



Present

New PROCESS EXPO Exhibitor Web-Briefing

How to Have a Positive, Productive and Profitable Exhibiting Experience

Participant Learning Objectives *This briefing will...*

1. Provide exhibiting companies and contacts with important information about PROCESS EXPO and the ins and outs of exhibiting.
2. Inform about resources and support available from the PROCESS EXPO team.
3. Present 10 keys to executing a more successful exhibit.

About PROCESS EXPO 2015

- Biennial; 100% Food Focused
- Show Partners: International Dairy Show, InterBev Process
- 1,000+ Exhibitors = 300,000+ Exhibit Space

What Do Attendees Want?

- To find the latest innovations, products and trends, and solutions to problems.
- Focused, relevant and informative pre-show communications to help them plan their visit and experience.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations demonstrating products in actions to assess quality and performance.

Key to Success: Get to Know the CORE

PROCESS EXPO 15
CHICAGO, IL USA SEPTEMBER 15-18

Fusion Tech Integrated FPSPA | InterBev Process | FAQ | Contact Us | Logout

Booth(s): 1412

Activity 246 37 5 [How Do I Rank?](#)
What is this? Visits Clicks Leads

- Contact Info
- Product Categories

- Access Leads
- View Stats

- Key words
- Company Logo
- 3 Display Panels

PROCESS EXPO **Competitive Edge**
"exhibiting excellence"

Grace's Suggestions for Exhibitors

1. Familiarize yourself with the CORE: your 1-stop shop for PROCESS EXPO.
2. Review the Deadlines + Checklist to stay on schedule and budget.
3. Take advantage of the FREE pre-show promotional tools.
4. Visit the FREE Webinars & Articles section of the CORE to learn new exhibiting skills.
5. Utilize social media (#PROCESSEXPO, facebook.com/PROCESSEXPO) to join the conversation! Engage attendees pre- and at-show.

Your PROCESS EXPO Team

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Join the Conversation!



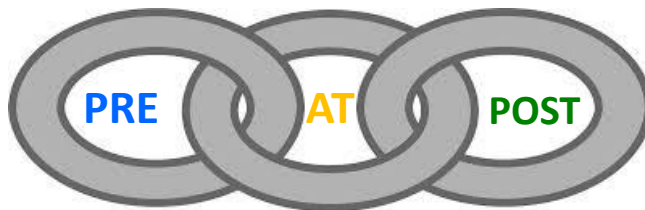
#PROCESSEXPO

10 BIG Mistakes Exhibitors Make

1. Failure to _____ the Exhibitor Services Manual.
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:

	Example	Participant
Exhibiting Hours	29	29
Times Full-Time Exhibit Staff *	x 2	x _____
Total Staff Hours	= 58	= _____
Times Interactions per/hr/staffer **	x <u>3-5</u>	x _____
<i>Exhibit Interaction Capacity</i>	174-290	= _____

* 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

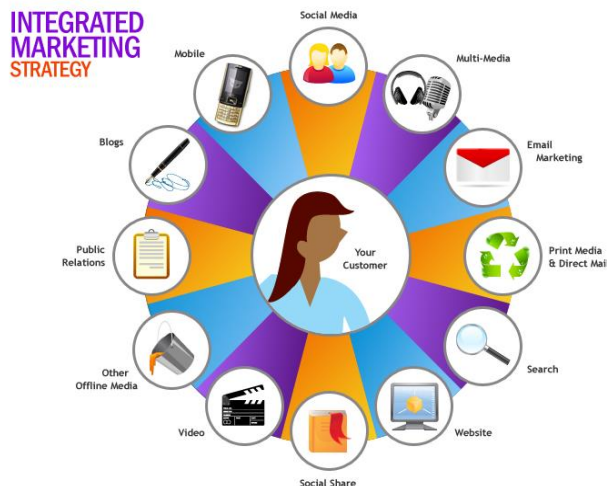
The budgeting rule of thumb is to multiply your floor space cost _____ times minimally to determine your total show budget.

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/Products Produced
 - Job Function/Titles
 - Applications
 - Geography
 - Size
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.

7. Take Quality Leads & Follow-up Effectively

- If you're not writing orders... leads are the real product.
- Lead quality is in direct proportion to the clarity of the next step and visitor's _____ to take that step.
- Use and customize 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



	Example	Participant
Cost Per Lead (CPL):		
Total Show Investment (10x10 in-line \$2,900)		
Floor space x 3	<u>\$8,700</u>	\$ _____
Divide by # Leads	100	_____
<i>Cost Per Lead</i>	\$87	\$ _____

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

	Example	Participant
Cost Per Exhibit Interaction (CPI):		
Total Show Investment (10x10 in-line \$2,900)		
Floor space x 3	<u>\$8,700</u>	\$ _____
Divided by # of Exhibit Interactions	200	/ _____
<i>Cost Per Exhibit Interaction</i>	\$44	= _____

*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	20	_____
Times Average Sale Amount	<u>\$25,000</u>	\$ _____
<i>Potential Lead Value</i>	\$500,000	\$ _____
Divided by Show Investment	8,700	\$ _____
Soft Dollar ROI	\$58 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>- 8,700</u>	\$ _____
Net Exhibit Profit	\$ 51,300	\$ _____
Net Exhibit Profit	<u>\$ 51,300</u>	\$ _____
Divided by Show Investment	\$ 8,700	\$ _____
Multiplied by 100	x 100	_____ x 100
<i>Return on Investment</i>	590% 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 PROCESS EXPO 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, Productive & Profitable PROCESS EXPO Exhibiting Experience!

- PROCESS EXPO is one of your most effective marketing and sales media, when done properly.
- FPSA 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 Webinars and Articles section of the CORE website.
➤ https://fpsa15.exh.mapyourshow.com/6_0/login.cfm

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

Center of Online Resources for Exhibitors: CORE

- * Webinars and Educational Articles on the CORE:
 - * Live and re-playable webinars
 - * “How-to” exhibiting article series
- * Bookmark and Access at:
https://fpsa15.exh.mapyourshow.com/6_o/login.cfm

