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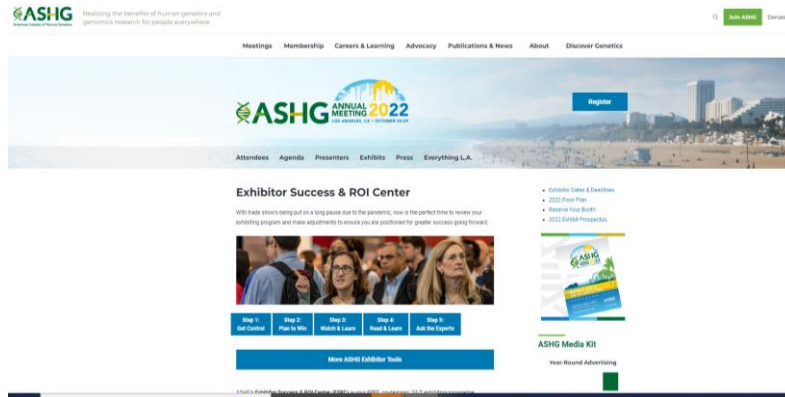
THRIVE LIVE!

How to Successfully Re-Enter Live Exhibiting Better Than Before

Topics Include:

- 5 Reasons Reconnecting With Your Market In Person is Critically Important
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- 10 Tips for Saving Money
- How to Keep Your Productivity High... Even if Event Attendance is Down a Little
- How to Utilize ASHG Marketing Opportunities to Increase Awareness & Drive Traffic
- Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver
- Overview the Exhibit Marketing Process
- Quick Takeaways for Key Areas of the Exhibit Marketing Process
- Use ASHG’s Exhibitor Success & ROI Center to Make Improvements Before Returning to Live Exhibiting

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



VISIT OFTEN & SHARE WITH TEAM!

<https://www.ashg.org/meetings/2022-annual-meeting/exhibits/exhibitor-success-center/>

5 Reasons Reconnecting With Your Market In Person is Critically Important

1. Face-to-face contact is critical in customer acquisition, retention and growth.
2. Sales people have had a harder time getting face-to-face with customers and prospects over the last two years.
3. Many people have not attended a live trade show in two years or more.
4. The long pandemic, supply chain issues and inflation have created new business challenges... and _____!
5. High turnover in staff of your client companies opens the door for competitive entry.

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost revenue due to the pandemic?
 - What does your business need right now?
 - How important is _____ contact in acquiring customers and sales?
 - How does NOT exhibiting help you get it?
2. Use floor space cost x 3-5 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of one customer or sale
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Show Budget	\$4,015 x 5 = \$20,075	\$ _____
➤ Floor space cost x 3 to 5		
• Exhibiting Hours	18	18
• (X) Exhibit Staff	2	x _____
➤ 50 sf per staffer		
• (X) Ints./Hour/Staffer	4	x _____
➤ 3/conservative, 4/moderate, 5/aggressive		
• Total Exhibit Interactions	144	= _____
• Cost Per Interaction	\$139	\$ _____
➤ \$1,114 avg. field call cost		
• Value of Customer/Sale	\$10,000	\$ _____
• Exhibiting Investment	\$20,075	\$ _____
• # Customers/Sales to Get ROI	2 (1.4%)	= _____

10 Tips for Saving Money

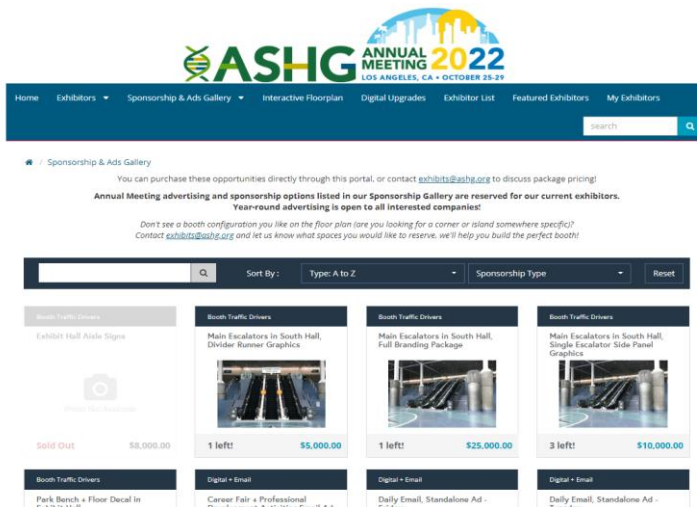
1. Use Exhibit Cost Control Tool on Exhibitor Success & ROI Center
2. Take advantage of all early bird discounts
3. Optimize packages being shipped
4. Look into a rental exhibit
5. Use A/V versus printed graphics
6. Partner with complimentary exhibitors
7. Send fewer people
8. Incentivize staff frugality
9. Share ground transportation
10. Consider pairing staff for lodging

Visit:
<https://www.exhibitoronline.com/topics/>
 for more!

How to Keep Your Productivity High... Even if Event Attendance is Down a Little

1. Know how much capacity you have for interactions in your booth.
2. Increase your pre-show marketing activity to get as much of this capacity spoken for before the doors open.
3. Invite _____, probe for additional opportunities - do video interviews!
4. Invite prospects in your sales pipeline and use the event to move them one step closer.
5. Think beyond the booth...
 - Attend social/networking events
 - Attend relevant scientific sessions (2 full conference regs with booth)
 - Be where the attendees are!!!
6. Do competitive analysis.
7. Conduct sales, dealer, distributor training sessions.

How to Utilize ASHG Marketing Opportunities to Increase Awareness & Drive Traffic



<https://www.ashg.org/meetings/2022-annual-meeting/exhibits/advertising-sponsorships/>

New Exhibitor Training Session - Mark Your Calendar!

Countdown to ASHG Annual Meeting:

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

Wednesday, September 14, 2022 2–2:45 pm Eastern

Registration Link: <https://attendee.gotowebinar.com/register/4950734046437242380>

Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver



Exhibit Marketing Process™				Competitive Edge <small>"exhibiting excellence"</small>			
Exhibit Marketing Process™ is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to design and execute an effective exhibit program that							
Visibly Supports Core Business Objectives and Delivers Measurable Financial Value Beyond Cost.							
PRE-EVENT		DURING EVENT			AFTER EVENT		
Select	Align	Design	Attract	Engage	Capture	Follow-up	Measure
the right and best events	exhibiting reasons w/company goals	a valuable, interactive visitor experience	enough of the right people	visitors, impress and discover opportunity	information rich leads w/committed next actions	convert visitor commitments to actions	performance, value, ROI & key lessons to improve

Quick Takeaways For Key Areas of the Exhibit Marketing Process

1. Reasons are NOT enough!
2. Goals should address the 3 value areas with a written plan:
 - _____
 - Sales
 - Customer Relationship Management
3. With \$\$\$... Keep Strict Accounts!

Quick Takeaways For Key Areas of the Exhibit Marketing Process

4. Clarity is Power! – Who are the most important people you need to see?
5. Less is More! – What solutions should you feature?
6. People attend to _____, SOLVE PROBLEMS and SEIZE OPPORTUNITIES.
7. #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations.
8. Two BIG questions in customers' minds you must address:
 - Why at all?
 - Why you?
9. WIN the game before kickoff with targeted and well-designed pre-show marketing.
10. Don't let your exhibit get lost in the crowd - Make it STAND OUT!
11. The exhibiting environment is different and challenging.
12. Put the right people in your booth. Attendees want to talk to _____ experts and product managers.
13. If you're not writing orders at the event, the REAL product is leads!
14. What gets measured - gets done and gets improved!
15. Learning from every event is what puts you in the top 10%.

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**