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**Competitive
Edge** 
“exhibiting excellence”

Present

**Defining & Delivering Your
Attendee-Focused Value Proposition
to Attract Attendees to Your
Exhibit**

Participant Learning Objectives

1. Learn 3 primary reasons people attend tradeshow.
2. Overview 2 types of key messaging.
3. Walkthrough an 8-step content development process.
4. See the process put into action.
5. Know why and how to integrate a combination of low-cost, high-impact marketing media for maximum response.

Top 3 Reasons People Attend Tradeshow

1. _____/Continuing Education/Accrediting
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers/Key Opinion Leaders

**Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic.*

Two Core Types of Messages

1) Attendee-Focused Value Proposition:

A clear and concise message that gives attendees a compelling reason to visit your exhibit...

- By offering a solution to a problem or an opportunity to seize
- By letting the attendee know how much time is required
- And letting the attendee know what they will _____, do, and _____.

2) Unique Selling Proposition (USP):

A clear and concise message that helps attendees quickly understand what makes your company, products/services and/or your exhibit experience different or more valuable than others.

Why are an Attendee-Focused Value Proposition & USP Important?

1. Over-choice
2. _____overload
3. Information overload
4. Short interaction time
5. Competitive presence

**Messaging must be thoughtfully crafted & delivered to counter these challenges.*

8 Step Attendee-Focused Value Proposition & USP

Development Process

1. Define your _____ Customer
 - Type of Companies/Organizations
 - Job Functions/Titles
 - Size
 - Other?

2. Decide what **Solution(s)** you will feature
 - _____
 - Trending/Hot/Top of the Mind
 - Pillar Services/Products

3. Define the **Applications** for featured solution(s)
 - How does the customer use the solution?
 - What are or might they currently be doing or using to address the need for your solution?

4. Define what _____ would prompt them to think about your solution(s)
 - What are problems, frustrations and issues they might be experiencing that would create interest in your solution?
 - What opportunities does your solution create?

5. Define your **Salient** Features & Benefits
 - What are the top 3 features and benefits?
 - What customer needs do each feature and benefit address?
 - What questions could you ask to get the customer to voice a need for each feature and benefit?

6. Define what the attendee will
 - **See**
 - **Do**
 - **Learn**
 - **Get** by visiting your booth

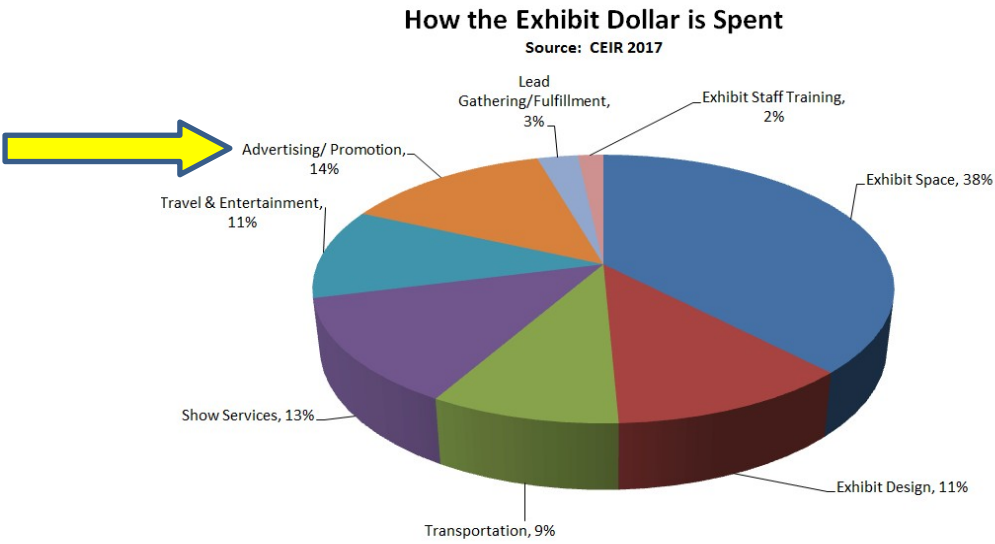
7. Develop **HOOKS** and **CONTENT** based on this analysis and integrate into:
 - Pre/at-show marketing: print, digital, mail, social media, etc.
 - Exhibitor Listing
 - Exhibit graphics
 - Presentation and demonstrations
 - Staff training

Put Into Action Example

1. **Target Customer:** Company Exhibiting at B2B Tradeshows
2. **Featured Solution:** Exhibit Staff Training
3. **Situations:** Big spend, poor booth traffic, low lead count, poor lead quality, ineffective staff behaviors, little or no ROI
4. **Applications:** Pre and at-show staff prep and exhibiting skills training
5. **Salient F&B:** Tradeshows skills training improves staff awareness and performance leading to more traffic, higher quality interactions, higher quality leads and improved ROI.
6. **Differentiated F&B:** Unlike other training that teaches basic “boothmanship”, we teach advanced-level, solution-focused interaction skills tailored to the unique challenges of effectively communicating in the tradeshow environment

7. The attendee will:
- a) **SEE:** a 3 minute funny video showing the biggest mistakes booth staffers make
 - b) **DO:** engage with an interactive touchscreen survey to determine what they feel the biggest mistakes their booth staff are making
 - c) **LEARN:** why booth staffers can make or break the success of the exhibit, what makes a great booth staffer, how to improve their exhibit staff performance
 - d) **GET:** a FREE exhibit staff assessment tool
8. Develop **HOOKS** and **CONTENT** based on this analysis and integrate into:
- ✓ Ask a Pain Question: Tired of spending BIG money on shows with LITTLE results?
 - ✓ Ask Engaging Questions:
 - What do you feel is REALLY limiting your tradeshow results?
 - If your boss asked you to prove your exhibiting ROI, could you?
 - What role does your booth staff play in your tradeshow success?
 - ✓ Test Their Knowledge: How many of these mistakes are your booth staff making?
 - ✓ Make a Strong Statement: People make judgments about your company based on your booth staff behaviors... are they really putting your best foot forward?
 - ✓ Share a Fact or Research:
 - Did you know a CEIR study found that the average exhibitor converts 20% of tradeshow leads to sales? How are you doing?
 - An ASTD study found top performing companies in every market segment invest 3% of revenue in their people
 - ✓ Question a Behavior: You spend a lot of money on your space and exhibit; how much do you invest to make sure your staff uses both wisely?

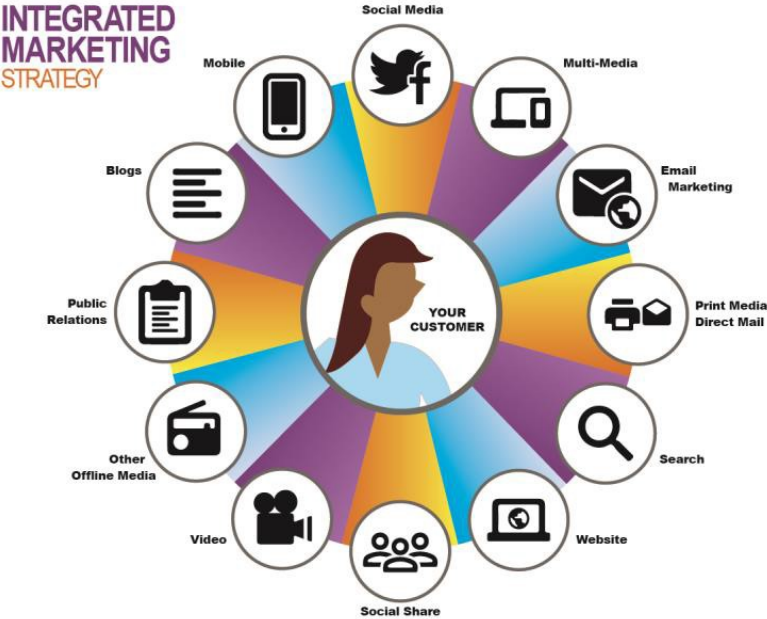
Where the Tradeshow Dollar Goes



Budget Enough Promotion Resources

	Example	Participant
Total Show Investment <i>(10x10 corner space cost x 3)</i>	\$5,500	\$ _____
% for Exhibit Marketing	<u> </u> x .15 at least	x _____
Exhibit Promotion Budget	\$825	\$ _____

When to increase?
 Big show, small booth,
 location concern,
 importance of show,
 match of attendees -
 allocate more!



Analyze & Select Marketing Media

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Print Media
2. Public Relations
 - ✓ Press Releases, Press Kit, News Posts
3. Electronic Media
 - ✓ Email, Internet, Websites, Social Media, Mobile Apps
4. Direct Mail
 - ✓ Letters, Invitations, Postcards
5. Personal Contact
 - ✓ Rep Visits, Phone Calls, Voice Broadcast

FREE Exhibitor Marketing Opportunities

- ✓ Basic exhibitor listing – floor plan and mobile app. Includes product/service description and link to company website
- ✓ Access to show graphics you can use to create your own marketing materials

PAID Show Advertising Opportunities

- ✓ Texas Town & City Ad
- ✓ Inclusion in the Conference Bag
- ✓ Pre-Conference Attendee Mailing List
- ✓ Sponsorship Packages

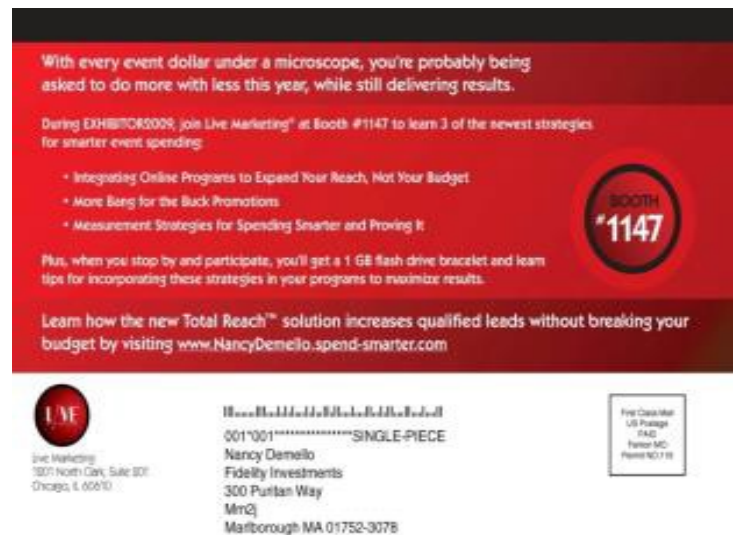
For questions or help, please contact:
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Integrated Pre-Show Marketing Plan Example

Pre-Show Print Advertisement

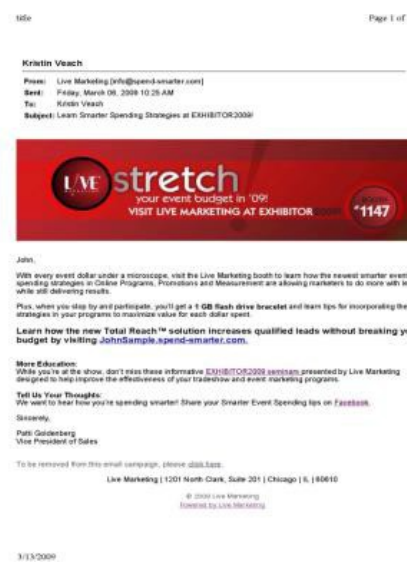


Personalized Postcard Mailer



Integrated Pre-Show Marketing Plan Example (continued)

Personalized Pre-Show Emails to Your House List



Personalized Microsite or Landing Page



Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

TML Commitment to Exhibitor Value, Knowledge, Satisfaction & Success

- Exhibitor Academy:
 - Download and use proven tradeshow management and measurement tools.
 - Schedule and complete pre-show planning exercises (at recommended timeframes).
 - Watch live and on-demand webinars for new ideas, insights and best practices.
 - Read topical exhibiting articles for additional ideas.
 - Ask our team of tradeshow experts for help!



- Bookmark, Share & Access:
 - <https://tmlexhibits.org/exhibitor-academy/>

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.

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.

