



Present

State-of-the-Art RSNA Pre-Show Marketing

**How to Attract Enough of the Right Attendees
to Your RSNA Exhibit**

Participant Learning Objectives:

*By the end of this webinar,
you will...*

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective eight step exhibit marketing planning process.
3. Overview exhibitor marketing resources available.
4. See an example of a state-of-the-art exhibit marketing campaign in action.

Focus on Critical Exhibiting Success Factors

1. **OUTCOMES:** Set goals that support your company sales and marketing, and CRM objectives and take advantage of the opportunities IDWeek presents.
2. **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action with all qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action, ideally purchasing, and measure and report results.

How Tradeshow Attendee Behaviors Have Changed

1. Sending smaller _____ with more authority.
 2. Registering closer to the show.
 3. Spending fewer number of days at the meeting.
 4. Looking for more content and useable information.
 5. Preplanning visit: _____% *arrive with an agenda.*
 6. Stopping at _____ - _____ exhibits on average.
 7. 50% of exhibit stops are _____.
- *In spite of all this, less than _____% of exhibitors execute a well-conceived exhibit marketing plan!*

State-of-the Art Exhibit Marketing: 8 Step Planning Process

1. Determine Corporate & Exhibiting Goals
2. Identify Target Visitors
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Promotion Resources
5. Build Target Visitor Lists
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting Goals

1. What are you trying to accomplish?
 - a. Company/Brand Awareness & Visibility
 - b. New Product/Service Introduction
 - c. Relationship Management and Building
 - d. Brand Positioning - Differentiation
 - e. Educate
 - f. Lead Generation
 - g. Sales and Business Development
 - h. Thought Leadership
 - i. Other?

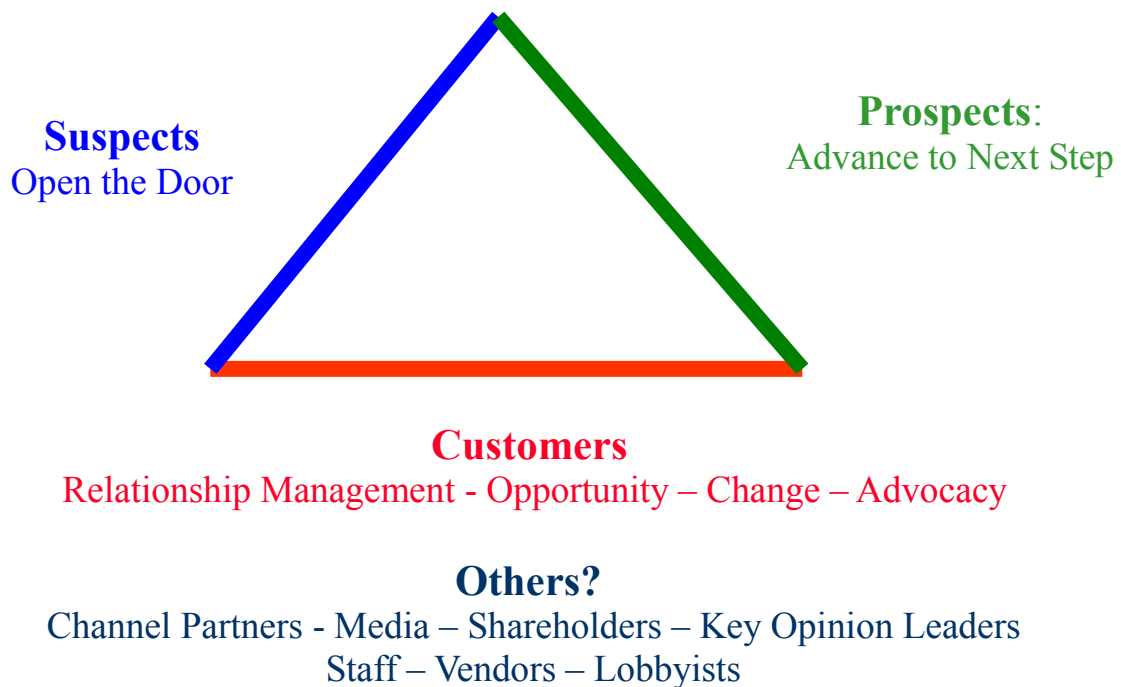
Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

Step 2. Create Ideal Visitor Profile

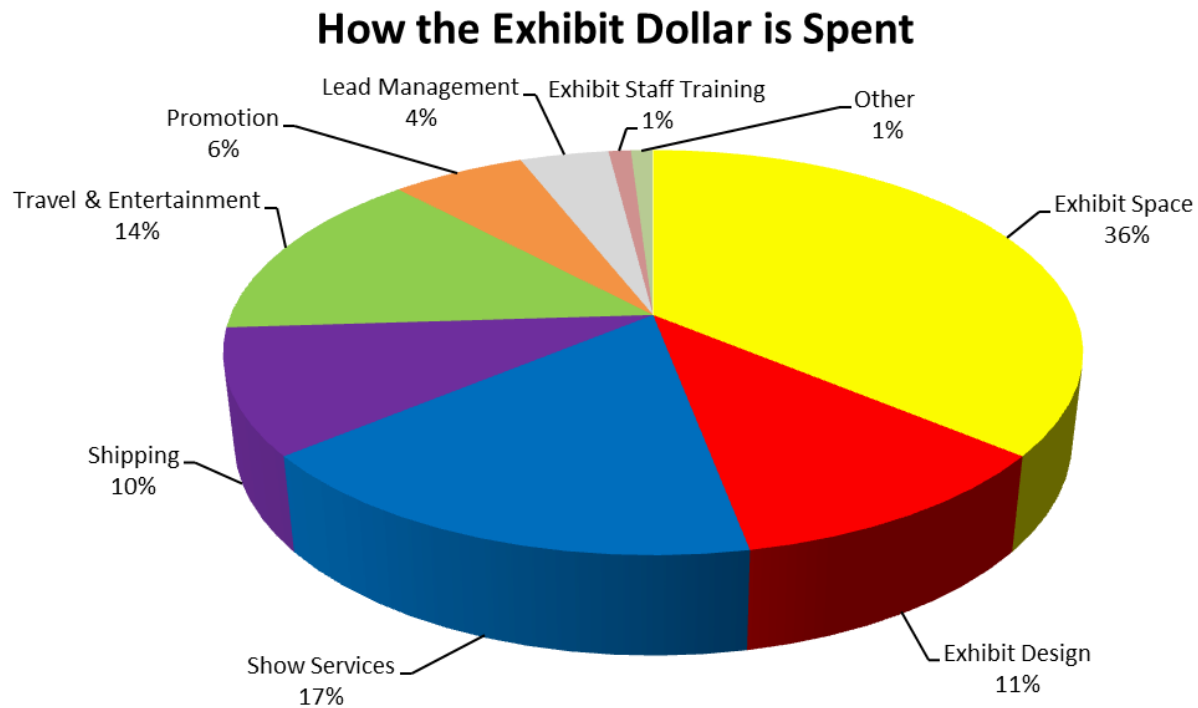
- Who do you want to interact with?
 1. Specialty
 2. Type of Facility
 3. Job Title/Function
 4. Geographical Region
 5. Size
 6. Other?
- Relative to your products/services, what are their needs, issues and top-of-the-mind concerns?

The C/P/S Triangle



Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	32	32
– Booth Staff on Duty	x <u>3</u>	x _____
– Total Staff Hours	= 96	= _____
– Interactions/Hour/Staffer	x <u>3-5</u>	x _____
– Exhibit Interaction Capacity	= 288-480	= _____



Step 4. Budget Enough Promotion Resources

	Example	Participant
Total Show Investment	\$30,000	\$_____
% for Exhibit Promotion	<u> x .15 </u>	x_____
Exhibit Promotion Budget	\$4,500	\$_____

When to increase? Big show, small booth, location concern, importance of show – allocate more!

Step 5. Build Target Visitor Lists

- Best Tradeshow List Sources:

1. *Pre-registered attendee lists
2. Previous or *Post-meeting attendee lists
3. Company database
4. Previous meeting(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

***Pre-Show and Post-Show
attendee mailing lists
available for rental.**

- **Success Tip:**

- Try to make your list at least ____ - ____ times your Exhibit Interaction Capacity.

Step 6. Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. **Combination** of show, industry and direct marketing media.
2. **Captivating** message and _____ design theme.
3. **Communicate** four specific messages:
 1. What you do
 2. Why they should care
 3. Who you are
 4. Where and how to find you
4. **Creative Frequency:** Land *at least* _____ direct hits leading up to show/meeting time.

Five Key Considerations for Media Selection

1. Goals and Objectives
2. Budget
3. Capabilities
4. _____
5. What your audience pays attention to and will most likely respond to.

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Media
2. Public Relations
 - ✓ Request Media Contact List, Bring Press Releases/Kits to Press Room
3. Electronic Media
 - ✓ Internet, Social Media, Email, Voice Broadcast
4. Direct Mail
 - ✓ Letters, Invitations, Postcards, Brochures
5. Personal Contact
 - ✓ Rep Visits, Telephone Calls

Step 6. Analyze & Select Marketing Media

Latest Marketing Media Options:

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Audio/Video Email
4. Voice Broadcast
5. MicroSites with Survey & Appointment Enablers
6. Social Media: Linked-in/YouTube/Facebook/Twitter
7. Blogs
8. QR Codes

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Basic exhibitor listing with company contact information, booth #, company description and product categories on RSNA 2013 Annual Meeting and Virtual Meeting website.
2. One-day guest vouchers for your customers. Restrictions apply.
3. New product announcement - description/photo in New Products and Services section of the Daily Bulletin. Restrictions apply.
4. Access to press conference opportunities.
5. Marketing tools - downloadable logos, banner ads, e-blast, and postcard images.

For questions or help, please contact
RSNA Technical Exhibit Services
exhibits@rsna.org - 1-630-571-7850

PAID Exhibitor Marketing Opportunities – Beyond the Booth

1. Exhibitor Product Theater (formal education session on the exhibit floor)
2. Function Space/Non-RSNA Satellite Symposium
3. Bistro RSNA
4. R&E Exhibitor Circle
5. IHE Showcase
6. Vendor Workshop
7. VIP Morning Tours

➤ Visit RSNA Meeting Website at rsna.org/Beyond_Exhibiting.aspx

PAID Exhibitor Advertising & Sponsorship Opportunities

Annual Meeting Promotional Opportunities

[McCormick Place Map »](#)

The RSNA Scientific Assembly and Annual Meeting is the world's largest international medical meeting offering a wide variety of signature marketing opportunities that extend impact beyond the printed page. Take advantage of this outstanding opportunity to reach over 51,000 attendees from more than 100 countries as they assemble in Chicago. Your message will be seen by 26,000+ healthcare professionals with purchasing power.



Banners and Signage

Walkway Banners, Column Wraps, Escalator Runners and more.



Elite Opportunities

Meeting Bag Inserts, Coffee Cup Sleeves and Exhibitors Circle Recognition.



Digital Opportunities

Daily Bulletin E-Blast, Interactive and Mobile App



Print Opportunities

Daily Bulletin, Pocket Guide, Technical Exhibition Guide and more.

➤ Visit rsna.org/Annual_Meeting_Advertising_Home.aspx

For questions or help, please contact

Jim Drew, Director, Advertising
jdrew@rsna.org / 1-630-571-7819

Judy Kapicak, Assistant Director, Advertising
jkapicak@rsna.org / 1-630-571-7818

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 in-line/\$3,300
- **Target Meeting Budget:** \$10,000 to \$16,500 (3-5x floor space)
- **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- **Media:**
 - Execute C/P/S strategy with sales staff and distributors
 - Use One-day Guest Vouchers for Customers
 - Invest in Premium Exhibitor Listing
 - Rent Pre-Reg Attendee List and Mail Invitation or Postcard
 - Rent Post-Show Attendee List and Mail Information to Profile Matches

Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- **Booth Size/Space Cost:** 20 x 30/\$21,400
- **Show Budget:** \$65,000 to \$105,000 (3-5x floor space)
- **Goals:** New Product Introduction, Market Visibility, Lead Gen/Sales, Thought Leadership
- **Media:**
 - Execute C/P/S Strategy with Sales Staff and Distributors
 - Do Press Releases to Medical Industry Publications
 - Access Media List & Use Press Room At Show
 - Rent Pre-Reg Attendee List, Mail Invitation or Postcard
 - Promote New Products in Daily Bulletin
 - High-Visibility Signage in Convention Center
 - Use Exhibitor Product Theatre
 - Host a Satellite Symposium During Non-Exhibiting Hours
 - Rent Post-Show Attendee List, Mail Information

Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. When was each media deployed?
3. What was the response rate to traceable media?
4. What was the cost of each media and number of impressions and/or traceable response?
5. What worked?
6. What did we learn?
7. What will we use for our next show?

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What specifically will you do to better promote your participation in the meeting?