



*Present*

# How to Discover & Deliver Your Attendee-Focused Value Proposition

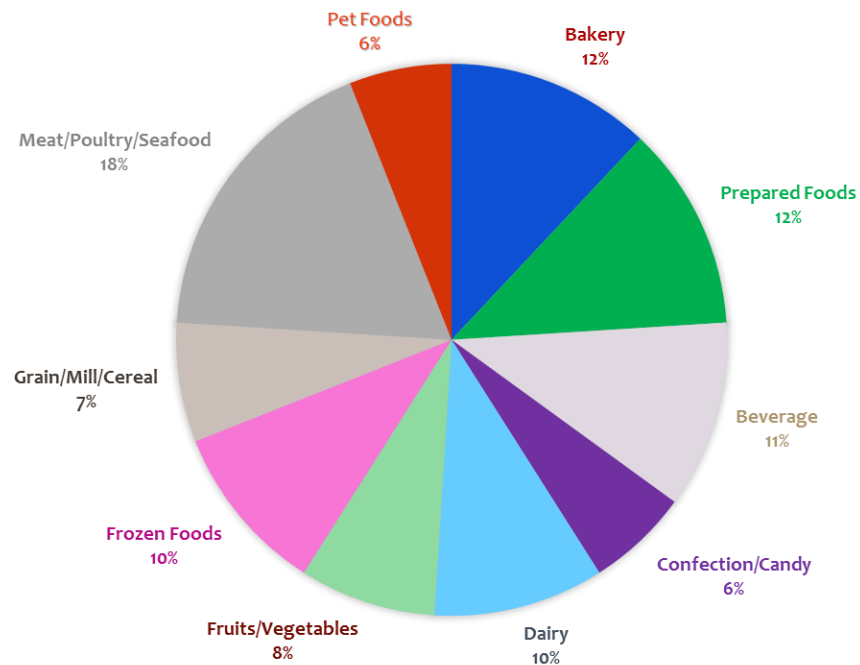
## **Participant Learning Objectives**

1. Learn 3 primary reasons people attend tradeshows.
2. Overview of exhibiting communication challenges.
3. Discover the 8-step content development process.
4. See the process put into action.
5. How to integrate a combination of low-cost, high-impact marketing media for maximum response.

## PROCESS EXPO Attendee: Primary Business

Professionals from all segments of the global food and beverage industry attend the event in search of processing and packaging solutions.

### PROCESS EXPO ATTENDEE: PRIMARY BUSINESS



### Top 3 Reasons People Attend Tradeshow

1. \_\_\_\_\_ /Continuing Education/Accrediting
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers
  - Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic.

## Two Types of Messages

### 1. Attendee-Focused Value Proposition:

A clear and concise message that gives attendees a compelling reason to visit your exhibit...

- By offering a solution to a problem or an opportunity to seize
- By letting the attendee know how much time is required
- And letting the attendee know what they will \_\_\_\_\_ and \_\_\_\_\_

### 2. Unique Selling Proposition:

A clear and concise message that helps attendees quickly understand what makes your products/services and/or your exhibit experience different or more valuable than others.

## Why are an Attendee-Focused Value Proposition & USP Important?

1. Over-choice
  2. \_\_\_\_\_ overload
  3. Information overload
  4. Short interaction time
  5. Competitive presence
- *Messaging must be thoughtfully crafted & delivered to counter these challenges.*

## 8Step Attendee-Focused Value Proposition & USP Development Process

1. Define your \_\_\_\_\_ **Customer**
  - Industry Sectors
  - Job-Functions/Titles
  - Location
  - Size
  - Other?

## **8Step Attendee-Focused Value Proposition & USP Development Process**

2. Decide what **Solution(s)** you will feature
  - \_\_\_\_\_
  - Trending/Hot/Top of the Mind
  - Pillar Services/Products
  
3. Define the **Applications** for featured solution(s)
  - How does the customer use the solution?
  - What are or might they currently be doing or using to address the need for your solution?
  
4. Define what \_\_\_\_\_ would prompt them to think about your solution(s)
  - What are problems, frustrations and issues they might be experiencing that would create interest in your solution?
  - What opportunities does your solution create?
  
5. Define your **Salient** Features & Benefits
  - What are the top 3 features and benefits?
  - What customer needs do each feature and benefit address?
  - What question could you ask to get the customer to voice a need for each feature and benefit?
  
6. Define your \_\_\_\_\_ Features & Benefits for your Unique Selling Proposition
  - What are your key points of differentiation?
  - What customer needs do the points of differentiation address?
  - What questions could you ask to get customer to voice a need for your points of differentiation?

## **8Step Attendee-Focused Value Proposition & USP Development Process**

7. Define what the attendee will
  - See
  - Do
  - Learn
  - Get by visiting your booth
  
8. Develop **HOOKS** and **CONTENT** based on this analysis and integrate into:
  - Pre/at-show marketing: print, digital, mail, social media, etc.
  - Exhibitor listing
  - Exhibit graphics
  - Presentation and demonstrations
  - Staff training

### **Put Into Action Example**

1. **Target Customer:** Company Exhibiting at Tradeshows
2. **Featured Solution:** Exhibit Staff Training
3. **Situations:** Big spend, poor booth traffic, low lead count, poor lead quality, ineffective staff behaviors, little or no ROI
4. **Applications:** Pre and at-show staff prep and exhibiting skills training
5. **Salient F&B:** Tradeshows skills training improves staff awareness and performance leading to more traffic, higher quality interactions, higher quality leads and improved ROI
6. **Differentiated F&B:** Unlike other training that teaches basic “boothmanship”, we teach advanced-level, solution-focused interaction skills tailored to the unique challenges of effectively communicating in the tradeshow environment

## **Put Into Action Example**

### 7. The Attendee Will:

- SEE: a 3 minute funny video showing the biggest mistakes booth staffers make
- DO: engage with an interactive touchscreen survey to determine what they feel the biggest mistakes their booth staff are making
- LEARN: why booth staffers can make or break the success of the exhibit, what makes a great booth staffer, how to improve their exhibit staff performance
- GET: a FREE exhibit staff assessment tool

### 8. Hooks/Content:

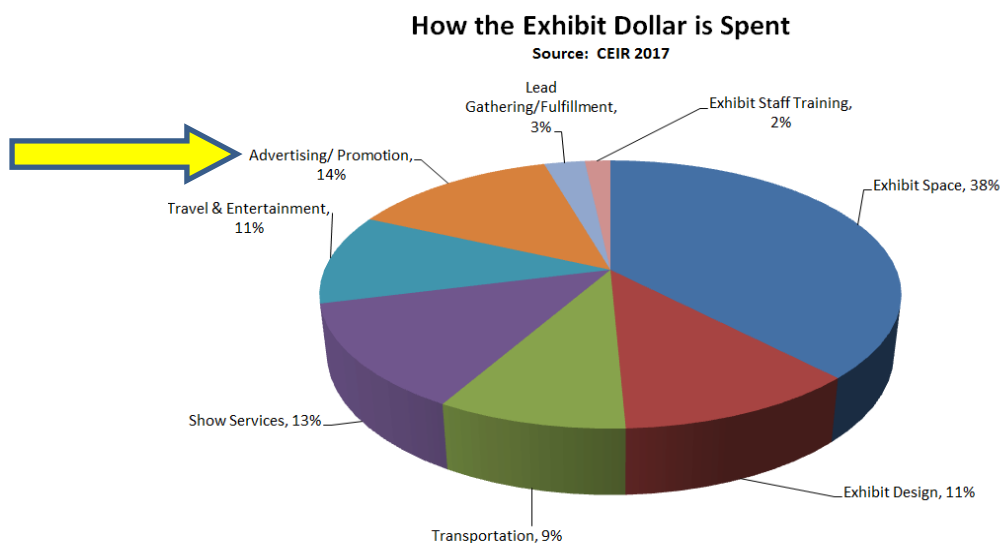
- ✓ Ask a Pain Question: Tired of spending BIG money on shows with LITTLE results?
- ✓ Ask Engaging Questions:
  - What do you feel is REALLY limiting your tradeshow results?
  - If your boss asked you to prove your exhibiting ROI, could you?
  - What role does your booth staff play in your tradeshow success?
- ✓ Test Their Knowledge: How many of these mistakes are your booth staff making?
- ✓ Make a Strong Statement: People make judgments about your company based on your booth staff behaviors... are they really putting your best foot forward?
- ✓ Share a Fact or Research:
  - Did you know a CEIR study found that the average exhibitor converts 20% of tradeshow leads to sales? How are you doing?
  - An ASTD study found top performing companies in every market segment invest 3% of revenue in their people
- ✓ Question a Behavior: You spend a lot of money on your space and exhibit; how much do you invest to make sure your staff uses both wisely?

## Attendee-Focused Value Proposition Template

- \* \_\_\_\_\_: Tired of? Worried about? Struggling with?
- \* OPPORTUNITY: Interested in? Curious? Want to learn about?
- \* Give us 5 minutes at PROCESS EXPO Booth #123
- \* You will SEE
- \* You can DO
- \* You will \_\_\_\_\_
- \* Oh by the way, you'll GET...

## Notes from Value Proposition Examples

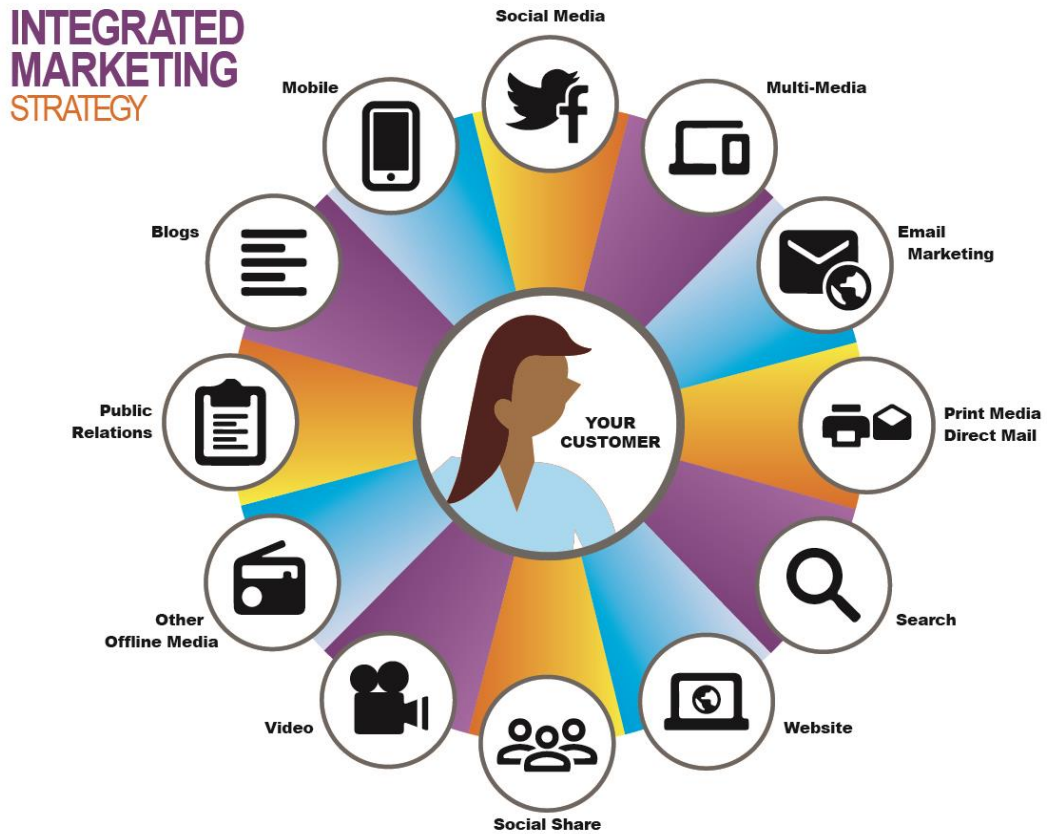
### Where the Tradeshow Dollar Goes



## Budget Enough Promotion Resources

	Example	Participant
Total Show Investment (Space cost x 3)	\$10,500	\$ _____
% for Exhibit Marketing	_____ x .15 at least	x _____
Exhibit Promotion Budget	\$1,575	\$ _____

**When to increase?** Big show, small booth, location concern, importance of show, match of attendees - allocate more!





## **Analyze & Select Marketing Media**

### **General Marketing Media Options:**

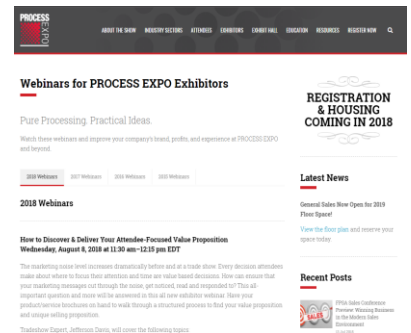
1. Print & Display Advertising
  - ✓ Show Specific and Industry Specific Print Media
2. Public Relations
  - ✓ Press Releases, Press Kit, News Posts
3. Electronic Media
  - ✓ Email, Internet, Websites, Social Media, Mobile Apps
4. Direct Mail
  - ✓ Letters, Invitations, Postcards
5. Personal Contact
  - ✓ Rep Visits, Phone Calls, Voice Broadcast

### **Notes from Sample Integrated Campaign**

## FPSA Commitment to Exhibitor Value, Knowledge & Success

- Live and Re-Playable Webinars for PROCESS EXPO Exhibitors:
- Bookmark, Share & Access:

<http://www.myprocessexpo.com/exhibitors/webinars-for-process-expo-exhibitors/>



## 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.

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

**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)**