



Welcome To...



NEW EXHIBITORS

Foundations for Success Webcast

with Jefferson Davis



Poll #1

- Has your company exhibited at an SAE event before?
 - a) Yes
 - b) No
 - c) I don't know





What You Can Expect when Exhibiting with SAE

- **Communication:**
 - Exhibitor Service Manual
 - Exhibitor E-mail updates
- **Pre-show support:**
 - SAE Customer Service
 - Your sales contact
 - Exhibit show management
 - World Congress suppliers
- **On-site Support:**
 - SAE Exhibit Operations Office
 - Exhibitor Services Desk
 - SAE Sales Office
- **Exhibitor networking opportunities**
- **Exhibitor education**
- **2008 booth sign up**

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SAE Promotional Resources Available to You

- Electronic promotion toolkit... "Marketing Solutions"
- Exhibitor Directory, online and print versions
- Complimentary Exhibit-only passes
- List rental pre- and post-show
- Email blasts to your customers
- Support from SAE PR team
- Show Daily, magazine, online web advertising

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Event Staff – Ensuring Your Success

Operations Office

John Casker.....Exhibits Manager

Darlene Waychoff.....Operations Office Manager

Sue Miller.....Exhibit Operations Manager

Sales Office

Amanda Grech.....Sales Manager

Cindy Kolch.....Sales Office

Freeman Decorators

Anita Barrios.....Freeman Service Desk

Cobo Center

Ron Patrick.....Cobo Center Offices

Bob Williams.....Cobo Center Hospitality



Ask the Experts...

SAE Events, Support Services and Staff

Q & A

Submit Your Questions Now

1. Type your question in the text box in the lower RH side of the screen
2. Click send





Davis's #1 Rule of Success for Exhibitors New to a Show

- People attending the show influence buying decisions for what you sell
- You cannot judge the ultimate value of the show from just one attempt
- You must commit to at least three consecutive shows
- Applying more of what you learn to each show

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4 Strategic Pillars of a *Results-Driven* Exhibit Program

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

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Exhibiting Dollars & Sense



1. A tradeshow is a substantial investment of financial and human resources
2. To avoid cost overruns, get value and generate a return on investment you must manage the money side...well!
3. Let's discuss 5 *Power Tips* for effectively managing the exhibiting dollar!

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Poll #2

- Is your company under pressure to cost justify your exhibit spending?
 - a) Yes
 - b) No

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Exhibiting Dollars & Sense

Tip #1. Invest enough resources!

The budgeting rule of thumb is to multiply your floor space cost

3 to 5 times

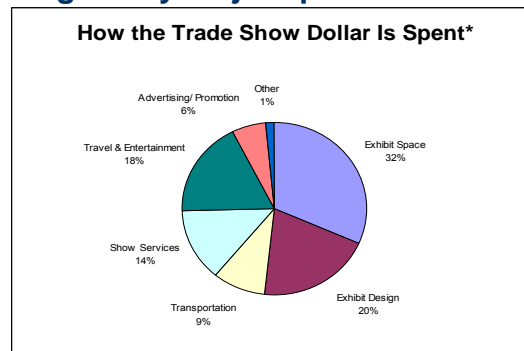
to determine your total show budget

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Exhibiting Dollars & Sense

Tip #2. Know, track and benchmark where your dollar goes by major spend area



Source: Exhibitor Magazine, December 2004

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Exhibiting Dollars & Sense

Tip #3. Know How to Cost Justify Your Investment

The average company allocates

24%-38%

of their total marketing budget
toward exhibitions

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Exhibiting Dollars & Sense

Tip #4. Focus On What You Are *Really* Buying



Face-to-Face Contact

- How important is F2F contact in growing your business?
- What other methods do you have for getting quality F2F contact?
- What does it cost you?

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Exhibiting Dollars & Sense

Field Sales Call



\$398

Per Attraction/Visitor Reached



\$115/197

FACT: *Tradeshows reduce the cost of face-to-face visits!*

Source: McGraw Hill/Exhibit Surveys Research

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Exhibiting Dollars & Sense

Tip #5. Use simple, easy to calculate tradeshow financial metrics:

- Cost Per Lead (CPL)
- Cost Per Interaction (CPI)
- Soft dollar ROI
- Hard dollar ROI



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Cost Per Lead (CPL) Calculation

| | |
|-------------------------|-----------------|
| • Total Show Investment | <u>\$25,000</u> |
| • (Divide) by # Leads | <u>100</u> |
| • Cost Per Lead | \$250 |

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Cost Per Interaction (CPI) Calculation

| | |
|------------------------------------|-----------------|
| • # Leads | <u>100</u> |
| • (x) *Stopped to Literature Ratio | <u>x 2.4</u> |
| • Total # of Interactions | 240 |
| • Total Show | <u>\$25,000</u> |
| • (divide) # Interactions | <u>240</u> |
| • Cost Per Interaction | \$104.16 |

*As determined by Exhibit Surveys

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Cost Per Lead (CPL)

SOFT Dollar ROI Contribution

- Total Show Investment \$25,000
- (Divide) by # Leads 150
- Cost Per Lead \$167

- Comparative (Field Sales Call) \$398
- Less Cost Per Lead - \$167
- Savings \$231
- Times # of leads x 150
- Soft dollar contribution \$34,650 = 138% ROI



Cost Per Interaction (CPI)

SOFT Dollar ROI Contribution

- Total Show Investment \$25,000
- (divide) # Interactions 240
- Cost Per Interaction \$104.16

- Comparative (Field Sales Call) \$398
- Less Cost Per Interaction - \$104.16
- CPI Savings \$293.84
- Times # of interactions x 240
- Soft dollar contribution \$70,521 = 282% ROI





Return on Investment HARD Dollar Formula & *Sample** Calculation

| | |
|--|------------------|
| • Revenue credited to show | \$500,000 |
| • <i>Less cost of sales (35% gross margin)</i> | <u>-325,000</u> |
| • Gross Exhibit Profit | \$175,000 |
| • <i>Less exhibiting costs</i> | <u>- 25,000</u> |
| • Net Exhibit Profit | \$150,000 |

*This sample calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

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Return on Investment HARD Dollar Formula & *Sample** Calculation

| | |
|---------------------------------------|------------------|
| • Net Profit from Exhibit Revenue | \$150,000 |
| • <i>(Divided)</i> by Exhibiting cost | <u>\$ 25,000</u> |
| | <u>6</u> |
| • <i>(Multiply)</i> by 100 | x 100 |
| • Return-on-Investment | 600% ROI |

*This sample calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

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Goal Setting & Show Planning

1. Make sure your exhibit visibly supports your company's marketing & sales objectives
2. Begin with the end in mind...
 - Ask "Why are we exhibiting?"
 - Ask "When the doors close, 90 to 180 days after the show how will we know that we were successful?"
3. Use the Exhibiting by Objectives planning process
 - Visit webinar #1 replay: [Laying Your Foundation](#)
4. Create a custom 16 week show checklist that lists logistical and strategic actions

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Creating an Effective Exhibit

- 20% of annual show budget to the exhibit
- Location does not determine success!
- Have enough space
- Visually answer the 3 questions in the mind of attendees
- Use creative interactivity to demonstrate or present your product or service

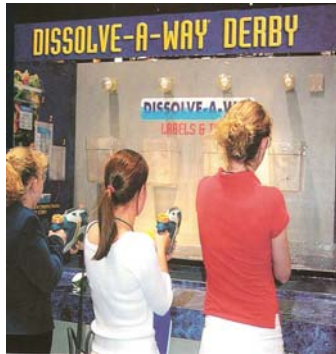
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Make it Fun & Interactive

PRODUCT: Water
dissolvable
labels

GOAL: Actively
demonstrate how
labels completely
dissolve in water
in less than
30 seconds.



Courtesy: EXHIBITOR Magazine

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Make Them Guess to Learn and Win



Courtesy: EXHIBITOR Magazine

PRODUCT: Reciprocating saw blades
GOAL: Demonstrate speed and cutting
action of blades

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Prove Your Claim

- **PRODUCT:**
Water resistant fabric
- **GOAL:**
Demonstrate water resistance



Courtesy: EXHIBITOR Magazine

Poll #3

- What percent of your total show budget do you allocate to marketing your exhibit?
 - 0%
 - 1-4%
 - 5-9%
 - 10-14%
 - 15% +



Marketing to Build Qualified Booth Traffic

1. Understand tradeshow attendee behaviors
2. You must get in their head and on their agenda before they hit the show floor
3. Allocate **at least 15%** of show budget to attendee marketing
4. Use the Pre-show Marketing Planning Process
 - View webinar replay: Laying Your Foundation for SAE Exhibiting Success

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Staffing For Success

1. Your booth staff will make or break your success – *Put your best people forward!*
2. Understand what makes an effective booth staffer
 - View webinar replay: Countdown to Exhibiting Success
3. Teach your staff effective exhibiting skills
4. Always hold a pre-show staff meeting

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Lead Management

- *“If you aren’t there to write business at the show, if you are ever going to get a ROI, it is hidden in your leads.”*
- 87% of show leads are never effectively followed up on.
- Develop a “Closed-Loop” Lead Management process
 - View webinar replay : Countdown to Exhibiting Success



Ask the Experts...

New Exhibitors Webcast

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In Summary

- **SAE events are one of your most effective marketing and sales media, *if done properly!***
- **Focus and Act on What You Learned Today:**
 1. Use the SAE Staff and Resources Available to you
 2. Make a Three Show Commitment
 3. Focus on the 4 Strategic Pillars
 4. Manage and Measure the Exhibiting Dollar
 5. Set Goals and Create Plans
 6. Create an Effective Exhibit
 7. Market to Build Qualified Booth Traffic
 8. Staff for Success
 9. Manage Your Leads
- **Watch Your SAE Exhibiting Results SOAR!**



Let the Learning Continue...

- Today was just a *tiny* sampling
- Attend and send others in your company to SAE's previous exhibitor webinars:
 - Inside the Numbers - *replay available online!*
 - Laying Your Foundation - *replay available online!*
 - Countdown to Exhibiting Success – *replay available online!*
- Attend the next SAE live exhibitor marketing webinar on Thursday, March 1, 2007 at 2pm.
- Attend the special exhibitor reception and educational session at SAE World Congress on Sun., April 15

