

# **Successful Exhibiting**

by

**Bob Dallmeyer**

*President, RD International*

*Past Chairman, International Association of Exhibitions  
and Events & Trade Show Exhibitors Association*

Email: **bob@bobdallmeyer.com**

## **UTC Experience:**

**If you can't write your idea on the back of my business card, you haven't got a clear idea.**

**Here's my idea: *Eighty-five percent of trade show success is a result of how well your company's exhibit team interacts with the exhibition visitors, press, VIPs, and others!***

# **Exhibition Advantages**

- **Unique Sales Opportunity**
- **Prospects come to Exhibitors -  
And pay their own expenses!**
- **Audience is “pre-selected”**
- **Exhibitor controls the show  
environment: *Products, Staffing,  
Demonstrations, Exhibit  
Structure***

## **Exhibition Advantages(2)**

- **Positive Impressions are important: The 3/30/60 Rule**
- **Exhibitors can make more contacts in one hour at an exhibition than three (3) days of direct selling!**

## **Exhibition Advantages(3)**

- **Studies prove that Exhibition Leads cost less to convert to sales than all other leads**
- **More than 75% of visitors rate face-to-face interaction with potential new suppliers as important in doing their job**

## **Exhibition Advantages(4)**

- **Ninety-one (91) percent of purchasing decisions are made or influenced by exhibitions**

**"In marketing, Nothing happens by chance. " Peter Drucker**

# **Your Exhibit (1)**

- **Size of exhibit space**
- **Available funds = Budget**
- **Marketing objectives**
- **Product requirements**
- **Demonstrations**
- **Design**
- **Exhibiting Rules**

## **Your Exhibit (2)**

- **Custom build, modular, portable, table top, other types**
- **Weight limitations**
- **Graphics & Branding**
- **Crating & shipping considerations**
- **Electrical & other services**
- **Furniture, plants, electronics rentals**
- **Other considerations...**

# **About OBJECTIVES (1)**

- **Give direction to exhibition participation**
- **Define strategies, exhibit configuration, staffing needs, budgets, etc.**
- **Must be measurable: Quantity, Quality, & Time**

## **About OBJECTIVES (2)**

- **Stimulate sales performance**
- **Define what you plan to accomplish and with whom**
- **Forty-six (46) percent of all exhibitors set objectives; sadly, only half (23%) follow through.**

## **About OBJECTIVES (3)**

**Overall company objectives must be translated into individual staff objectives – for each hour of the exhibition!**

# **BASIC OBJECTIVES (1)**

- 1. Increase sales: Qualified leads or new orders**
- 2. Introduce new products**
- 3. Re-enforce current customer loyalty**
- 4. Market research**
- 5. Branding**

## **BASIC OBJECTIVES (2)**

- 6. Open new markets or territories**
- 7. Media exposure**
- 8. Recruiting new employees, representatives, distributors, etc.**
- 9. Check on your competition**

# **BASIC OBJECTIVES (3)**

**10. New names for company database**

**11. Education/networking opportunities**

**12. New employee exposure to the industry**

**13. Sales meeting held at same time**

**14. Industry support**

# **TARGET MARKETING**

- **DEFINITION: Doing everything necessary to get your key audience to visit your exhibit**
- **Your Target Audience includes: Current Customers, Prospective Customers, Industry Opinion Leaders, Others**

# **TARGET MARKETING**

## **(2)**

- **Telephone or Personal contact is most effective**
- **E-marketing, direct mailing, advertising, etc.**
- **Use Complimentary Registrations (if available): CEO's really like them.**
- **VIP Programs, Receptions, Etc.**

# **TARGET MARKETING**

## **(3)**

- **Studies prove that Pre-Show Promotions will increase exhibit visits by 33%**
- **Pre-Show Advertising will increase exhibit visits by as much as 56%**

# **TARGET MARKETING**

## **(4)**

- **EXHIBITIONS are only one component of the Marketing Mix and should complement all the other opportunities.**

# **VISITORS**

- **New to market buyers, specifiers, or power**
- **Repeat (loyal) buyers, specifiers, or power**
- **Press representatives**
- **VIPs, including Power Buyers**
- **Industry opinion makers**
- **International attendees**
- **Students & Others**

## **VISITORS (2)**

- **84 % have Buying Power**
- **37 % are new to the event**
- **53 % will not attend another event in the next 6 to 12 months**
- **70 % are looking for new products and suppliers**
- **36% will meet with current suppliers**

## **VISITORS (3)**

- **10 % have definite product interests:**
- ***THIS IS YOUR EVENT MARKETING “WINDOW OF OPPORTUNITY”***

## **Quick Exercise:**

- **DIVIDE YOUR TOTAL TRADE SHOW BUDGET BY THE NUMBER OF HOURS THE EXHIBITION IS OPEN AND YOU HAVE THE VALUE OF EACH HOUR TO YOUR COMPANY**

# **PRE-EVENT MEETING**

- **Before the event, review the following:**
- **Team Goals = Individual Objectives**
- **All Product Descriptions and Demonstrations**
- **Event promotions**
- **Important Company & Exhibit Information**

## **PRE-EVENT MEETING(2)**

- **Discuss the Company's financial investment in the event**
- **Discuss how to achieve Return On Investment or Return On Objective**
- **Staffing Schedule**
- **Other important items**

# **STAFF DUTIES**

- **Be friendly and approachable**
- **Be knowledgeable**
- **Know how to qualify prospect and sell**
- **Understand that you are an important representative of your company**

## **STAFF DUTIES (2)**

- **Understand that all the money and effort invested in this event can only be successful by the staff's collective efforts**
- **Return On Investment is truly each individual's responsibility**

# **3 STEPS TO SELLING**

- 1. Sell yourself**
- 2. Sell your organization**
- 3. Sell your product or service**

***Selling is a matter of Positioning:  
Being UNIQUE, # 1, Best Service,  
Great Quality, or Price.***

# **EXHIBITION SELLING - IT'S UNIQUE**

- **Stand near the aisle**
- **Have your hands at your side**
- **Relax and Smile**
- **Read the visitors' badges**
- **Make good eye-contact**

# **EXHIBITION SELLING - IT'S UNIQUE (2)**

- **Shake hands & introduce yourself**
- **Begin Qualifying the Prospect**
- **The first 30 seconds are most important, so ask the right questions:**

# **QUALIFYING QUESTIONS**

- **Begin the conversation with questions that relate to your products, services or company.**
- **Use questions with “who, what, when, why, where, or how”**
- **Questions should separate prospects from non-prospects**
- **Be friendly, knowledgeable and secure at all times**

# **INITIAL SELLING**

- **Look for any psychological resistance by the prospect**
- **Never judge anyone by appearance**
- **LISTEN carefully to the prospect and encourage them to talk about needs**
- **Be genuinely interested**
- **Make the prospect feel important**

## **INITIAL SELLING (2)**

- **Talk in terms of the Prospect's needs: Solving problems, saving money, making life easier.**
- **Use the Prospect's name often**
- **Use demonstrations to help make a sale**
- **Ask if the Prospect: Do you plan to buy and when?**

## **INITIAL SELLING (3)**

- **Take notes on the lead forms or enter data into the computer**
- **Make the sale, if possible, or set up a future appointment**

# **CLASSIFYING LEADS**

- **"A" LEAD - BIG PROGRAM (MONEY), SHORT LEAD TIME**
- **"B" LEAD - BIG PROGRAM (MONEY), LONG LEAD TIME or**
- **SMALL PROGRAM (MONEY), SHORT LEAD TIME**

## **CLASSIFYING LEADS (2)**

- **"C" LEAD - SMALL PROGRAM (MONEY), LONG LEAD TIME**
- **"D" LEAD - ADD NAME TO E-MAIL LISTS OR TAKE OTHER ACTIONS**

# **LEAD HANDLING**

- **Lead Retrieval Systems very effective**
- **Software Systems also good**
- **All leads have a limited life**
- **Immediate follow-up needed for “A” Leads**
- **18 % of all leads are never followed-up**
- **43 % of all leads are followed up late**

# **TURN LEADS into SALES**

- **Evaluate each lead carefully**
- **Implement step-by-step process for follow-up**
- **Assign every lead to a person**
- **Remember it takes time to make the sale**
- **Track leads to conclusion**

# **EXHIBIT SALES**

**According to a recent exhibitor survey by the Jordan Edmiston Group, Inc. (April 2006), leads developed at exhibitions account for 19 percent of a company's total sales -- the bulk of which are generated within nine months after the event.**

# **BODY LANGUAGE**

- **Good eye contact important**
- **Stand, don't sit (unless you're writing a lead or sales order)**
- **Avoid pacing or moving**
- **Never fold your arms**
- **Respect "Personal Territory"**
- **SMILE**
- **Exude positive energy**

# **STAFFING**

- **Peak performance: 4 – 6 hours**
- **Two persons for each 9 square meter exhibit area**
- **Avoid dehydration: Drink lots of water**
- **Eat healthy & don't skip meals**
- **Wear comfortable shoes**

## **STAFFING (2)**

- **Don't eat or drink in the exhibit (except water)**
- **Keep clutter to a minimum**
- **Exercise in place when not talking with prospects**
- **Don't talk on your Cell phone**

# **AFTER THE SHOW**

- **Prepare a thorough critique of every aspect of the event**
- **Compare results with previous events**
- **Report on all sales and/or leads**
- **Carefully monitor the follow-up process**
- **Begin telemarketing, e-mail, and other follow-up procedures quickly**

## **AFTER THE SHOW (2)**

- Calculate your Return On Investment: *Divide the total funds spent on the event by the number of leads generated – or the total sales achieved.*

## **AFTER THE SHOW (3)**

- **Calculate your Return On Objective:**
- ***Perform this for each objective, such as total number of key customer contacts, new leads achieved, amount of renewed business, press contacts made, etc. Compare with other events.***

# **GOOD RESOURCES**

- **WWW.IAEE.COM**
- **WWW.CEIR.ORG**
- **WWW.TRADESHOWSTORE.COM**
- **WWW.UFI.ORG**
- **WWW.TSEA.ORG**
- **WWW.TRADESHOWEXECUTIVE.COM**
- **WWW.TRADESHOWWEEK.COM**
- **WWW.EXPOWEB.COM**
- **WWW.EXHIBITORONLINE.COM**

# **IMPORTANT WEBSITE**

**“Successful Exhibition  
Marketing” by Bob Dallmeyer**

**[http://www.ufi.org/pages/thetradefairsector/howtoexhibit\\_1.asp](http://www.ufi.org/pages/thetradefairsector/howtoexhibit_1.asp)**

**“Nothing beats the  
power of face-to-  
face marketing!  
Nothing!”**