



*Present*

# Countdown to ASHG Annual Meeting Success

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*How to Attract More Visitors, Interact Better  
and Capture Higher Quality Leads*

**Topics Include:**

- Why Pre-Marketing Your Participation is More Important Than Ever Before
- How to Make Sure Your Exhibit Attracts Enough of the Right People
- How to Get Your Booth Staff Ready for Peak Performance
- How to Improve Your Lead Qualification and Capture Process to Increase Post-Show Sales Conversion
- Countdown to ASHG Annual Meeting 2022

## **Pre-Marketing Your Participation is More Important Than Ever Before**

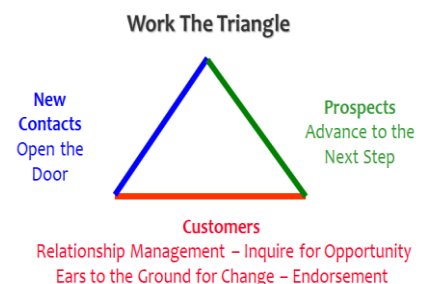
- ✓ Registering closer to the event
- ✓ Sending fewer – but more important people
- ✓ Must justify participation
- ✓ More time pressured
- ✓ Pre-plans agenda and schedule
- ✓ Only visits \_\_\_\_\_ booths on average
- ✓ \_\_\_\_\_% of visits are pre-planned
- *DO NOT Just show up and Hope!*

## **How to Make Sure Your Exhibit Attracts Enough of the Right People**

1. Who are the right people?
  - Customers – Prospects – New Opportunities
  - Clear ideal visitor profile or persona
2. How much is enough?
  - Exhibit Interaction Capacity
3. What are you going to do to attract them?
  - Do it yourself marketing
  - Integrate relevant ASHG marketing programs
    - Exhibitor Marketing kit with banner ads for social media and emails, plus templates for social media posts and others. <https://www.ashg.org/ashg-2022-exhibitor-marketing-kit/>
    - <https://www.ashg.org/meetings/2022-annual-meeting/exhibits/advertising-sponsorships>

## **Who are the Right People? Three Groups to Focus Your Efforts On**

1. Start with your existing customers.
  2. Get your sales team and distribution network to focus on prospects in your sales pipeline.
  3. Create a clear profile of who you want to interact with at the meeting.
- Include anyone who \_\_\_\_\_ over the last 12 to 18 months.



## **What Will You Do to Attract Them?** **Craft a Compelling Value Proposition**

Defining and communicating a clear and compelling Value Proposition helps you draw traffic.

- ✓ What is the single biggest \_\_\_\_\_ or challenge your customers face that you can help them solve?
- ✓ What \_\_\_\_\_ can you make in their job, lab or processes?
- ✓ What is one useful thing you can quickly \_\_\_\_\_ them that will add value to their business and/or career?
- ✓ What will they gain, save, achieve or avoid by visiting your booth?

## **Promote Your Booth With DIY Marketing**

1. Create \_\_\_\_\_ lists, design messaging/content specific to each list type.
2. Start marketing your participation now!
3. Plan for at least \_\_\_\_\_ direct touch points, ideally through multiple marketing channels.
4. Use as many media as you can: email, social media, web landing pages, direct mail.
- **PRO TIP:** Give a clear and compelling reason to visit your booth.  
*See – Learn - Do - Get*
5. **PRO TIP:** Review educational sessions on ASHG’s website and determine which sessions relate to your products/services – promote and attend those sessions and suggest they visit your booth after to continue learning.
6. Include a clear \_\_\_\_\_ in all marketing.
7. Offer a compliant reward/contest for visiting your booth.
8. Consider offering a higher-level reward for scheduling and completing appointments. Use Calendly!

Each exhibiting company  
receives 2 complimentary  
scientific registrations  
permitting access to  
sessions.

### Social Media Marketing Examples

**Communicate a Problem**

**Share Research**

**Communicate Brand Positioning**



### Event Landing Page Example

- ✓ Clean design
- ✓ Clear brand identity
- ✓ Call to action
- ✓ Not too long
- ✓ Takes you to a landing page with many call to actions
- **Request demo**
- **Sessions with calendaring**
- **Live chatbot**



### Get Your Booth Staff Ready for Peak Performance

#### Put Effective Staffers in Your Exhibit

- ✓ Likes working shows
- ✓ Outgoing personality
- ✓ Proactive attitude
- ✓ \_\_\_\_\_
- ✓ Asks good questions and listens well
- ✓ Can communicate concisely and persuasively
- ✓ Takes good lead information and gains commitment to the next step

## **Get Your Booth Staff Ready for Peak Performance**

### Power Tips for Effectively Working the Booth

1. Be in your booth and available during open exhibit hours.
2. Stand-up, \_\_\_\_\_ and greet people near your booth.
3. Effectively engage visitors who enter your booth.
  - ✓ Greet – welcome – meet – ask a discovery question
  - ✓ Pre-qualify visitor interest and needs by asking good questions
  - ✓ Know how to communicate product/services messaging in a Concise, Persuasive and Interactive manner.
  - ✓ Verify \_\_\_\_\_ before swiping their badge
  - ✓ Collaborate and ask for a commitment to the next action step.

## **Improve Lead Qualification and Capture Process**

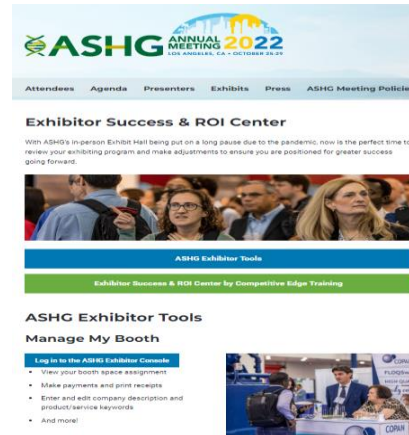
- *“If ROI is the name of the game, lead management is the playbook”*
1. Information Rich + Clear, Committed Next Action = Quality Lead
  2. Identify what information you need to capture to qualify a lead
  3. \_\_\_\_\_ questions in natural flow of conversation
  4. Integrate key qualifiers into your capture device
  5. Train your booth staff on asking the questions and using the app
  6. Set lead goals and hold staffers accountable
  7. Hold a brief end of shift/day lead review meeting in booth
  8. Recognize and \_\_\_\_\_ top performers



<https://xpressleadpro.com/fe2/expick.php?showcode=ASHG1022>

## Use ASHG’s Exhibitor Success & ROI Center To Make Improvements Before Returning to Live Exhibiting!

**VISIT & SHARE WITH YOUR TEAM!**  
<https://www.ashg.org/meetings/2022-annual-meeting/exhibits/exhibitor-success-center/>



### Countdown to ASHG Annual Meeting 2022

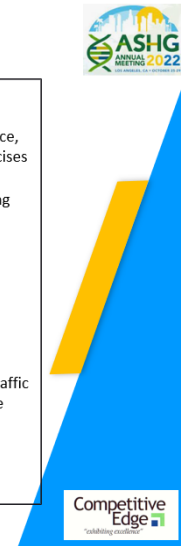


**SEPTEMBER**

**Primary Areas of Focus:**

- Defining Outcomes
- Planning Strategy
- Designing Visitor Experience
- Promoting Your Participation
- Cost Control

1. **Download:**
  - Exhibit Budgeting & Cost Control Tool
  - Define Your Outcomes, Manage Your Visitor’s Experience, & Identify and Attract Your Ideal Visitors Planning Exercises
2. **Watch On-Demand Webinar:**
  - Thrive Live! How to Successfully Re-Enter Live Exhibiting Better Than Before
2. **Read Articles:**
  - Planning for Staff and Visitor Safety in Your Booth
  - Ensuring Your Exhibit Gets Enough Traffic, Even if Attendance is Down a Little
  - Discover and Deliver Your Attendee-Focused Value Proposition
  - High-Impact Pre-show Marketing
  - How to Rewrite Your Exhibitor Listing to Drive Booth Traffic
  - A Worthy Destination – How to Design a More Effective Booth
  - So Why Should an Attendee Visit Your Booth?
3. **Ask the Expert:**
  - Email Your Productivity Questions



### Countdown to ASHG Annual Meeting 2022



**OCTOBER**

**Primary Areas of Focus:**

- Securing Visits from VIPs
- Staff Preparation
- Lead Management
- Measurement
- Execution

1. **Download:**
  - Exhibiting & Financial Performance Metrics Tool
  - Manage Your Leads and Measure Your Performance, Value & ROI Planning Exercises
2. **Read Articles:**
  - Preparing Your Staff for Interacting With visitors in the Wake of a Pandemic
  - How Many People Should Staff Your Booth
  - Staffing for Success
  - Tradeshow Attendee Rules of Engagement
  - Improving Lead Quality by Asking the Right Questions and Capturing More Information
  - Closed-Loop Lead Measurement
  - CEIR Insight Report: How Exhibitors Can Improve Lead Quality & Sales Conversion
  - Exhibit Measurement Made Easy
3. **Ask the Expert:**
  - Email Your Productivity Questions



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

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### About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge  
The Tradeshow Productivity Expert <sup>tm</sup>**

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](http://www.tradeshowturnaround.com)**