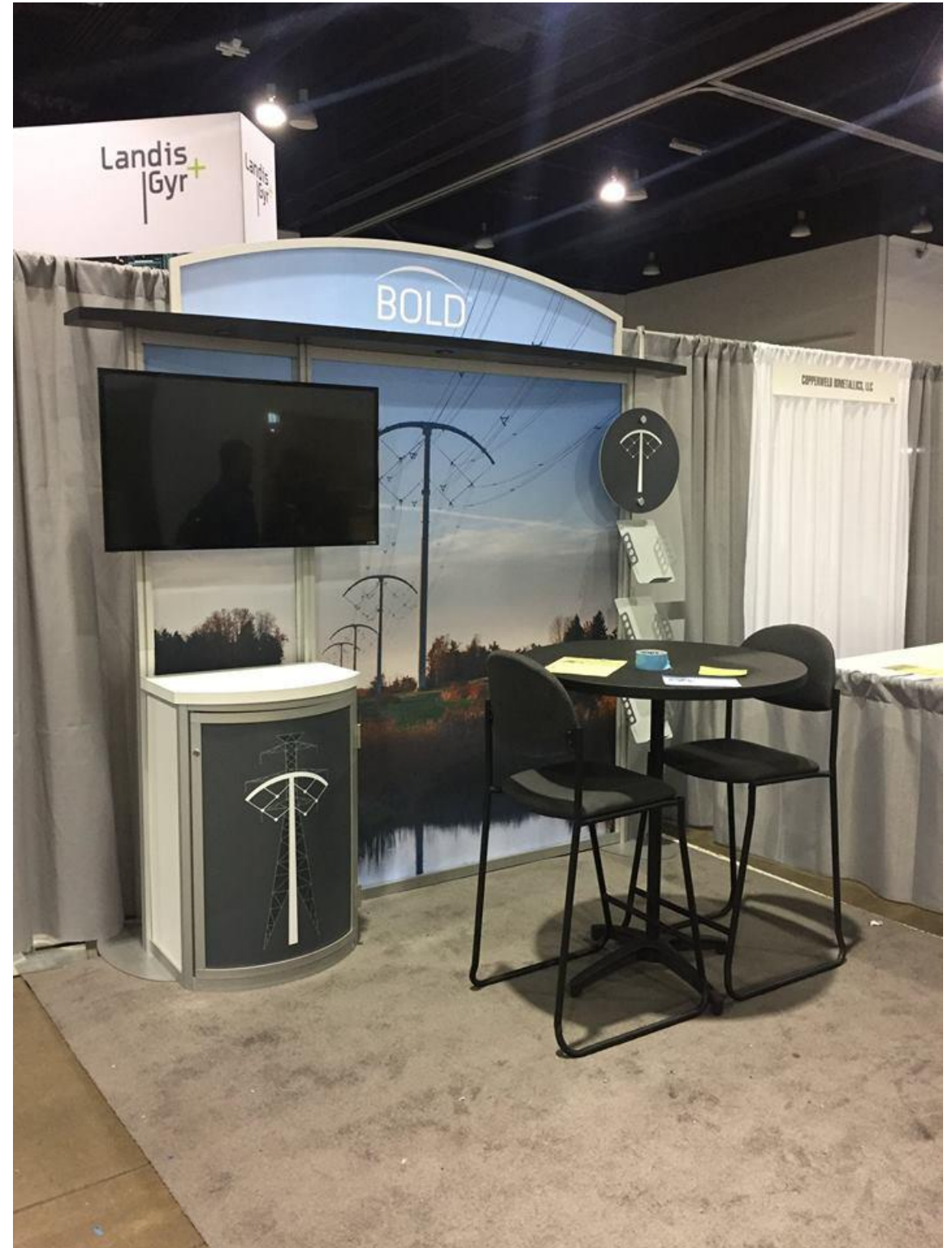


# This all works!

If you carry and set up your own booth, or have a double decker booth!



# Or a Somewhat Portable Tradeshow Booth





# Or a Somewhat Portable Tradeshow Booth



**Part of a 15 Billion Dollar Company**



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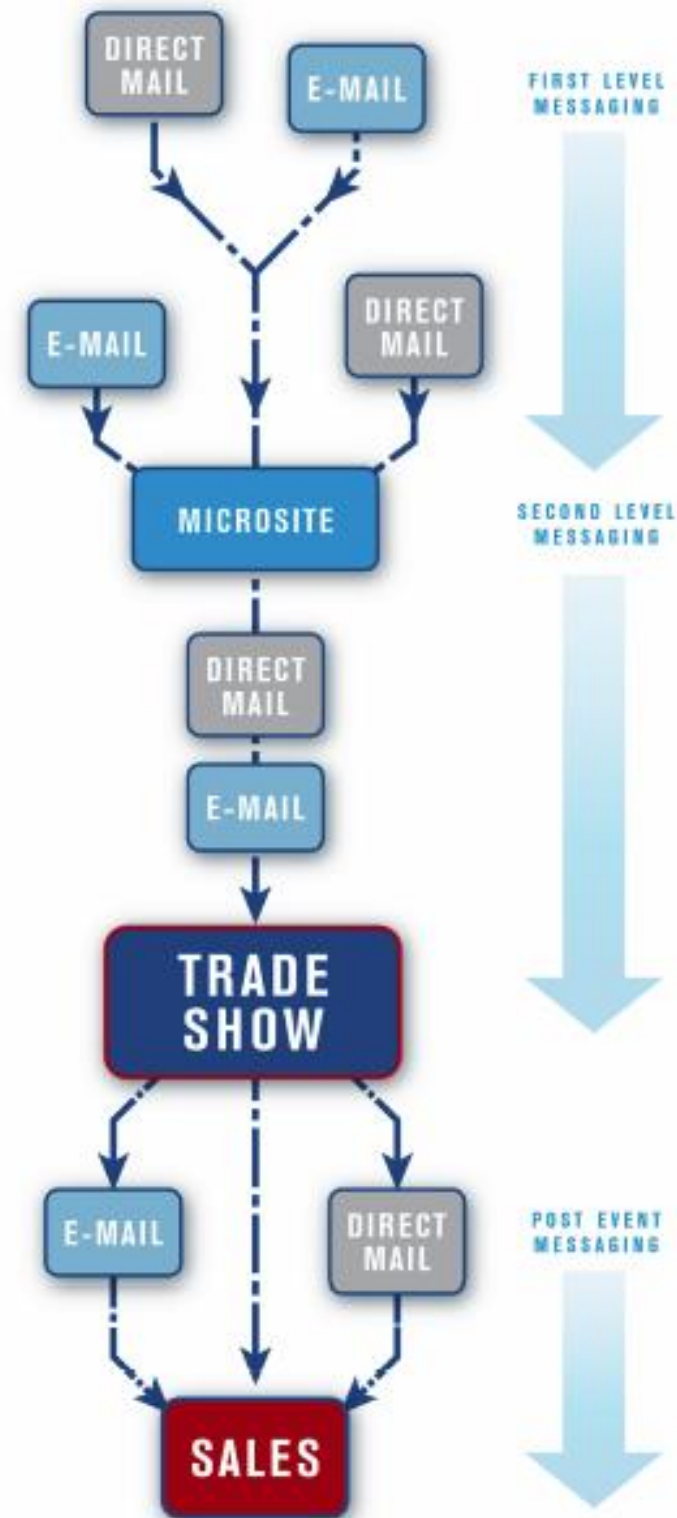
# Island Tradeshow Booth



# Tradeshaw Engagement Map

This is a flow of communications you should be using to map client and attendee touch points from initial communication to follow-up.

We will come back to this.



# Challenges

- 4 Hacks & Truths
- Pick a Show
- Money
  - Budgets, Savings, Revenue
- Graphics
- Engagement

**Tradeshow  
Truth:  
Everything  
Matters,  
To  
Someone.**

# **Tradeshow Truth: Deadlines Matter**

# Hacks to Maximize Your ROI





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TRADESHOW HACK #1:  
TELL PEOPLE  
YOU ARE GOING!

#GEWKC



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TRADESHOW HACK #2:  
EXHIBIT WITH A PLAN!  
AND SHARE THE PLAN!

#GEWKC



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# TRADESHOW HACK #3: FOLLOW UP! AND SPEED WINS!

SEPTEMBER 24, 2021



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TRADESHOW HACK #4:  
**STAND OUT!**  
IN A GOOD WAY!

#GEWKC



#YOURBRANDOURBUSINESS

HACK #1: TELL PEOPLE  
HACK #2: EXHIBIT WITH A PLAN  
HACK #3: FOLLOW UP  
HACK #4: STAND OUT

#GEWKC

# #1 Tell People You Are Going

- Direct Action
- Website
- Social Media

# #1 Tell People You Are Going

- Direct Action
  - Lead time allows for custom direct mail pieces.
    - Show, Location, Dates, Booth #
    - “New”
      - Product
      - Product Upgrades
      - Service
      - People
        - » New VP of Sales, New Product Manager
    - Limited – Maybe 100 pieces total for B2B

# #1 Tell People You Are Going

- Direct Action
  - Email Campaign
    - Multiple touches
      - 6 months out
        - » Let your customer/prospective customer plan to travel
      - Hit it hard 60 down to 30 days (Once a week)
        - » Maybe one for current, one for prospective
      - One more two weeks out
    - Phone Calls
      - Sell the benefits of attending
      - Use the Key Words from the Tradeshow Website



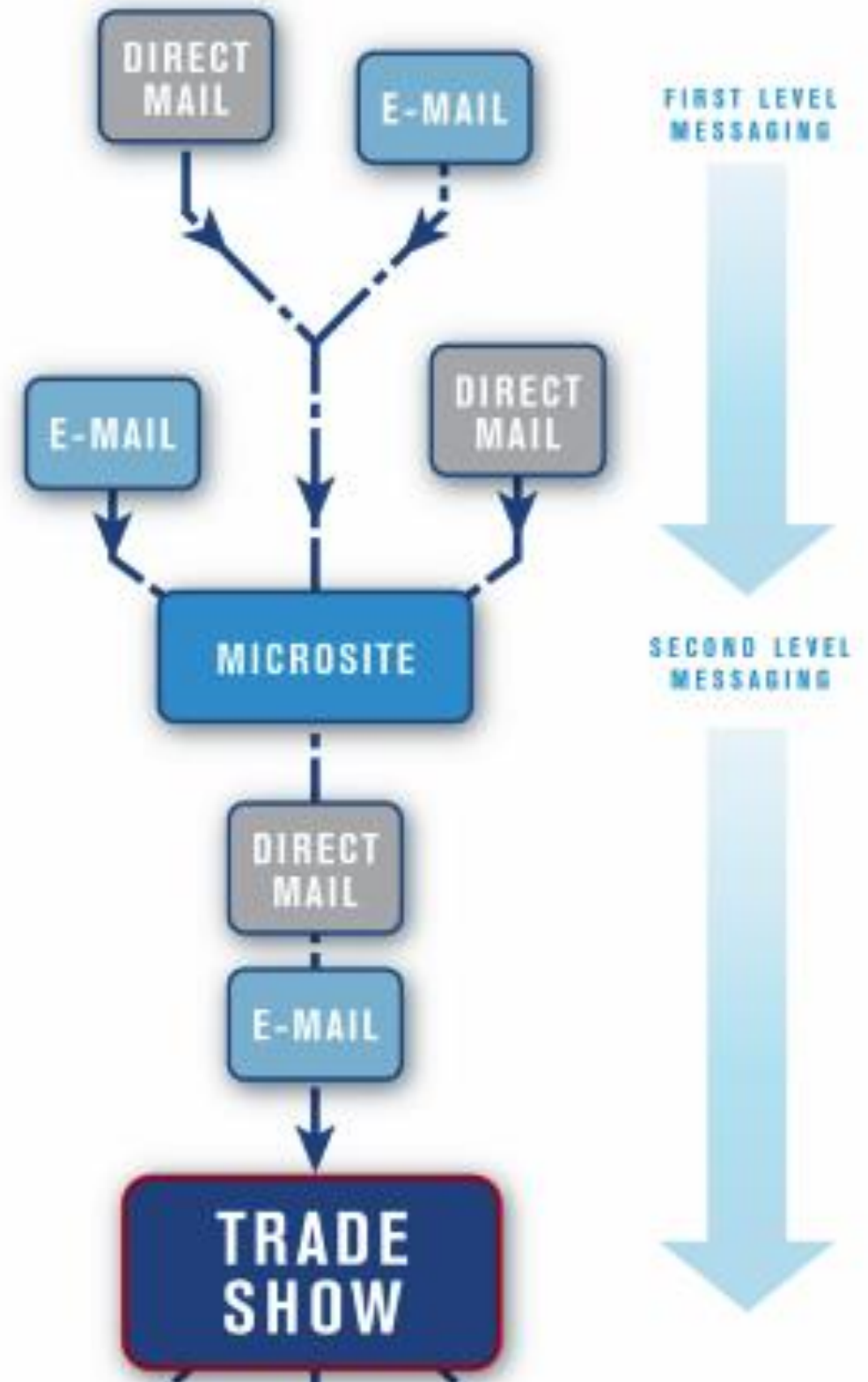
# #1 Tell People You Are Going

- Website
  - Update it.
    - Mimic the Direct Mail Piece.
    - Use keywords from the Tradeshow Website
    - Link to Tradeshow Website
    - Link to Industry Website that is the host
      - Key is to make the visit to your website page worth it.
    - Basic information
      - Tradeshow Name, Booth #, Dates, City & “Why”

# #1 Tell People You Are Going

- Social Media
  - Broadcast Everywhere
    - Twitter, Facebook, Instagram, LinkedIn, YouTube
    - Link to your Webpage. (Promote your website page about the tradeshow)
    - Sell the “Why”
  - Twitter is #1
    - Follow and Retweet Industry Group & Tradeshow
    - Tweet relevant/irrelevant material
      - Use the Hashtags
        - » You will start to get response from the Tradeshow and Industry Twitter Account
    - Flood Twitter the Day of Opening
      - 4 Right Before Opening
      - Last 15 Minutes of Lunch

# Here is the Map!



# Twitter is Your Friend

- Show Handle & Hashtag
- Organization Handle & Hashtag
- Your Product Hashtag
- Your Company's Hashtag
  - #YourBrandOurBusiness is an example
- But Social Media is unpredictable.

[www.exhibitassociates.com/twitter](http://www.exhibitassociates.com/twitter)

# Extremely Popular Tweet



# Run up to another presentation: This was the most popular tweet about the event.



**Tradeshow Truth:  
HDMI Cords are  
never long enough.**

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**Tradeshow Truth:  
On the Floor, you always are  
in the way of forklifts,  
Until you need one, then you  
can't find one.**

[#YourBrandOurBusiness](#)





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TRADESHOW HACK #2:  
EXHIBIT WITH A PLAN!  
AND SHARE THE PLAN!

#GEWKC

# #2 Exhibit With a Plan



# #2 Exhibit With a Plan

- Pre-Work
- Tradeshow Schedule
- Staff Requirements
- Booth Schedule
- Social Media

# #2 Exhibit With a Plan

- Pre-Work
  - Who are you meeting with and when?
    - Prospective Clients & Current Clients
      - If neither are at the show – You should not be there!
    - Your team worked – The Results should be firm appointments during the show

# #2 Exhibit With a Plan

- Tradeshow Schedule
  - Flights
  - Hotels
  - Logistics on the Booth
    - Who is taking it?  
or
    - When is the preview at your exhibit house?
    - Marketing Material arrival
  - Nail it all down.

# #2 Exhibit With a Plan

- Staff
  - Who is responsible for what?
    - Who is getting the promotional products to the show or to your exhibit partner?
    - Who are the subject matter experts on products? Services?
    - Who oversees the set up? The Break Down?
      - From Large Booth to Banner Stand – Nail it All Down.
    - When a client shows up – What is the script?
    - When a potential client shows up – What is the Script?

# #2 Exhibit With a Plan

- Tradeshow Booth Schedule
  - Who will be there on the opening?
  - Schedule everyone!
    - Lunches planned
    - Down time planned
  - Networking Events
    - Who is going?
      - This is not a party.
      - Your job is to protect & plunder
        - » Protect Current Clients from other vendors
        - » Plunder your competitions clients!
  - Schedule Competitors Review Walks
    - If you have no competitors there – Why are you there?

# #2 Exhibit With a Plan

- Tradeshow Booth Rules
  - No Food!
  - No Sitting around talking about the Royals, Chiefs....
  - Be present all the way to the end.
    - 2:59:59 PM your next best client may show up.
      - Chances are slim, but impossible if you start breaking down earlier!
  - Have Power! iPhone and Android cords!
  - Did we mention no food?
  - And to repeat – Have the client process mapped out.
    - It may not go that way, but have a plan (or plan to fail.)



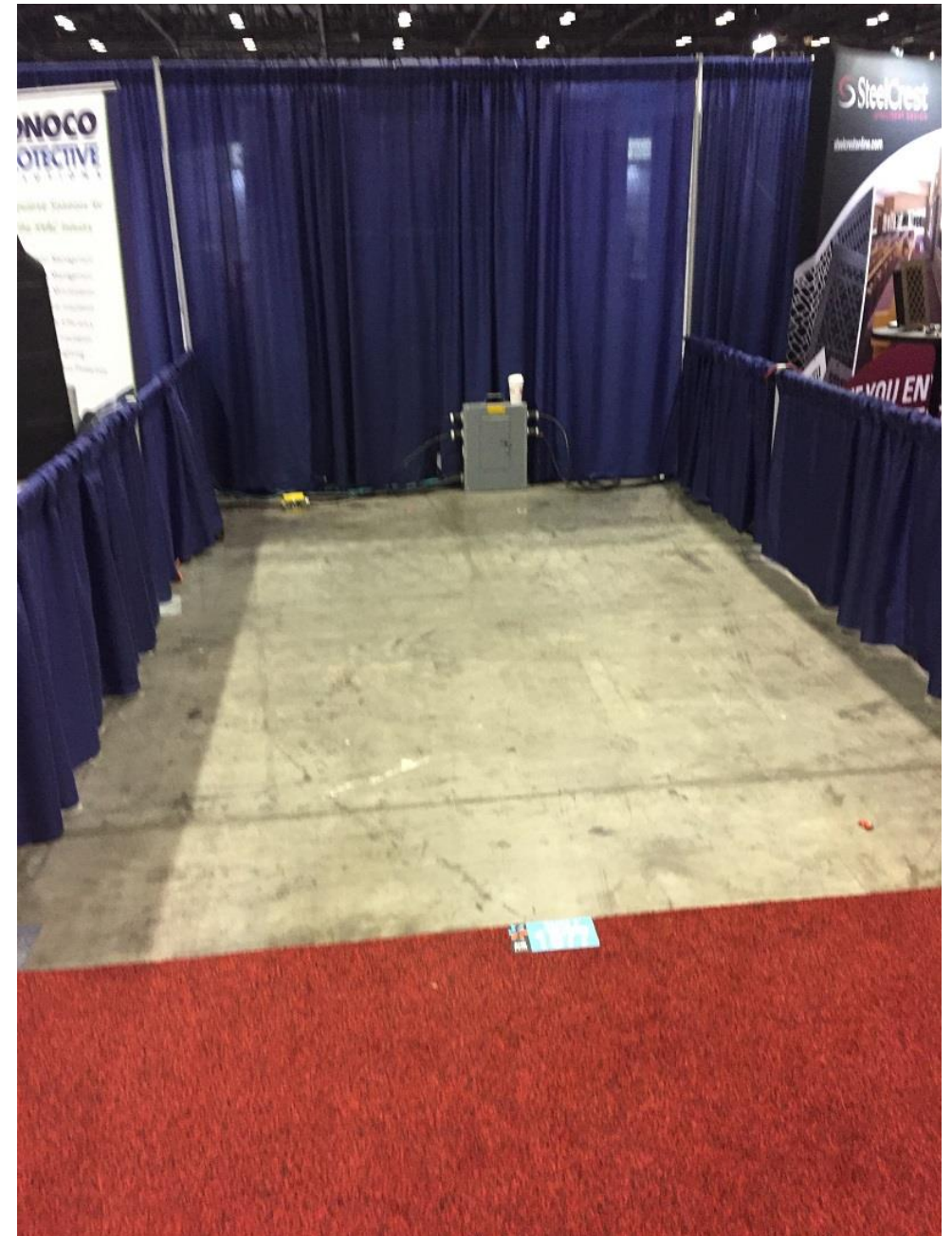
# #2 Exhibit With a Plan



# Failure Can Happen....



*“I knew I should have started planning a week sooner...”*



**Tradeshow Truth:  
The closest hanging sign to  
yours is always bigger.**

**#YourBrandOurBusiness**



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# TRADESHOW HACK #3: FOLLOW UP! AND SPEED WINS!

SEPTEMBER 24, 2021

Don't Think About It - Just Do It!



# #3 Follow Up

- Leads
  - Direct Mail
  - Marketing Emails
  - Appointments

# #3 Follow Up

- Leads
  - One person the keeper
- Direct Mail
  - Post show material ready to go before the show starts.
- Marketing Emails
  - Promote the success of the show
- Appointments
  - Your team worked, didn't they?
  - Track these!





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TRADESHOW HACK #4:  
**STAND OUT!**  
IN A GOOD WAY!

#GEWKC



# #4 Stand Out

- Booth Look & Represent
  - Current Graphics
  - Colors, Lights, Height and Interaction
- Padding
  - Go Extra!
- Charging Station
  - Power, Power, Power
- No Gimmicks
  - Is it something you do in your office? No – Then why at the tradeshow?

# Gimmicks/Activity

- Don't
- The only activity should be interaction with your product.
- No Theater Presentations
- Exception:
  - Your buyer is 12 years old.

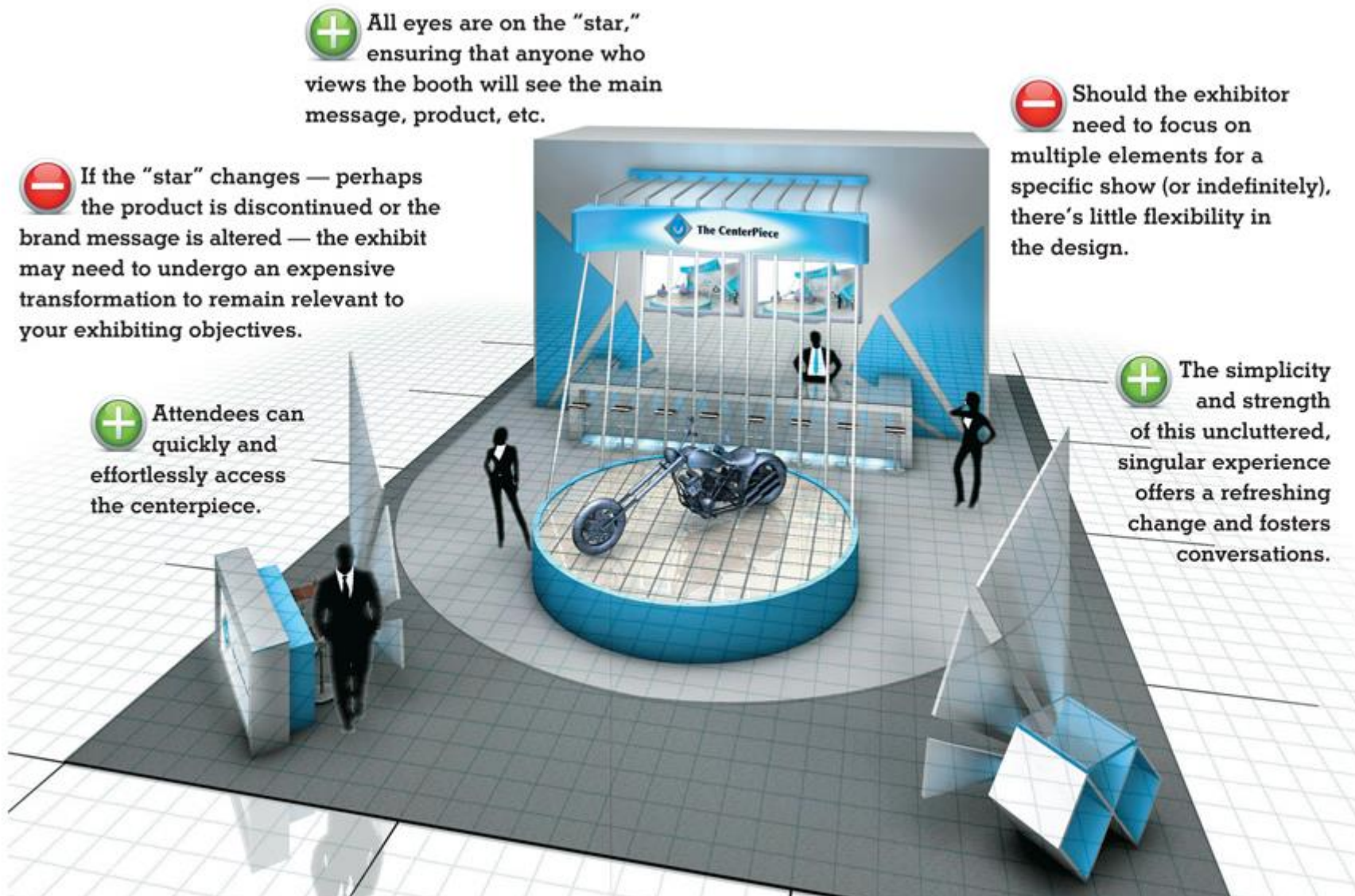
# No Gimmicks




# #4 Stand Out


- People
  - Subject Matter Experts
  - Always look approachable
- Branding
  - Shirts
    - All the same for everyone that works the booth
  - Same color sneakers are always good.
    - Red, Blue, Green are standout colors
  - Promotional products that make sense.
    - Target your ideal buyer
      - You have a big-ticket item or service – No Cheap Pens!


# Floor Plan Needs to Follow Function

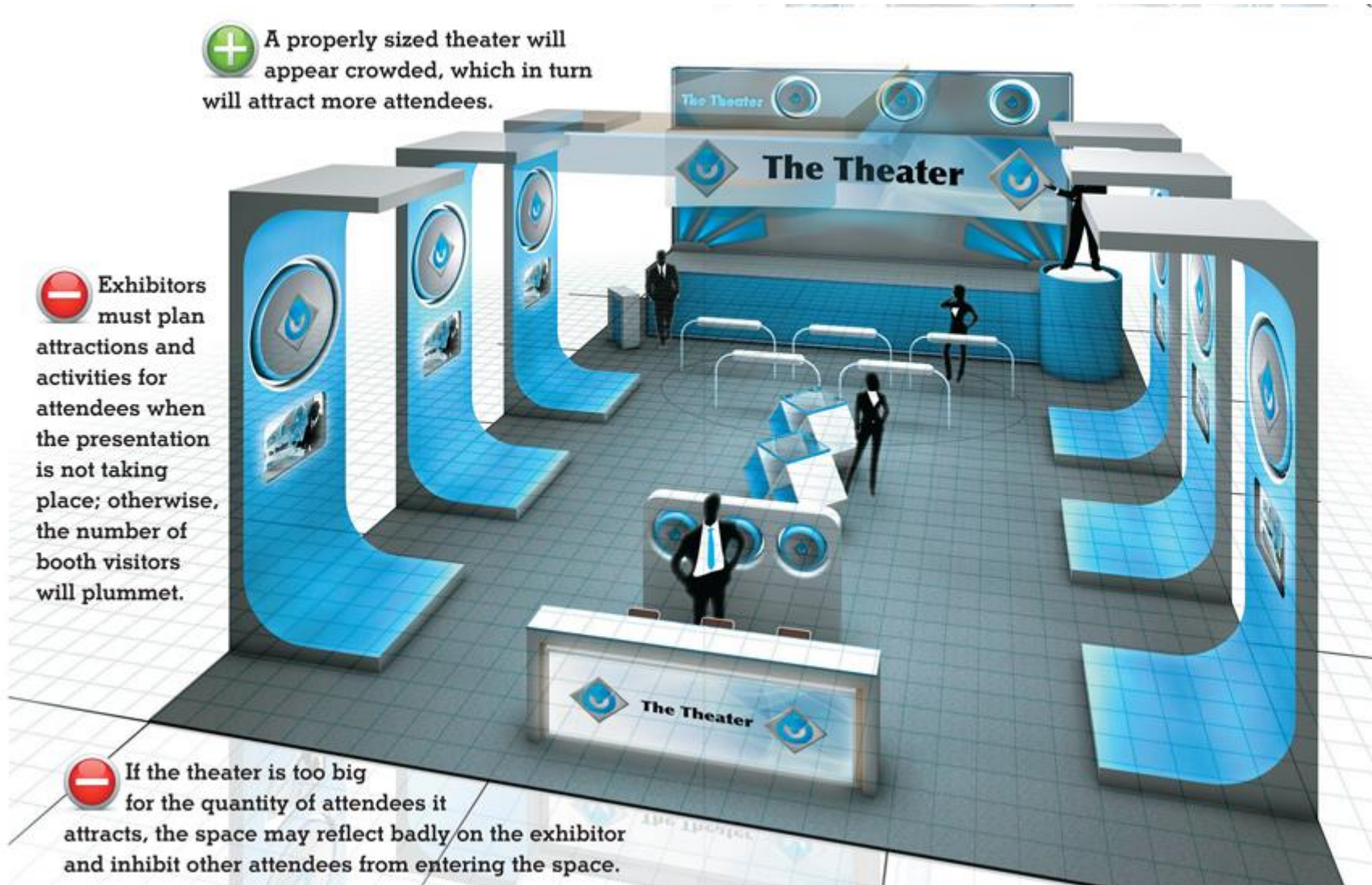


# Floor Plan Needs to Follow Function

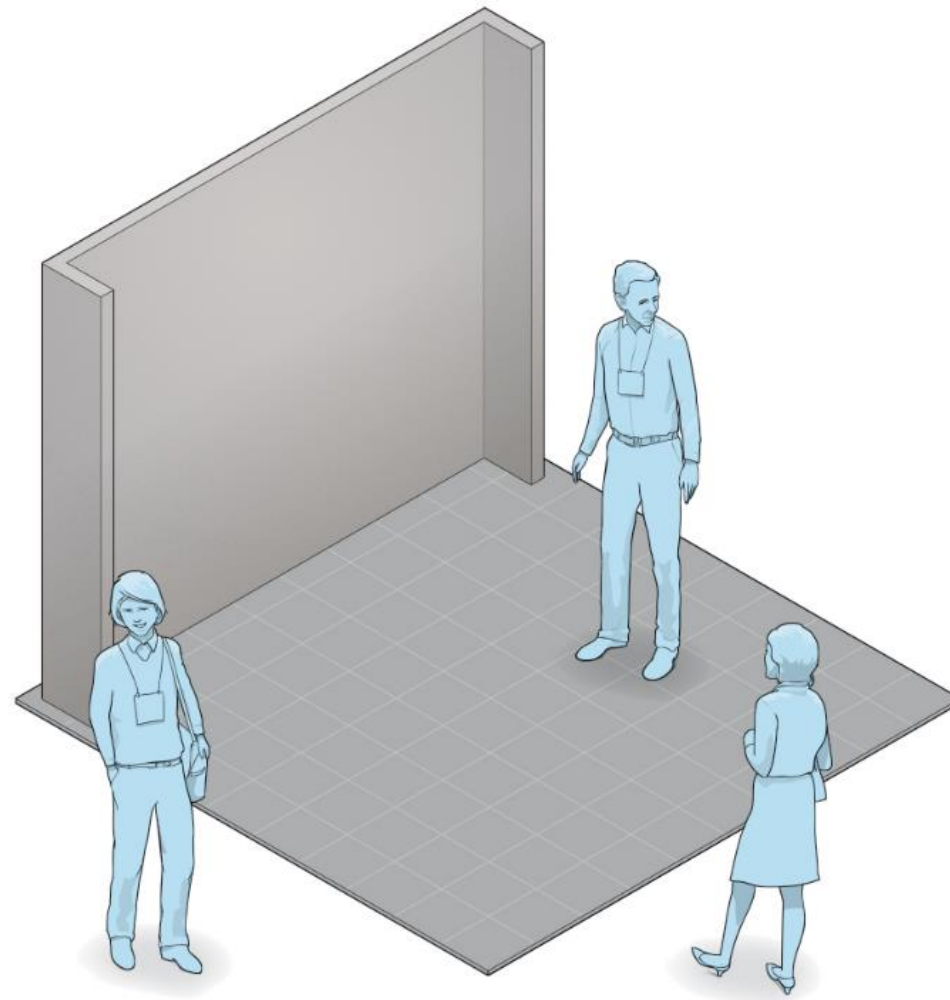
 A properly sized theater will appear crowded, which in turn will attract more attendees.

 Exhibitors must plan attractions and activities for attendees when the presentation is not taking place; otherwise, the number of booth visitors will plummet.

 If the theater is too big for the quantity of attendees it attracts, the space may reflect badly on the exhibitor and inhibit other attendees from entering the space.



# Floor Plan Needs to Follow Function



# Floor Plan Needs to Follow Function





# Floor Plan Needs to Follow Function



**Tradeshow Truth:  
The First Crate  
You Need, will  
be the last to  
arrive!**

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**Tradeshow Truth:  
The closer your scheduled  
flight to the end of the show;  
The longer it takes to get  
your crates back.**

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# How To

# Show Selection

- Where do your main competitors exhibit?
- What shows do your clients attend and why?
- What is the Density of the show?
- What show does your industry association promote?

# Density?

- Big Show, Lot's of People = Good
- Big Show, Nobody Shows = Not Good
- Small Show, Decision Makers Only = Great
  - MLB Winter Meeting
    - No General Public
    - Relevant Exhibitors Only

# Potential Audience

- 10,000 Attendees – How Many are DMs?
  - Rule of Thumb:
    - Get the list of Exhibitors. How many sell your product?
    - 10%?
    - Then 1,000 potential clients

# #1 Absolute

- Do not set your own tradeshow booth
  - Team Building Exercise if you don't like your team!
  - Set up fees are equal to the extra hotel costs and man-hours you'll spend.
  - Dismantling can cost you more than you think
    - Forced Freight
    - Again – less hotel space
  - Network!



# #1 Absolute

- Do not set your own tradeshow booth

Monday	Tuesday	Wednesday	Thursday
		Breakfast	Breakfast
Lunch	Lunch	Lunch	Giveaway Lunch
Reception	Floor Reception	Floor Reception	
	Reception	Reception	
		Network Party	

Network, Network, Network.....

# #1 Absolute

- Do not set your own tradeshow booth

Monday	Tuesday	Wednesday	Thursday
Set Up		Breakfast	Breakfast
		Lunch	Giveaway Lunch
		Floor Reception	
	Reception	Reception	
		Network Party	

Network, Network, Network.....

# Money

- Savings
- Revenue

# Savings

- 1,000 Potential Clients at Your Show.
- If you have 1,000 list how long to call all 1,000?
  - 5 mins
  - 83 Hours
    - 2 hours a day
    - 42 Business Days
    - Over 8 Weeks
  - How many meetings after 83 hours?

# Revenue

- 50 Meetings
  - 2 Days, 6 Hours a Day for 12 Hours.
  - 15 Minutes per Tradeshow Meeting
- CAC : \_\_\_\_\_
- LTV : \_\_\_\_\_

# Budget



# Budget

		2018
Other	4%	\$ 4,000
Graphics	6%	\$ 6,000
Promotion	6%	\$ 6,000
Booth	30%	\$ 30,000
Shipping	8%	\$ 8,000
Services	12%	\$ 12,000
Travel	14%	\$ 14,000
Booth Space	20%	\$ 20,000
	100%	\$ 100,000

# Budget Over Time

		2018	2019	2019	2020	2020	2020
Other	4%	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 20,000
Graphics	6%	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -	\$ 12,000
Promotion	6%	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 30,000
Booth	30%	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ 30,000
Shipping	8%	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 40,000
Services	12%	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 60,000
Travel	14%	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 70,000
Booth Space	20%	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000
	100%	\$ 100,000	\$ 64,000	\$ 70,000	\$ 64,000	\$ 64,000	\$ 362,000



# Budget Over Time

		2018	2019	2019	2020	2020	2020	
Other	4%	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 20,000	6%
Graphics	6%	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -	\$ 12,000	3%
Promotion	6%	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 30,000	8%
Booth	30%	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ 30,000	8%
Shipping	8%	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 40,000	11%
Services	12%	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 60,000	17%
Travel	14%	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 70,000	19%
Booth Space	20%	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000	28%
	100%	\$ 100,000	\$ 64,000	\$ 70,000	\$ 64,000	\$ 64,000	\$ 362,000	100%

# Budget Over Time

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Booth	30%	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ 30,000	8%
Shipping	8%	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 40,000	11%
Services	12%	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 60,000	17%
Travel	14%	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 70,000	19%
Booth Space	20%	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000	28%
	100%	\$ 100,000	\$ 64,000	\$ 70,000	\$ 64,000	\$ 64,000	\$ 362,000	100%

# Budget Over Time

		2018	2019	2019	2020	2020	2020	
Other	4%	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 20,000	6%
Graphics	6%	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -	\$ 12,000	3%
Promotion	6%	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 30,000	8%
Booth	30%	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ 30,000	8%
Shipping	8%	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 40,000	11%
Services	12%	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 60,000	17%
Travel	14%	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 70,000	19%
Booth Space	20%	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000	28%
	100%	\$ 100,000	\$ 64,000	\$ 70,000	\$ 64,000	\$ 64,000	\$ 362,000	100%

Doesn't Matter if it is a Banner Stand & Table Throw,  
Portable, or 20x20 Island

# Graphics

## Death By PowerPoint

It can happen in a  
Tradeshow Booth

# Graphics are Not

- An Oversized Brochure
  - Less is more.
  - Anything greater than 10 Steps Long.....
- Font Fetish
  - One or two only!
- Letting your cousin's kid do the work

# Graphics

- Will change color on different substrates.
  - Digital is different than hard print
- Screen Shots do not work
  - Can you say “pixilation”?
- **Less is More!!!!!!!!!!!!!!!**

# Graphics

No



# Graphics

Yes





# Engagement on the Floor

10 Steps....

# Engagement

- On Your Phone? You Lost
- Eating a sandwich? You Lost
- Breaking Down Early? You Lost
- Not attending the networking events?
- No “takeaways”
- No Game Plan, No Schedule

# Engagement

- Always face the aisle
- Always have a brochure/takeaway in hand
- Be Nice.
- Fresh Breath
- Comfortable Shoes

# Engagement

- Attendees want to learn
- Companies do not send interns
  - This is an investment for them
- They will look for a way to engage
  - And a way to exit
- No magic to giveaways

# Worst Giveaway Ever



# Don't Be These Guys.



# Don't Be This Guy.



Thank You  
&  
Thanks to GEWKC

Don Jalbert

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