



Present

MODEX New Exhibitor Web-Briefing

How to Have a Positive and Profitable Exhibiting Experience

Participant Learning Objectives *This briefing will...*

1. Provide new exhibiting companies with important information about MODEX, our attendees, and the ins and outs of exhibiting.
2. Inform about important resources and support available from MODEX.
3. Present 5 critical exhibiting success factors.
4. Help you calculate your potential sales opportunity.
5. Present 10 big mistakes new exhibitors should avoid.

Exhibitor Support Team At Your Service

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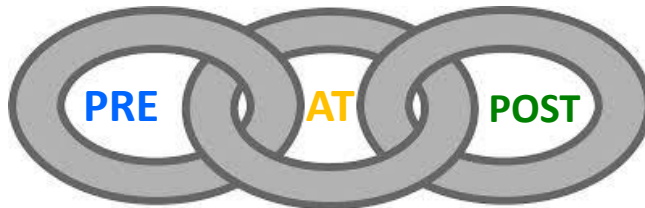
What Are Tradeshows REALLY About?

_____ & _____

Putting your company identity, products, and staff face-to-face with people who can buy your products.

You Must Take Decisive Strategic Action in Three Timeframes

- Not just _____ days!
- At least _____ months!



The Average Exhibitor...

- Spends 95% of pre-show time on show _____.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn't guarantee that you will get anything from the big investment of time and money.

To Generate Value & ROI 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 objectives and take advantage of opportunities MODEX presents.
2. **SELECTIVE ATTRACTION:** Identify your target visitor, 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 that secures a commitment to a next action with qualified visitors.
4. **LEAD MANAGEMENT:** Identify what criteria you need to qualify, develop a questions process and tool your staff uses to capture leads, then follow-up.
5. **MEASUREMENT & LEARNING:** Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

New Exhibitor On-Boarding Program Helps You Focus on What Really Matters

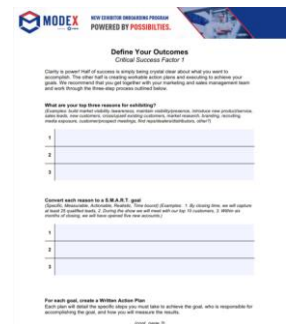
Step 1. Download Implementation Tools & Planning Exercises

- Tested & Proven Implementation Tools:
 - Tradeshow Planning & Management Tool
 - Exhibit Budgeting & Cost Control Tool
 - Exhibiting & Financial Performance Metrics Tool



Step 2. Schedule and DO Planning Exercises

- Five timed instructional exercises guiding you through strategic factors determining success or failure.
 1. 12/4/19 - Define Your Outcomes
 2. 12/18/19 – Identify & Attract Your Ideal Visitors
 3. 1/15/20 - Manage Your Visitor's Experience
 4. 1/29/20 – Lead Management
 5. 2/12/20 - Measure Your Performance & ROI
 - **Watch your email on these dates & DO the exercises!**



How to Calculate Your *Potential Tradeshow Sales Opportunity

	<u>Example</u>	<u>Participant</u>
• Exhibiting hours	26	_____
• Average # booth staff **	x 2	_____
• Interactions/hour/staffer ***	x 3	_____
➤ Exhibit Interaction Capacity	156	_____
➤ Target % convert to a LEAD	25%	_____
• Number of LEADS	39	_____
• Target % convert to an ORDER/CUSTOMER	20%	_____
• Number of ORDERS/CUSTOMERS	8	_____
• Average sale amount	x \$15,000	\$_____
➤ POTENTIAL SALES OPPORTUNITY	\$120,000*	\$_____

***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

Step 3 & 4. Watch Knowledge Webinars and Read Articles for Insights and Ideas

- Live and On-Demand Topical Webinars Supporting Planning Exercises
 - ✓ **LIVE!** Integrating Social Media Into Your Exhibiting Program: Increasing Brand Awareness & Driving Booth Traffic – January 9, 2020
 - ✓ **LIVE!** Preparing Your Booth Staff for Productivity: Leveraging Your Most Valuable Asset - January 29, 2020
 - ✓ Exhibiting Cost Control: How to Save Money and Stretch Your Exhibiting Dollar
 - ✓ Managing Logistics and Operations: How to Avoid Headaches and Hassles (**Highly recommended for first-time exhibitors**)
 - ✓ Selective Attraction: How to Attract Enough of the Right Attendees to YOUR Exhibit
 - ✓ Managing the Visitor Experience: How to Better Meet Supply Chain Professionals' Needs Through In-Booth Experiences
 - ✓ Managing Leads and Measuring Exhibiting Results: How to Improve Lead Quality, Sales Conversion and Measure Performance and ROI
- Read Articles Organized by Topical Areas for Insights and Ideas

Step 5. Ask for Help!

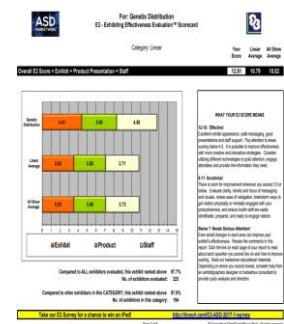
- Ask the Tradeshow Experts Email Q&A

Located on the ShowPro Exhibitor Success & ROI Center web page - submit your question by email and Jefferson Davis or one of his team of tradeshow experts will respond within 24-48 hours.



E3 Exhibit Effectiveness Evaluation at MODEX

- **During open exhibit hours**, a tradeshow expert visits your exhibit and scores overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product Presentation, and 3) Exhibit Staff
- **Shortly after the show**, you receive a report by email with overall area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.



Who Attends MODEX?



What Do MODEX Attendees Want?

- To see _____ products and developments.
- Focused, relevant, and informative _____ communications to help them plan their visit.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the real world setting demonstrating performance and quality.

How Do Attendees Behave?

- Tend to **plan ahead**, set agendas and visit booths with products/services that support their current and future interests and needs.
- Look forward to _____ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.



Exhibitor Control Panel

- Available online: <https://www.modexshow.com/>
- Found under “Exhibit” on the menu bar

Deadline	Task	Completion Date	Deadline	Task	Completion Date
SEPT 3, 2019	Bag Sponsorship deadline		JAN - FEB 2020	Prepare press releases & kits	
	Largend Sponsorship deadline			Mail invitations or releases to attending press	
	Complete your online listing			Select and train booth staff	
	Upgrade online listing to a Showcase			Schedule shipment of press kits to Georgia World Congress Center	
OCT - DEC 2019	Order MODEX 2020 direct mail postcards and download HTML email invite		JAN 10, 2020	Determine lead follow-up strategy	
	Place MODEX 2020 logo on your website via Banner Ad program			Sponsorship order deadline	
	Plan pre-show advertising using MODEX 2020 tags			Online listing changes final deadline	
	Develop marketing & promotion strategy			Online advertising & materials deadline	
	Consider marketing packages &		JAN 29, 2020	Partnership Program deadline	

MHI+ Program

MHI and GES have partnered together to develop the MHI+ program for exhibiting companies to help save money and give you more control over your material handling costs.

- No outbound overtime
- Lower machinery material handling rates
- Optional flat rate material handling for direct crated display material - \$6.85/sq. ft. for MODEX 2020. (With this option, you can ship as much as you want for a flat fee based on booth size rather than weight.)
- <https://www.modexshow.com/exhibitors/mh-plus-program.aspx>

Watch the Short MH+ Program Video

03:43

**BENEFITS OF THE
MHI+ PROGRAM**

Up to 14% reduction in machinery rates
No outbound overtime fees
Optional flat rate pricing that delivers cost certainty



<https://videos.mhi.org/material-handling-institutes-mhi-plus-program>










Exhibitor Marketing Opportunities

Home - Exhibit - Exhibitor Marketing Kit

Exhibitor Marketing Kit

FREE!

Free Promotions Paid Promotions Public Relations Exhibiting Tips

 Online Listing	 Banners & Emails	 Postcards	 Partner With Us	 1 Minute 2 Connect	 Banner Ad Program
 MHI Innovation Award	 Career Forum	 Media Downloads			

Questions about the Marketing Kit? Contact Carol Miller or 704-676-1190.

<https://www.modexshow.com/marketingkit/overview.aspx>

MHI Staff's Suggestions for First-Time Exhibitors

1. Plan, prepare and use pre-show marketing. Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
2. Use the Email Invitations to invite your customers/prospects to visit you and provide them with free registration!
3. Don't assume your orders have been received. Before you leave for the show, check with GES, check with the show organizer, check with your shipping company. Correcting mistakes on the show floor is time consuming and can be expensive.
4. Review the Exhibitor Checklist on the Exhibitor Portal and pay careful attention to deadlines – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
5. Keep your contact information current.
6. Call us with any questions!

10 BIG Mistakes to Avoid

1. Failure to read the Exhibitor Manual.
2. Unrealistic _____.
3. Failure to set clear exhibiting goals.
4. Relying on/blaming booth location for success or failure.
5. Failure to pre-market their exhibit.
6. _____ exhibit design and/or layout.
7. Not enough thought given to product/service presentation.
8. Improper _____ behaviors.

9. Poor lead capture and/or follow-up.
10. Lack of time perspective in evaluating show results.

Learn from Every Show and Stay Committed

- Make time to walk the exhibit hall and _____ successful exhibitors.
- Attend FREE educational sessions and social/networking events.
- Use the Exhibit Performance Measurement Tool and do a post-show report to identify key _____ learned so you can do even better at your next show.
- Be patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

Get Ready for a Positive & Profitable Exhibiting Experience!

- MODEX is one of your most effective marketing and sales media, when viewed and executed properly.
- MHI gives you the resources, road map, tools and support to be as successful as you want to be.
- Use what you learned today and follow the five-step implementation plan on the ShowPro Exhibitor Success & ROI Center web page.

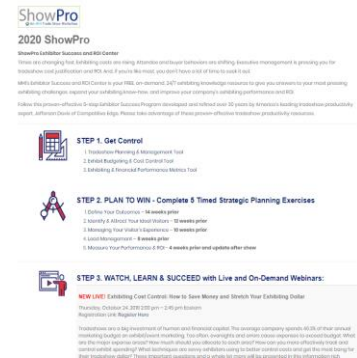
➤ <https://www.modexshow.com/showpro/>

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

MHI Commitment to Exhibitor Value, Knowledge & Success

- ShowPro Exhibitor Success & ROI Center road map:
 - **Step 1.** Download planning & implementation tools
 - **Step 2.** Schedule & complete strategic planning exercises at target timeframes
 - **Step 3.** Watch live and on-demand webinars
 - **Step 4.** Read exhibiting articles for insights and ideas
 - **Step 5.** Ask Our Team of Tradeshow Experts email Q&A for help
- **Bookmark, Share with your team and Access at:**
 - <https://www.modexshow.com/showpro/>



About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Turnaround 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.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow 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**