



*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

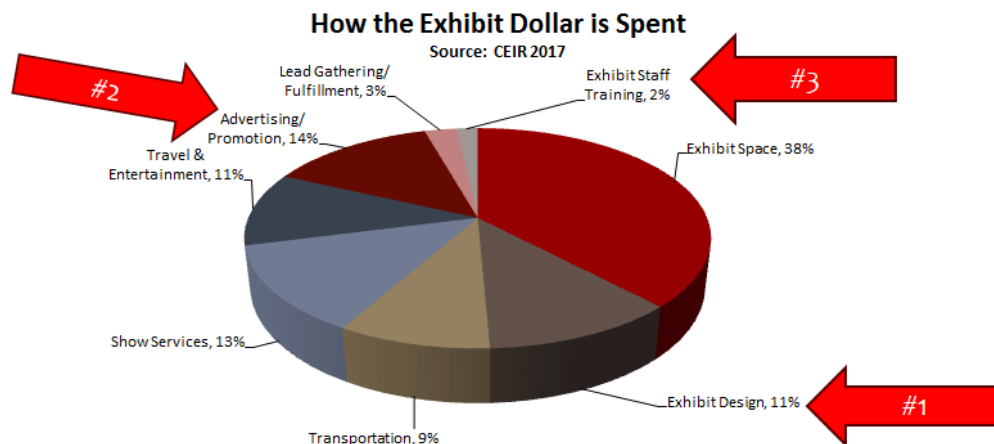
## How Small Exhibits Can Make a Big Impact

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

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	25	_____
• Average # booth staff **	x 2	_____
• Interactions/hr/staffer ***	_____ x 3	_____
➤ <b>Exhibit Interaction Capacity</b>	<b>150</b>	_____
• Target % convert to a LEAD	_____ 25%	_____
• Number of LEADS	38	_____
• Target % convert to a SALES ORDER	_____ 20%	_____
• Number of SALES ORDERS	8	_____
• Average sale amount	x \$25,000	\$ _____
➤ <b>POTENTIAL SALES OPPORTUNITY</b>	<b>\$200,000*</b>	\$ _____

**\*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

AREAS OF FOCUS	Industrial Water							Land & Soil Systems	Legislation (Policy, Legislation, Regulation)	Public Education/Information
	Collection Systems	Drinking Water	Wastewater/Process Water	Groundwater	Odor/Air Emissions	Water	Regulation			
Collection Systems, Drinking Water	Y	Y	N	N	N	N	N	N	N	
Collection Systems, Drinking Water, Groundwater	Y	Y	N						N	
Collection Systems, Drinking Water, Groundwater, Odor/Air Emissions, Wastewater	Y	Y							N	
Collection Systems, Drinking Water, Groundwater, Odor/Air Emissions, Wastewater, Water Reuse and/or Recycle	Y	Y							N	
Collection Systems, Drinking Water, Groundwater, Land & Soil Systems, Utility Management & Environmental, Wastewater	Y	Y							N	
Collection Systems, Drinking Water, Groundwater, Legislation (Policy, Legislation, Regulation)	Y	Y							N	
Collection Systems, Drinking Water, Groundwater, Legislation (Policy, Legislation, Regulation), Public Education/Information, Wastewater	Y	Y	N						Y	
Collection Systems, Drinking Water, Groundwater, Public Education/Information, Utility Management & Environmental, Wastewater	Y	Y	N		Y	N	N	N	Y	
Collection Systems, Drinking Water, Groundwater, Public Education/Information, Utility Management & Environmental, Wastewater	Y	Y	N		Y	N	N	N	Y	

Pre-registered attendee mailing lists are available and sortable by these areas!

Attendee Demographics (all selections)

Individual Demographic Fields (for sorting/filtering)

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

REGISTRATION TYPE	ORGANIZATION	ORGANIZATION OTHER
EXPO - Exhibition Only	Consulting, Contracting, Planning Services (e.g., Engineering, Contracting, Environmental, Landscape Architecture)	
STU - Student	Educational Institution (Colleges, & Universities, Libraries, Non-profits, & other related organizations)	
EXPO - Exhibition Only	Industrial Systems and Plants	
EXPO - Exhibition Only	Manufacturer of Water/Wastewater/Stormwater Equipment or Products	
FULL - Full Conference & Expo	Non-profits (e.g., Trade association, NGO, Advocacy, etc.)	
EXPO - Exhibition Only	Other (please specify)	Advisor
EXPO - Exhibition Only	Other (please specify)	Advisory & Finance
EXPO - Exhibition Only	Other (please specify)	Air Conditioning
EXPO - Exhibition Only	Other (please specify)	Air Filter Manufacturer
FULL - Full Conference & Expo	Other (please specify)	Airport
EXPO - Exhibition Only	Other (please specify)	Amazon
EXPO - Exhibition Only	Other (please specify)	animal protein producer
EXPO - Exhibition Only	Other (please specify)	Application Tech Support and Sales
EXPO - Exhibition Only	Other (please specify)	Aquaculture
EXPO - Exhibition Only	Other (please specify)	Automatic Lubrication
EXPO - Exhibition Only	Other (please specify)	Automation products manufacturer
EXPO - Exhibition Only	Other (please specify)	Avitru AIA Masterspec
FULL - Full Conference & Expo	Other (please specify)	Badger Daylighting LP
EXPO - Exhibition Only	Other (please specify)	Bank of America
FULL - Full Conference & Expo	Other (please specify)	beverage manufacturing
FULL - Full Conference & Expo	Other (please specify)	Biosolids upgrading systems
YP - Full Conference & Expo - Young Professionals	Other (please specify)	Biosolids
EXPO - Exhibition Only	Other (please specify)	Biosolids Recovery Developer
EXPO - Exhibition Only	Other (please specify)	Blog
FULL - Full Conference & Expo	Public Finance, Investment, and Banking	BUSINESS DEVELOPMENT
UPP - Full Conference & Expo-Utility Partnership Program	Public/Private Drinking Water only (e.g. municipality, utility, authority)	
EXPO - Exhibition Only	Public/Private Stormwater/MS4 only	

### Who are the Right People for You? – Job

JOB	JOB OTHER
Educator (e.g., Professor, Teacher, etc.)	
Elected or Appointed Public Official (Mayor, Commissioner, Board, or Council Member, etc.)	
Management: Engineering, Laboratory, Operations, Inspection, Maintenance (e.g., Superintendent, Manager, Section Head, Department Head, Chief Engineer, Division Head, Landscape Architect, etc.)	
Operations/Inspection & Maintenance (e.g., Shift Supervisor, Foreman, Plant Operator, Service Representative, Collection Systems Operator, BMP Inspector/maintenance, etc.)	
Other (please specify)	3rd Party Calibration
Other (please specify)	Account Manager
Other (please specify)	Administration
Other (please specify)	Administrative Support Supervisor
Other (please specify)	Advisory
Other (please specify)	Advocacy
Other (please specify)	Analyst
Other (please specify)	Application Engineer
Other (please specify)	Assembly technician
Other (please specify)	Assistant
Other (please specify)	Associate
Other (please specify)	Asst Director
Other (please specify)	Attorney
Other (please specify)	Automation Specialist
Other (please specify)	banking
Other (please specify)	Board Director
Other (please specify)	Branch Manager
Other (please specify)	Bus Dev Mgr
Other (please specify)	Business Consultant
Other (please specify)	Business Librarian
Other (please specify)	Business outreach and Public Affairs
Other (please specify)	Buyer
Other (please specify)	CFO
Purchasing/Marketing/Sales (e.g., Purchasing, Sales Person, Market Representative, Market Analyst, etc.)	
Scientific & Research Staff (e.g., Chemist, Biologist, Analyst, Lab Technician, Environmental/Wetland Scientist, etc.)	
Student	

Pre-registered attendee mailing lists are available and sortable by these areas!

## Analyze Your Products/Services to Find Your Attendee-Focused Value Proposition

- \* Job 1. Grab Attention!
  - \_\_\_\_\_
  - \_\_\_\_\_
  - Learn



- \* Job 2. Create Interest!
 

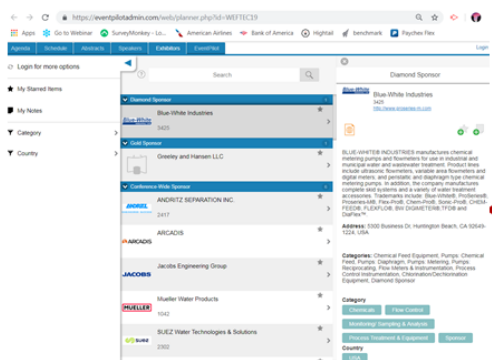
Ask: *What situations would prompt water quality professionals to think about what you offer?*

- \* 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.

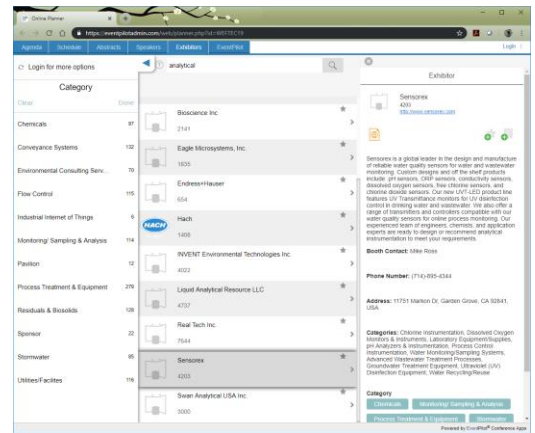
## How to Get Your Company Listed Under the Right Categories

1. Visit the Exhibitor Toolkit at <https://weftec.org/exhibit/exhibitor toolkit/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

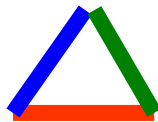
Download the mobile app at <https://www.weftec.org/weftecmobile/>



## 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**

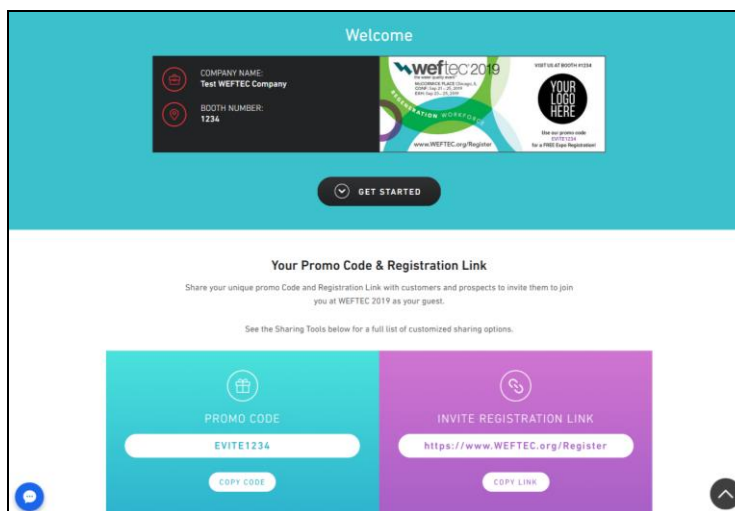
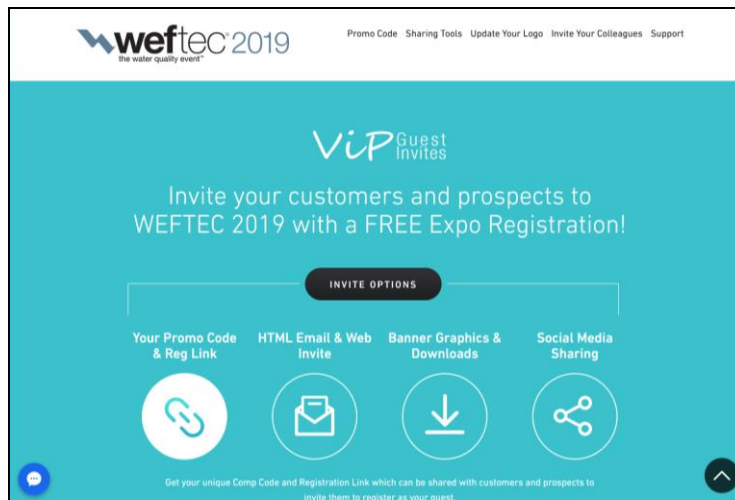
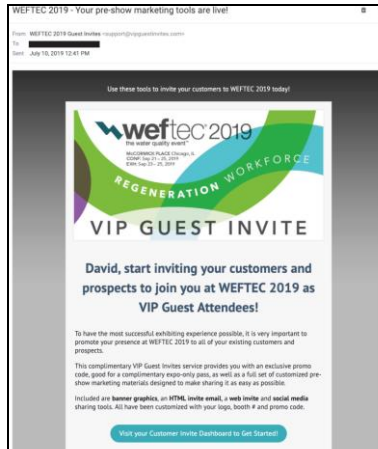
1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific \_\_\_\_\_ for each name on the list.
3. Contact them \_\_\_\_\_ times before the show through various media: email, phone, social media, in person.
4. Try to get a Confirmed Appointment or Verbal 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](mailto:swalter@wef.org) – (703) 684-2414**

## Free Marketing Tools – VIP Guest Invites





## Free Marketing Tools – VIP Guest Invites (continued)


SHARING TOOLS

We've Made Sharing Your Promo Code Easy!

**1**

**HTML Email & Web Invite**

Here is your customized ready-to-broadcast HTML email to simply copy & paste into any Email Service Provider, test and send. You may use the link, provided as a landing page to direct customers to from anywhere you wish.



**Step One**  
Take a look! Is the logo correct? If not, [submit](#) a new one below.

PREVIEW

**Step Two**  
You may use this as a web invite. Simply share the link any way you'd like.

COPY LINK


**Step Three**

COPY HTML CODE

**2**

**Banner Graphics & Downloads**

Download and use these graphics on your website, email signature, social media, e-Newsletter or anywhere else your clients may be looking between now and the event. All graphics are hosted by us, so feel free to use the copy link buttons for easy embedding.



400 x 250 Banner	470 x 470 Banner	Social Media Banner
PREVIEW	PREVIEW	PREVIEW
COPY LINK	COPY LINK	COPY LINK
DOWNLOAD GRAPHIC	DOWNLOAD GRAPHIC	DOWNLOAD GRAPHIC

NEXT STEP

**3**

**Social Media Sharing**

Share customized posts on all of your favorite social media networks! Below is a customized post that already includes your invite message, booth # and promo code. Simply copy the text and follow any of the direct links below to post. Feel free to edit in anyway you wish, and add the Social Media Banner above for some visual appeal.

### **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](http://www.tradeshowturnaround.com)**