Present

How to Make Your Exhibit STAND OUT From the Crowd

Powerful Insights From Over 21,000 Exhibit Evaluations

Webinar Discussion Points Include…

1. Three primary reasons people attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. Accessibility and ease of navigation
5. Six ways to create meaningful interactive experiences
6. Improving attendee comfort and swell time
7. Six key factors impacting exhibit memorability and recall
3 Primary Reasons People Attend Tradeshows

1. _______________/Continuing Education/Accrediting
2. Shopping/Sourcing/Purchasing/Revalidating
3. Networking/Interacting with Colleagues/Suppliers
   ➢ How well is your exhibit serving these needs?  (Score Yourself 1-10) ________

3 Most Important Things to Booth Visitors

1. Overall Booth Appearance
2. _____________ of Information Received
3. Relevance to their Practice
   Source: Exhibit Surveys

5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & ______________ Communicate What You Do and Give Attendees a Reason to Stop & Engage
3. Be Approachable, Easy to Enter & Navigate
4. Provide ____________, But Meaningful & Engaging Interactivity
5. Inform or Teach Something Useful & __________________

For Businesses Providing Services

1. Service presentations require more thought and creativity.
2. Identify problems you solve, opportunities you create, ______________, efficiencies and improvements you can deliver.
3. Engagement Strategies:
   ➢ Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
   ➢ Gamification: Take the 60 second (problem) challenge or quiz.
   ➢ Use a physical prop to hook and engage.
   ➢ Case studies: Problem/Approach/Result
   ➢ White paper or Industry Intelligence report
   ➢ Client testimonials in exhibit graphics and/or A/V
6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting

2. Imagery

3. Clear & Informative Messaging

4. Creative Use of A/V

5. Interactivity & Engagement

6. Proactive Booth Staff

Accessibility & Ease of Navigation

1. Avoid___________ to entry or exit
2. Make it easy to visually discern what is where
3. Logical order and placement of solutions
4. Zones
   • Meet & greet area
   • Information seeker area
   • Interactive solution areas
   • ____________________________ areas
   • Relax and recharge areas

Notes from Slides:
6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations

2. Hands-On Demonstrations

3. One-to-Many Demonstrations/Presentations

4. Recreating ____________________________

5. Gamification/Quizzes

6. Self-Guided Demonstrations/Information Access

Improving Attendee Comfort and Dwell Time

1. Flooring: Carpet and ____________

2. Space: Not cramped or overcrowded

3. Accessibility: Easy to Enter & Exit – Products can be interacted with

4. Seating: Comfortable seating increases dwell time

5. Staff Behaviors: Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge

6. Food & Beverage: Putting food or a beverage in their hand increases dwell time
6 Key Factors Impacting Exhibit Memorability & Recall

1. ______________________________  ______________________________
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Booth Staff
6. Exhibit Design/Color
   Source: Exhibit Surveys

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

1. ______________________________________________________________
2. ______________________________________________________________
3. __________________________________________________________________

What will you do to make your exhibit stand out?

AOA Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center on-line:
  - Live and re-playable webinars
  - “How to” exhibiting article series
  - Ask the tradeshow expert email Q&A

- Bookmark, Share and Access at:
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.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

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 20,000 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