Marketing 101
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- Set your **expectations**
- Create your **team**
- Create a project **plan**
- **Engage** with your staff and with show visitors
- **Nurture** your contacts
- **Measure** results against expectations

The old days of “if you build it, they will come” are long gone… You need to set goals and expectations based on “why” you are going to the show.

Set your **Expectations** – *What results are you trying to achieve?*
Create your **Team** – *representatives from stakeholders and support groups*
Create a Project **Plan & execute it**  *Assign team members and responsibilities*
**At the Show**  **Engage** with your staff and with show visitors
**Post show**  **Nurture** the contacts you get
**Measure** your results against expectations
Set your expectations

- Launch Products
- Leads
- Brand
- Partners
- Customers

Launch Products – *Introduce new products or solutions to targeted attendees*
Leads – *reality of what each stakeholder is looking for – Quantity-Exposure, Quality – targeted results*
Brand – *standing out from your competition. The perception you want the market to have of your company and products.*
Partners – *Other exhibitors, acquisitions to grow product groups*
Customers - *connecting with new and current customers*

*Note... there may be different expectations from each stakeholder based on their purpose to participate....*
Create your team

• Show team
  • Prior to the show – Internal Planning team
  • At the show – On-site support team
  • Post Show – Follow-up team

Show Team:
Prior to the show - Internal Planning team
  Stakeholders from Product Management, Marketing, Sales to reach the identified expectations
  Promotional Partners - Marketing team – ad agency or consultants, PR firm, social media expert support– to create excitement, pre-show, at show, post-show
At the show – On-site support team _Setup/tech team, demonstration experts, sales, management, reception, promotion teams_
  Put the plan into action- demonstrations, expert advice, promotions, experience
Post Show – Follow-up team
Create a project plan

Create a formal plan with assigned accountabilities and due dates.

- 12-24 months prior
  - Show selection/commitment
  - Booth space
  - Budget
  - Exhibit builder partner chosen

Create a formal plan with assigned accountabilities and due dates
Work the plan! Meet often – short, concise, accountable – *bi-weekly and 4-6 months out - weekly.*

Work the plan!
Create a project plan

• 8-10 months prior
  • Set strategy
  • Identify supporting tactics to reach your target visitors
    • Profile your target attendees! What are their psychographic traits and how can you reach them based on their profiles?
  • Confirm internal participation
  • Create a marketing plan for the event
  • If you don’t have it, get IMTS Exhibitor Passport. It’s your #1 Marketing tool to begin direct engagement to target your best attendees. Honestly, that means get it now!!

Set Strategy and Supporting Tactics to reach your target visitors
  Know your audience – VOC – for business as well as psychographic info.

Confirm internal participation
  Identify product/business groups that will be exhibited
  Will there be new product launches? Is there a plan for pre-launch promotion, on-site and follow-up communications

Create a marketing plan for the event
  Establish Advertising needs
  Establish PR opportunities, sponsorships, influencers, experts – onsite events, media day etc.
  Identify Social and Digital plan
  What will you do “live” in-booth to differentiate yourselves from other exhibitors?
Create a project plan

• 7 months prior
  • Booth theme established
  • Booth activities identified
  • Sales generating promotions created
  • Press event or press engagement scheduled
  • Group tours and other sales/promotional events
  • Communications plan finalized

7 months prior to event
Booth theme established
Booth activities Identified – how you will engage with visitors
Sales generating promotions created
Press event or press engagement scheduled
Group tours & other sales and promotional events on & off-site organized
Communications Plan finalized – Internal and External. Create excitement internally and externally.
Create a project plan

• 6 months prior
  • Finalize booth layout
  • Order company product to be displayed
  • Determine advertising options
  • Establish PR opportunities
  • Maximize usage of show-provided marketing materials
  • Launch your web presence promoting the event
  • Social media plans targeted, established and teaser campaigns started

 make some noise!

Booth layout – finalize
Order Company product to be displayed may be earlier for you
  Know the details for support products, consumables, demo requirements,
  support show services, confirm all logistical requirements from product
  management
Determine Advertising options – Print and digital
Establish PR opportunities – sponsorships, celebrity, industry support
Maximize the usage of show provided marketing materials.
Launch your web presence promoting the event Landing page, that has moveable
changing engaging information, video, contests, teasers.
Begin social media & digital activities – make some noise! Link to the show
promotion landing pages. Do a teaser campaign if it makes sense.
Create a project plan

• Your Exhibit
  • This is your stage. Will visitors immediately identify your brand/product offering? Are you giving attendees a reason to stop?
  • Is it visually stimulating to attract attention from your target audience/s?
  • Are the graphics dynamic, well placed and legible and understandable?
  • Will it make attendees stop, shop and remember you?
  • Is your messaging/theme, clear and concise?
  • Are your product demonstrations and displays clear? Do they depict the message to your target visitors?
  • Is your exhibit easy to enter and navigate?

How will your show staff look, act and engage. *Make sure your team understands and performs their assignments. They are the actors on the stage.*

Your exhibit is your stage. Make sure it conveys your brand and target messaging
Graphics that get to the point quickly and draw visitors in.
Does your booth, signage, people and product tell the story you want conveyed?
Can you engage your visitors to participate in demos?
Is your layout easy to walk through? Can visitors easily find what they are looking for?
Create a project plan

• 4-5 months prior
  • Finalize staffing – pick the right people – for sales, greeters, presenting, demonstrations.
  • Prepare all booth staff for the event – understand their expectations
  • Create booth graphics and product information signage
  • Create any marketing promotional handouts
  • Create your product/service presentations

4-5 months prior to event
  Finalize Staffing requirements
  Order show staff team uniforms and badges
  Finalize in-booth presentations – for talent or demonstrations
  Prepare all booth staff for the event
    Send preliminary Quick-Facts (updates) to all participants
    Communicate often! Print, email, webex graphic updates etc.
  Create booth graphics and product information signage
  Create any marketing promotional handouts and presentation materials.
Create a project plan

- Product/Service presentations
  - Plan interactive and engaging presentations
    - Talk to attendees, not at them.
  - Can attendees participate in the presentations.
  - Can you create an educational process that attendees can walk away with knowledge?
  - It is critical to determine ways for attendees to evaluate products and services to be see how they apply to their organizations.
  - Getting attendee participation will increase retention.
  - Make your presentations fit into your entire booth experience.

Use the psychographic information you to determine best ways to engage different types of visitors. – Talk to their needs. Don’t tell them “what”. Tell them “why” they need your solution.

Create an experience around your products/solutions to draw your targeted attendees in.
Create a project plan

• 3 months prior
  • Review and finalize lead system and follow-up plan
  • Send invites to customers and targeted prospects
  • Order all promotional items
  • Finalize in-booth presentations – demos, presenters, speakers

Review the checklist and make sure everything is completed as planned *This is a weekly requirement at this stage*

**All details should be added weekly to make sure all bases are covered.**

Create a “show booklet” for booth staff – quick reference pocket guide – shows products, promotions, packages, deals, booth staff and rules.

Create literature fulfillment system – *CD or hard copy? Or drive to web landing page for downloading.*

Create a Post Show Survey for immediate follow-up *for stakeholders, booth personnel and visitors.*

Create Post show thank you notice
At the show

• At the event
  • Pre-opening on-site booth training/meeting
  • Take photos of all areas of the booth empty
  • Take photos during the show
  • Take your social program “live”
  • Post photos and videos on all social and digital platforms daily
  • Engage with visitors on “their terms”

Pre-opening on-site booth meeting.
  Formal Rehearsals of all presentations, conversations & demos
  Daily updates on activity, results and challenges.
  Get the sales and product teams trained on engagement goals
Take photos of all areas of the booth empty –
  Include close-ups of demo areas product displays and signage for future reference
Take photos during the show
  to measure effectiveness of activities. Small adjustments may make big differences.
Take your social program “live” – Facebook, Instagram and YouTube “live” & live podcasts
  Post photos and videos on all social and digital platforms
Get the sales and product teams trained on engagement goals
Engage with visitors on “their terms”. Talk TO them not AT them. Get them involved with your products and solutions
  In-booth promotions – drive to key areas – hands on demos
  Talk TO them not AT them. Get them involved with your products and solutions. (I say this so many times.. But sooooo important)
After the show

• Within one week:
  • Final social posts
  • Contact contest winners and publicize
  • Send post-show thank you e-blast
  • Send post-show surveys

• Within three weeks:
  • Complete post-show summary report
  • Debrief with all stakeholders
  • Measure expectations to results

Within one week –
  Final Social Posts - post final social media updates
  Contact Contest winners & publicize - If you ran contests at the show, contact winners and post publicly
  Send post show e-blast - thank you notes to all visitors
  Send post show survey - to visitors and to booth staff

Within three weeks.
  Complete post show summary report
  Debrief with all stakeholders
  Measure expectations to results - Address all of the pre-show expectations and rate how well you did and how you can improve – Lessons learned
After the show

• 1-3 months
  • Monitor lead follow-up program
  • Nurture leads that have future potential

• 3-6 months
  • Measure effectiveness of follow-up efforts

1-3 months
  Monitor lead follow-up program - *Work with sale staff to measure follow-up and sales results of hot leads*
  Nurture those leads that have future potential
    E-marketing, webinars, podcasts, blogs, webex activity, value added tools-downloads etc. *Marketing needs to work with stakeholders to provide the best tools for sales follow-up*

3-6 months
  Measure effectiveness of follow-up efforts and nurturing activities & results against expectations – could extend to as long as 12 months.
Review: Marketing Tactics & Tools

• #1 Marketing Tool – IMTS Exhibitor Passport
• Digital presence – social and digital is here to stay!
• Advertising – show promotions – work with the media
• PR – pre, during and post-show
• In-booth promotions – create an experience!
• Cross promotions – value added to the visitors - packages
• Partnerships and sponsorships – maximize your efforts

#1 Marketing Tool – IMTS Exhibitor Passport – mention the discount if they sign up for it here!

Direct and digital marketing
Targeting appointments for the show
VOC – research to truly know your audience

Digital presence – social and digital is here to stay!
Web Landing page
Social Media drive – Facebook, Instagram, YouTube, Linked in

Advertising – show promotions – work with the media
PR – Pre, During and Post show Editors, sponsors, influencers
In-Booth Promotions
Cross promotions – Value Added to the visitors - packages
Partnerships & Sponsorships – (Channel partners/Distributors – 3rd party sponsorships)
Start now!
• Learn everything you can at this conference
• Reach out to the presenters for advice and help
• Create a platform for success
• Lead the drive to achieve your best results yet

Success? You bet! Follow these guidelines and checkpoints and double the response and expectations.