



Present

How to Improve ProMat Exhibiting Productivity & ROI by Applying the *Exhibit Marketing Process*TM

Topics Include:

- 3 Important Expert Insights
- Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver
- Overview of the Exhibit Marketing Process
- 8 Principles and 8 Strategic Practices
- 40 Ideas and Actions You Can Apply

Mpro is a community of marketing professionals from within the MHI membership that is focused on marketing education, idea sharing, networking, strengthening the voice of the industry and, ultimately, increasing awareness of MHI.



Mpro initiatives include:

- **Engage! sessions** – Held the third Thursday of each month at 3:00 PM ET, the sessions are a virtual networking event aimed to bring together marketing professionals to discuss various topics.
- **Webinars** – Throughout the year, Mpro hosts continuing education webinars.
- **Events** – At MODEX/ProMat, the MHI Spring Meeting and the MHI Annual Conference, Mpro holds in-person networking receptions.
- **ShowPro** – This two-day conference is trade show and marketing training workshop designed to help our ProMat and MODEX exhibitors maximize trade show ROI. New in 2022, ShowPro will feature special Mpro Engage! Live Roundtables.

To learn more or get involved with Mpro, or visit www.mhi.org/mpro or contact Mary Alyson Ammons at mammons@mhi.org.

TOUCH THE FUTURE

PROMAT 2022

3 Important Expert Insights

1. *“Only two things drive revenue: Marketing and Innovation... everything else is an expense.”* – Peter Drucker
2. *“If you can't describe what you are doing as a process, you don't know what you're doing.”* – W. Edwards Deming
3. *“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.”* – Tom Peters

DO YOU HAVE A WELL-DEFINED PROCESS? Yes - Somewhat - No

Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver





INSIGHTS on Selecting

- **Principle:** Be in the right shows, at the right levels, for the right reasons.
- **Practice:** Use a thorough show analysis and selection process.
- ✓ **Key Ideas:**
 1. _____ show attendance is not the most important number.
 2. The number of people that match your Ideal Visitor Profile is the most important number.
 3. Go “inside the numbers” to understand attendee demographics, interests and behaviors.
 4. Understand _____ of the event:
 - Buy/Sell
 - Social/Relational
 - Educational
 - Technical/Scientific
 5. Determine how easy the organizer makes it to identify, access and interact with attendees
 - ✓ Specific and verified attendance numbers
 - ✓ Access to pre-and post-show attendee lists
 - ✓ Number of exhibiting hours and number non-competing
 - ✓ Speaking and presentation opportunities
 - ✓ Targeted marketing and sponsorship opportunities
 - ✓ Year-round visibility and engagement opportunities
 6. Base total _____ and booth size on number of people in the show audience that match your profile.

INSIGHTS on Aligning

- **Principle:** Align reasons for exhibiting with corporate objectives and set clearly defined exhibiting _____.
- **Practices:** Communicate with internal company stakeholders and apply the Exhibiting By Objectives process.
- ✓ **Key Ideas:**
 1. Marketing, Sales and Customer Relationship Management are the big _____ drivers.
 2. Talk to departmental stakeholders to determine what their specific goals and objectives are for the next 12 to 24 months.
 3. Identify reasons for exhibiting that directly support their stated goals and objectives.
 4. Reasons are _____!!! You must convert them to SMART goals.
 5. Each goal must have a written action plan.
 6. The plan must be communicated to the exhibit team.
 7. The exhibit team must be given _____ for specific outcomes relating to the goals.
 8. There must be pre-at and post-show checkpoints to measure activity, progress, and achievement of each goal.

INSIGHTS on Designing

- **Principle:** Where the value is clear the decision is easy!
- **Practice:** Create a valuable and highly-interactive visitor experience.
- ✓ **Key Ideas:**
 1. Understand why people attend trade shows.
 2. Design visitor experiences to address their primary reasons for attending.
 3. Determine what you want the visitor to DO, KNOW and REMEMBER during and after their visit.
 4. Design your visitor experience to be _____:
 - See?
 - Hear?
 - Do?
 - Learn?
 - Give feedback?

INSIGHTS on Attracting

- **Principle:** Attract enough of the right attendees.
- **Practice:** Develop and execute a well-designed pre and at -show marketing campaign
- ✓ **Key Ideas:**
 1. Identify who the right people are for you.
 2. Calculate how many people you have capacity to interact with
 3. Develop an _____ value proposition.
 4. Communicate your value proposition at spaced intervals through as many channels as possible.
 5. Integrate ProMat exhibit marketing opps: www.promatshow.com/marketingkit
 6. Include a clear _____ in all communications.
 7. To increase response rates, offer a compelling _____ for visiting and/or scheduling an appointment.

INSIGHTS on Engaging

- **Principle:** Quality engagement builds rapport, deepens relationships, builds trust, preference and loyalty.
- **Practice:** Carefully select and _____ your booth staff to more effectively manage visitor interactions.
- ✓ **Key Ideas:**
 1. People use trade shows to _____ the people behind brands.
 2. People make _____ about your company and products based on their experience with your people.
 3. Success strategy: Best People Forward!
 4. The exhibiting environment is different and challenging.
 5. _____ booth staffers make behavioral and communication errors that limit traffic, reduce lead quantity and quality, and can negatively impact brand reputation.
 6. Key information and skills that must be trained:
 - ✓ Environmental differences
 - ✓ Rules of Exhibitorship
 - ✓ Engaging and Disengaging booth visitors and attendees
 - ✓ Gain quick understanding
 - ✓ Deciding which products to present
 - ✓ Delivering concise, informative and persuasive messaging and presentations

INSIGHTS on Engaging

7. Key information and skills that must be trained:
- ✓ Getting visitor feedback to determine presentation and messaging effectiveness
 - ✓ Capturing more visitor information
 - ✓ Gaining visitor _____ to the next action
 - ✓ Managing customer meetings and hospitality events
 - ✓ Taking advantage of the complete event opportunity

INSIGHTS on Capturing

- **Principle:** Information is Valuable!
- **Practice:** Identify visitor touch points and capture _____ information.
- ✓ **Key Ideas:**
 1. You may never have this chance again!
 2. Review what information you currently capture and how.
 3. Identify what _____ information would be useful to capture.
 4. Ask your sales team, dealers and distributors what info they value.
 5. Develop structured _____ to elicit the information.
 6. Integrate questions into capture devices.
 7. Use show lead capture system. View on Exhibitor Portal: <https://exhibit.mhi.org/>
 8. Train your staff on asking the questions and using capture devices.

INSIGHTS on Follow-Up

- **Principle:** Be there when the buyer is ready to buy!
- **Practice:** Develop a follow-up system to deliver on promises and stay in front of target customers for as long as it takes.

INSIGHTS on Follow-Up

✓ **Key Ideas:**

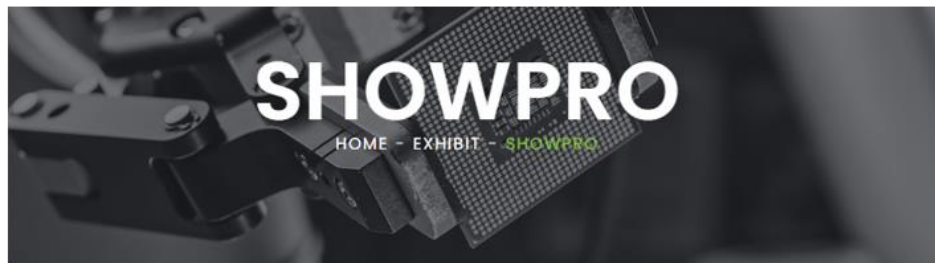
1. Lead quality = Capture more information + secure commitment to clear _____
2. First responders win the majority of deals
3. Grade leads by quality and assign priority - A/B/C – Hot/Warm/Cold
4. Design and automate follow-up tracks by priority
5. Use multiple media
6. Add value by sharing useful information – not just selling
7. Use the principle of Accelerating Discontent
8. Create engagement opportunities: polls, surveys, social media groups, webinars, events

INSIGHTS on Measuring

- **Principle:** What gets measured gets done and _____.
- **Practice:** Develop metrics, data capture points and a post-event reporting process.

✓ **Key Ideas:**

1. Ask senior management what information they want to see.
2. Things to measure:
 - Event budget vs actual spend
 - Where you saved money
 - How well exhibit was executed
 - Progress on stated goals
 - Where value was generated
 - Return on investment: Short and long term
 - Lessons to improve going forward
3. Create a _____ post-show report and use across all shows.
4. Include an executive summary.



December 6-7, 2022

McCormick Place West Room W190 A&B
Chicago, IL

Powered by MHI, the ShowPro Live Exhibitor Workshop will feature exhibitor education at no cost.

Register for FREE

Hotel Reservations

Register Today: <https://www.promatshow.com/showpro>

What were the three most important ideas learned today?

1. _____
2. _____
3. _____

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity 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 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**