

AAPM2016



Present

Building Brand Awareness & Driving Qualified Booth Traffic

How to Attract Enough of the Right Attendees to Your AAPM Exhibit

Participant Learning Objectives:

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

1. Discuss how attendee behaviors have changed and why you **MUST** market your exhibit to be successful.
2. Walk through a proven-effective exhibit marketing planning process.
3. Overview AAPM exhibitor marketing resources available.
4. Review an example of an integrated exhibit marketing campaign in action.

What Really Drives Business Growth?

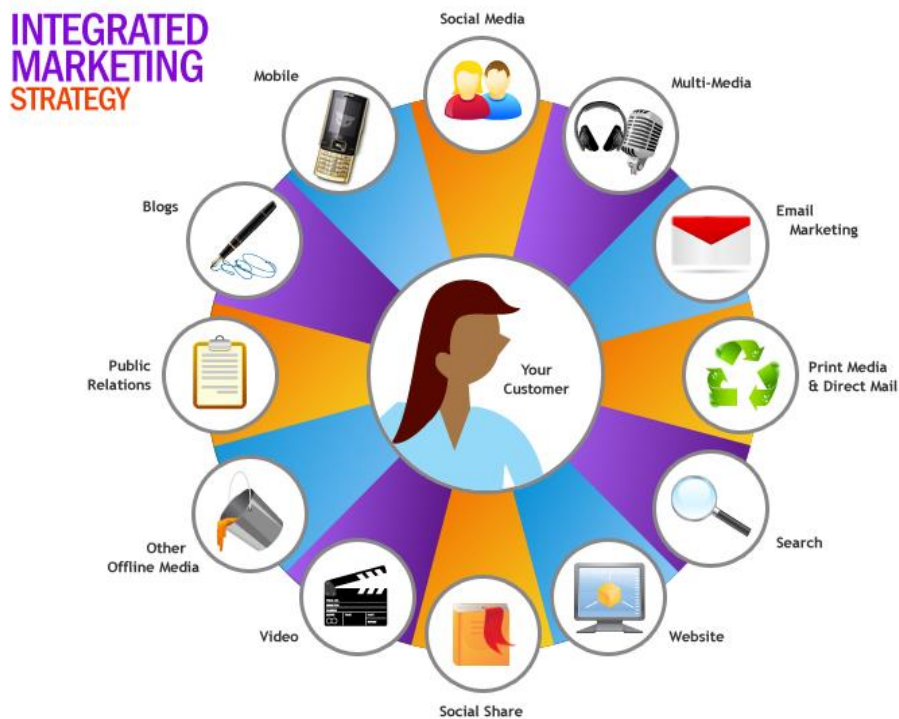
Peter Drucker said...

1. M_____
 2. Innovation
- *Everything else is an expense!*

What is the Key to Marketing Success?

Jim Rohn said...

1. Have Something GOOD to Say
 2. Say it WELL
 3. Say it OFTEN
- And I will add...*
4. Say it through _____ Media



Critical Business Success Factor

- How important is the medical market to your company?
- How important is face-to-face contact with your market in terms of...
 - ✓ Customer Acquisition?
 - ✓ Customer Retention?
 - ✓ Growing Your Business?

Tradeshows are about...

_____ & _____

4 Dynamics That Are Difficult to Replicate Through Any Other Channel

- Customers/prospects come to you
- With a relatively _____ mind
- In your space
- In an environment hyper-conducive to talking & ultimately doing business

Focus on Critical Exhibiting Success Factors

1. **OUTCOMES:** Set goals that support your company sales and marketing, and CRM objectives and take advantage of the opportunities AAPM Annual Meeting & Exposition presents.
2. _____ **ATTRACTION:** Develop marketing processes to identify and attract enough of the right people to your exhibit.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with all qualified visitors.
4. **FOLLOW-THROUGH & MEASUREMENT:** Follow-through to convert visitor commitments to action, ideally purchasing, and measure and report results.

How Tradeshow Attendee Behaviors Have Changed

1. Registering closer to the show.
 2. Spending fewer number of days at shows.
 3. Looking for more content and useable information.
 4. Preplanning visit: _____% *arrive with an agenda.*
 5. Visits 26-31 exhibits on average.
 6. 50% of exhibit stops are _____.
- *In spite of all this, less than _____% of exhibitors execute a well-conceived pre-show marketing plan!*

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

Exhibit Marketing: 8 Step Planning Process

1. Determine Exhibiting Goals
2. Identify Target Visitors and Build Target Visitor Lists
3. Calculate EXHIBIT INTERACTION CAPACITY
4. Budget Enough Promotion Resources
5. Create Compelling Messaging
6. Analyze & Select Marketing Media
7. Execute Integrated Exhibit Marketing Plan
8. Measure Results



Step 1. Determine Exhibiting Goals

1. What are you trying to accomplish?
 - a. Company/Brand Awareness & Visibility
 - b. New Product/Service Introduction
 - c. Relationship Management and Building
 - d. Brand Positioning - Differentiation
 - e. Educate
 - f. Lead Generation
 - g. Sales and Business Development
 - h. Thought Leadership
 - i. Other?

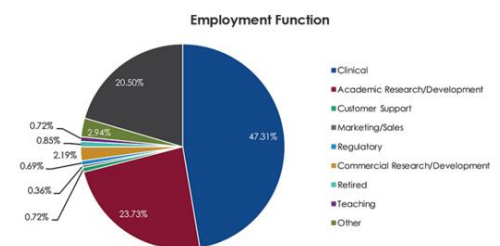
Our Top 3 Exhibiting Goals:

1. _____
2. _____
3. _____

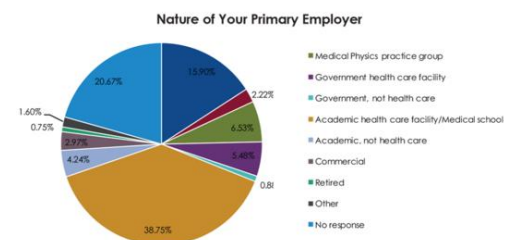
Step 2. Create Ideal Visitor Profile

- Who do you want to interact with?

- Company Type
- Job Function
- Location
- Other?



- ACTION: What types of attendee do you want to see?



Attendee information available online at:
<http://www.aapm.org/meetings/2016AM/Exhibits/>

Identify Target Visitors

The C/P/S Triangle



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 using various media: email, phone, 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 shows.

Build Target Visitor Lists

Best Tradeshow List Sources:

1. *Pre-registered attendee list
2. Previous or Post-show attendee lists
3. Company database (C/P/S model)
4. Previous show(s) booth visitor lists
5. Recent inquiries
6. Distribution channel partner lists
7. Trade publication readership lists

*** Pre-registrant mailing list available for only 20-30 cents per name. Email address included if registrant gave consent. One time use only.**

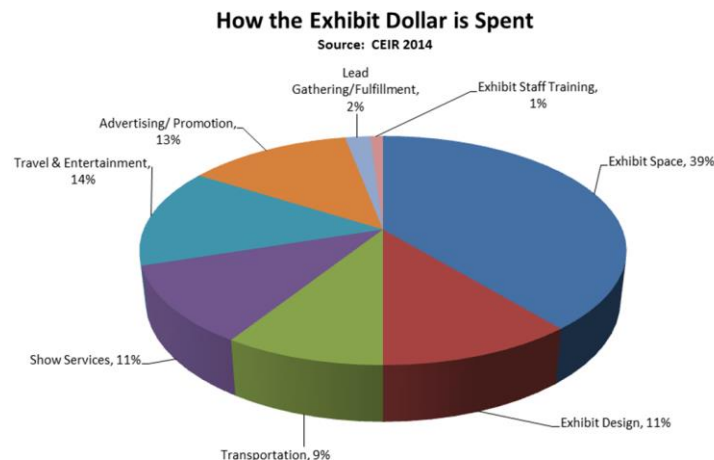
Step 3. Calculate Exhibit Interaction Capacity

	<u>Example</u>	<u>Participant</u>
– Exhibiting Hours	27.5	27.5
– Booth Staff on Duty	x <u>2</u>	x _____
– Total Staff Hours	= 11.5	= _____
– Interactions/Hour/Staffer	x <u>3-5</u>	x _____
– Exhibit Interaction Capacity	= 165-275	= _____

➤ **Success Tip:**

- Try to make your list at least _____ times your Exhibit Interaction Capacity.

Step 4. Budget Enough Promotion Resources



	Example	Participant
Total Show Investment	\$10,000	\$ _____
% for Exhibit Promotion	<u> .15 </u> at least	x _____
Exhibit Promotion Budget	\$1,500	\$ _____

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

Step 5. Craft Compelling Messages that Interrupt and Engage

- * Interrupt Them!
 - _____
 - Problematic
 - Familiar
 - Unusual
- * Communicate Relevance and Importance
- * Ask: *What situations would prompt them to think about what you offer?*
 - ...dangle situations!
- * Position visiting exhibit as the place to _____, _____, _____ and _____.

Step 6. Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. **Captivating** message and _____ design theme.
2. **Combination** of show, industry and direct marketing media.
3. **Communicate** four specific messages:
 1. What you do
 2. Why they should care
 3. Who you are
 4. Where and how to find you
4. **Creative Frequency:** Land *at least* ____ direct hits leading up to show time.

General Marketing Media Options:

1. Print & Display Advertising
 - ✓ Show Specific and Industry Specific Media
2. Public Relations
 - ✓ Request Media Contact List, Submit Electronic Press Kits
3. Electronic Media
 - ✓ Internet, Websites, Social Media, Email, Voice Broadcast
4. Direct Mail
 - ✓ Letters, Invitations, Postcards, Brochures
5. Personal Contact
 - ✓ Rep Visits, Telephone Calls

Low-Cost High-Impact Marketing Media Options:

1. Personalized Postcards
2. Personalized URL's (PURL's)
3. Audio/Video Email
4. Voice Messaging
5. MicroSites with Needs Assessment & Appointment Enablers
6. Social Media: Facebook/Twitter/Instagram/YouTube/LinkedIn
7. Blogs
8. QR Codes

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities

1. Company name, contact info and link to company website on AAPM Annual Meeting's floor plan
2. Company name, contact info, website and brief description in online and printed Buyers Guide
3. Exhibitor Event announcements, online
4. Virtual Press Room
5. Use AAPM social media:
 - Twitter: @aapmhc

For questions or help, please contact:
Rachel Smiroldo
(571)298-1230 rachel@aapm.org

PAID Show Advertising & Sponsorship Opportunities

Advertising:

- Attendee Mailing List
- Banner Ad on AAPM Annual Meeting Website
- *Medical Physics* Magazine Ad
- Mobile App Ad
- Enhanced Listing on Mobile App
- Wide Emotion Media Wall
- Hotel Door Drops

Sponsorships:

1. **Items:** Attendee Tote Bags, Lunch Bundle Vouchers, Hotel Key Cards
2. **Special Events:** New Member Symposium Refreshment Break, Exhibit Hall Morning & Afternoon Breaks
3. **Show Floor/Convention Center:** Internet & Meeting Evaluation Centers, Mobile Device Charging Centers

For questions or help, please contact:
Rachel Smirolfo
(571)298-1230 rachel@aapm.org

Step 7. Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$3,000
- ❖ **Show Budget:** \$9,000 to \$15,000 (3-5x floor space)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
 - Execute C/P/S strategy with sales reps
 - Send email to C/P/S list with compelling reason to visit
 - Mail postcard to C/P/S list and pre-registered attendee list
 - Create exhibitor description that gives attendees a compelling reason to visit
 - Promote show participation in relevant social media and use show's channel
 - Place show logo and booth promo on your company website, email signatures, all outgoing correspondence
 - Enhanced listing on mobile app

Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

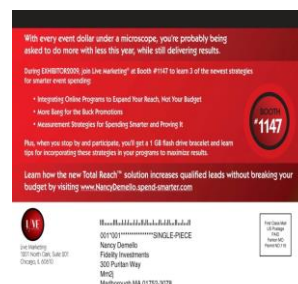
- ❖ **Booth Size/Space Cost:** 10 x 30/\$9,000
- ❖ **Show Budget:** \$27,000 to \$45,000 (3-5x floor space)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales
- ❖ **Media:**
 - Do same things as small exhibitor
 - Mail high-level invitations (instead of postcards) to C/P/S list and pre-registered attendee list with compelling reward for responding
 - Use Virtual Press Room. Consider press conference.
 - Wide Emotion Media Wall – 30 or 60 second video. Also includes mobile app main banner ad
 - New Member Symposium Refreshment Break

Pre-Show Marketing Plan Example

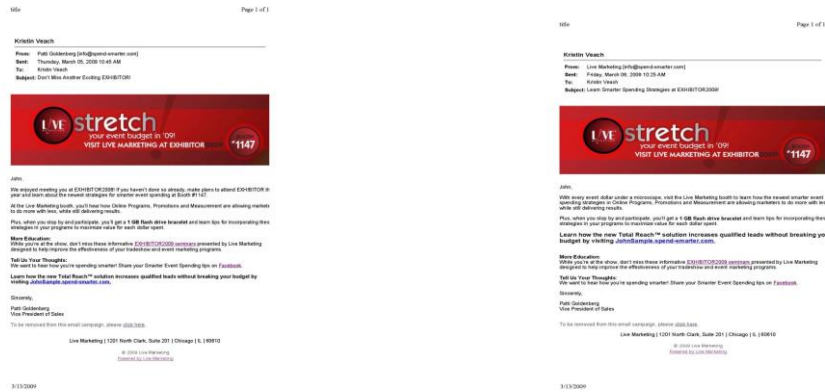
Pre-Show Print Advertisement



Personalized Postcard Mailer



2 Personalized Pre-show HTML Emails



Personalized Microsite with Video Host



Step 8. Measure Exhibit Marketing Results

1. What media did we use?
2. _____ was each media deployed?
3. How many were distributed?
4. What was the cost of each media?
5. What was the number of _____ and/or traceable response?
6. What worked?
7. What did we _____?
8. What will we use for our next show?

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What specifically will you do to better promote your participation in the show?

AAPM Commitment to Exhibitor Education & Success

- * Online Exhibitor Success & ROI Center:
 - New and re-playable webinars
 - FAQs and “How-to” exhibiting articles
 - Ask the Tradeshow Expert Email Q&A
- * Bookmark, Share and Access at:
 - <http://www.aapm.org/meetings/2016AM/Exhibits/ExhibitorTraining.asp>