



*Present*

# First-Time RSNA Exhibitor Web-Briefing

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## How to Have a Productive and Positive Exhibiting Experience

**Participant Learning Objectives**  
*This briefing will...*

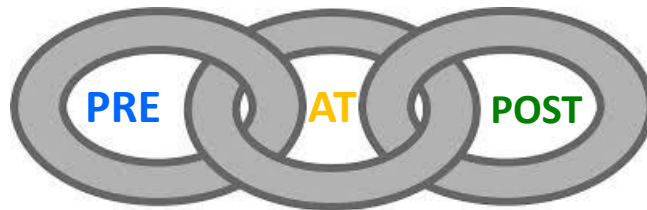
- Present 10 strategic keys to executing a more successful exhibit.

## 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:**

	<b>Example</b>	<b>Participant</b>
Exhibiting Hours	32	32
Times Full-Time Exhibit Staff *	x 2	x _____
Total Staff Hours	= 64	= _____
Times Interactions per/hr/staffer **	x 3-5	x _____
<i>Exhibit Interaction Capacity</i>	192-320	= _____

\* 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

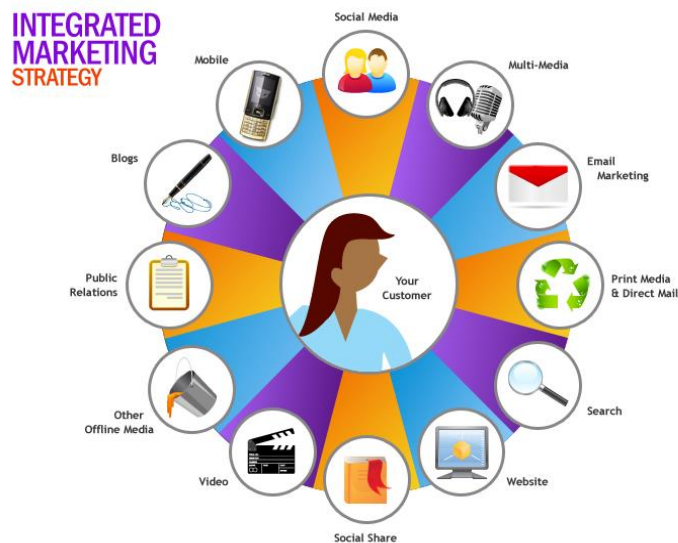
The budgeting rule of thumb is to multiply your floor space cost \_\_\_\_\_ times minimally to determine your total show budget.

### 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.
  - ❖ View the “Experiential Marketing: How to Better Meet Healthcare Attendees’ Needs Through In-Booth Demonstrations and Presentations” webinar replay on the Exhibitor Education website. <http://rsna.org/exhibitor-webinars/>

## 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.
  - ❖ To learn more about this topic, register for the exhibitor webinar, “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>

### 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



❖ View the “Exhibit Measurement Made Easy: How to Budget, Manage Costs, Measure and Report Exhibiting Performance and Return on Investment” webinar replay on the Exhibitor Education website for more on this topic. <http://rsna.org/exhibitor-webinars/>

	Example	Participant
<b>Cost Per Lead (CPL):</b>		
Total Show Investment (10x10 in-line \$3,400) Floor space x 3	<u>\$10,200</u>	\$ _____
Divide by # Leads	100	_____
<i>Cost Per Lead</i>	\$102	\$ _____

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

	<b>Example</b>	<b>Participant</b>
<b>Cost Per Exhibit Interaction (CPI):</b>		
Total Show Investment (10x10 in-line \$3,400)		
Floor space x 3	<u>\$10,200</u>	\$ _____
Divided by # of Exhibit Interactions	200	/ _____
<i>Cost Per Exhibit Interaction</i>	\$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	<u>\$3,000</u>	\$ _____
<i>Potential Lead Value</i>	\$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)	<u>- 140,000</u>	\$ _____
Gross Margin	\$ 60,000	\$ _____
Less Show Investment	<u>- 10,200</u>	\$ _____
Net Exhibit Profit	\$ 49,800	\$ _____
Net Exhibit Profit	<u>\$ 49,800</u>	\$ _____
Divided by Show Investment	\$ 10,200	\$ _____
Multiplied by 100	x 100	_____ x 100
<i>Return on Investment</i>	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](http://www.rsna.org/Exhibitor_Resources.aspx)

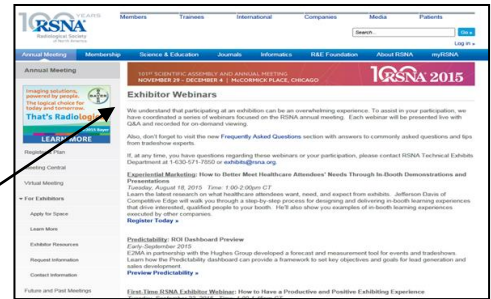
### **Three most important ideas I learned from this session were:**

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>

