



*Present*

# Driving Qualified Booth Traffic

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**How to Attract Enough of the Right  
Attendees to Your Exhibit**

**Participant Learning Objectives:**  
*By the end of this webinar,  
we will...*

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective 8 step exhibit marketing planning process.
3. Overview Optometry's Meeting exhibitor marketing resources available.
4. See an example of an integrated exhibit marketing campaign in action.

## **Focus on Critical Exhibiting Success Factors**

1. **OUTCOMES:** Set goals that support your company sales and marketing, and CRM objectives and take advantage of the opportunities CDS's Midwinter Meeting presents.
2. **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with all qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action, ideally purchasing, and measure and report results.

\* **Learn more about all four at the AOA Exhibitor Success & ROI Center**  
<http://www.exhibitsom.org/2015/public/Content.aspx?ID=1931&sortMenu=103007>

## **How Tradeshow Attendee Behaviors Have Changed**

1. Registering closer to the show.
  2. Spending fewer number of days at shows.
  3. Looking for more content and useable information.
  4. Preplanning visit: \_\_\_\_\_% *arrive with an agenda.*
  5. Visits 26-31 exhibits on average.
  6. 50% of exhibit stops are \_\_\_\_\_.
- *In spite of all this, less than \_\_\_\_\_% of exhibitors execute a well-conceived pre-show marketing plan!*

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

## **Exhibit Marketing: 8 Step Planning Process**

1. Determine Exhibiting Goals
2. Identify Target Visitors and Build Target Visitor Lists
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Promotion Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



### **Step 1. Determine Exhibiting Goals**

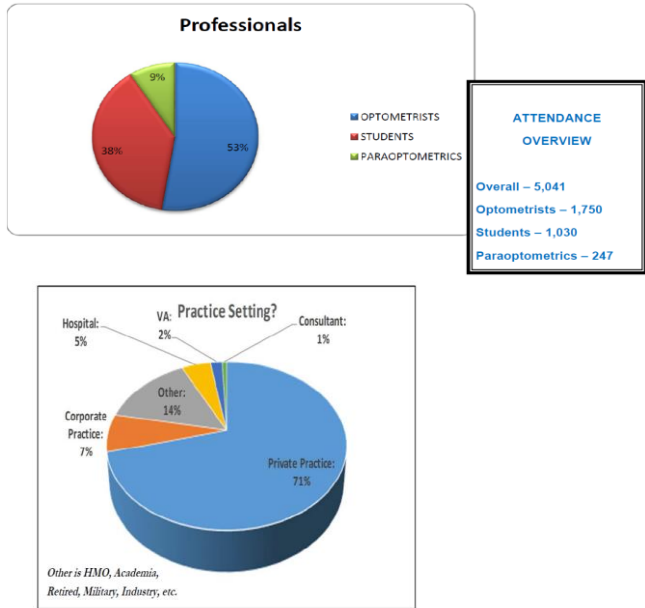
1. What are you trying to accomplish?
  - a. Company/Brand Awareness & Visibility
  - b. New Product/Service Introduction
  - c. Relationship Management and Building
  - d. Brand Positioning - Differentiation
  - e. Educate
  - f. Lead Generation
  - g. Sales and Business Development
  - h. Thought Leadership
  - i. Other?

Our Top 3 Exhibiting Goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

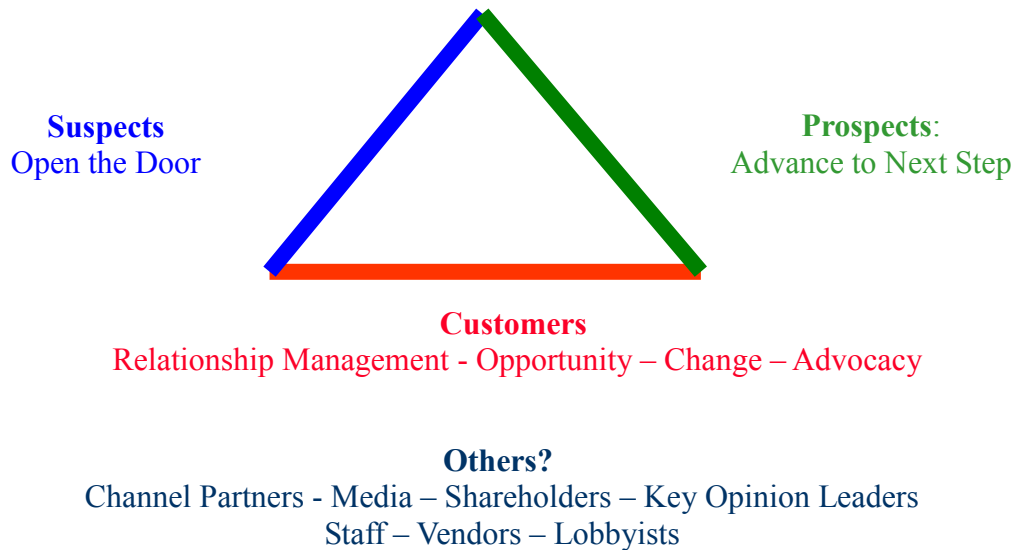
## Step 2. Create Ideal Visitor Profile

- Who do you want to interact with?
  - Practice Type/Specialty
  - Job Title/Function
  - Size
  - Other?
- Relative to your products/services, what are their needs, issues and top-of-the-mind concerns?
- ACTION: Define what types of attendees you want to see.



## Step 2. Identify Target Visitors

### The C/P/S Triangle



## Step 2. Build Target Visitor Lists

### Best Tradeshow List Sources:

1. \*Pre-registered attendee mailing list
2. Previous or Post-show attendee lists
3. Company database (C/P/S model)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

\* Free to exhibitors.

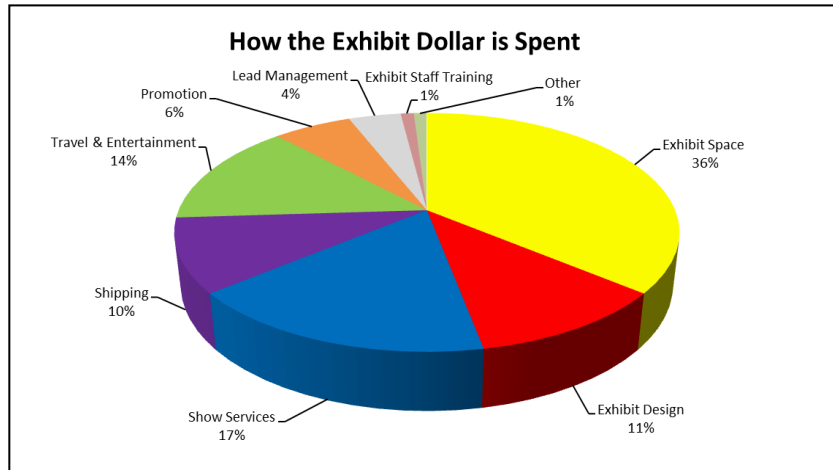
## Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	15	15
– Booth Staff on Duty	x <u>  2  </u>	x _____
– Total Staff Hours	= 30	= _____
– Interactions/Hour/Staffer	x <u> 3-5 </u>	x _____
– <b>Exhibit Interaction Capacity</b>	<b>= 90-150</b>	<b>= _____</b>

### ➤ **Success Tip:**

- Try to make your list at least \_\_\_\_\_ times your Exhibit Interaction Capacity.

## Step 4. Budget Enough Promotion Resources



Source: CEIR 2012

	<b>Example</b>	<b>Participant</b>
Total Show Investment	\$20,000	\$ _____
% for Exhibit Promotion	<u>    x .15</u>	x _____
Exhibit Promotion Budget	\$3,000	\$ _____

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

## Step 5. Craft Compelling Messages that Interrupt and Engage

- \* Interrupt Them!
  - N\_\_\_\_\_
  - Familiar
  - Unusual
  - Problematic
- \* Communicate Relevance and Importance
- \* Ask: *What situations would prompt them to think about what you offer?*
  - ...dangle situations!
- \* Position visiting exhibit as the place to \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

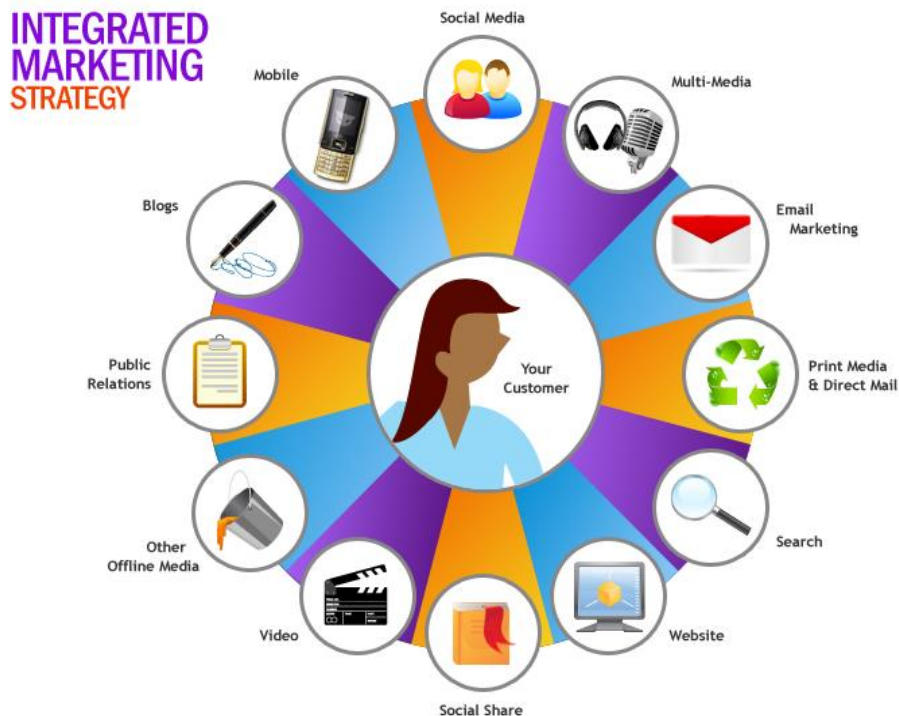
## Step 6. Analyze & Select Marketing Media

### Four “C’s” to marketing success:

1. **Captivating** message and \_\_\_\_\_ design theme.
2. **Combination** of show, industry and direct marketing media.
3. **Communicate** four specific messages:
  1. What you do
  2. Why they should care
  3. Who you are
  4. Where and how to find you
4. **Creative Frequency:** Land *at least* \_\_\_\_ direct hits leading up to show time.

### Five Key Considerations for Media Selection

1. Goals and Objectives
2. Budget
3. Capabilities
4. \_\_\_\_\_
5. What your audience pays attention to and will most likely respond to.



## **Step 6. Analyze & Select Marketing Media**

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

1. Print & Display Advertising
  - ✓ Show Specific and Industry Specific Media
2. Public Relations
  - ✓ Request Media Contact List, Submit Electronic Press Kits
3. Electronic Media
  - ✓ Internet, Websites, Social Media, Email, Voice Broadcast
4. Direct Mail
  - ✓ Letters, Invitations, Postcards, Brochures
5. Personal Contact
  - ✓ Rep Visits, Telephone Calls

### **High-Impact Marketing Media Options:**

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Audio/Video Email
4. Voice Broadcast
5. MicroSites with Survey & Appointment Enablers
6. Social Media: Facebook/Twitter/Instagram/YouTube/LinkedIn
7. Blogs
8. QR Codes



## **Evaluate Exhibitor Marketing Opportunities**

### **FREE Exhibitor Marketing Opportunities**

1. Pre-registered attendee mailing list available. Sortable.
2. Company name and booth number listing in On-Site Program Book, mobile phone app, on-site on locator kiosks in AOA Central, and listed on [www.optometrymeeting.org](http://www.optometrymeeting.org)
3. Invite your prospects to attend Exhibit Hall for free.
4. Complimentary Virtual Booth Space features your show specials, discounts, contests, special events, etc. Can upload your logo, literature, press releases.
5. Opportunity to schedule a Press Conference at Optometry's Meeting.
6. First-time exhibitors highlighted online, On-Site Program Book, via a flyer attendee tote bag, and on signage near the Exhibit Hall.
7. NEW! Attendee widgets to place on your website.

### **PAID Advertising & Marketing Opportunities**

#### **Pre-Show:**

- Optometry's Meeting Web Site Banner Ad
- Optometry's Meeting E-Newsletter Tower Ad (sold out)
- Registration Brief Ad

#### **At Show:**

- Ad in printed On-Site Program Book
- Mobile Phone App Ad
- Free-Standing Double-Sided Meter Board
- V-Shaped Sign
- Attendee Bag Promotional Flyer Inserts
- Mobile app Booth Trivia
- Mobile Morning Beverages
- Pedometer Walk This Way! Contest
- Media Player & Billboard
- The World According to AOA interactive guest map
- Entertainment Pods
- Sidewalk Chalk Art & Advertisement

For questions or help, please contact  
Kellie Rodrigue, CEM  
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314.983.4255

#### **Post-Show:**

- AOA website, AOA Focus, social media, e-blasts

## **Evaluate Exhibitor Marketing Opportunities**

### **PAID Sponsorship Opportunities**

1. **Banners:** Aisle Banners in Exhibit Hall
2. **Items:** Hotel Room Keys/Cards, Pillow Toppers, Do Not Disturb Signs, Vanity Kit Card, In-Room Mirror Cling-Z, In-Room Logo Bottled Water, Attendee Lunch Coupons, Re-useable Water Bottles, Commemorative T-Shirts, Pens, Lanyards, Luggage Tags
3. **Special Events:** Breakfast or Lunch Symposiums, Exhibit Hall Opening Reception, Opening General Session & Award Videos, Celebration of Optometry, 5K Run/Walk
4. **Show Floor/Convention Center:** Convention Stairs and Escalators, Wall Graphics, Exhibit Hall Rest Stop, Water Cooler Signage, Free-Standing Double-Sided Meter Board, Floor Decals in Exhibit Hall, Optometry's Meeting Map, Mobile Charger Stations, Hand Sanitizer Stations, Head Shot Lounge, Patient Stories, Recharge Lounge, Mobile Truck, Segway, Pedicab, Social Photos & Social Engagement
5. **Student Programs:** Travel Grants, AOSA General Session Speaker, Student CE Lecture Prizes, CE Monitor Shirts, Student Symposiums, Sight Quest

For questions or help, please contact  
Kellie Rodrigue, CEM  
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314.983.4255

### **Step 7. Execute Marketing Campaign**

#### Sample Exhibit Marketing Campaign: *Small Exhibitor*

- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$1,800
- ❖ **Show Budget:** \$8,400 to \$14,000 (3-5x floor space)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
  - Execute C/P/S strategy with sales reps
  - Promote show participation in relevant social media
  - Place show widget on your company website, put show logo in email signatures and on outgoing correspondence
  - Pre-show Email blast to registered attendees
  - Flyer in Attendee Bag (FREE for 1st Time exhibitors)
  - Promote show specials and new products in Virtual Booth Space
  - Small B&W Ad in On-Site Program Book
  - Use show lead retrieval for auto email reminder to attendees who visited your booth

## Step 7. Execute Marketing Campaign

### Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- ❖ **Booth Size/Space Cost:** 20 x 20/\$11,200
- ❖ **Show Budget:** \$33,600 to \$56,000 (3-5x floor space)
- ❖ **Goals:** New Product, Media Awareness, Market Visibility, Lead Gen/Sales
- ❖ **Media:**
  - Execute C/P/S strategy with sales reps
  - Promote show participation in relevant social media
  - Write attention grabbing company description for Virtual Booth Space featuring new product
  - Place show logo and booth promo on your company website, email signatures, all outgoing correspondence
  - Write press release and schedule a Press Conference
  - Flyer in Attendee Bag
  - Promote New in Exhibit Graphics
  - Print Ad in On-Site Program Book
  - Sponsor In-Room Mirror Clingz

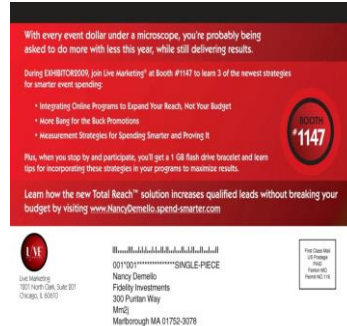
## Pre-Show Marketing Plan Example

### Pre-Show Print Advertisement

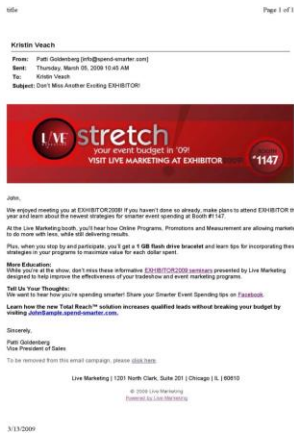
The advertisement is a vertical rectangular print piece with a red background. At the top right is the 'LIVE MARKETING' logo in a black circle. The main headline reads 'bring it to life and... stretch the experience'. Below this is a paragraph of text: 'With every event dollar under a microscope, marketers are turning to smarter spending strategies to maximize results and stretch the event experience—from the first marketing touch, to what happens live, to the stage that continues once the event is over.' This is followed by another paragraph: 'For 35 years, Live Marketing has helped thousands of companies bring their brands and messages to life at events. With proactive strategies and tactics that span pre-, at- and post-event, we'll help you make the most out of every event with cost-effective programs that capture the attention of busy attendees, connect your key messages with their interests, and convert attendees to prospects, and prospects to customers—all while delivering ROI (return on everything).' Below this is the text: 'To stretch the boundaries of your next event, visit [www.bringitToLife.com](http://www.bringitToLife.com) or call 312.757.4600.' At the bottom left is a red box with the number '#1147' and the text 'VISIT US AT BOOTH #1147 AT EXHIBITOR009 Learn about the newest smarter event spending strategies in Online Programs, Promotions and Measurement.' At the very bottom, in small white text, is the list: 'Strategic Planning | Creative Strategies & Theme Development | Pre- & Post-Event Marketing | Experiential Activities & Presentations | Training & Measurement'.

## Pre-Show Marketing Plan Example

### Personalized Postcard Mailer



### 2 Personalized Pre-show HTML Emails



### Personalized Microsite with Video Host



## **Step 8. Measure Exhibit Marketing Results**

1. What media did we use?
2. \_\_\_\_\_ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of \_\_\_\_\_ and/or traceable response?
6. What was the response rate to traceable media?
7. What worked?
8. What did we learn?
9. What will we use for our next show?

**What were the three most important ideas you learned in this webinar?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What specifically will you do to better promote your participation in the show?**

### **AOA Commitment to Exhibitor Education & Success**

- Exhibitor Success & ROI Center:
  - Live and re-playable webinars
  - “How to” exhibiting article series
  - “Ask the Tradeshow Expert” email Q&A
- Bookmark, Share and Access at:  
<http://www.exhibitsom.org/2015/public/Content.aspx?ID=1931&sortMenu=103007>