



Present

How to Make YOUR Exhibit STAND OUT From the Crowd

Discussion Points Include...

1. Three primary reasons people attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. Accessibility and ease of navigation
5. Four ways to create meaningful interactive experiences
6. Improving the attendee comfort factor
7. Six key factors impact exhibit memorability and recall

3 Primary Reasons People Attend Tradeshows

1. _____ /Continuing Education/Accrediting
2. **Shopping/Sourcing/Purchasing/Revalidating**
3. **Networking/Interacting with Colleagues/Suppliers**
 - How well is your exhibit serving these needs? (Score Yourself 1-10) _____
 - What specifically are you doing to meet these needs?

3 Most Important Things to Booth Visitors

1. Overall Booth Appearance
2. _____ of Information Received
3. Relevance to Their Business

Source: Exhibit Surveys

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 or Teach Something Useful & Valuable

For Businesses Providing Services

1. Service presentations require more thought and creativity.
2. Start by identifying problems you solve, opportunities you create, _____, efficiencies and improvements you can deliver.
3. Strategies:
 - Use a physical prop to hook and engage.
 - Gamification: Take the 60 second (problem) challenge or quiz.
 - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
 - Case studies: Problem/Approach/Result
 - White paper or Industry Intelligence report
 - Visual Client testimonials in exhibit graphics and/or A/V

6 Ways to Make Your Exhibit Be Seen

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V & Props
5. Interactivity & Engagement
6. Proactive Booth Staff

Accessibility & Ease of Navigation

1. Avoid _____ to entry or exit
2. Make it easy to visually discern what is where
3. Logical order and placement of solutions
4. Zones
 - Meet & greet area
 - Information seeker area
 - Interactive solution areas
 - _____ areas
 - Relax and recharge areas



Notes from Slides:

6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations
2. Hands-On Demonstrations
3. One-to-Many Demonstrations/Presentations
4. Recreating _____
5. Gamification/Quizzes
6. Self-Guided Demonstrations/Information Access

Improving Attendee Comfort and Dwell Time

1. **Flooring:** Carpet and _____
2. **Space:** Not cramped or overcrowded
3. **Accessibility:** Easy to Enter & Exit – Products can be interacted with
4. **Seating:** Comfortable seating increases dwell time
5. **Staff Behaviors:** Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge
6. **Food & Beverage:** Putting food or a beverage in their hand increases dwell time

6 Key Factors Impacting Exhibit Memorability & Recall

1. _____
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Booth Staff
6. Exhibit Design/Color

Source: Exhibit Surveys

What will you do to make your exhibit stand out?

NCA Commitment to Exhibitor Value, Knowledge & Success

- 5 Step to Success Road Map:
 - Step 1. Download Planning and Implementation Tools
 - Step 2. Define Your Outcomes
 - Step 3. Identify & Attract Your Ideal Customer
 - Step 4. Manage Your Experience & Leads
 - Step 5. Manage Your Performance, Results & ROI
- Exhibitor Resource Library
<https://sweetsandsnacks.com/exhibitors/exhibitor-success-and-roi-center>
- Ask the Tradeshow Experts: jefferson@tradeshowturnaround.com

Exhibitor Success and ROI Center

Follow these steps to get the most out of your investment:

Step 1: Download Planning & Measurement Tools
Plus into your case at the 2020 Sweets & Snacks Expo with our 10 week trade show planning & measurement tool, exhibit budgeting & cost control calculator and our exhibiting & financial performance metrics tool.

Step 2: Define Your Outcomes
Get together with your marketing and sales management team and work through this five-step process to successfully prepare your side of having a successful exhibiting experience.

Step 3: Identify & Attract Your Ideal Customer
The principle of selective attraction is one of the most important things you

Register today for these free, live webinars!

How to Make Your Exhibit Stand Out From the Crowd
Thursday, February 13, 2020
11:45 a.m. - 12:30 p.m. EST

Tradeshow Social Media Practices: Optimizing FREE Marketing to Build Your Brand and Drive Booth Traffic
Tuesday, March 17, 2020
1:00 p.m. - 2:00 p.m. EST

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Productivity Expert tm



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**