



Present

Webinar 1 of 3

Improving Your Pre-Show Planning & Marketing Strategies

Participant Learning Objectives:

*By the end of this webinar,
you will...*

1. Hear important information about the SHOT Show.
2. Learn how to use Exhibiting by Objectives to plan for tradeshow results.
3. Learn how to use an eight-step Exhibit Marketing planning process to identify and attract enough of the right people to your exhibit.
4. See what an integrated SHOT Show exhibitor marketing campaign looks like for various sizes of exhibitors with various objectives.

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Want to Make it **BIG** in Show Business?

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"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as "*a burst of focused and positive, can do energy*", Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

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- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

2211 Houston Branch Road
Charlotte, NC 28270
Phone: 800-700-6174
Fax: 704-814-7366
www.tradeshowturnaround.com

SHOT Show Update

- Based on feedback from attendees and exhibitors, the SHOT Show® has been enhanced to offer everything you need to stay competitive regardless of your market or current economic conditions.
- SHOT Show has again been named one of the fastest-growing trade shows in North America as classified by Trade Show Week.

Overview of SHOT Show Exhibitor Resources

- National Shooting Sports Foundation: Owners of the SHOT Show
 - <http://www.shotshow.org/en/National-Shooting-Sports-Foundation-NSSF/>
- On-Line Exhibitor Manual ; *Available now!*
 - <http://www.shotshow.org/en/Exhibitor-Information/Online-Exhibitor-Manual-/>
- Advertising Opportunities
 - <http://www.shotshow.org/en/Exhibitor-Information/Advertising-Opportunities/>
- Maximizing Press Opportunities at the SHOT Show
 - <http://www.shotshow.org/en/Exhibitor-Information/For-Registered-Exhibitors/>
- Exhibitor Toolkit – Show Directory Listings
 - <http://www.shotshow.org/toolkit>

Important SHOT Show Rules

1. Attendance at the SHOT Show is RESTRICTED to the shooting, hunting and outdoor trade and commercial buyers and sellers of military, law enforcement and tactical products and services ONLY. The show is not open to the public, and NO one under age 16 shall be admitted (including infants).
2. Admission to the show requires government issued photo identification *plus* documentation demonstrating trade affiliation. Show exhibitors and media subject to different credentialing requirements.
3. Show badges constitute a limited revocable license to attend the current SHOT Show. Badges CANNOT be reproduced, transferred or resold. There is a \$100 fee to replace lost or stolen badges. Limit one (1) free reprint per person during the show. Badges are the property of the National Shooting Sports Foundation and may be revoked by show management at any time for any reason.
4. NO Photography – STRICTLY ENFORCED! Photography or video recording at the show is prohibited except by those with valid media badges or other authorized individuals. Surveillance equipment is in use 24/7.
5. NO Solicitation.
6. NO personal firearms or ammunition allowed. Only firearms on display by exhibitors whose firing pins have been removed (and have been inspected by SHOT Show Safety Advisors) will be permitted on the show floor.
7. NO loud, abusive, or defamatory language, harassment or other unprofessional or inappropriate behavior.
8. Show management NOT responsible for injuries, property damage or loss of any kind, or for any other incidents, directly or indirectly connected with attending the show. Attendees assume all business and personal risks before, during and after the show.
9. Attendees and their belongings may be searched at any time during the show. Attendees consent to such searches and waive any related claims that may arise. If an attendee refuses such searches, attendee may be denied entry or be removed from show premises without refund or other compensation.
10. Attendees grant show management permission to utilize their image, likeness, actions and statements in any live or recorded audio, video, or photographic display or other transmission, exhibition, publication or reproduction made of, or at, the Shot Show in any medium or context without further authorization or compensation.
11. These attendance rules are applicable to all show “attendees” including regular attendees, exhibitors, media and guests. Show management shall have sole discretion over admission at all times and shall strictly enforce all show rules. Attendees agree to abide by these attendance rules, as well as all other rules applicable to their badge type, which may be updated at any time. Violators risk immediate confiscation of their show badge without refund and removal from the premises. Violators will not be allowed re-entry.

Personal Firearms Carry Policy

Per Sands Expo Convention Center (SECC) policy, personal firearms or ammunition are not allowed. Only firearms on display by exhibitors whose firing pins have been removed (and have been inspected by SHOT Show Safety Advisors) will be permitted on the show floor.

Understanding the SHOT Show Attendee

1. **Who attends?**
 - Retailers, Law Enforcement, Importers/Exporters, Wholesalers/Distributors, Outfitters, U.S. Armed Forces, members of the media and other industry professionals
2. **How many?**
 - 50,000+ industry professionals attend SHOT each year.
 - 48,907 in the 2009 show - 25,384 were retailers and other - Exhibiting personnel 22,098 – and a record 1,425 members of the media
 - Total attendance up from Orlando 2007 show - number of buyers increased 5 percent
3. **Why they attend?**
 - Attendees come in search of the newest products & trends, to put faces to the names they already do business with and to network with industry peers at the largest gathering of our industry.
4. **What's unique about these attendees?**
 - Attendees are loyal to the SHOT Show and the industry. Over 2,000 attendees have attended the SHOT Show for 4 consecutive years. Attendees at the SHOT understand that the show is not only important to their business but it's important to the future of our industry.

SHOT Show Exhibitor Service Kit

- The On-Line Manual is now live.
See it here: <http://www.shotshow.org/en/Exhibitor-Information/Online-Exhibitor-Manual/>
- Key things to pay careful attention to:
 - Exhibitor Action Checklist
 - Move-in/Move-out schedules
 - Display Regulations & Product Eligibility Regulations
 - New ExpoEase Package Programs:
 - Save 10% on drayage by prepaying before December 23rd, 2009
 - Special booth rental packages available
 - Attendance Rules (page 4 of workbook)

General Service Contractor & Other Key Show Vendors

- General Contractor →Freeman
- Utilities (electrical, internet, telecommunications, cleaning) →Sands Expo (SES)

The Importance of Getting Strategic In Pre-show Planning

- Average exhibitor spends _____ of pre-show time on logistics.
- Focusing solely on logistics only ensures that you _____ the SHOT Show.
- You must invest more pre-show time on _____!

Four Strategic Pillars of a Results-Focused Exhibit

1. **OUTCOMES:** Use Exhibiting by Objectives to support your company's sales and marketing objectives and take advantage of the opportunities tradeshows present.
2. **ATTRACTION:** Develop processes to identify and attract _____ of the right people to your exhibit.
3. **EXPERIENCE:** Deliver a high-quality visitor experience that gains a _____ to a next action step with all qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to purchasing action and _____ and report results.

6 Step Exhibiting by Objectives Process

1. Identify key departments & stakeholders and get them thinking about how they can best use the show to support/accelerate their objectives.
2. Schedule a “_____” meeting
3. Identify Your Top Three _____ for Exhibiting
4. Convert Reasons to SMART Goals
 - Specific
 - Measurable
 - Actionable
 - Realistic
 - Time Bound

➤ *Example: By the end of the SHOT Show we will have captured at least 100 qualified leads.*

5. Create Written Action Plans

- Goal
- Strategy
- Tactics or actions
- Responsibility
- Timeline
- Budget

6. Communicate, Schedule, Execute and Conduct Regular Progress Checks

- *Best Practice: Create a week by week show checklist*
- *For a FREE 16 week checklist email info@tradeshowturnaround.com*

Why You MUST Execute a Targeted Exhibit Marketing Plan

1. _____ your exhibiting investment
2. Position your exhibit program for _____
3. Motivate your booth staff
4. “Out-market” your competition
5. _____ to changing attendee behaviors
6. Support corporate marketing goals
7. Achieve ROO and gain ROI

How Have Tradeshow Attendee Behaviors Changed?

1. Spending fewer number of days at the show
2. Sending higher level personnel
3. Preplanning visit: _____% *arrive with an agenda*
4. Stopping at ___ - ___ exhibits on average
5. 50% of exhibit stops are _____.

- *In spite of all this, less than _____% of exhibitors execute a well conceived exhibit marketing plan!*

8 Step Exhibit Marketing Planning Process

1. Determine Corporate Marketing Goals
2. Identify Target Visitor(s)
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Marketing Resources
5. Build Target Visitor Lists
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results

Step 1. Determine Corporate Marketing Goals

1. What are you trying to accomplish?
 - a. Brand Awareness & Visibility
 - b. New Product/Service Introduction
 - c. Relationship Building
 - d. Brand Positioning - Differentiation
 - e. Lead Generation
 - f. Purchase Consideration
 - g. Generate Sales (at and/or post show)
 - h. Other?

My Top 3 Goals:

1. _____
2. _____
3. _____

Step 2. Identify Target Visitors

- Who do you want to interact with?

A. Type of Business/Organization

Media, Firearms Retailer Domestic, Firearms Retailer International, Independent Archery Retailer, Multi-Line Sporting Goods Store, Specialty Retailer, Mass Merchandise/Chain Store, Hardware Store, Pawn Shop, Catalog/Mail-Order/Ebusiness, Shooting/Hunting Facility, Paintball, Gunsmith, Association/Non-Profit/Org, Law Enforcement/Government, US Armed Forces, Safety/Security, Wholesales/Distributor, Manufacturer's Representative, Manufacturer/Supplier, Advertising/Publishing, Public Relations, Marketing Research, Business Services, Financial Services, Legal, Firearms Examiner, Instruction/Training/Education, Conservation/Wildlife, Outfitter/Guide, Taxidermist/Game

B. Job Function/Title

Product Category Buyer, Owner/Partner, President/Exec. Officer, Vice President, Director, Manager, Sales Personnel, Officer/Service

C. Geography

Attendees at SHOT represent 98 different countries not including the US & Canada.

D. Product Interest

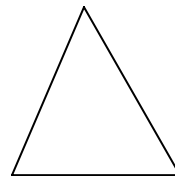
Air Gun/Air Soft, Ammunition, Archery, Cabinets/Safes/Locks, Clothing, Cutlery, Electronics, Firearms/Components, Firearms Maint/Access, Footwear, Game Equipment, Holsters/Leather Goods, Law Enforcement/Tactical, Optical/Eyewear, Outdoor Equip/Camping, Paintball, Pet Products, Range Equipment, Reloading, Scents/Lures

E. Sales Volume

- Up to \$50,000
- \$50,001 - \$99,000
- \$100,000 - \$999,999
- \$1,000,000 - \$2,000,000
- \$2,000,001 and over

Three primary types of lists:

1. _____
2. _____
3. _____



Step 3. Calculate Exhibit Interaction Capacity

- Exhibiting Hours
- Booth Staff on Duty x
- Total Staff Hours
- Interactions/Hour/Staffer x
- Exhibit Interaction Capacity

Step 4. Budget Enough Marketing Resources

| | |
|--------------------------|--------------|
| Total Show Investment | \$ |
| % for Exhibit Marketing | <u>x .15</u> |
| Exhibit Marketing Budget | \$ |

When to increase? Large show, small booth, off the beaten path, importance of show, the more you should allocate!

Step 5. Build Target Visitor Lists

- **Best Tradeshow List Sources:**
 1. Pre-registered show attendee lists
 2. Post-show (or previous show) attendee lists
 3. Company database
 4. Recent inquiries
 5. Distribution channel partner lists
 6. Trade publication lists

- **Success Tip:** Try to make your list at least 3 to 5 times your Exhibit Interaction Capacity.

Step 6. Analyze & Select Marketing Media

- **Five Key Considerations for Media Selection:**
 1. Show Goals
 2. Budget
 3. Capabilities
 4. Timing
 5. Target Audience - what media your audience pays attention to & will most likely respond to

- **Four “C’s” to marketing success:**
 1. Combination of show and industry specific media
 2. Compelling message and consistent design theme
 3. Communicate four specific messages
 1. Who
 2. What
 3. Why
 4. How
 4. Creative frequency: Land *at least* three direct hits leading up to show time

- **General Marketing Media Options:**
 1. Print & Display Advertising
 - * Show Specific and Industry Specific Media
 2. Public Relations
 - * Media Contacts, Press Release, Press Kits, Conferences
 3. Electronic Media
 - * Web 2.0, Email, Phone, Voice Broadcast, Fax
 4. Direct Mail
 - * Letters, Invitations, Postcards, Brochures
 5. Personal Contact
 - * Rep visits, telephone calls

- **Evaluate New Marketing Media:**

1. Virtual Exhibits and Matchmaking programs
2. Personalized Postcards
3. Personalized URL's (PURL's)
4. HTML email
5. Audio/Video email
6. Voice broadcast
7. Micro/landing sites with survey & appointment enablers
8. Social media: Linked-in, Plaxo, Facebook, Twitter, You Tube
9. Blogs
10. Podcasts

- **Evaluate SHOT Show Exhibitor Marketing Opportunities:**

- **Pre-Show Tracker** - Reach All Pre-Registrants For the SHOT Show.
- **Show Special** - Drive traffic to your booth by offering a Show Special. Printed in three areas: The Tracker, the Show Directory Tab and under your company's alphabetical listing all for one low price!
- **Directory** - The official SHOT Show Directory is a handy reference used all year. By placing an ad in the directory you are ensuring potential clients.
- **Web Site Promotions** - The SHOT Show Web site provides a great opportunity for you to highlight your company.
- **New Product Center** - The key attraction for buyers and media at the SHOT Show is the New Product Center.
- **Signage Banners and Meter Boards** make big advertising statements.
- **Sponsorships** - Stand out from the crowd through advertising and promotional sponsorships.
- **Literature Kiosk** - This kiosk located in a high-traffic area at the show is where attendees browse through product literature.
- **Meeting Rooms** - Meeting rooms are available for your hosting needs, whether it's a breakfast or luncheon meeting or an end-of-show cocktail party.
- **NEW: Exhibitor Show Specials Program**
New for 2010: SHOT Show will launch a new NO COST marketing program that allows exhibitors to highlight their show specials & deals to qualified attendees. Use this program to send an email invitation or postcard to current customers & prospects, or purchase a SHOT Show attendee list and call out your Show Specials. Send a personalized postcard or email blast with your information and a quick and easy link to show information and registration.

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Program: *Small Exhibitor*

- 10 x 20 in line booth
- Budget: \$3,000
- Goals: Market Visibility & Awareness – Lead Generation – Sales
- Media:
 - ⇒ Rent & mail targeted pre/post-show attendee list (\$500 min list order + \$1 per postcard)
 - free postcards available from Reed Exhibitions
 - ⇒ ¼ page B&W ad in directory and buyers guide (\$1,230)
 - ⇒ Hot button on show website (\$895)
 - ⇒ E and Onsite literature pocket (\$495)

Sample Exhibit Marketing Program: *Medium Exhibitor*

- 20 x 20 walk through booth
- Budget: \$10,000
- Goals: Branding – New Product Introduction/Media Relations – Lead Generation
- Media:
 - ⇒ Acquire media list from NSSF – do press releases – bring press kits
 - ⇒ Rent & mail targeted pre/post-show attendee list (\$500 min list order + \$1 per postcard)
 - free postcards available from Reed Exhibitions
 - ⇒ Full page 4c ad in The TRACKER pre-show magazine (\$3,045)
 - ⇒ ½ page 4c ad in directory and buyers guide (\$2,870)
 - ⇒ ½ page 4c ad in New product center directory (\$1,050)
 - ⇒ Skyscraper ad on show website (\$1,600)
 - ⇒ New product center tabletop showcase (\$430)
 - ⇒ New product directory photo (\$190)
 - ⇒ New product photo on web (\$190)

Sample Exhibit Marketing Program: *Large Exhibitor*

- 40 x 60 island booth
- Budget: \$50,000+
- Goals: Branding – CRM – Drive Volume Booth Traffic – Lead Generation
- Media:
 - ⇒ Rent & mail targeted pre/post-show attendee list (\$500 min list order + \$1 per postcard)
 - free postcards available from Reed Exhibitions
 - ⇒ Full page 4c ad The TRACKER pre-show (\$3,045)
 - ⇒ Full page 4c spread in show directory (\$6,120)
 - ⇒ Skyscraper ad on show website (\$1,600)
 - ⇒ Sponsor Official Show Bags (\$12,600)
 - ⇒ Registration Area Handout Exclusive (\$6,800)
 - ⇒ Customer Meeting Rooms (2) ½ days (\$3,600)
 - ⇒ Shuttle Bus signs (10 buses) (\$12,600)

Step 8. Measure Exhibit Marketing Results

- What media did we use?
- When?
- What was the response rate to traceable media?
- What was the media cost, number of impressions and/or response and cost per response?
- What did we learn
- What will we use for our next show?

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Jefferson Davis
Host and Trade Show Expert

Greg Topalian and John McGeary
Trade Show Professionals

Beth Blake
Trade Show PR Specialist

Blair Singe
Sales Trainer

“Trade Show Success” comes in 3 Modules:

Part 1: PRE-SHOW:
Plan for Profit

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