



## PTC/USER World Event

### “Getting the Most from our Tradeshow; Four Steps to Success”

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According to a recent study by Exhibit Surveys, an industry research group, a considerable number of new attendees’ are coming to tradeshows. At the same time 39% of attendees report that their buying decisions are favorably influenced after viewing a company’s exhibit.

A typical exhibitor is spending \$261 per attendee that they speak with---a number that is up 15% over the last two years. The question then becomes: How do you ensure that your exhibitors get the most out of their participation? It is no longer sufficient to simply generate a positive ROI. They need to ensure the maximum ROI possible in order to justify these increasing costs.

Here are the top four ways you can get the most out of your tradeshow experience:

1. **EMPHASIZE PRE-SHOW PROMOTION.** Pre-show promotion is the single most important determining factor in generating show traffic. If your company wants to have a lot of people, particularly people who are likely to be interested in your products and service, you need to make a concerted effort to reach out to them before the event. There are a number of ways to do this. Some broad based approaches include placing ads or inserts in industry journals and advertising your company’s participation on your website and your industry discussion forums. Exhibitors should target your best customers---and the organizations you want to have as your best customers---with
  - a. Direct mail
  - b. E-mail communications
  - c. Phone calls, and
  - d. In-person reminders from your sales force
2. **EXHIBITORS SHOULD SEND YOUR VERY BEST PEOPLE.** Your booth staffers act as your organizations’ representatives. You want to send the very best people available---individuals who have great product knowledge, strong sales skills, the ability to think on their feet, and can thrive in a high-pressure, high-stress environment. Focus on selecting staffers who are genuine and enthusiastic. An upbeat personality is definitely a plus---shy, introverted types may have superlative technical skills, yet wilt when thrust into the tradeshow spotlight. If you expect a really technical audience, it’s fine to bring your best and brightest minds to be on call to answer questions---but leave the meeting and greeting, selling and schmoozing bit of the show to your sales professionals.

3. **THINK THROUGH SALES SPECIALS.** Too often sales specials are last minute deals---“Sign up now and we’ll give you 15% off”. That’s not the way to handle sales specials.

For maximum appeal, it’s necessary to craft a show special that is appealing to your customer base; is a real savings rather than token percentage off; easy to understand; and only available for a limited time.

If the offer does not create a sense of urgency with the attendees they have no real pressing need to convert into customer sales for you.

Additionally, exhibitors should include information about their show specials in all your organization’s pre-show promotions. Every time an attendee or would-be attendee is looking at this promotion they’re asking “What’s in it for me?” or “What’s in it for my company”? Including information about your exhibitor’s show specials can help answer those questions.

4. **FOCUS ON FOLLOW UP.** The period immediately after the event has a tremendous impact on overall show ROI. Within two days of the show close, exhibitors need to have thank you notes in the mail to everyone they saw at the show, thanking them for stopping by.

Additionally, this is the time to follow up with their hottest leads, scheduling sales calls and moving the process forward. Nothing cools faster than tradeshow leads, so it is imperative to strike while the iron is hot.

*Adapted from “Successful Meetings” September 2008 article by Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY*



PTC/USER supports the recommendations above and provides all of our exhibitors with a number of methods to enact these four proven tradeshow success methodologies. Please consider the following opportunities available to you at for the “PTC/USER World Event 2009” to maximize your ROI.

- **PRE-SHOW PROMOTION**

- Augment pre-event marketing to your customer and prospect database by placing electronic advertisements on PTC/USER’s exclusive membership portal <http://portal.ptcuser.org/>.
- PTC/USER “Time Limited Offers”: Augment pre-event marketing to your prospect/customer database by placing electronic advertisements of your special event sales/service opportunities on PTC/USER’s event portal <http://www.ptcuser.org/2009/tradeshow.html>.

- **SHOW VISIBILITY**

- Register early and lock in the best locations in the exhibition hall.

