

Before We Begin...



INTERACTIVE WORKBOOK

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AUDIO - Q&A

Listen only mode. Audio streaming. If you cannot hear, un-mute sound, turn-up volume and/or turn on speakers.

Submit questions during event from Questions tab on console.



TECHNICAL PROBLEMS

Call Go To Webinar 1-800-263-6317 in US or 1-805-617-7000.



YOUR FEEDBACK IS IMPORTANT!

Please complete email survey you will receive shortly after today's webinar. Thank you!



RETURN TO LIVE!

*How to Attract Enough of the
Right Radiology Professionals
to Your RSNA Exhibit*

With Sherry Gendel, RSNA
and Jefferson Davis, Competitive Edge

Jefferson Davis

B2B Marketing, Sales & Exhibiting Productivity Expert



- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Developed *Exhibit Marketing Process*™
- Trained over 100,000 on live exhibiting
- Process-based and results-focused
- Helped clients generate over \$800,000,000 in trade show results.



**Competitive
Edge** 
"exhibiting excellence"

CALL: 800-700-6174 in US or 704-814-7355
EMAIL: jefferson@tradeshowturnaround.com



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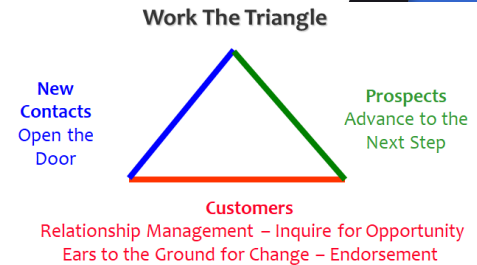
Want a Booth Full of Valuable, Interested and Qualified Visitors at RSNA 2021?

Here are the 6 major questions you need to ask and answer:

1. *“Who are the right people for you?”*
2. *“How many do you need to attract?”*
3. *“What can you say and do before the show to grab their attention and get on their agenda?”*
4. *“What media should you use?”*
5. *“When should you start pre-marketing?”*
6. *“What can you do to increase response rates to your pre-show marketing?”*

1. Who Are the Right People For You?

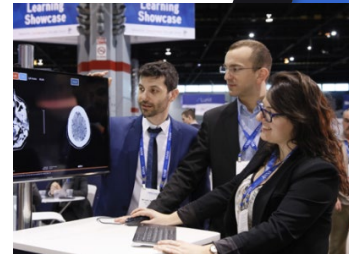
1. Start with your existing customers.
2. Get your sales team and distribution network to focus on prospects in your sales pipeline.
3. Analyze your top customers and create a clear profile of the exact type of attendees you want to attract.
4. Look into the RSNA pre-registered attendee list.
5. Include anyone who has inquired into your products or services over the last 12 to 18 months.



2. How Many Do You Need to Attract?

1. Don't focus so much attention on total attendance – *there will be more than enough of the right attendees for you at RSNA 2021.*
2. Focus more on how many people YOU need to attract!
3. Calculate your *Exhibit Interaction Capacity*:

• Exhibiting hours	28
• x Staff on duty (50 sq. ft./staffer)	2
• x Interactions per hour per staffer	<u>3</u>
(3/conservative 4/moderate 5/slightly aggressive)	
• = Exhibit Interaction Capacity	168
4. Do everything you can between now and show time to get “in the mind” and “on the agenda” of this many people.



3. What Can You Say and Do Before the Show To Grab Their Attention and Get on Their Agenda?

1. Analyze your products/services and define problems they solve, opportunities they create and benefits they deliver to customers.
2. Design marketing messaging around solving problems, seizing opportunities and learning – *not specific details of your products*.
3. Communicate what the visitor will **SEE, DO, LEARN** and **GET** by visiting your booth.
4. Include a clear **Call To Action** with every message saying “put booth 1234 on your RSNA My Show Planner”.
5. Consider offering a useful or educational **reward** for visiting your booth. *Refer to RSNA giveaway request and/or raffle notification.*



4. What Media Should You Use?

1. *The magic is in the mix!*
2. Use as many marketing media as you have the time, skill set, and budget to effectively utilize.
3. Avoid trying to do everything digitally, be sure to integrate:
 - **Direct Mail** - *there is very little clutter in the mailbox!*
 - **Telephone** - If you have phone numbers, have sales and customer service teams pick up the phone and call people.
 - **Trade Publications** - Ask customers what their “must-read” trade publications are, submit editorial content, consider advertising and look into availability of readership lists.
 - **RSNA Exhibitor marketing** – Review to see which opportunities fit your budget and reach your audience.



Leverage RSNA Marketing Opportunities

Free:

Downloadable logos and e-blast header

Share your Show Presence links (*in exhibitor portal*)

Guest Passes for VIP customers or prospects (*in registration dashboard*)

For Purchase:

➤ Sponsorship Opportunities

- ✓ Registration Mailing List Rental (*order in registration dashboard*)
- ✓ Exhibitor Listing Upgrades – Premium and Virtual
 - Exhibitor Highlights Sponsorship
 - Product Category Sponsorship
- ✓ Industry Presentation Landing Page Banners
- ✓ Member E-Newsletters



5. When Should You Start Pre-Marketing?

1. If using print media, begin 2 to 3 months before show time.
2. For digital one-to-many media, launch 45 to 60 days before show time.
3. For direct one-to-one media, launch 30 days before show time.
4. Try to land at least 3 direct touches with your target visitors.
5. Remember, it may take as many as 9 to 12 touches to have three touches land.



6. What Can You Do to Increase Response Rates to Your Pre-Show Marketing?

1. It starts with the quality of your lists. Try to narrow down your lists to people who match your customer profile.
2. Communicate a clear and strong problem/solution, opportunity or learning focused headline. This increases number of readers and level of engagement.
3. Include a clear Call To Action with every message.
4. Offer a useful Reward for responding and visiting your booth.
5. *One attempt is never enough!* Try to deliver as many touch points through as many media as possible.



Type Question in Question Box

Press Send Button



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complete the
post-webinar
email survey.
Thank you!