Present

How Inline Exhibitors Can Get Their Fair Share From Their RSNA Exhibit

Webinar Discussion Points Include…

1. Five critical success factors that guarantee success
2. Power budgeting strategy
3. 3 areas to focus limited financial resources to gain competitive advantage
4. How to craft and communicate your value proposition
5. Free and low cost marketing strategies that drive qualified traffic
6. 5 key things your exhibit must do to get your fair share
7. How to make your booth staff a competitive advantage
8. The secret to capturing quality leads that convert to business
9. Simple ways to measure the value you received
Why Small Exhibits Do Not Have to Be Second Rate

1. Usually, not restricted by corporate branding guidelines.
2. Able to be more flexible and creative in exhibit design.
3. Can’t outspend big exhibits, but can outsmart and out-market them!
4. It doesn’t take as many visitors to get a ______________.
5. Many attendees root for the little guy!
6. Attendees want the same things from visiting a booth, regardless of size.
7. RSNA’s unique floorplan gives small exhibits more visibility.

To Generate Value & ROI
Focus on 5 Critical Exhibiting Success Factors

1. **OUTCOMES**: Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM goals and take advantage of opportunities RSNA Annual Meeting presents.

2. **SELECTIVE ATTRACTION**: Identify your target customer, create your value proposition, and use targeted pre & at-show marketing to attract enough of the right people to your exhibit.

3. **VISITOR EXPERIENCE**: Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience securing a commitment to a next action with qualified visitors.

4. **LEAD MANAGEMENT**: Identify what criteria you need to qualify, develop a qualifying process and capture tool, train your staff to qualify, capture leads and follow-up.

5. **MEASUREMENT & LEARNING**: Use a simple set of performance, value, and ROI metrics to measure performance and results. Learn from the experience.

One Master Key That Guarantees Exhibiting Success

Get IN THE MIND & ON THE AGENDA of ENOUGH of the RIGHT Attendees Before the Show Opens!
How to Calculate Your *Potential Tradeshow Sales Opportunity

<table>
<thead>
<tr>
<th></th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting hours</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Average # booth staff **</td>
<td>x 2</td>
<td></td>
</tr>
<tr>
<td>Interactions/hr/staffer ***</td>
<td>x 3</td>
<td></td>
</tr>
<tr>
<td>** Exhibit Interaction Capacity**</td>
<td><strong>192</strong></td>
<td></td>
</tr>
<tr>
<td>Target % convert to a LEAD</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Number of LEADS</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>Target % convert to a SALES ORDER</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Number of SALES ORDERS</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Average sale amount</td>
<td>x $15,000</td>
<td>$</td>
</tr>
<tr>
<td>** POTENTIAL SALES OPPORTUNITY **</td>
<td><strong>$150,000</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

*Please note:* This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

** Rule of thumb: 50 sq. feet per staffer
*** 3 conservative/4 moderate/5 aggressive

### Power Budgeting Strategy for Inline Exhibits

1. Budgeting Rule of Thumb – Floor space cost x 3
   - Go floor space x_________

2. Consider the value of a customer
   - Don’t be afraid to invest more!

3. Track your spending carefully – use FREE Cost Control tool

4. Save money everywhere you can:
   - Use a lightweight easy to set-up exhibit
   - Ship to the _________ vs convention center
   - Bring your own flooring
   - Buy marketing packages
3 Areas to Focus Limited Financial Resources to Gain Competitive Advantage

### How the Exhibit Dollar is Spent

Source: CEIR 2017

- Exhibit Space, 38%
- Exhibit Design, 11%
- Transportation, 9%
- Show Services, 13%
- Travel & Entertainment, 11%
- Advertising/Promotion, 14%
- Lead Gathering/Fulfillment, 3%
- Exhibit Staff Training, 2%

#1

Quickly Analyze Your Products/Services to Find Your Attendee-Focused Value Proposition

* Job 1. Grab Attention!
  - ________________
  - ________________
  - Learn
  - Familiar
  - Unusual

* Job 2. Create Interest!
  Ask: What situations would prompt radiology professionals to think about what you offer?

* Integrate customer situations into your pre-show marketing to grab attention!
Deliver a Clear Value Proposition to Build Desire and Create Action

* ___________________: Tired of? Worried about? Struggling with?
* OPPORTUNITY: Interested in? Curious? Want to learn about?
* Give us 5 minutes at RSNA Booth #123
* You will SEE
* You can DO
* You will ___________
* Oh by the way, you’ll GET…

Leverage Your Exhibitor Listing

Key Place Attendees Look When Deciding Which Exhibits to Visit

* The Primary Purpose of an Exhibitor Listing is to Give the Reader a _________________ ______________ to Visit Your Booth.
* Use your Value Proposition to grab attention, briefly describe what you do, and tell them what they will SEE, DO, LEARN and GET from visiting your booth.

Using the C/P/S Pre-Show Marketing Process to Fill Your Booth With Qualified Visitors

Work the C/P/S Triangle

Suspects
Open Door

Prospects:
Advance to Next Step

Customers
Relationship Management – Probe for Opportunity
Ears to the Ground for Change – Advocacy
Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.

2. Set a specific ____________ for each name on the list.

3. Contact them ______ times before the show through various media: email, phone, social media, in person.

4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the show.

5. Consider creating a contest to reward the person getting the most of their list to the show.

Use FREE RSNA Exhibitor Marketing Opportunities

1. Basic exhibitor listing with company contact information, booth #, company description and product categories on RSNA Annual Meeting and mobile app, and select print materials.

2. One-day guest vouchers for your customers. Restrictions apply.


5. Leverage RSNA social media: #RSNA18

Invest in LOW COST RSNA Marketing Opportunities

1. Upgraded Exhibitor Listing (may include company logo, product images and/or videos, company press releases, priority placement for online search) - $600 to $1,000

2. Attendee Registration Mailing List Rental – $0.15 per name. $75 minimum (plus postage and shipping)

For questions or help, please contact
RSNA Exhibition Services
1-630-571-7850
exhibits@rsna.org
Sample Marketing Program: Small Exhibitor

❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
❖ **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail postcard to house list and pre-registered attendee list
  - Write exhibitor listing giving attendees a compelling reason to visit
  - Upgrade listing to include product images
  - Promote show participation in relevant social media and use show’s channels
  - Place show logo and booth promo on your company website, email signatures, newsletter, social media all outgoing correspondence
  - Send One Day Guest e-Vouchers ($325 value) to customer/prospects – limited # of vouchers based on booth size

View the “Building Brand Awareness & Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to Your RSNA Exhibit” webinar replay located on the Exhibitor Webinars web page.

5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & ______________ Communicate What You Do and Give Attendees a Reason to Stop
3. Be Approachable, Easy to Enter & Navigate
4. Provide __________, but Meaningful & Engaging Interactivity
5. Inform or Teach Something Useful & __________________

View the “How to Make Your RSNA Exhibit Stand Out From the Crowd” webinar replay located on the Exhibitor Webinars web page.
6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of ________________
5. Interactivity & Engagement
6. Proactive Booth Staff

The Power of Demonstrations & Presentations – The #1 Way Attendees Want to Engage With Exhibits

* A well-planned presentation/demonstration can:
  - Increase qualified leads by 2 to 4 times.
  - Increase awareness by 5 to 10 times.
  - Positively influence opinions and purchasing intentions.

Source: Live Marketing Statistics

* 51% of tradeshow attendees say product demos increase their recall of exhibits visited.

Source: Exhibit Surveys


Demonstrations & Presentations

1. Hands-on product demonstrations
2. Interactive computer, tablet or video presentations
3. Small educational ________________
4. Visually support feature/benefit messaging
5. Communicate to various buying influences
Demonstration/Presentation Strategies

- Prove your claims.
- Demonstrate your key _________________.
- Recreate a scenario, experience or situation.
- Let them tinker.
- Show before and after.
- Show old way versus new way.
- Make them guess to learn.
- Challenge attendees’ knowledge and skill.
- Provide unique or comfortable places for the demo.
- Integrate technology presentation support.

How to Make Your Booth Staff a Competitive Advantage

1. Best People Forward!!!
2. Accountable for Interaction and ________________ Goals
3. Proactively Engage Attendees
   - Greet - Welcome - Meet - Discover
   - Stand - Open Posture - Smile
4. Get Out of Unqualified Conversations
   - Thank them and step back
   - Give them something
   - Direct them to another booth

View the “Secrets From the Show Floor: What Your Booth Staffers Need to Know and Do to be Effective on the Challenging Tradeshow Floor” webinar replay located on the Exhibitor Webinars web page.
5. It's Not What You Tell, It's What You Ask!
   - Know __________________________ in advance
   - Ask easy questions first
   - Use more open-ended questions
   - Use their name

6. Less is More! Hit visitor’s information bulls-eye.
   - Ask about __________________________ and what they want to learn about
   - Use feature/benefit language
   - One message at a time
   - Keep it short

**The Secret to Capturing Higher Quality Leads that Convert to Business**

1. If you’re not selling, leads are the real product!

2. Define what a tradeshow lead really is
   - Information rich
   - __________________________ next action step

3. Capture More Information
   - Identify what information would better qualify a lead.

4. Improve Lead Capture Device
   - Rent lead capture device.
   - Invest in custom qualifiers.

*View the “Improving RSNA Lead Management for Higher Sales Conversion” webinar replay located on the Exhibitor Webinars web page.*
## Simple & Easy Ways to Measure the Value You Received

### 1. Cost Per Lead (CPL)

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Show Investment (10x10 inline, $3,550)</strong></td>
<td></td>
</tr>
<tr>
<td>Floor space x 3</td>
<td>$10,650</td>
</tr>
<tr>
<td>Divide by # Leads</td>
<td>75</td>
</tr>
<tr>
<td><strong>Cost Per Lead</strong></td>
<td>$142</td>
</tr>
</tbody>
</table>

*Average Cost of North America B2B Tradeshow Lead: $283 (Source: Exhibit Surveys)*

### 2. Cost Per Interaction (CPI)

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Show Investment</strong></td>
<td>$10,650</td>
</tr>
<tr>
<td>Divide by # of Exhibit Interactions</td>
<td>100</td>
</tr>
<tr>
<td><strong>Cost Per Interaction</strong></td>
<td>$107</td>
</tr>
</tbody>
</table>

*Average Cost of a North America B2B Field Sales Call: $596-$1,114 (Source: CEIR)*

### 3. Potential Revenue Value of Leads

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total # HOT Leads</strong></td>
<td>15</td>
</tr>
<tr>
<td>Times Average Sale Amount</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Potential Lead Value</strong></td>
<td>$75,000</td>
</tr>
<tr>
<td>Divided by Show Investment</td>
<td>$10,650</td>
</tr>
<tr>
<td>Soft Dollar ROI</td>
<td>$7.04 to $1</td>
</tr>
</tbody>
</table>

### 4. Return on Investment HARD Dollar Gross Margin Formula & Example*

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue From At/Post Show Sales</strong></td>
<td>$100,000</td>
</tr>
<tr>
<td>Less Cost of Sales (50% Gross Margin)</td>
<td>- $50,000</td>
</tr>
<tr>
<td><strong>Gross Margin</strong></td>
<td>$50,000</td>
</tr>
<tr>
<td>Less Show Investment</td>
<td>- $10,650</td>
</tr>
<tr>
<td><strong>Net Exhibit Profit</strong></td>
<td>$39,350</td>
</tr>
<tr>
<td><strong>Net Exhibit Profit</strong></td>
<td>$39,350</td>
</tr>
<tr>
<td>Divided by Show Investment</td>
<td>$10,650</td>
</tr>
<tr>
<td><strong>Equals</strong></td>
<td>3.69</td>
</tr>
<tr>
<td>Multiplied by 100</td>
<td>x 100</td>
</tr>
<tr>
<td><strong>Return on Investment</strong></td>
<td>369% ROI</td>
</tr>
</tbody>
</table>

*These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.*

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*View the “Exhibitor Measurement Made Easy: How to Budget, Manage Costs, Measure & Reporting Exhibiting Performance & ROI” webinar replay located on the Exhibitor Webinars web page.*

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

1. ______________________________

2. __________________________________________________________________

3. __________________________________________________________________

**RSNA Commitment to Exhibitor Value, Knowledge & 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-webinars/)

**About Your Expert Presenter**

**Jefferson Davis, President, Competitive Edge**

**The Tradeshow Turnaround Expert™**

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to **inspire, lead and direct** businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.

Call 800-700-6174 in the US or 704-814-7355 and visit [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)