

Trade Show Tips

(Provided by [Skyline Exhibits](#))

Table of Contents:

1. [Setting Objectives & Measurable Results](#)
 - a. [Setting Objectives & Measurable Results Worksheet \(pdf\)](#)
2. [Space Selection](#)
 - a. [Show, Space, and Booth Staff Selection Worksheet \(pdf\)](#)
 - b. [Space Selection Worksheet](#)
3. [Exhibit Design](#)
 - a. [7 Big Hairy Exhibit Design Questions](#)
 - b. [Design Your Exhibit With Your Target Audience in Mind](#)
 - c. [Objective-Driven Design Worksheet \(pdf\)](#)
 - d. [Timeline For Building A New Exhibit \(pdf\)](#)
 - e. [Trade Show Exhibit Design For Different Booth Sizes](#)
4. [Pre-Show and At-Show Promotions](#)
 - a. [Pre-Show Promotion – Your Call For Action!](#)
 - b. [Promotions Guide](#)
 - c. [Promotions Worksheet](#)
 - d. [Promotion Execution Worksheet](#)
 - e. [Time Line for Pre-Show Promotion](#)
5. [Booth Staff](#)
 - a. [Booth Staffers Attitude and Etiquette](#)
 - b. [Booth Staffing: The Short Form](#)
 - c. [Motivate Your Booth Staffers – The Best Investment You'll Ever Make](#)
 - d. [Show, Space, and Booth Staff Selection Worksheet \(pdf\)](#)
 - e. [Staff Selection and Preparation Worksheet \(pdf\)](#)
6. [Lead Management](#)
 - a. [6 tactics to increase the effectiveness of your lead follow-up](#)
 - b. [Start Following Up On Leads BEFORE The Show Starts!](#)
7. [Measuring Results](#)
 - a. [Measuring Results Worksheet \(pdf\)](#)

1. Setting Objectives and Measurable Results

The first step in planning your trade show success is to set effective and realistic trade show objectives and measurements for them. Effectively planning your show's objectives allows the rest of your show to fall into place. Choosing the right measurement tools enables you to draw the correct conclusions following your trade show performance.

1a. Setting Objectives and Measurable Results Worksheet

Why are you exhibiting?

- ☐ Lead Generating
- ☐ Creating or Increasing Awareness (Product, Service, Organizational)
- ☐ Developing New Customers
- ☐ Maintaining or Extending Relationships with Existing Customers
- ☐ Introducing a New Product to Current Markets
- ☐ Introducing a New Product to New Markets or Market Segments
- ☐ Introducing an Organization to a New Market
- ☐ Introducing New Applications to Existing Markets
- ☐ Recruiting New Distributors, Dealers or Representatives
- ☐ Recruiting Personnel with Specialized Skills
- ☐ Attracting Press Attention to Company, Products or Services
- ☐ Teaching or Learning - Informing and learning from others
- ☐ Supporting the Industry Association

- ☐ Counteracting Competitor Claims
- ☐ Maintaining Pressure and Market Viability
- ☐ Other: _____

What are your objectives?

1. _____
2. _____
3. _____

How will you measure your results?

- ☐ Number of leads
- ☐ Investment per lead
- ☐ Sales generated in specific period of time (6 months after the show)
- ☐ Return on investment (ROI)
- ☐ Number of visitors viewing live presentation
- ☐ Pre- or post-show surveys for perception or memorability
- ☐ Exit interviews

2. Space Selection

The average trade show has over 400 exhibitors, so how do you choose the best booth space for you? Most shows give space-picking priority to the exhibitors who have been with them the longest. Yet some studies have found that where you are in the show hall has no effect on the amount of audience you receive to your booth. For every veteran exhibitor that requires a space in the center of the action, or at the front entrance to the hall, or near their biggest competitor, there are veteran exhibitors who flee from the same locations. All the same, the size of your booth space is a very important decision, where you must weigh the need to stand out from your competitors with a large booth, and yet having enough budget to exhibit at all the worthwhile shows for your company.

2a. Space Selection – Worksheet

Factors to consider when selecting space

- What is the typical traffic pattern?
- Is there more than one entrance to the exhibit hall?
- How much time do visitors normally spend on the floor?
- Do we want to be near the front of the hall? In the middle? Or at the back?
- Do we want to be on the right side or left side of the hall?
- Do we want to be near competition?
- Do we want to be near necessities — restaurant, telephones, rest rooms?
- Are there adjacent meeting rooms that might attract visitors?
- What kind of lighting is available in the hall — where are the windows, if any?
- What kind of space do I need? Inline, peninsula, island, cross aisle?
- How much space do I need for the exhibit, product, visitors and staff? (1 staffer per 50 square feet of unoccupied space)
- Are hanging signs allowed? If so where is the best location?
- Are there height restrictions in various areas in the hall? — such as lower ceilings along the periphery of the hall.
- What kind of storage is available — on-the-floor, off-the-floor?
- What obstructions are there on the floorplan, such as columns, posts, stairs, and low ceilings?

Floorplan Checklist – when looking at a floorplan look for the following:

- Entrances/Exits
- Restrooms, Restaurants, Telephones, Water fountains
- Registration area
- Freight doors, elevators, escalators
- Conference locations
- Windows, columns, posts
- Power sources / electrical junction boxes
- Fire protection
- Plumbing
- Exhibitor lounges, Association lounge, Show Manager's office

2b. Show, Space, and Booth Staff Selection Worksheet (pdf)

This worksheet helps you estimate 3 valuable things for each show you are considering: 1. The potential audience for your company (great for comparing the true value of shows to each other). 2. Exhibit staff required. 3. Total booth space required. Therefore, this worksheet is repeated in three sections of Skyline's Trade Show Tips – Show Selection, Space Selection, and Exhibit Staff Training.

Total Show Attendance - Non Buyers = Net Audience Attendees

_____ - _____ = _____

Net Audience Attendees x Product Interest (16%*) = High Interest Attendees

_____ x 16% = _____

High Interest Attendee x Audience Interest = **Potential Audience**
Factor

_____ 53% For Vertical shows = _____
37% For Horizontal shows

Potential Audience / Total Show Hours = Visitors Per Hour

_____ = _____

Visitors Per Hour / Staffer Presentations = **Exhibit Staff Required**

12 (On average) Per Hour / _____ = _____

Staff Required x Space Needed Per Staff = Open Space Required(50 square feet)

_____ x _____ = _____

Open Space + Display Space + Product Space = **Total Space Required**

_____ + _____ + _____ = _____

***CEIR**: Studies have shown that 16%-20% of an audience will have a special interest in your products and/or services

3. Exhibit Design

Why does exhibit design matter? Because a well-designed exhibit is so effective at cutting through the trade show clutter and getting your message to your target audience. The average trade show attendee will spend 7 to 8 hours on the floor over a period of 2 to 3 days visiting an average of 25-31 exhibits. This leaves 5 to 15 minutes per visit. This gives you only 5 to 15 minutes to make a lasting impression that will give you an edge over the competition. Fortunately, design is not a completely hidden mystery, only accessible to those who sport a goatee and a black turtleneck sweater, but is actually a process that you can learn about from the tips and worksheets we've provided here.

3a. 7 Big Hairy Exhibit Design Questions

In designing an exhibit that fits your needs, you have to ask a lot of questions. Here are 7 essential questions – and why they matter.

1. What kind of image do you want to convey?

Your exhibit conveys your company's personality - worthwhile because it creates an emotional reaction with your customers, and people buy for emotional reasons. The shapes, materials, surface treatments, colors, images, and even typography you choose help convey your company image. A company that wants a high-tech, innovative look will end up with a completely different exhibit than one that seeks a professional, established image.

2. What are you trying to accomplish?

Believe it or not, your objectives can dictate the actual shape of your exhibit. If you want to generate a lot of leads, you need an open, inviting space that allows easy entry for attendees and open sightlines for booth staffers. On the other hand, if you're looking to build relationships with a select number of key individuals, then you need an exhibit with conference rooms where you can spend quality time closing sales. Two different objectives, two radically different exhibit designs. Exhibitors that want to build their image tend to go for bigger graphic images and larger architectural elements to create a bigger impression.

3. What booth sizes are right for you?

Many companies use several booth sizes - island exhibits for their national shows, and then inline exhibits for their regional or vertical market shows. With foresight and planning, exhibitors can design one large exhibit that can be reconfigured for their smaller booth spaces. Not only do they save money by not having to purchase multiple exhibit properties, but they also present a more consistent look at all their shows.

4. How can you stretch your exhibiting budget?

Everyone wants the Taj Mahal. Yet everyone must come up with a justifiable budget. Balancing those needs is the goal of every exhibit designer. Skyline uses its compact, lightweight exhibit materials to deliver an effective exhibit that still saves clients thousands of dollars in operating costs compared to traditional custom exhibits. For some exhibitors who need to preserve capital or only exhibit in a big space once a year, rental exhibits help maximize the budget. And reconfigurable components let exhibitors create many exhibits from one.

5. What matters to your target audience?

Answer this question, then make sure that's what you're showing on your exhibit. You'll get to what matters by determining the benefits your clients are seeking and then what your key advantages are. It can take a lot of discussion to arrive at this, starting with what your products are, moving to their features, then the benefits of these features, until you distill the message down to the key benefits that drive your buyers' purchasing decisions.

6. What message do you want your visitors to get in the first three seconds? And what do you want them to remember after visiting your booth?

Do you want them to remember your new products? Your competitive advantage? Or your company's brand image? Keep it simple. Designers who are used to creating brochures or ads have a tendency to overload exhibit graphics with way too much information to be effective in a trade show exhibit. Think billboard, not bulletin board. It's better to go for impact -- less is definitely more in trade show exhibit copy.

7. What functional needs do you have?

In creating an exhibit, you're also creating a temporary workspace for your booth staffers. What are their needs? You may need to create areas for demos, presentations, conferences, and storage. And still balance that with your need to create an accessible exhibit with graphic messages.

3b. Design Your Exhibit With Your Target Audience in Mind

Below is a list of questions you can ask yourself and others in your organization as you evaluate the design of your next exhibit. These questions focus attention on the visitors to your booth – which is why you exhibit at shows!

- Is your organization name professionally presented and located at the highest possible point in your exhibit?
- Are your graphics easily read from 10-20 feet away?
- Is the exhibit theme easily read and presented with memorability in mind?
- Is the key point in your graphics prominently positioned?
- Are your tables the right height for the planned activities?
- Are the video screens/monitors large enough and at the right height for easy viewing?
- Is the demonstration area large enough for planned activities?
- Is the lighting adequate for easy viewing of the exhibit?
- Is there adequate storage space to eliminate a cluttered exhibit?
- Are the photographs and backlit transparencies easily read from 10-20 feet away?
- Is there adequate table space for lead-generating activities?
- Do the colors attract the eye? Are they pleasing to the senses? Are they memorable?

3c. Objective-Driven Design Worksheet

Why are you exhibiting? (Selling and Communication objectives)

- Generating leads/sales
- Introducing new products/services

- Meeting with existing customers
- Learning/teaching
- Increasing awareness

What will attract an audience to your exhibit?

- Pre-show promotions
- An effective staff that engages and communicates
- At-show promotions – contests, giveaways, mimes, magicians, live presentation
- New product that will draw attention to the exhibit
- Brand recognition of your company or its products/services
- The exhibit design and graphics

What is your message?

What message do you want communicated in the first 3 seconds a visitor sees your exhibit?

What are your competitive advantages? Benefits offered?

1. _____
2. _____
3. _____

What will be your measures of success (accomplishments) from the show?

1. _____
2. _____
3. _____

Functional Considerations:

1. Budget for design/construction? \$ _____
2. Schedule for design and construction Start _____ Ship _____
3. Show location _____
4. Show dates: _____

Installation: _____

Open: _____

Close: _____

Dismantle: _____

5. Space Configuration:

Primary: _____ by _____ feet (or meters internationally)

Alternate : _____ by _____ feet (or meters internationally)

6. Number of sales/ demonstration stations _____

7. How will the product be displayed _____

8. Size and weights of products _____
9. Do you need space for:
- ____ Literature ____ Supplies ____ Giveaways ____ Coats ____ Briefcases ____ Computers
____ Product ____ Lockable storage ____ Other: _____
10. Are there special electrical requirements? _____
11. How many staffers will be working the exhibit? _____
12. Will you use brochures/product bulletins/giveaways? ____ Yes ____ No
13. What are their space needs? _____

14. Are there special provisions for lead retrieving? Space requirements?
15. Will there be space required for visitor conversations? ____ Yes ____ No
16. If yes, what are they? _____
17. Image:
- ____ Conservative ____ Contemporary ____ Progressive ____ Leading Edge ____ High Tech
18. Environment: ____ Open and Inviting ____ Controlled
19. Form: ____ Simple ____ Angular ____ Circular ____ Other: _____
20. Are there any materials or finishes that are inappropriate?

21. Color: PMS for Corporate ID? _____
22. Color: Are any colors discouraged? _____
23. How many shows per year will the exhibit be used? _____

3d. Timeline For Building A New Exhibit

How long does it take to build a new exhibit? Although Skyline can work miracles to create a great exhibit as fast as humanly possible, a lot of the initial work depends on your quick and active participation. Start by entering your show date and working backwards to see how far back before the show you must begin preparing. Give yourself time for good exhibit design! It can take time for all the decision makers to agree on your company's message and to choose or create images you need for your exhibit graphics.

- ____ Show date
____ 5 Ship exhibit to show
____ 3 Inspect and train
____ 5 Ship exhibit to client
____ 5 - 25 (working days) Build exhibit, depending on size and complexity
____ 4 Photo test and approval
____ 4 Compositing
____ 2-5 Graphic file creation
____ 2 Order processing
____ 2 Customer approval

- _____ 7 Graphic design and color rendering
- _____ 3 Meet and approve any changes
- _____ 4 Architecture design and drawing
- _____ 2 Art gathering
- _____ Initial meeting and information gathering

3e. Trade Show Exhibit Design For Different Booth Sizes

Trade show exhibits are not all created equal. Ranging in size from tabletops to islands, exhibits have a different effect on attendees, and require different design approaches to maximize their impact.

Tabletop Exhibits

Tabletop exhibits are usually used at shows that limit the booth size to that minimum standard. However, you can still use a tabletop with great effect, because the entire surface area of your display is close to eye level, and is thus easily seen at a glance. A tabletop exhibit is basically a two-dimensional object, like a miniature billboard, so you'll have greater results with a single, large image than with many small photos arranged like a bulletin board.

Ten-Foot Backwall Exhibits

More than half of all trade show exhibits booths are ten-foot backwall exhibits. Ten feet provides enough space for a company to display its message and host attendees. Backwall displays are still primarily a two-dimensional medium, so take full advantage of your limited space by covering it with attention-getting graphics. Curved wall pop-up displays work well for these spaces, as their surfaces always face the attendee, surrounding them with your graphic message. Curved displays even focus sound to the center of the booth, so it makes it easier to be heard within a busy show hall. Again, remember to make your display more like a billboard and less like a bulletin board.

Also, **avoid** the temptation of putting a big table in front of your backwall exhibit. Although that gives you a place to put your literature, it also creates a barrier between you and your prospects. It's better to have your booth staffers standing on that valuable real estate right next to the aisle, ready to greet and meet with your future customers. A smaller table is a great place to put an extra graphic that's close to the aisle, and still display your product samples, literature, and more. If it's a Skyline exhibit, you can often store your cases inside the table.

Twenty-Foot and Larger Backwall Exhibits

Once you graduate to twenty feet of booth space, you enter into a different trade show arena. With twenty feet you have new design possibilities. You can create small work areas within your exhibit for demonstrating product, making presentations, or meeting with clients at around a small table. Twenty feet means you have twice the time to catch an attendee's eye as they walk past your booth. You can use part of your exhibit for a high impact graphic, and still show smaller detail graphics or display products on the other half.

And twenty-foot booth spaces offer greater three-dimensional design possibilities. Now it's legal to have a bridge coming off your backwall to the middle of the front of your booth. A bridge puts your name or message at a perpendicular angle to the aisle. Why is that important? Because now prospects can see your name from a greater distance as they walk towards your booth. That gives you even more time to get noticed. Plus, you can also put a tower, perhaps 10' or 12' tall, in the middle of your backwall exhibit, for greater attention-getting impact. Backwall booths beyond 20' let you combine several of the design possibilities of a twenty-foot backwall. However, most exhibitors who grow to a 10' by 40' exhibit choose a 20' by 20' island exhibit instead.

Twenty-Foot by Twenty-Foot Island Exhibits And Larger

If backwall displays tend to be a two-dimensional medium, then island displays are true three-dimensional marketing powerhouses. Within an island booth, you have the opportunity to create a work environment for your booth staffers and attendees that accelerates communication and opportunity. You can have separate areas for demonstrating product, writing leads, meeting in private conference rooms, presenting to groups, and even storing staffers effects and promotional giveaways. You can create graphic messages that are seen from every side on towers, bridges, and even hanging signs. And all this can be combined into a single, impressive exhibit that communicates that you're someone worth doing business with.

There is one other major advantage of an island exhibit: More aisle space. A 20-foot by 20-foot island

exhibit has 80 feet of aisle space, twice as much a 10-foot by 40-foot space with the same square footage. Double the aisle space means double the chance to stop and engage passing attendees. Even a 20-foot by 20-foot peninsula space, which has aisles on three sides, offers 60 feet of aisle space.

With even larger island exhibits, you can create larger environments for conference rooms, theater-seating presentations, product demonstrations, and multiple workstations for booth staffers, with computer monitors and lead processing machines. And according to research, the bigger your exhibit, the higher its memorability. So at trade show, bigger is often better.

4. Pre-Show and At-Show Promotions

Promotions are the secret weapon of the veteran trade show manager. That's because, when done right, they work so well. Consider these two items: 1. The average trade show has over 400 exhibitors, where the average attendee will visit about 21 exhibits, and that average attendee walks into the show with a list of 75% of the exhibits he/she wants to see. That means you have to get on their dance card before the show. 2. You can boost your trade show lead counts by 33% with promotions – even though they require a much smaller percentage of your budget. So, promotions are money well spent. Pre-show promotions are the things you do before the show to make attendees want to visit your booth. At-show promotions are the activities at the show and in your exhibit you do to bring in more attendees.

4a. Pre-Show Promotion – Your Call For Action!

Less than 20% of exhibitors actually conduct some form of Pre-Show Promotion. CEIR reports that 75% of today's attendees come to an exhibition with an agenda. If you want them to schedule time to visit us you need to get on their "must see agenda." An effective pre-show promotion program has three elements: The List, The Content and The Offer.

The List is almost always the most important and time-consuming activity of the three. You first need to define your targeted audience, then locate them for some type of communication. You have several options: (1) show management: last year's registration list (be careful with high turnover industries -- they may have come last year, but are they still in place this year?) They may offer a pre-registration list that is categorized into industry segments and demographic description. (2) You can buy or rent a list from a professional list management company. Or (3) You can create our own from your database or field sales input.

The Content is what you will have in your exhibit that is of interest to your targeted audience: Your new product. Your demonstrations that provide hands-on interaction. What have you brought to the show that will interest your audience?

And last The Offer – what benefit are you offering that will change your prospect's or customer's life. What solutions are you providing? What will attract them to come to your exhibit? Greater profitability? Improved Efficiency? Or the opportunity to win a Palm Pilot?

With the popularization of the internet and broadcast faxes, you are not left to the traditional means of communicating your presence at a show - print. You can begin the dialog before the show using web-based pre-show promotions. With the speed of communication, you can have more than one interchange before visitors arrive at your exhibit. It doesn't really matter what type of pre-show promotion you employ, just so you do something that is a call for action to increase the awareness that you are present to offer solutions.

Don't be left wondering why no one is in your exhibit and your neighbor's exhibit is full – conduct a pre-show promotion program that communicates who you are, what you do and what is your offer before they arrive at the show.

4b. Promotions Guide

There are a wide variety of promotional tools you can use before, during and after the show. This guide gives you the advantages and disadvantages of each, and lets you match the promotion to your company's marketing objectives.

Promotion	Advantage	Disadvantage	Objectives
Before the Show			

Trade Press Ad	Wide reach, Reaches vertical audiences	Not selective or targeted	Image awareness, Product introduction, Sales
Direct Mail	Targeted Reach	List availability	Image awareness, Generate leads, Product introduction, Pre-schedule appointments
Telemarketing	Direct contact/direct feedback	Expensive and time-consuming	Generate leads, Pre-schedule appointments, Sales
Broadcast Fax	Targeted message to a targeted audience	List availability	Build awareness, Generate leads, Product introduction, Pre-schedule appointments
E-mail (broadcast)	Targeted message to a targeted audience, Generate a dialogue before the show	List availability	Build awareness, Generate leads, Product introduction, Pre-schedule appointments
Press Releases /editor contact	Inexpensive, Credible voice	Less control over type of exposure	Press exposure, Image awareness, Product introduction
At the Show			
Billboards	Wide reach	Limited locations	Image awareness, Product introduction
Airport ads	Early exposure	Limited time for exposure	Image awareness, Product introduction
Hotel TV ads	Less competition for visibility	Limited time for exposure	Image awareness, Product introduction
Mobile Ads	Repeat exposure	Restrictions in some cities and for some shows	Image awareness, Product introduction
In-Room Promos	Less competition for visibility	Additional time and cost for distribution	Image awareness, Product introduction
Hospitality events	Less competition for visibility	Cost, limited control over who shows up	Image awareness, Product introduction

Show Issue trade publication ads	Wide reach	Not targeted or selective	Image awareness, Generate leads, Product introduction, Sales
Show Daily ads	Wide reach, show related editorial	Readership varies from show to show	Image awareness, Generate leads, Product introduction, Sales, Promote your at-show event
Hall Ads/Boards	Repeat on-site visibility	Limited choices	Image awareness, Generate leads, Product introduction
TV/ Photo ops	Local or national exposure	Limited time exposure, Little control, Limited audience	Image awareness to a public audience, Generate leads, Product introduction
Press Briefings/Interviews	Inexpensive press coverage, Exposure through a credible source	Little control, Requires additional staff to handle the press	Image awareness, Product introduction, Press coverage
Show Directory Ads	Outer covers provide good exposure, Selective reach	Limited availability, Costly	Image awareness, Generate leads, Product introduction, Sales
In the Exhibit			
Contests, games, drawings	Ability to draw a large audience	Time-consuming, Audience too general	Generate qualified leads, Product introduction
In-booth premiums	Generate qualified leads, Relatively inexpensive	Frequently misused by staff	Generate leads
Celebrities	Ability to draw a large audience	Audience too general	Build traffic
Live Presentations	Ability to draw large audiences, Ability to deliver a targeted message	Can draw too general an audience, Can lose targeted prospects if staff fails to interact	Build traffic, Product introduction

4c. Promotions Worksheet

Before the Show

- Personal Invitations

- Trade Press Advertising
- Direct Mail
- Telemarketing
- Press Releases
- E-mail
- Broadcast Fax

At the Show

- Billboards
- Airport Advertising
- Hotel TV Advertising
- Mobile Ads
- Hotel Room Promotions
- Show Directory Advertising
- Sponsorships
- Local TV opportunities
- Press Kits
- Show Daily Advertising

In the Exhibit

- Promotional Products
- Contests and Drawings linked to pre-show promotion
- Attractions — mime, magicians

After the Show

- Deferred rewards -- personalized promotional products
- Lead-fulfillment information packets
- Post-show personal communication

4d. Promotion Execution Worksheet

- What is your most desirable scenario? Define specifically what you want attendees to see and do in the booth so you can plan how you can make this happen.
- What happens when attendees bring the pre-show mailers and/or invitations to your booth?
- How and where will the giveaways be fulfilled?
- Will attendees that return the invitations still be required to visit the exhibit to claim a gift of do they get another prize for visiting?
- What will the staff be required to do to make this work? Define this according to each area in the exhibit including the reception desk, product demonstrations, meet and greet areas, etc.
- If your booth is an island space, how will you facilitate desirable traffic flow? In other words, what do you want attendees to do during their visit?
- If your program includes a presenter, theater magician, etc., how will these activities support the other goals you would like to accomplish such as having attendees visit a demonstration area, read the graphics, talk to the staff, etc.?
- How will the promotion facilitate the collection of lead information so the sales force has comprehensive data to insure accurate post-show follow-up?
- How will you reinforce the messages and creative ideas post-show to help aid retention for your company's participation after the show.

4e. Time Line for Pre-Show Promotion

Six months from the Show

Decide on show objectives
 Establish the budget
 Decide on pre-show promotion vehicles

Five months from the Show

Decide on the show theme
Select targeted publications for pre-show publicity
Content planning for promotions
Select list for telemarketing, e-mail and fax broadcasting

Four months from the Show

Define and plan direct mail options
Select and order incentives – promotional products
Plan and write your press releases
Create telemarketing scripts

Three months from the Show

Schedule advertising
Send ad proofs to publications
Target list of editors for press releases and send

Two months from the Show

Order direct mailing lists
Produce direct mail piece

One months from the Show

Package and send direct mail piece
Call editor to arrange interviews
Begin e-mail and fax broadcast campaign

5. Booth Staff

90% of the positive feelings visitors have are due to the staff. Think about it, these are the people that are responsible for drawing in your customers, effectively engaging them and creating leads. Because of this, it is important that you select the most effective staffers that your company has to offer. If they are sales people, you have to train them to adapt their selling style to the trade show floor. If they are not salespeople, guess what – they can still do extremely well, given the proper preparation. The following worksheets can help you to pick the most qualified staffers, and give you great ideas on how to effectively manage the visitors to your exhibit.

5a. Booth Staffers Attitude and Etiquette

We often avoid the Attitude and Etiquette portion of our pre-show meetings. (Or sometimes that is the only thing we talk about – “don't drink, don't smoke and don't eat your lunch”) This segment is vital to your exhibiting success since the outcome is very visible, but it must be presented in the positive if it is to be received and internalized.

- Wear your badge on the right hand side so it can be seen by your visitor when shaking hands
- If you don't know the answer to a question, say so and use it as an excuse to follow up after the show with the answer when you locate it
- Make only those commitments that you and others can keep — visitors remember staffer commitments, especially those that are not kept.
- Exhibiting is a TEAM event — other staffers are counting on you and you on them.
- Visit with prospects, only. A crowd of staffers does not attract a crowd of visitors.
- Smile — 90% of the time if you smile, someone will smile back at you
- The exhibit is your office away from the office- as visitors see your environment, they see your company and make a judgement as to whether they want to do business with you

5b. Booth Staffing: The Short Form

Create a “Comfort Zone” for booth staffers with the 4-step booth staffing process:

1. **Engage: 30 seconds**
Prepare and practice questions that won't get a yes or no answer.
2. **Qualify: 2 minutes**
Determine if the prospect is worth presenting to ... and what to present.
3. **Present: 10 minutes**

Demo on just the prospect's needs, not everything you know. Prepare for common objections and questions.

4. **Close: 1 minute**

Lead card complete? Agree on the next step and go on to the next lead!

5c. Motivate Your Booth Staffers

– The Best Investment You'll Ever Make

You're spending a lot of money on so many things for your trade show – from booth space to transportation to airfare to hotels to exhibit construction to promotions – and more. Yet all those things don't bring in leads, it's your booth staffers that do. You can double your lead counts just by offering prizes to the 5 booth staffers that take the highest number of qualified leads. A gift certificate to a nice restaurant will turn some mild mannered employees into enthusiastic go-getters. Then give them company-wide recognition for their achievement. One warning: make sure before the show that your staff understands that you are rewarding them for qualified leads, so they still take the time to question visitors and record their valuable remarks for your field sales people. Otherwise you'll get quantity, without regard to quality.

5d. Show, Space, and Booth Staff Selection Worksheet

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High Interest Attendee x Audience Interest = **Potential Audience**Factor

_____ 53% For Vertical shows = _____
37% For Horizontal shows

Potential Audience / Total Show Hours = Visitors Per Hour

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Visitors Per Hour / Staffer Presentations = **Exhibit Staff Required**

12 (On average) Per Hour / _____ = _____

Staff Required x Space Needed Per Staff = Open Space Required (50 square feet)

_____ x _____ = _____

Open Space + Display Space + Product Space = **Total Space Required**

_____ + _____ + _____ = _____

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5e. Staff Selection and Preparation Worksheet

Staff Selection and Preparation Worksheet

Do you have the right number of staffers?

- You need 1 per 50 square feet of unoccupied space (unoccupied by exhibit property) (see worksheet, "Show, Space, and Booth Staff Selection Worksheet")

Do you have the right staff?

- A can-do attitude
- Are enthusiastic – they bring their own sunshine
- Conquers fear of rejection

- Understands the process of exhibiting (reaching out, relating to, reacting and responding and recording)
- Are good listeners – are consultative in their approach
- Are confident – make a good first impression with product knowledge
- Knows how to work a crowd – knows that time is money

Reaching Out Exercise:

Review that there are a variety of attendees – amiable/active, drivers, intellects and passive – most have to be engaged to get a conversation going.

1. What can you say to get a visitors attention? _____
(it can be a personal hook or a professional hook)
2. What type of obstacles do you face when engaging? _____
3. What can you say to eliminate the obstacle? _____

Relating To Exercise:

1. What can you say to get a conversation going? _____
(the best two words are : “Tell me....” – it says your interested in them)
2. How can you find something in common so can relate to them? _____
3. What do you need to know to determine if they are qualified? _____

Reacting and Responding Exercise:

1. What are 2-3 benefits about your company, its products or services that you can build into a communication?

A. _____ B. _____ C. _____

Recording Exercise:

1. What information do you need to record to keep your dialog going after the show?

2. What commitment(s) are you trying to get from your exhibit visitors? _____

6. Lead Management

Almost 80% of leads generated are never followed, according to the Center For Exhibition Industry Research (CEIR). Rather than sending your hard-fought trade show leads into the abyss, strive to be part of the elite 20% that actually follow up on their leads! We've heard horror stories of exhibits pulled out of storage to prepare for a show – only to find the leads from the previous show still packed with the exhibit. What a tragedy! Remember, trade shows are very effective tools to create qualified leads. They could also be an effective media to create sales – but only if the leads are followed up appropriately.

6a. 6 tactics to increase the effectiveness of your lead follow-up

1. Regardless of whether you are using an electronic lead management system, have your own lead form for capturing specific information. When you create the form, get your sales organization (who will be using it) to review it prior to giving it to them to use at the show. Get early buy-in.
2. Train your staff how to capture information in the interview process. What information should they be seeking that will be beneficial to follow-up?
3. Discipline your staff to categorize your leads - "A", "B", "C" as they are generated, and review them each night for completeness.
4. Create a system to manage the leads. When the show ends how do they get fulfilled, who is responsible for the transmittal letter, the lead management reporting? When and to whom does the sales force report their results? When and to whom are the results reported?
5. Prepare your lead follow/fulfillment before leaving for the show. If you are sending a letter along with literature, prepare and store it so all you have to do is text merge your leads into your word processor. Most exhibitors go to shows to accelerate the sales cycle. In order to accomplish this goal, a well thought out lead management systems needs to be in place

6. Make your follow-up timely - time your follow-up so it arrives the week after the show's attendees get back to their offices so that they have time to clear their desks of work that was generated while they were at the show. They will then have time to give your proposal consideration.

6b. Start Following Up On Leads BEFORE The Show Starts!

To efficiently follow up your leads it is important to make preparations to follow them up before you leave for the show.

Before leaving for the show:

- Write (and, if not personalized, even print) the follow-up letter
- Prepare the follow-up packets — be sure to have a stockpile of any brochures you may need
- If you're going to promise to send anything after the show, be sure to have it already back in the office
- Create the lead management forms
- Identify the person responsible for lead management

By preparing before the show starts, you can fulfill your leads without delay once you return from the show.

7. Measuring Results

Once you return from a trade show it is important to measure the success of the trade show. This information can be used to report to management the effectiveness of the show and to improve exhibit performance for future shows. Success can be measured by the return on objectives set, and also by the return on investment. The following worksheets can help you to evaluate your company's performance at all your trade shows.

7a. Measuring Results Worksheet

1. Generating Leads

Total Show Investment / Total Qualified Leads = Cost per lead
_____ / _____ = _____

2. Orders Written

Total Show Investment / Total Orders Written or = Investment/order
Total Value of Orders Written
_____ / _____ = _____

3. Investment in Live Presentations

Incremental Show / Total Attendees at Live = Investment / Attendee
Investment Presentation Reached
_____ / _____ = _____

4. Hospitality Investment

Total Investment / Total Non-Exhibitor Attendance = Investment/Attendee
in Hospitality at Hospitality
_____ / _____ = _____

5. Introducing a New Product

Incremental Investment / Number of Visitors = Investment per
in Introduction Participating Visitor Participant
_____ / _____ = _____

6. Visual Reach

Count the total number of visitors who walk by the exhibit and look at it for 10 minutes every hour the show is open then multiply by 6 to get a measurement of the visual impact of the exhibit.

Note: Some measurements should be based on the "incremental" investment to add this portion of the exhibit, since the exhibit can be conducted with or without it.

What About Surveying? What types work?

- Post Show Audience Surveys – mail or telephone
- Sales Conversion Surveys – sales volume from show leads
- In-Booth Surveys – exit interviews to measure specific aspects of the exhibit
- Pre/Post Show Surveys – measure changes in awareness, attitude, behavior

And, Ask the Staff for Feedback

- What was our primary objective at the show? Was it achieved?
- Approximately how many attendees did you engage in conversation?
- Did you use any pre-show promotion to invite targeted visitors to the exhibit?
- Did you feel the exhibit was: __Understaffed __Adequately Staffed __Overstaffed
- How many lead forms did you complete?
- Did you feel the exhibit adequately represented the company to those that visited it?
- Rate the effectiveness of our exhibit compared to competition? 5 4 3 2 1 (5 being best)
- What competitors were exhibiting?
- What suggestions do you have for future shows?