



Present

RETURN TO LIVE!

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



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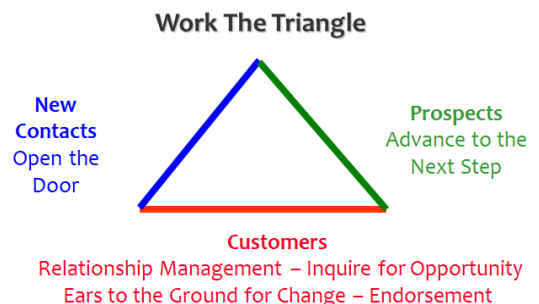
Want a Booth Full of Valuable, Interested and Qualified Visitors at RSNA 2021?

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

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

1. Who Are the Right People For You?

- Start with your existing _____.
- Get your sales team and distribution network to focus on prospects in your sales pipeline.
- Analyze your top customers and create a clear profile of the exact type of attendees you want to attract.
- Look into the RSNA pre-registered attendee list.
- 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?

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

	Example	Your Calculation
• Exhibiting hours	28	28
• x Staff on duty (50 sq. ft./staffer)	2	_____
• x Interactions per hour per staffer (3/conservative 4/moderate 5/slightly aggressive)	3	_____
• = Exhibit Interaction Capacity	168	_____

- 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?

- Analyze your products/services and define _____ they solve, opportunities they create and benefits they deliver to customers.
- Design marketing messaging around solving problems, seizing opportunities and learning – not specific details of your products.
- Communicate what the visitor will SEE, DO, _____ and GET by visiting your booth.
- Include a clear Call To Action with every message saying “Put booth 1234 on your RSNA My Show Planner”.
- Consider offering a useful or educational reward for visiting your booth.
 - Refer to RSNA Giveaway Request and/or Raffle Notification pdfs available at <https://www.rsna.org/annual-meeting/exhibitors-and-sponsors/deadlines>

4. What Media Should You Use?

- The magic is in the mix!
- Use as many marketing media as you have the time, skill set, and budget to effectively utilize.
- Avoid trying to do everything _____, 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

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?

- If using print media, begin ____ to ____ months before show time.
- For digital one-to-many media, launch ____ to ____ days before show time.
- For direct one-to-one media, launch 30 days before show time.
- Try to land at least ____ direct touches with your target visitors.
- 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 _____ 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.

What are the three most important ideas you learned and will apply to improve your exhibit program?

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Productivity Expert tm

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.

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**