



Present

PSP Expo

New Exhibitor Web-Briefing

**How to Have a Productive
& Profitable Exhibiting Experience**

Participant Learning Objectives

This briefing will...

1. Provide new exhibiting companies and contacts with important information about PSP Expo, its attendees, and the ins and outs of exhibiting.
2. Inform about resources and support available from PSP Expo.
3. Overview the New Exhibitor On-Boarding program.
4. Present 10 big mistakes new exhibitors should avoid.

PSP Expo Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center road map:
 - Step 1. Download planning & implementation tools
 - Step 2. Schedule & complete strategic planning exercises at target timeframes
 - Step 3. Watch on-demand webinars
 - Step 4. Read exhibiting articles for insights and ideas
 - Step 5. Ask our Team of Tradeshow Experts email Q&A



- Bookmark, Share and Access at:
 - <https://www.poolspapatio.com/en/exhibit/current-exhibitors/exhibitor-resources.html>

Exhibitor Support Team At Your Service

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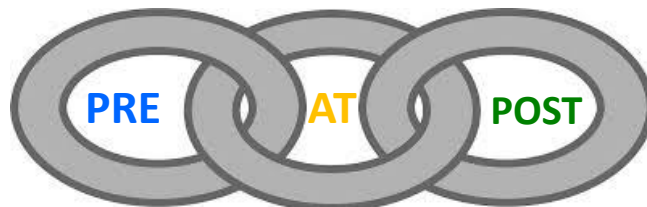
What Are Tradeshows REALLY About?

_____ & _____

Putting your company identity, products, and staff face-to-face with people who can buy your products.

You Must Take Decisive Strategic Action in Three Timeframes

- Not just _____ days!
- At least _____ months!



The Average Exhibitor...

- Spends 95% of pre-show time on show _____.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn't guarantee that you will get anything from the big investment of time and money.

To Generate Value & ROI Focus on 5 Critical Exhibiting Success Factors

1. **OUTCOMES:** Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM objectives and take advantage of opportunities PSP Expo presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, create your value proposition, and use targeted pre & at-show marketing to attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience that secures a commitment to a next action with qualified visitors.
4. **LEAD MANAGEMENT:** Identify what criteria you need to qualify, develop a questions process and tool your staff uses to capture leads, then follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

New Exhibitor On-Boarding Program Helps You Focus on What Really Matters

Step 1. Download Implementation Tools & Planning Exercises

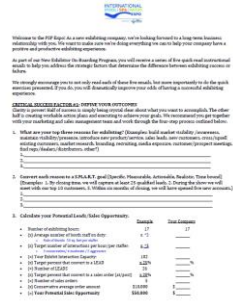
- Tested & Proven Implementation Tools:
 - Exhibiting Cost Control Tool
 - 16 Week Tradeshow Productivity Planning Tool
 - Exhibiting & Financial Performance Metrics Tool

The image shows two spreadsheets. The top one is titled '16 WEEK TRADESHOW ACTION PLAN' and contains a grid with columns for dates and various tasks. The bottom one is titled 'EXHIBITING & FINANCIAL PERFORMANCE METRICS TOOL' and contains a grid with columns for metrics and performance indicators.

New Exhibitor On-Boarding Program (continued)

Step 2. Schedule and DO Planning Exercises

- Five timed instructional exercises guiding you through strategic factors determining success or failure.
 1. 9/12/19 - Define Your Outcomes
 2. 9/19/19 – Identify & Attract Your Ideal Visitors
 3. 9/26/19 - Manage Your Visitor’s Experience
 4. 10/3/19 – Lead Management
 5. 10/17/19 - Measure Your Performance & ROI
- **Watch your email on these dates & DO the exercises!**



How to Calculate Your *Potential Tradeshow Sales Opportunity

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	17	_____
• Average # booth staff **	x 2	_____
• Interactions/hr/staffer ***	x 3	_____
➤ Exhibit Interaction Capacity	102	_____
• Target % convert to a LEAD	25%	_____
• Number of LEADS	26	_____
• Target % convert to a SALES ORDER	20%	_____
• Number of SALES ORDERS	5	_____
• Average sale amount	x \$15,000	\$ _____
➤ POTENTIAL SALES OPPORTUNITY	\$75,000*	\$ _____

***Please note:** This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

** Rule of thumb: 50 sq. feet per staffer
*** 3 conservative/4 moderate/5 aggressive

New Exhibitor On-Boarding Program (continued)

Step 3 & 4. Watch Knowledge Webinars and Read Articles for Insights and Ideas

- Live and On-Demand Topical Webinars Supporting Planning Exercises
 - ✓ **LIVE!** Secrets of the Aisles : How to Avoid the Biggest Mistakes Even Experienced Booth Staffers Make – September 26, 2019
 - ✓ **LIVE!** Inside Your Exhibiting Numbers: Budgeting, Managing Costs, Measuring & Reporting Exhibiting Performance, Value & ROI – October 10, 2019
 - ✓ Increasing Brand Visibility & Driving Qualified Booth Traffic
 - ✓ Improving Tradeshow Lead Management for Higher Sales Conversion
- Read Articles Organized by Topical Areas for Insights and Ideas

Step 5. Ask for Help!

- Ask the Tradeshow Experts Email Q&A

Located on the Exhibitor Success & ROI Center web page - submit your question by email and Jefferson Davis or one of his team of tradeshow experts will respond within 24-48 hours.

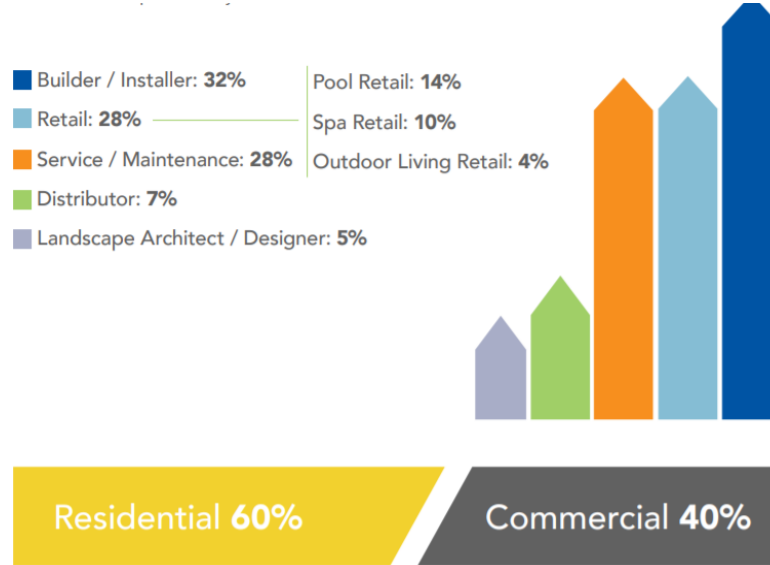


E3 Exhibit Effectiveness Evaluation at PSP Expo

- **During open exhibit hours**, a tradeshow expert visits your exhibit and scores overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product Presentation, and 3) Exhibit Staff
- **Shortly after the show**, you receive a report by email with overall area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.



Who Attends PSP Expo?



What Do PSP Expo Attendees Want?

- To see latest _____, products and trends.
- Focused, relevant, and informative _____ communications to help them plan their visit and get more from their time at the meeting.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Education, experiences, videos and case studies showing products in action to demonstrate capability, performance, and build credibility.

How Do Attendees Behave?

- Tend to **plan ahead**, set agendas and visit booths with products/services that support their current and future interests and needs
- Look forward to _____ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.



Exhibitor Dashboard

- Available online: <https://explore.poolspapatio.com/SignIn>
 - Official Contractors and Forms/Service Manual
 - Deadline Dates
 - Update Contact and Profile Information
 - Exhibitor Service Manual
 - Exhibitor Registration
 - Rules & Regulations
- Pay Careful Attention To:
 - Review all sections of the Exhibitor Dashboard and pay careful attention to deadlines – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
 - Ask us questions at any time.

The screenshot shows the website header for the International Pool Spa Patio Expo. It includes the event logo and dates: EXPO NOVEMBER 5-7, 2019 and EDUCATION NOVEMBER 2-7, 2019, held at the Ernest N. MORIAL CONVENTION CENTER in NEW ORLEANS. Below the header are two sign-in sections. The 'Attendee Sign-in' section offers two options: signing in with an email and password, or with a last name and RegID. It includes input fields for Email, Password, Last Name, and RegID, along with 'Forgot your password?' and 'Sign In' buttons. The 'Exhibitor Sign-in (EAC Sign-in)' section requires a company password/eCode and includes an input field for eCode, a 'Forgot your eCode?' link, and a 'Sign In' button.

Shelby's Suggestions for First-Time Exhibitors

1. **Use Pre-Show Marketing** - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
2. Pay careful attention to **deadlines** – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
3. Don't assume your **orders** have been received. Before you leave for the show, check with Freeman, check with the show organizer, check with your shipping company. Correcting mistakes on the show floor is time consuming and can be expensive.
4. Use free online exhibitor **educational resources**. Use downloadable tools to help manage your tradeshow program.
5. Keep your **contact information** current.
6. **Call** Exhibits staff with ANY questions.

FREE Exhibitor Marketing Opportunities

1. Company listing on the PSP Expo website.
 - Read the “How to Rewrite Your Exhibitor Listing to Drive Booth Traffic” article
2. Company listing on mobile app and printed meeting program.
3. Feathr Customer Invitation Program
4. New Product Introduction Program, promoted on a dedicated webpage/mobile app
5. Booth Activities and Specials Program promoted on show website, distributed in a shared email blast to attendees, and published in show program
6. Digital banners for your website and email signature
7. Networking: Welcome Party, PSP Connect, Power Panel, First Time Attendee Reception
8. Leverage social media:
 - Facebook: <https://www.facebook.com/PoolSpaPatioExpo>
 - Twitter: @PoolSpaPatio, #PSPEXpo <https://twitter.com/PoolSpaPatio>
 - LinkedIn: <https://www.linkedin.com/groups/1963264/profile>
 - Instagram: <https://www.instagram.com/poolspapatioexpo/>

For questions or help, please contact:
Shelby Snelson
shelby.snelson@informa.com

10 BIG Mistakes to Avoid

1. Failure to read the Exhibitor Service Manual.
2. Unrealistic _____.
3. Failure to set clear exhibiting goals.

10 BIG Mistakes to Avoid (continued)

4. Relying on/blaming booth location for success or failure.
5. Failure to pre-market their exhibit.
6. _____ exhibit design and/or layout.
7. Not enough thought given to product/service presentation.
8. Improper _____ behaviors.
9. Poor lead capture and/or follow-up.
10. Lack of time perspective in evaluating show results.

Learn from Every Show and Stay Committed

- Make time to walk the exhibit hall and _____ successful exhibitors.
- Attend FREE educational sessions and social/networking events.
- Use the Exhibit Performance Measurement Tool and do a post-show report to identify key _____ learned so you can do even better at your next show.
- Be patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

Get Ready for a Positive & Productive Exhibiting Experience!

- PSP Expo is one of your most effective marketing and sales media, when viewed and executed properly.
- PSP Expo gives you the resources, road map, tools and support to be as successful as you want to be.
- Use what you learned today and follow the four-step implementation plan on the Exhibitor Success & ROI Center web page.
 - <https://www.poolspatio.com/en/exhibitor/hours/exhibitor-resources.html>

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Turnaround Expert tm**



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.*”

**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**