Present

First-Time RSNA Exhibitor Web-Briefing

How to Have a Productive and Positive Exhibiting Experience

Participant Learning Objectives

This briefing will...

- Present 10 strategic keys to executing a more successful exhibit.
10 BIG Mistakes Exhibitors Make

1. Failure to ___________ the Exhibitor Services Kit.
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.

Three Links of the Tradeshow Chain

- Not just ___________ days!
- At least ______ months!

Four Critical Exhibiting Success Factors:

1. OUTCOMES: Use Exhibiting by Objectives to support your company marketing and sales objectives and take advantage of the many opportunities shows present.
2. ATTRACTION: Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
3. EXPERIENCE: Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.
4. FOLLOW-THROUGH & MEASURE: Follow-up to convert visitor commitments to action, ideally purchasing, and measure results.
The 10 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:

<table>
<thead>
<tr>
<th></th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting Hours</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Times Full-Time Exhibit Staff *</td>
<td>x 2</td>
<td>x________</td>
</tr>
<tr>
<td>Total Staff Hours</td>
<td>= 64</td>
<td>=________</td>
</tr>
<tr>
<td>Times Interactions per/hr/staffer **</td>
<td>x 3-5</td>
<td>x________</td>
</tr>
<tr>
<td>Exhibit Interaction Capacity</td>
<td>192-320</td>
<td>=________</td>
</tr>
</tbody>
</table>

* 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.
3. Invest Enough Resources

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

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

1. Show attendee __________________ have changed.
   ➢ 76% pre-plan their visit
   ➢ Stop at 26-31 exhibits on 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.

Selective Attraction Strategy:

1. Create Ideal Visitor Profile(s)
   • Relationship
   • Type of Companies
   • Job Function/Titles
   • Geography

2. Build Ideal Visitor Lists
   • Internal
   • External

3. Utilize multiple marketing media to land at least 3 direct hits with your ideal visitors.
5. Make Sure Your Exhibit Communicates Effectively

- Have a professional looking exhibit that communicates and supports your brand/identity.
- **Quickly and visually** answer three questions in the mind of attendees:
  - __________ do you do?
  - __________ should I care?
  - __________ are you?
- Make it easy for visitors to enter and exit your exhibit.
- Make it easy for visitors to physically interact with your products/services.

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.
  - View the “Secrets from the Show Floor: What Your Booth Staffers Need to KNOW and DO to be Effective on the Challenging Tradeshow Floor”, [http://rsna.org/exhibitor-webinars](http://rsna.org/exhibitor-webinars)
7. Take Quality Leads & Follow-up Effectively

- Lead quality is in direct proportion to the clarity of the next step and visitor’s ________________ to take that step.
- Use a lead capture 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.

8. Measure Results

- Don’t just count __________– count __________ over time!
- Develop a simple and consistent set of performance metrics.
  - (CPL) Cost Per Lead
  - (CPI) Cost Per Interaction
  - Total lead count, quality by priority, potential value
  - (ROI) Return On Investment


**Cost Per Lead (CPL):**

<table>
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<tbody>
<tr>
<td>Total Show Investment (10x10 in-line $3,400)</td>
<td>$10,200</td>
</tr>
<tr>
<td>Floor space x 3</td>
<td>100</td>
</tr>
<tr>
<td>Divide by # Leads</td>
<td>$102</td>
</tr>
<tr>
<td>Cost Per Lead</td>
<td></td>
</tr>
</tbody>
</table>

*Average cost of tradeshow lead: $283  *(Source: Exhibit Surveys, 2013)*
**Cost Per Exhibit Interaction (CPI):**

Total Show Investment (10x10 in-line $3,400)

Floor space x 3 $10,200 $

Divided by # of Exhibit Interactions 200 / $

Cost Per Exhibit Interaction $51 = $

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

**Lead Goals, Quantity and Quality:**

Lead Goal 150 $

Total Leads Captured 100 $

Achievement 67% $

% - A Leads 45% $

% - B Leads 40% $

% - C Leads 15% $

**Potential Revenue Value of Leads**

Total # of A Leads 100 $

Times Average Sale Amount $3,000 $ $

Potential Lead Value $300,000 $ $

Divided by Show Investment $10,200 $ $

Soft Dollar ROI $29 to $1 $ $

**Return on Investment HARD Dollar Formula & Example***

Revenue From At/Post Show Sales $200,000 $

Less Cost of Sales (30% Gross Margin) - 140,000 $ 

Gross Margin $ 60,000 $ 

Less Show Investment - 10,200 $ 

Net Exhibit Profit $ 49,800 $ 

Net Exhibit Profit $ 49,800 $ 

Divided by Show Investment $ 10,200 $ 

Multiplied by 100 x 100 x 100

Return on Investment 488% 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 floor 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.

10. Success Rule for Exhibitors New to a Tradeshow

- If the people attending the RSNA Annual Meeting influence/make buying decisions for what you sell,
- You cannot ________ the ultimate value of the show from one attempt.
- You must commit to at least ________ consecutive shows,
- Applying more of what you learn to each show.

Get Ready for a Positive & Profitable RSNA Annual Meeting Exhibiting Experience!

- RSNA Annual Meeting is one of your most effective marketing and sales media, when done properly.
- RSNA 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 Resources website.
  ➢ http://www.rsna.org/Exhibitor_Resources.aspx

Three most important ideas I learned from this session were:

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________
RSNA Commitment to Exhibitor Education & Success

* Online Exhibitor Education:
  - Live and re-playable webinars
  - Frequently Asked Questions, including “How-to” exhibiting articles
* Bookmark, Share and Access at:
  - http://rsna.org/exhibitor-webinars/
  - http://rsna.org/exhibitor-faq