



X•Press Leads Exhibitor Success Kit

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Background

Why Exhibit

Exhibiting has long been a part of a successful marketing plan for many companies. The ability to meet face-to-face is the most effective way to build relationships with prospects and clients. Exhibiting provides the perfect venue to collect sales leads, launch a new product and promote your company brand.

This translates into attendees who have booked much of their onsite time and have predetermined to a large extent which exhibitors they are going to visit. It is important to make sure that you, as an exhibitor, have gotten yourself onto attendee's itineraries. It is also imperative that your booth presentation be as welcoming as possible in order to attract visitors that had not planned on visiting you during the event.

Understanding Attendees

Today's attendee has changed from just a few years ago and expects an interactive event experience that begins before the show and lasts well after the event has ended.

On average, attendees are spending fewer days onsite and are looking to make the most out of the events they attend. Pre-planning tools like social networking, exhibit floor mapping and scheduling allow attendees to make the most efficient use of their time onsite by researching exhibitors, sessions and other attendees months in advance.

Who Is In Charge?

Make sure that your exhibiting efforts pay off by assigning a single person to be in charge of the leads collection process. This person has several roles. They will set goals for the meeting, coordinate training for the booth staff, select the lead retrieval equipment, monitor and report on goals, and most importantly, make sure that leads are delivered into the right hands for follow up.

Today's Attendee Profile

- Fewer days at the show
- Has preplanned most of their time
- Has a list of specific exhibitors to visit
- Has less time to visit exhibitors on the spur of the moment



Preshow: Setting Goals

Aligning Exhibiting and Marketing Objectives

It is important to achieving success at an event to have an exhibiting presence that is compatible with your company's marketing plan. The company message and brand should be incorporated throughout the booth and fully support elements from the marketing program.

List of Exhibiting Objectives

The first step in creating a successful exhibiting game plan is to define your exhibiting objectives. Typical objectives include collecting qualified leads, reinforcing the company brand and announcing a new product launch.

Whatever your goals are, it is important to write them down in order to create a game plan that will meet your objectives.

Online Event ROI Calculator

With the current emphasis on Return on Investment (ROI), many options have emerged to help companies gauge the success of their exhibiting efforts. One new tool is the online ROI Tool Kit developed in a joint effort between CEIR (Center for Exhibition Industry Research), PCMA (Professional Convention Management Association) and Exhibit Surveys, Inc. Sign up and use the free tool at: <http://roitoolkit.exhibitsurveys.net/Home/Welcome.aspx>.

There are also several simple formulas for helping set goals and determining ROI that are explained in the following sections.

Setting a Leads Goal

When setting a goal for leads collection make sure it is realistic considering the total number of attendees who are qualified leads at the event. When a goal is determined, create a method for tracking your efforts. A simple spreadsheet is enough to determine if each booth staffer is meeting, missing or exceeding their individual lead goal.

Lead Goal Formula

$$\begin{array}{r} \text{Exhibit Hours} \\ \times \text{ Number of Exhibit Staff} \\ \times \text{ Interactions Per Hour} \\ \hline = \text{ Total Lead Goal} \end{array}$$

Example

$$\begin{array}{r} 18 \text{ exhibit hours} \\ \times 3 \text{ exhibit staffers} \\ \times 4 \text{ leads collected per hour} \\ \hline = 216 \text{ leads to collect, 72 leads per staffer} \end{array}$$

Select an achievable number for your interactions per hour. Around four interactions is a reasonable number to use as a starting point. Each day onsite, review the number of leads collected and check against the goal. Discuss what changes can be made to help collect and qualify enough leads to meet your goal.



Preshow: Setting Goals (cont'd)

Determining Leads Value

Reinforce the importance of leads to your booth staff and sales force doing the follow up by assigning a value to each lead. Incentives can be matched to lead collection and follow up.

Lead Value Formula

$$\begin{array}{l} \text{Total Lead Goal} \\ \times \text{ Closing Percentage} \\ \times \text{ Average Sale Value} \\ \hline \end{array}$$
$$\begin{array}{l} = \text{ Value of Leads} \\ \div \text{ Total Lead Goal} \\ \hline \end{array}$$
$$= \text{ Total Value of Each Lead}$$

Example

$$\begin{array}{l} 216 \text{ leads to collect} \\ \times .33 \text{ 1/3 (33\% of leads that will buy)} \\ \times \$2500 \text{ average sale value} \\ \hline \end{array}$$
$$\begin{array}{l} = \$178,200 \text{ value of leads collected} \\ \div 216 \text{ leads to collect} \\ \hline \end{array}$$
$$= \$825 \text{ value of each lead}$$

Determining Cost Per Lead

Determining the cost per lead establishes the amount of money spent on collecting each lead. When compared to the value of each lead, ROI can be clearly established and tracked.

Cost Per Lead Formula

$$\begin{array}{l} \text{Cost of Exhibiting (include space, booth, travel/} \\ \text{entertainment, etc.)} \\ \div \text{ Number of Leads Collected} \\ \hline \end{array}$$
$$= \text{ Cost Per Lead}$$

Example

$$\begin{array}{l} \$38,000 \text{ total exhibiting costs} \\ \div 216 \text{ number of leads} \\ \hline \end{array}$$
$$= \$176 \text{ cost of each lead}$$

Using the Lead Value and Cost Per Lead formulas, you can determine the return on investment that can be expected from exhibiting at the show. In our example, net revenue generated by the show is \$140,200 (value of leads – cost of exhibiting). When subtracting the cost of each lead from the value of each lead, the example yields a value of \$649 per lead.

Both the net show revenue and final value per lead clearly show the ROI for exhibiting. The crucial step is to make sure you reach your lead goals.



Preshow: Getting Ready

Ideal Lead Profile

Many salespeople consider leads from trade-shows to be cold calls. This perception has developed due to a failure of the booth staff to collect all necessary information or fully qualify the leads that are collected. A good lead is more than just a scan of the badge. It requires verification that the scanned information is correct, confirmation that the lead is a decision maker or influencer interested in your products and services as well as the lead's desired follow up action.

Work with the sales department to define the information that is required from an ideal lead. Basic information will include the lead's name, company, position and contact information. Additional information requested by your sales team may include if the lead has purchased your products in the past, are they familiar with all your product families, etc.

Create a list of the questions that will qualify each lead as "ideal" and make sure there is a game plan or script for collecting the necessary information. This information can also be used for rating leads.

Custom Qualifiers

When renting lead retrieval equipment for your booth, there will be a standard list of qualifiers already built into the unit. These questions typically include buying time-frame, decision maker, etc. You can select custom qualifier questions with the rental of your Convention Data Services X•Press Leads device. Custom qualifiers are preprogrammed into the lead collection unit. Work with your sales force to determine the most useful information to collect from leads using custom qualifiers.

In addition to using custom qualifiers to build a profile for a lead, the qualifiers can be used to conduct surveys. Questions like "how did you like product x?" with responses rating the product excellent, good, ok and poor can provide valuable information from attendees. Many lead retrieval devices will allow you to add comments to questions that provide insight into responses.



Preshow: Getting Ready (cont'd)

Rating Leads

The easiest way to help sales successfully follow up—and to realize the value of the leads collected—is to establish a rating system to identify the quality of each lead.

Develop a simple system to rate leads based on the criteria that is most important to your sales team. For instance, if making sales is the ultimate goal of exhibiting, the important criteria would include “Decision Maker”, “Ready To Buy”, “Our Product Meets Their Needs”

Using this criteria, set up a lead rating system, for example:

Leads Rating Grid

Rating	Decision Maker?	Ready to Buy	Needs Met
A	Purchases	Yes	Yes
B	Recomends	30 Days	Most met
C	Influences	No	Some met

Prospect List

As stated in the background section of this document, today’s attendee has established a set itinerary to make the best use of their time onsite. It is therefore important to make sure that your exhibit is on their list of places to visit. It is also important to make sure that the right prospects are going to be at the show.

The only way to ensure the right people are in attendance and that they come and visit you is to market to these people before the event starts. There are many vehicles for promotion discussed later in this document. Regardless of the promotional channels you use, a list of prospects to target must be developed.

There are many sources, both internal and external, for building a prospect list. Consider these different sources when putting together your prospect list:

- Attendee list purchased from show management
- Last year’s attendee list
- Company CRM list
- Company inquiries
- Distribution channel contacts
- Social networking site set up for the event
- Association membership list

The prospect list will act as the basis for your pre-show marketing efforts.

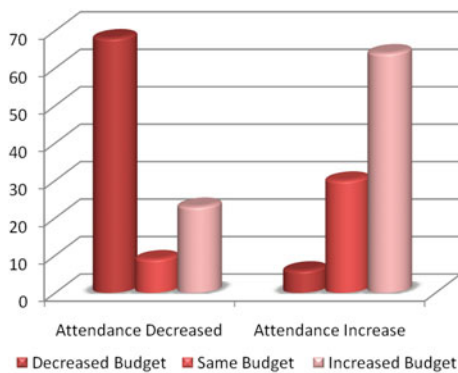


Preshow: Getting Ready (cont'd)

Promotion

There is a sales axiom that states that the first time you contact someone you are a stranger, the second time an acquaintance, the third time a friend. Following this theory, your goal should be to touch each prospect three times before the event to get them to attend and visit your booth.

Advertising Effect on Attendance



Source: **AttendTrend 2008**, Jacobs, Jenner & Kent / Frost Miller
Figures shown reflect advertising budgets for entire events, not exhibitor event budgets. The information is meant to reinforce the importance of promotion, not to show expected returns on exhibiting with or without advertising.

It cannot be emphasized enough how crucial pre-event marketing is to getting the attention of prospects.

The promotional message needs to support the goals of exhibiting as well as supporting your company's overall marketing plan. The message

should also be clearly stated or illustrated in each piece of marketing material that is distributed for show promotion.

In addition to your primary message, each marketing piece should clearly display company name, products and services, the event name, dates and location, and how to find you at the event.

One of the best ways to get a response to your promotional campaigns is to include an incentive for the recipient to respond or take action, e.g. attend the event. A promotional campaign can include a coupon or

invitation to come by your booth to receive a special promotional item. Contests create a good response rate. For instance, choose prizes to give away each day of the show and allow campaign recipients to register online but require them to stop by your booth to collect the prize.

Promotional Vehicles

Once you have determined your audience and message, it is time to choose the right vehicles to deliver your information. There are many show specific options available in addition to traditional advertising avenues.

Traditional options include advertisements online and in **periodicals, direct mail, email blasts, public relations and press releases, web ads and personal contact**. Your message and exhibiting goals will help determine the best advertising approach for your business.

Event management has also put in place a variety of opportunities to reach prospects with your message.

Many shows have setup web sites that include a **social networking** component. Social networking allows attendees and exhibitors to search for individuals that match specific profile criteria and then make contact. In addition to sponsorships, exhibitors can contact qualified prospects directly either through the application's messaging system or by generating lists for mailing or emailing.



Preshow: Getting Ready (cont'd)

Events offer a variety of **sponsorship opportunities** both onsite and pre-event through **banner ads** and mention on the event web site. **Newsletters and show updates** also commonly have sponsorship opportunities available to exhibitors.

Discuss with show management the different options that are available for reaching out to registrants and prospects. Associating your marketing efforts with those of the show puts your company in the context of the event and makes people more open-minded to your message.

Keys to Advertising Success

Touch prospects as frequently as possible.

Keep track of your advertising results.

Regardless of the advertising options you use, there are two important factors to keep in mind: 1) touch your prospects as frequently as possible—at least three

times, and 2) keep track of your advertising results. The ease of tracking results varies, campaigns with contests where prospects respond or signup will be the easiest to track while magazine ads are more difficult.

Promotional Options from Convention Data Services

Convention Data Services in conjunction with show management offers several effective ways to market to prospects and build traffic to your booth.

X•Press VIP Evite

The X•Press VIP Program allows exhibitors to invite top prospects and clients to the event with free or discounted rates to the exhibit hall. An online administration area is given to exhibitors allowing them to track responses and acceptances from their VIPs.

X•Press eBlast

Convention Data Services offers an email blast program that can send either plain text or HTML emails. Emails are an effective and cost efficient way to reach prospects. Registrants and potential registrants are likely to open and read emails that contain the show name in the subject line since the email is relevant to their interest in the show.

X•Press Attendee List

For some events, Convention Data Services has attendee lists available. Whether purchased before or after the event, the attendee list contains valuable information beyond just names and contact information. The list includes demographic data which enables the identification of qualified prospects.

X•Press Exhibit Tracker

The X•Press Exhibit Tracker is a marketing program that sends an email to attendees providing links and contact information of the exhibitor's booths they visited. Each exhibitor name is linked to a contact card with additional exhibitor details including a link to their company web site. The Exhibit Tracker is free to exhibitors.



Preshow: Getting Ready (cont'd)

Training

Training of your booth staff plays a crucial role in the success of exhibiting. The booth staff is responsible for not only collecting leads, but asking the questions that qualify leads and determine if they are legitimate prospects. By holding one or more training sessions with the staff, you can ensure that the right information is collected and visitors leave your booth with a positive impression.

Role Playing

Creating a script and engaging in role playing is an effective way to prepare your staff. Develop a script that quickly and concisely solicits from each visitor the information deemed important by your sales staff—the qualifiers. Consider alternative questions for prospects that will not answer questions directly.

Explaining Goals

Explain to staff members the goals and marketing message of exhibiting. The target leads goal for each staff member should be explained as well as the number of interactions per hour required to achieve the goal. A system of accountability should also be put in place to make sure each person achieves their assigned goals.

Familiarity with Equipment

Convention Data Services distributes leads equipment at the beginning of the event when exhibitors are first setting up their booths. Set aside time to train your booth staff on the use of the equipment. In order to achieve a relaxed and smooth interaction with prospects, staff members must be able to easily operate the equipment. Familiarity with how to update prospect information and enter responses to qualifying questions is important to fully qualifying each prospect.

Convention Data Services offers DITP (Delivery, Installation, Training and Pickup) service. Training for your entire staff is offered and is the most efficient way to make sure everyone is up to speed on equipment operation.



Onsite: Collecting Leads

Why Get Lead Retrieval from CDS

There are many methods for getting leads onsite including collecting business cards or bringing your own lead retrieval equipment. All the options, with the exception of X•Press Leads equipment, have flaws. The reason is Convention Data Services is the exclusive event supplier selected by show management. What this means is that Convention Data Services created the badges that are worn by attendees and has put the information that is scanned onto the badge.

Some of the most important information on the badge is not the name and contact information, but the demographic responses of the individual that can be collected only by using an X•Press Leads device. 3rd party vendors—including the equipment you own—are not setup to capture anything more than a badge number that would later have to be matched to a list of attendees to get contact information. Furthermore, an increasing number of shows are encrypting badge information that can only be decoded using the key that is programmed into the lead retrieval device. At shows where CDS supplies equipment, this key is only available with X•Press Leads devices.

Getting Your Lead Device Setup and Running

Once your booth is set up, pickup your lead retrieval device and get it up and running. Each device has different requirements that range from simply plugging in the device to installing software on the PC that the device is connected to. Once the device is setup, try a few sample badge scans of your booth personnel to make sure the equipment is functioning properly. Also take a few moments to understand how to change the data that your equipment has scanned in order to be able to make modifications or add information to a lead's record.

Convention Data Services offers a DITP (Delivery, Installation, Training and Pickup) option with all leads equipment it rents. Purchasing this upgrade will save you time onsite and ensure that your equipment and staff are collecting leads smoothly.

X•Press™ Leads
CONVENTION DATA SERVICES®

X•Press Leads Family of Products



X•Press LeadMobile



X•Press LeadMobile+



X•Press LeadPro



X•Press LeadKey



Onsite: Collecting Leads (cont'd)

Scanning Leads and Updating/Expanding Attendee Data

Between registration and attending the show, registrant's data can change. They can get a new phone number, change their email or may have typed something incorrectly during the registration process. After scanning a badge, it is a good idea to verify the information with the prospect to make sure everything is accurate. All X•Press Leads devices allow you to update the information after it is scanned.

In addition to making sure all information is current, you can add notes to a prospect's record. Any information that you can add will make the sales team's job easier. For instance, adding information that the contact would prefer a call from a salesperson on a certain day will help your sales team meet the prospect's expectations.

Getting the Crucial Information

Standard and custom qualifiers that are built into your lead retrieval device are not included on the attendee's badge. These crucial pieces of information worked out with your sales team will need to be filled in by booth staff members. X•Press Leads equipment allows your staff to quickly enter predetermined responses to standard and custom qualifiers. As part of the script developed in your pre-planning work for the event, include each of the qualifying questions as well as alternative ways of posing the questions that will ensure that all the qualify questions get answered.

Evaluating Performance

On a daily basis, the booth team should get together and compare results against the goals that were set before the event. In cases where goals are not met, have discussions about what can be done to meet expectations. Discuss situations that affect the ability to collect leads and their complete information and decide on adjustments that will allow you to stay on track with your leads goal.

Post event, use the formulas in the previous sections of this document to compare goals to actual performance. If goals are met, the formulas and assumptions can be used for future events as a basis for setting new goals. If the goals are not met, discuss what needs to be done to make sure they are met in the future. For instance, if there was not enough traffic to the booth consider the amount of marketing you did before the event, was the booth and staff welcoming to prospects, etc.



Post-show: Closing the Deal

Follow Up

Without follow up, all your preparation and expense will go to waste. Statistics show that over 80% of leads collected at events never have any follow up. Without follow up, there is no way to close the deal. Prospects have already come to you at the event, it is now your responsibility to follow up with your leads.

The follow up process can take many forms and should be tailored to the type of lead that was collected. If a lead has specified how you should follow up and when, then follow their instructions and augment the process with any additional steps you feel are necessary to close the deal.

Create a game plan for following up on leads as part of your pre-show preparations. If you have a plan in place before the show, follow up will be easier and can be executed immediately following the show or even while the show is still in progress. Your follow up plan can include an immediate email followed by mailing a catalog within a week of the event.

When creating the follow up plan, it is a good idea to have different responses for different types of leads you collected. For instance, your "A" leads could receive a catalog with a customized cover letter within a few days of the show close, while a standard letter could be sent to "C" leads. All leads could (and should) receive an email thank you immediately at the close of the show, or, if possible, the same day they visited the booth.

If a lead specifies a follow up timetable and method, be sure to follow their instructions.

All leads should receive some type of follow up contact within 1 week of the show close. The interest in your company and products diminishes quickly after the show closes when people return to their regular schedules. Timely follow up is absolutely critical to translating leads into sales.

Downloading and Managing Leads

The rental of X•Press Leads equipment comes with access to X•Press Leads Central an online leads management web site.

One business day after the event close, the leads you collect on X•Press Leads equipment will be posted to X•Press Leads Central. Use your show code and order number to enter the site and download a copy of your leads in CSV or Excel format. Both spreadsheet formats will import easily into virtually any CRM.

The URL for X•Press Leads Central is: <http://www.xpressreg.net/XpressLeads/login.asp>

If you are missing your login information to the site, there is a text link on the login page to request an email with your information.

If your company does not have a CRM system, create a simple spreadsheet that lists leads on separate sheets based on region or sales person. Add columns to the spreadsheet that include who is responsible for working with the lead, follow up dates and methods, outcome of the follow up and next steps.

To help with your follow up efforts, you can order email blasts from Convention Data Services to be sent to your prospects that contain your unique message and personalization for each contact.



Post-show: Closing the Deal

Evaluating Exhibiting ROI

If you have completed the steps recommended in this document, you have already collected all the information necessary to determining your exhibiting ROI.

Use the formulas presented earlier in this document to determine ROI. Replace your goals and assumptions with the actual data from the show and recalculate to see exactly how much revenue was generated from the show as well as the true value of each lead that you collected. This information can be used to justify your participation as an exhibitor as well as a tool for analyzing how you can improve your exhibiting return.

Many sales take a while to go from contact to close. Keep your CRM or tracking spreadsheet up-to-date so that weeks or months from the close of the show, you can get a clear picture of your event ROI. Keep the information up-to-date until the next year's show and use the information as a starting point while planning and for post-event comparisons.



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