

Worst Giveaway Ever





EXHIBIT

ASSOCIATES

Hacks To Improve Your Tradeshow ROI

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.

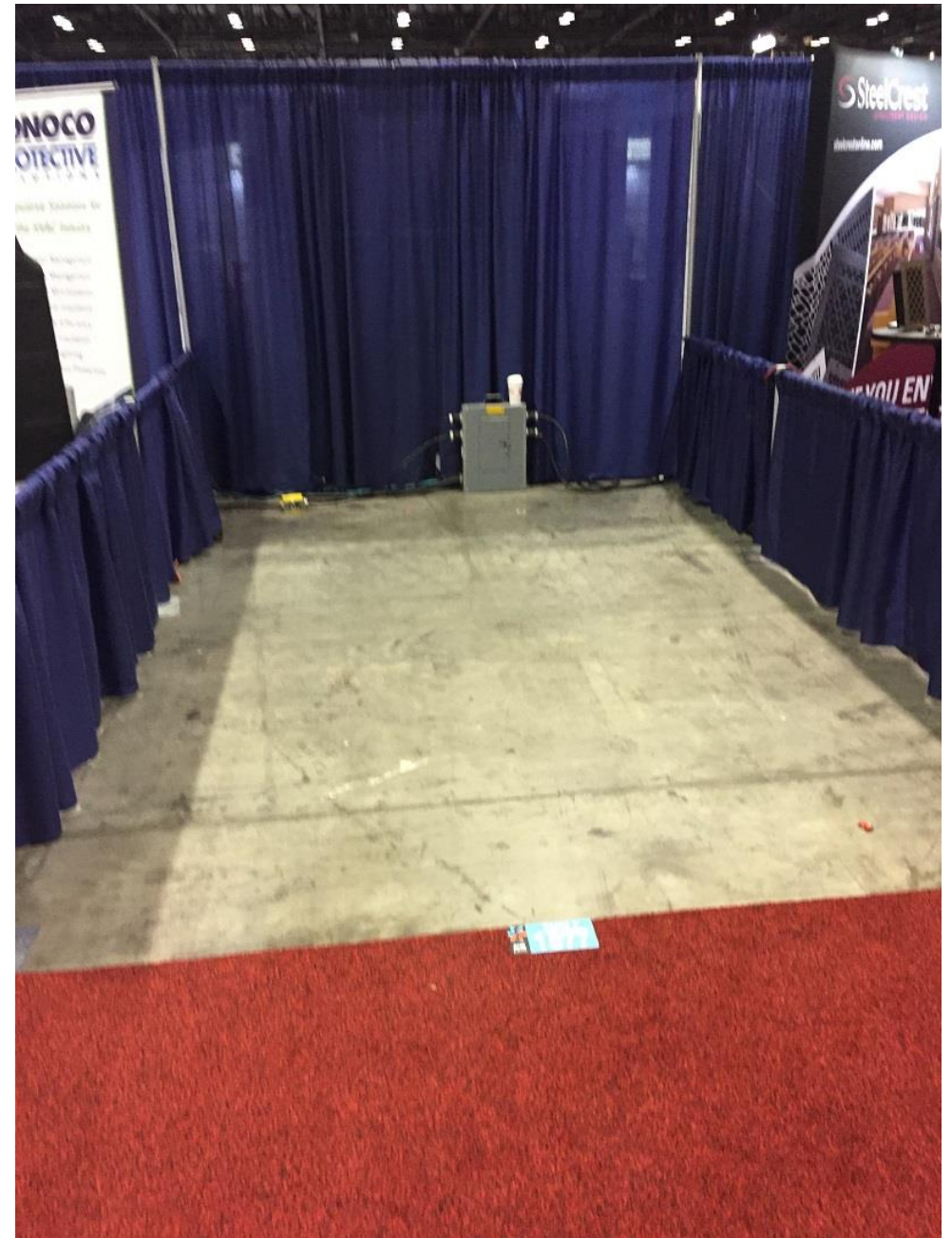
Tradeshow 1967



Failure Can Happen....



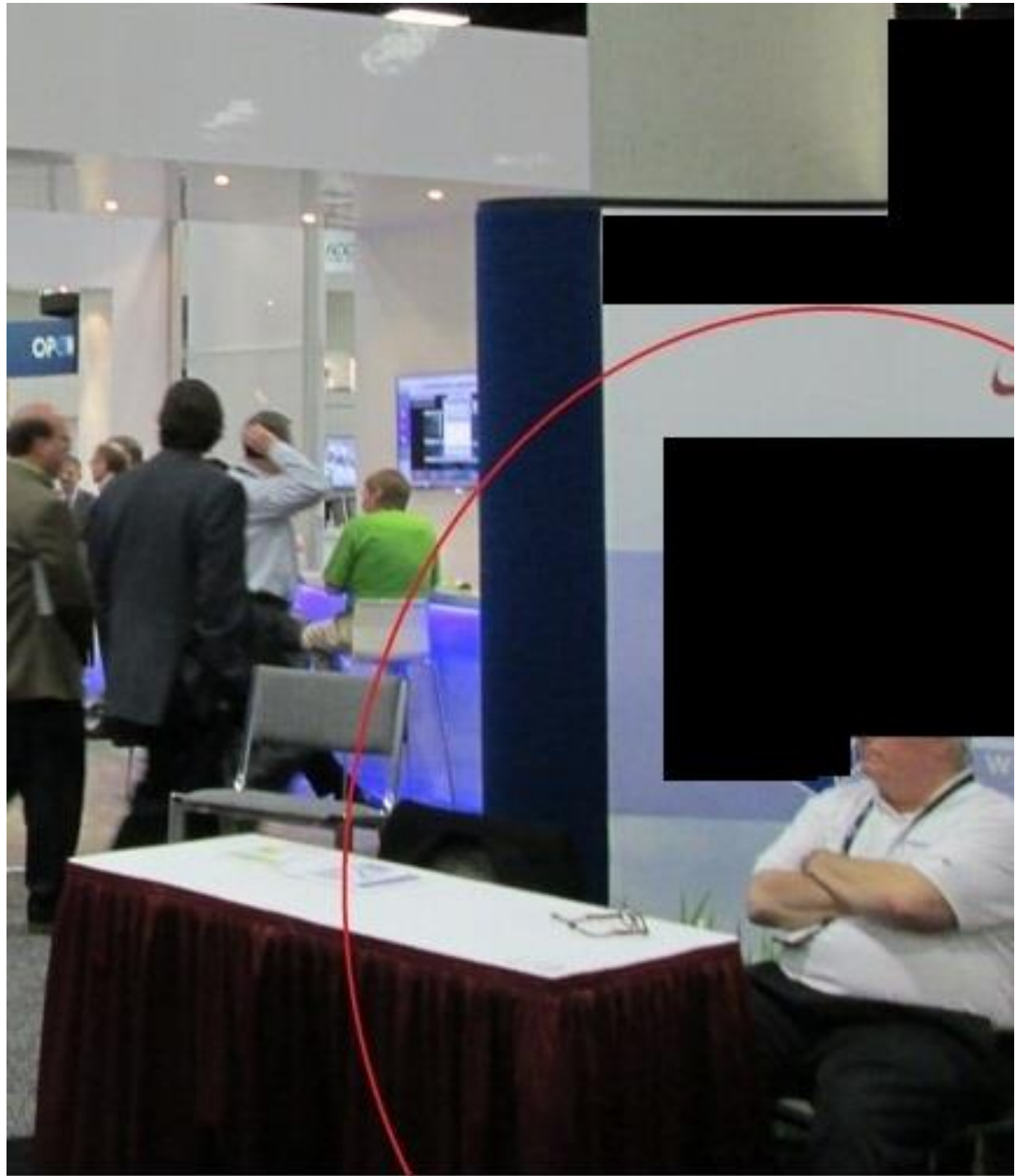
"I knew I should have started planning a week sooner..."



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





Your Brand. Our Business



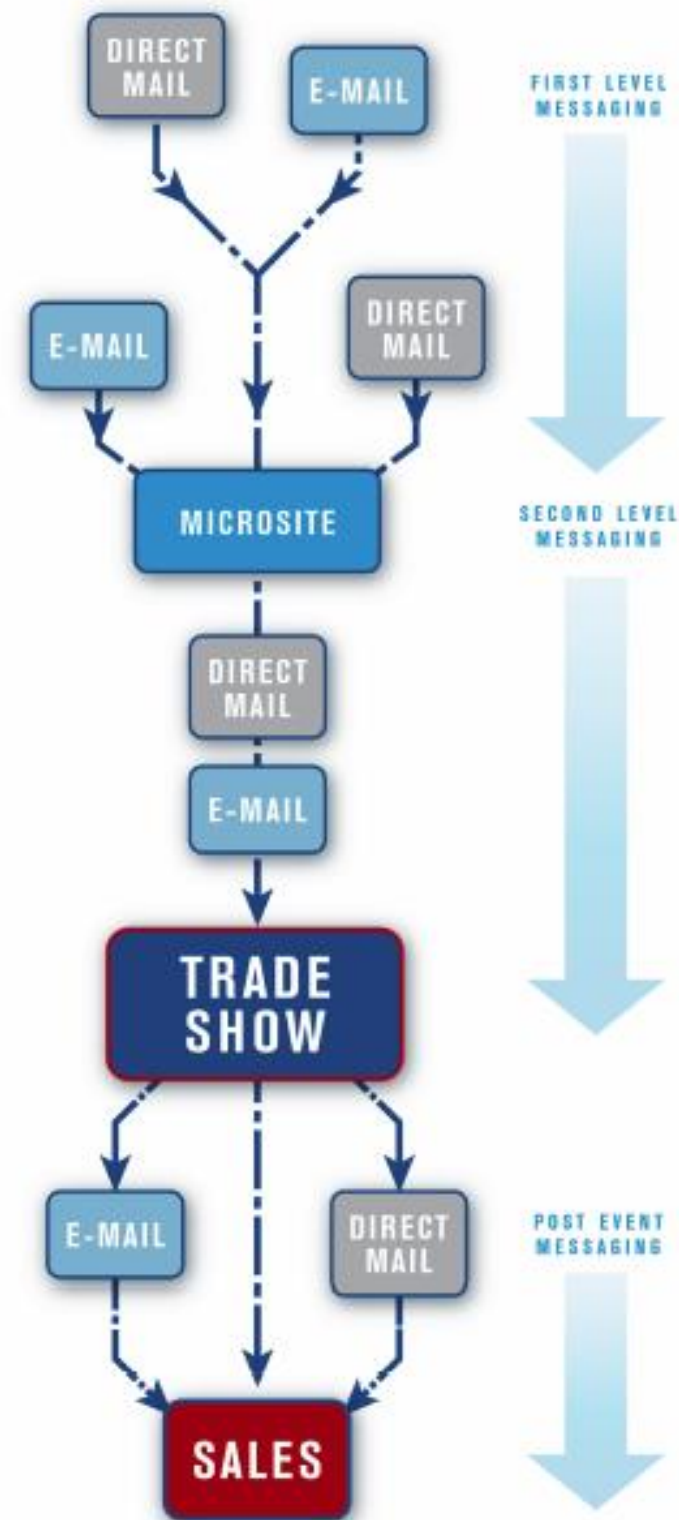
Island Tradeshow Booth



Tradeshow 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 to Improve Your Tradeshow ROI
- Tradeshow 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!

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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



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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

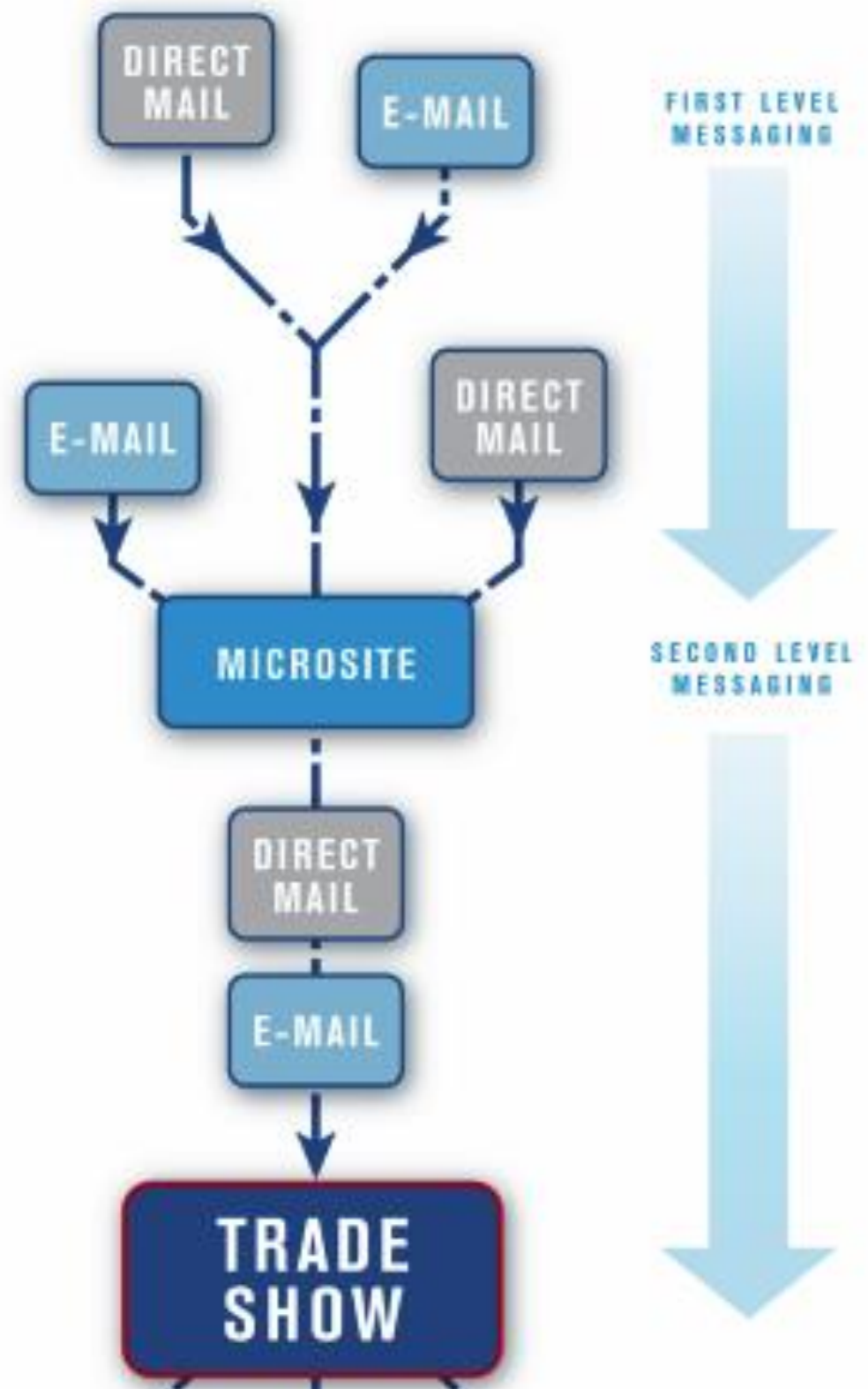
#1 Tell People You Are Going

- 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/insider

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.**

#YourBrandOurBusiness

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

#YourBrandOurBusiness



#YOURBRANDOURBUSINESS

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

#GEWKC

#2 Exhibit With a Plan



Two Staff Members eating lunch at the same time – in the booth!

Hint: Don't do this!

#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

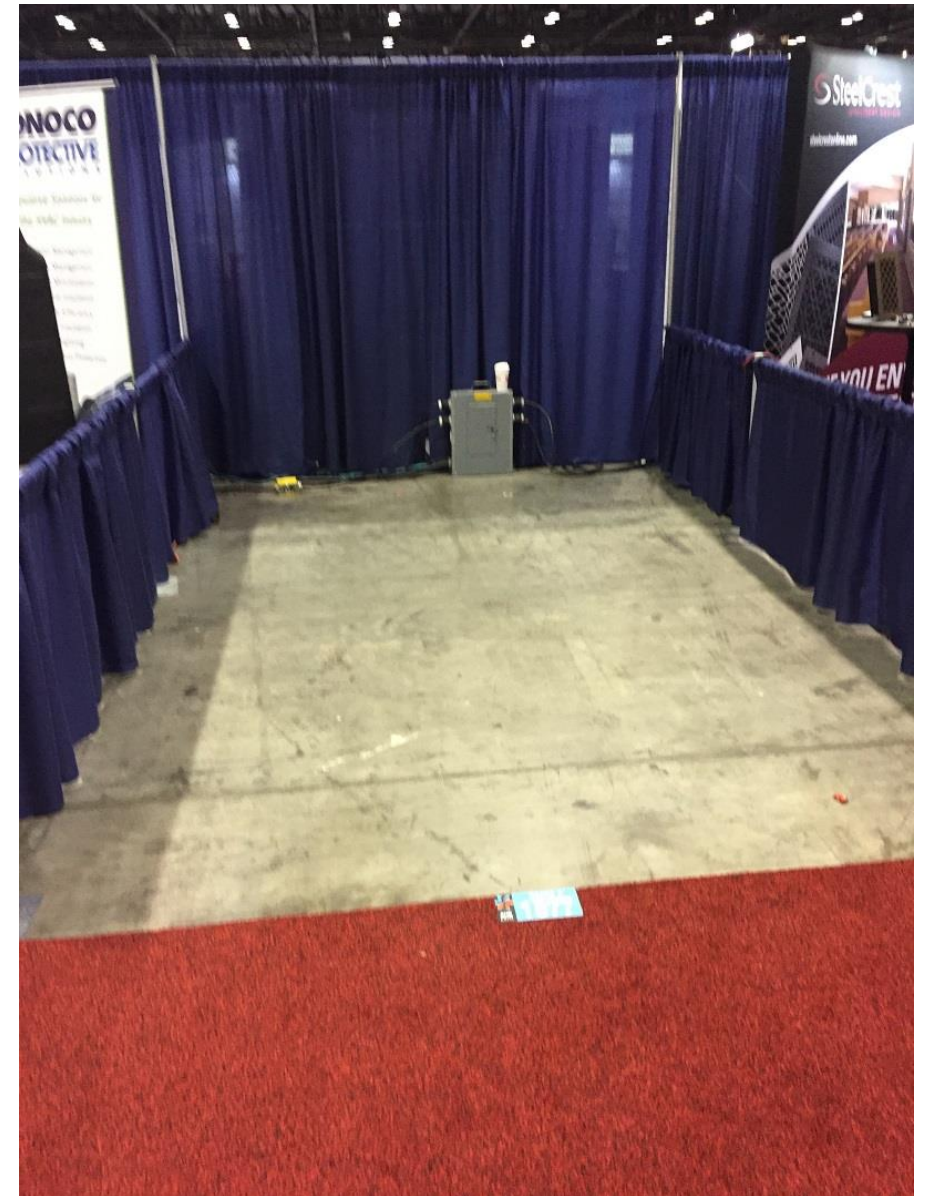


This was 15 mins after the show opened. Where is the staff?

Failure Can Happen.....



"I knew I should have started planning a week sooner..."



Great cartoon – and an actual booth that was not set up.

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

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

SEPTEMBER 24, 2021

Don't Think About It - Just Do It!



Pick up the phone!

#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!



#3 Follow Up Super Hack

- Pre write your emails for post Day 1, Day 2 and the show.
 - Send the Day 1 email at the end of day 1. Add the 20 to 40 good leads as the email set.
 - Offer a great discount just for “them” Just for these 40 people. They have to return and “close” the deal to get the super discount.
 - Do the same for Day 2
 - Do not email anybody from Day 1
 - Offer a discount and a way to “redeem” that discount.
 - Send End of Show Email
 - To the 40 to 80 people from Day 1 & 2. Stay top of mind.
- Then call them!



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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.

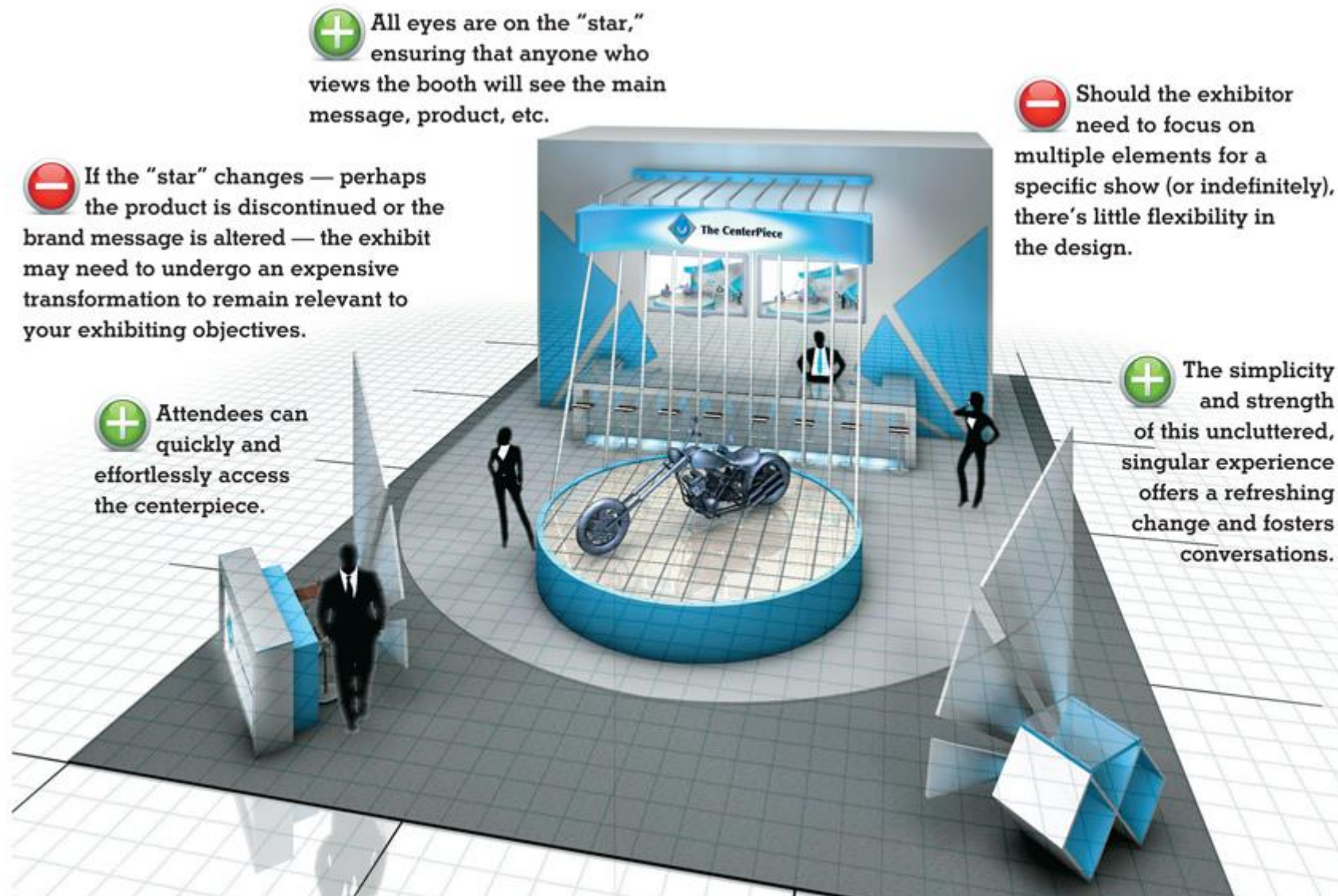
No Gimmicks





#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!

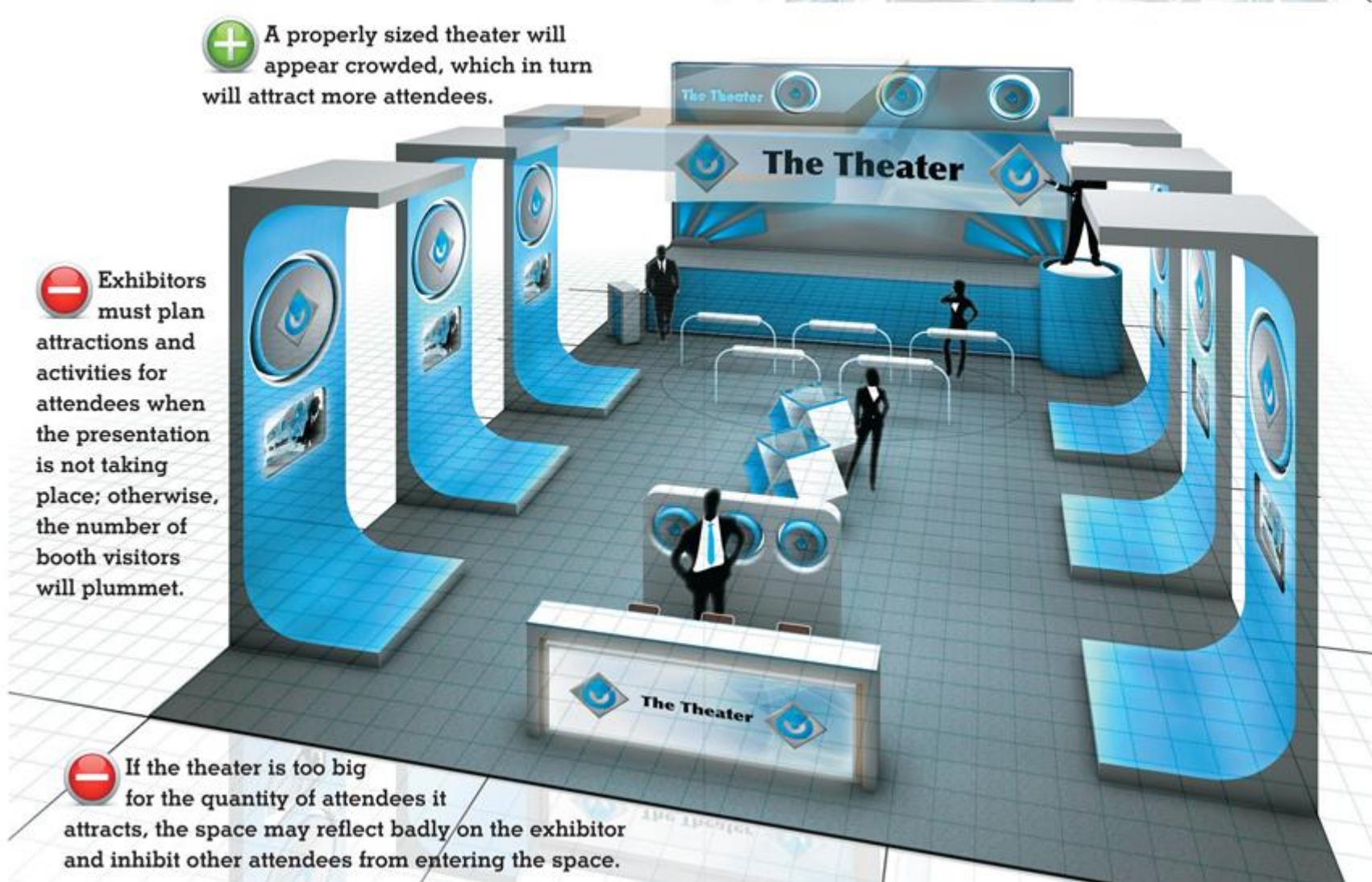
Floor Plan Needs to Follow Function



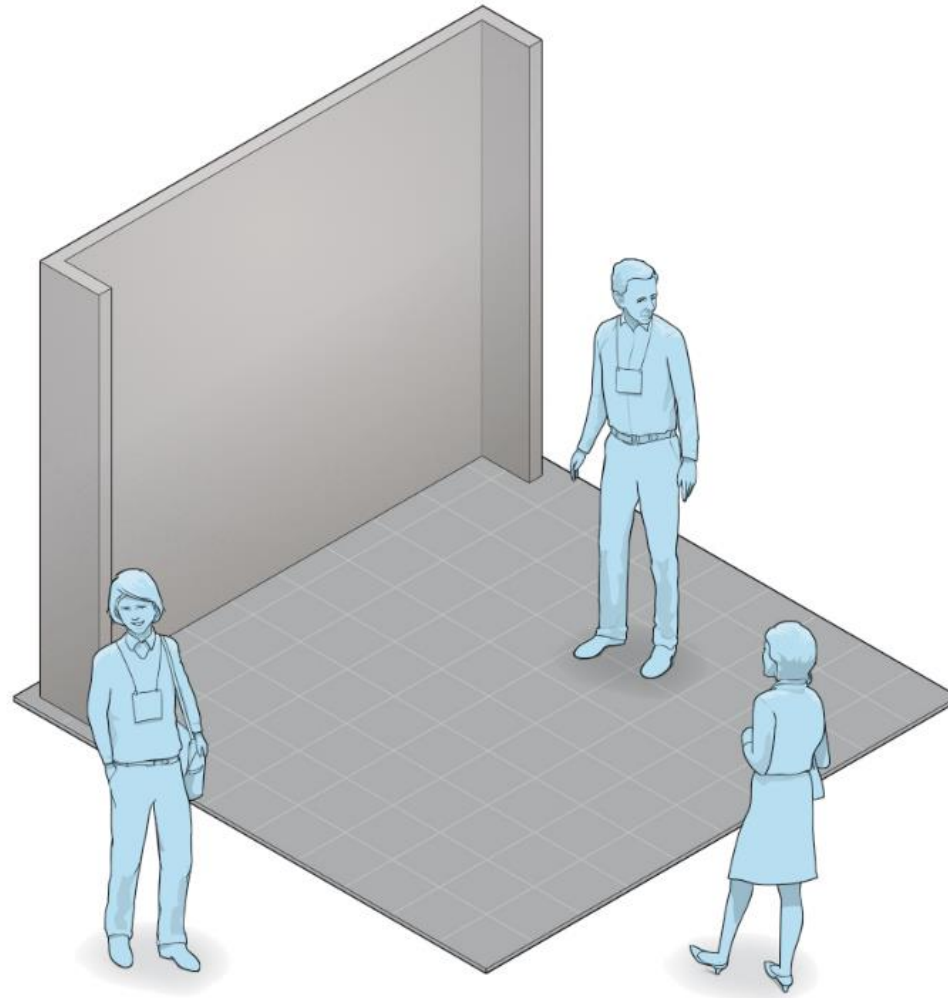
 A properly sized theater will appear crowded, which in turn will attract more attendees.

 **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.**

#YourBrandOurBusiness

#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 instead of building.

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

		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

Thank You & Thanks to GEWKC

Don Jalbert

Exhibit Associates

don@exhibitassociates.com

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