Present

How Small Exhibitors Can Get Their Fair Share at WEFTEC

Webinar Discussion Points Include…

1. How small exhibits can make a big impact
2. Money management tips for smaller exhibits
3. 3 areas to focus limited financial resources to gain competitive advantage
4. How to craft and communicate your value proposition
5. Free marketing that drives qualified traffic
6. 5 key things your exhibit must do to get your fair share
7. The power of demonstrations and presentations
8. How to make your booth staff a competitive advantage
9. The secret to capturing quality leads that convert to business
10. How to improve lead follow-up to increase sales conversion
How Small Exhibits Can Make a Big Impact

1. Can’t outspend big exhibits but can outsmart them!
2. Can __________ with upstream/downstream small exhibitors to leverage promotion/event budgets.
3. Usually, not restricted by rigid corporate branding guidelines. Can be more creative in exhibit design.
4. It doesn’t take as many visitors to get an __________.
5. Attendees want the same things from visiting a booth, regardless of size!

Money Management Tips for Smaller Exhibits

1. Budgeting Rule of Thumb – Floor space cost x 3
   - Go floor space x __________
2. Consider the value of a single customer
   - Don’t be afraid to invest a little more!
3. Track your spending carefully – use FREE Cost Control tool
4. Save money everywhere you can:
   - Ship to the _________ vs convention center
     ▶ Check hotel receiving costs
     ▶ Check union labor and convention center rules
   - Bring your own lightweight flooring
   - Buy show offered ________________ packages

3 Areas to Focus Limited Financial Resources to Gain Competitive Advantage
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 goals and take advantage of opportunities WEFTEC presents.

2. **SELECTIVE ATTRACTION**: Identify your target customer, 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 securing a commitment to a next action with qualified visitors.

4. **LEAD MANAGEMENT**: Identify what criteria you need to qualify, develop a qualifying process and capture tool, train your staff to qualify, capture leads and follow-up.

5. **MEASUREMENT & LEARNING**: Use a simple set of performance, value, and ROI metrics to measure performance and results. Learn from the experience.

The Master Key That Virtually Guarantees Exhibiting Success

Get IN THE MIND & ON THE AGENDA of ENOUGH of the RIGHT Attendees Before the Show Opens!

**How to Calculate Your *Potential Sales Opportunity**

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<th>Example</th>
<th>Participant</th>
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<tr>
<td>Exhibiting hours</td>
<td>25</td>
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<tr>
<td>Average # booth staff **</td>
<td>x 2</td>
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<td>Interactions/hr/staffer ***</td>
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<td><strong>Exhibit Interaction Capacity</strong></td>
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<td>Target % convert to a LEAD</td>
<td>25%</td>
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<td>Number of LEADS</td>
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<td>Target % convert to a SALES ORDER</td>
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<td>Number of SALES ORDERS</td>
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<td>Average sale amount</td>
<td>x $25,000</td>
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<td><strong>POTENTIAL SALES OPPORTUNITY</strong></td>
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*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
### Who are the Right People for You? – Focus Area

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<th>Focus Area</th>
<th>Collection Systems</th>
<th>Drinking Water</th>
<th>Water &amp; Wastewater</th>
<th>Wastewater Utilities</th>
<th>Land &amp; Water Systems</th>
<th>Utility Management &amp; Environment</th>
<th>Public Education Information</th>
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Pre-registered attendee mailing lists are available and sortable by these areas!

### Who are the Right People for You? – Reg Type/Organization

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<th>Reg Type/Organization</th>
<th>Exposition Only</th>
<th>Exhibition Only</th>
<th>Full Conference &amp; Expo</th>
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Analyze Your Products/Services to Find Your Attendee-Focused Value Proposition

* Job 1. Grab Attention!
   - __________________
   - __________________
   - Learn

* Job 2. Create Interest!
  Ask: What situations would prompt water quality professionals to think about what you offer?

* Integrate customer situations into your pre-show marketing to grab attention!

Deliver a Clear Value Proposition to Build Desire and Create Action

* ________________: Tired of? Worried about? Struggling with?
* OPPORTUNITY: Interested in? Curious? Want to learn about?
* Give us 5 minutes at WEFTEC Booth #123
* You will SEE
* You can DO
* You will ___________
* Oh by the way, you’ll GET…

Leverage Your Exhibitor Listing on Mobile App & Online Planner
Key Place Attendees Look When Deciding Which Exhibits to Visit

- Primary Purpose of Exhibitor Listing is to Give Readers a Compelling Reason to Visit Your Booth.
- Leverage Keywords
- Be listed in the right categories so attendees see you
- Use your Value Proposition to grab attention, briefly describe what you do, and tell them what they will SEE, DO, LEARN and GET from visiting your booth.
How to Get Your Company Listed Under the Right Categories

1. Visit the Exhibitor Toolkit at https://weftec.org/exhibit/exhibitortoolkit/exhibitor-forms/
2. Submit the Exhibitor Directory Form including the long description and product categories.
3. Upload up to 5 PDFs to your App listing

Submit your directory form to take advantage of the search features in our new mobile app:
- Category filters
- Powerful search engine

Download the mobile app at https://www.weftec.org/weftecmobile/

Use the C/P/S Pre-Show Marketing Process to Fill Your Booth With Qualified Visitors

Work the C/P/S Triangle

Suspects
Open Door

Prospects:
Advance to Next Step

Customers
Relationship Management – Probe for Opportunity
Ears to the Ground for Change – Advocacy
Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific ______________ for each name on the list.
3. Contact them ______ times before the show through various media: email, phone, social media, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the show.
5. Consider creating a contest to reward the person getting the most of their list to the show.

Use FREE WEFTEC Exhibitor Marketing Opportunities

1. Company Profile in conference Mobile App and Exhibitor Directories. (Deadline late July for all print.) Optimize categories and keywords.
2. Logos and graphics that identify your company as an official exhibitor, for use on your website and your own company communications.
3. Complimentary VIP Guest Invites portal - free customized invite service across multiple media (email, social media, web)
4. Complimentary pre-registered & previous year attendee mailing list. (Must be an exhibitor.)
5. Networking: Hospitality Hour, Mix With Members, The Huddle Room
6. Press Kits may be dropped off in Press Room or submitted online. Press list available in August.
7. Leverage social media:
   - Facebook:  https://www.facebook.com/WEFTEC/
   - Twitter:  @WEFTEC, #WEFTEC19, https://twitter.com/WEFTEC
   - LinkedIn:  https://www.linkedin.com/groups/2689576/profile

For questions or help, please contact:
Stefanie Walter – swalter@wef.org – (703) 684-2414
Free Marketing Tools – VIP Guest Invites

![VIP Guest Invite Image]

**VIP Guest Invites**

*Invite your customers and prospects to WEFTEC 2019 with a FREE Expo Registration!*

**Invitation Options**

- Your Promo Code & Reg Link
- HTML, Email & Web Invite
- Banner Graphics & Downloads
- Social Media Sharing

Get your unique Promo Code and Registration Link which can be shared with customers and prospects to invite them to join you at WEFTEC 2019 as your guest.

**Welcome**

- COMPANY NAME: [Your Company Name]
- WEB ADDRESS: [Your Website]
- MEDIUM NUMBER: [Your Contact Number]

Your Promo Code & Registration Link

Share your unique promo code and registration link with customers and prospects to invite them to join you at WEFTEC 2019 as your guest.

Promo Code: EVITE1234

Invite Registration Link: [https://www.WEFTEC.org/Register](https://www.WEFTEC.org/Register)
Free Marketing Tools – VIP Guest Invites (continued)
**5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION**

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

**6 Ways to Make Your Exhibit MORE VISIBLE**

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of ______________
5. Interactivity & Engagement
6. Proactive Booth Staff

**The Power of Demonstrations & Presentations – The #1 Way Attendees Want to Engage With Exhibits**

* A well-planned presentation/demonstration can:
  - Increase qualified leads by 2 to 4 times.
  - Increase awareness by 5 to 10 times.
  - Positively influence opinions and purchasing intentions.

Source: Live Marketing Statistics

* 51% of tradeshow attendees say product demos increase their recall of exhibits visited.

Source: Exhibit Surveys
The Power of Demonstrations & Presentations

1. Hands-on product demonstrations
2. Interactive computer, tablet or video presentations
3. Small educational __________________
4. Visually support feature/benefit messaging

Demonstration/Presentation Strategies

➢ Prove your claims.
➢ Demonstrate your key __________________.
➢ Recreate a scenario, experience or situation.
➢ Let them tinker.
➢ Show before and after.
➢ Show old way versus new way.
➢ Make them guess to learn.
➢ Challenge attendees’ knowledge and skill.
➢ Provide unique or comfortable places for the demo.
Make Your Booth Staff a Competitive Advantage

1. Best People Forward!!!

2. Accountable for Interaction and ______________ Goals

3. Proactively Engage Attendees
   – Greet - Welcome - Meet - Discover
   – Stand - Open Posture - Smile

4. Get Out of Unqualified Conversations
   – Thank them and _______ ________
   – Give them something
   – Direct them to another booth

5. It's Not What You Tell, It's What You Ask!
   – Know ___________________ in advance
   – Ask easy questions first
   – Use more open-ended questions
   – Use their name

6. Less is More! Hit visitor’s information bulls-eye.
   – Ask about ___________________ and what they want to learn about
   – Use feature/benefit language
   – One message at a time
   – Keep it short
The Secret to Capturing Higher Quality Leads that Convert to Business

1. If you’re not selling, leads are the real product!

2. Define what a tradeshow lead really is
   - Information rich
   - ____________________________ next action step

3. Capture More Information
   - Identify what information would qualify a lead.
   - Take good notes.

4. Improve Lead Capture Device
   - Rent lead capture device.
   - Invest in custom qualifiers.

How to Improve Lead Follow-up to Increase Sales Conversion

1. Develop your lead follow-up plan ____________ the show.

2. Get the visitor to collaborate and commit to a clear next action while in the booth.

3. Send follow-up information FAST.

4. Mail ____________________________ thank you notes to top quality leads.

5. Connect on LinkedIn – review profile – join relevant groups.

6. Use LinkedIn In Mail. Higher open rate!

7. Keep in touch over time.

8. Don’t always be selling – Find ways to add value to their business, and their life.
What were the three most important ideas you learned in this webinar?

1.________________________________________________________________________
2. _________________________________________________________________________
3. _________________________________________________________________________

**WEFTEC Commitment to Exhibitor Value, Knowledge & Success**

- Exhibitor Success Resource Center web page
  5 Steps to Exhibitor Success map:
  - Download and use the proven tradeshow management and measurement tools.
  - Schedule and complete five pre-show planning exercises (at recommended timeframes).
  - Watch the 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 FREE help!
- Bookmark, Share and Access at:
  ➢ https://www.weftec.org/exhibit/exhibitor-toolkit/ESRC/

**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.

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