

While branding, market visibility and awareness are key benefits of exhibiting, the real payoff comes from getting face-to-face contact with enough of the right people during the show.

CRITICAL SUCCESS FACTOR #2: IDENTIFY & ATTRACT YOUR IDEAL VISITORS

When it comes to trade shows, it's important to understand two things: 1. you have a limited amount of capacity for face-to-face interaction, and 2. not everybody attending APIC Annual Conference & Exposition are the right people for you.

The principle of **Selective Attraction** is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

1. Who are the right people for you?

- Relationship with company? Customers/Dealers-Distributors/Prospects in Funnel/New Contacts/Other? _____
- Practice Setting? _____
- Job Titles and Functions? _____
- Geographical Locations? _____
- Other? _____

2. How much is enough? Calculate your **Exhibit Interaction Capacity** using the formula below:

	<u>Example</u>	<u>Your Company</u>
Number of exhibiting hours:	10	10
(x) Average number of booth staff on duty: <small>* Rule of thumb: 50 sq. feet per staffer</small>	x *2	_____
(x) Target number of interactions per hour/per staffer: <small>* 3 conservative/ 4 moderate / 5 aggressive</small>	x *4	_____
(=) Your Exhibit Interaction Capacity:	80	_____

3. What specifically are you going to do between now and show time to make sure your company is "in their mind" and "on their agenda"?

- What list sources will you use? Consider internal and external sources.
- What is your message or reason why they should visit you?
- What will they SEE – DO – LEARN – GET by visiting your booth?
- What media will you use and when?
 - Pre- and At-Show: Email, Social Media, Direct Mail, Phone Calls, Print Ads, Web Ads, Public Relations, Banners/Signs, Mobile app
 - In-Booth: Events, Literature, Giveaways

4. Create a marketing calendar to help you manage your pre-show marketing program.

Example:

Media	Subject/Message	Product/Service	Send Date	Cost
Email 1	Learn how to solve...	Product 1	8 weeks prior-1/1/XX	\$
Postcard	Free sample of our new...	Product 1	6 weeks prior-1/15/XX	
Email 2	See our new widget in action..	Product 2	4 weeks prior-2/1/XX	
Facebook	Operate our new widget...	Product 2	4 weeks prior-2/1/XX	

For a deeper dive on this critical exhibiting topic, please be sure to read these educational materials on the Exhibitor Success & ROI Center:

- **Read:**

- Discover & Deliver Your Attendee-Focused Value Proposition
- High Impact Pre-Show Marketing
- How to Rewrite Your Exhibitor Listing to Drive Booth Traffic
- Making Sponsorships Support Business Objectives and Deliver More Value

The Exhibitor Success & ROI Center is your one stop place to access critical knowledge tools and resources. Please be sure to visit and share the link with everyone involved with your exhibit program.



Got Questions About Completing this Exercise?

Email your questions to Jefferson Davis, Trade Show Productivity Expert Jefferson@tradeshowturnaround.com