EXHIBITOR2007

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SESSION 20107

Selecting the Right Shows: The Critical Decision

SKIP COX

SAVE THIS HANDOUT – REQUIRED STUDY MATERIAL FOR THE CTSM EXAM

PRODUCED BY

EXHIBITOR

SELECTING THE RIGHT SHOWS:

The Critical Decision

M20107 and W20107

(CTSM Required Course)

Presented By:

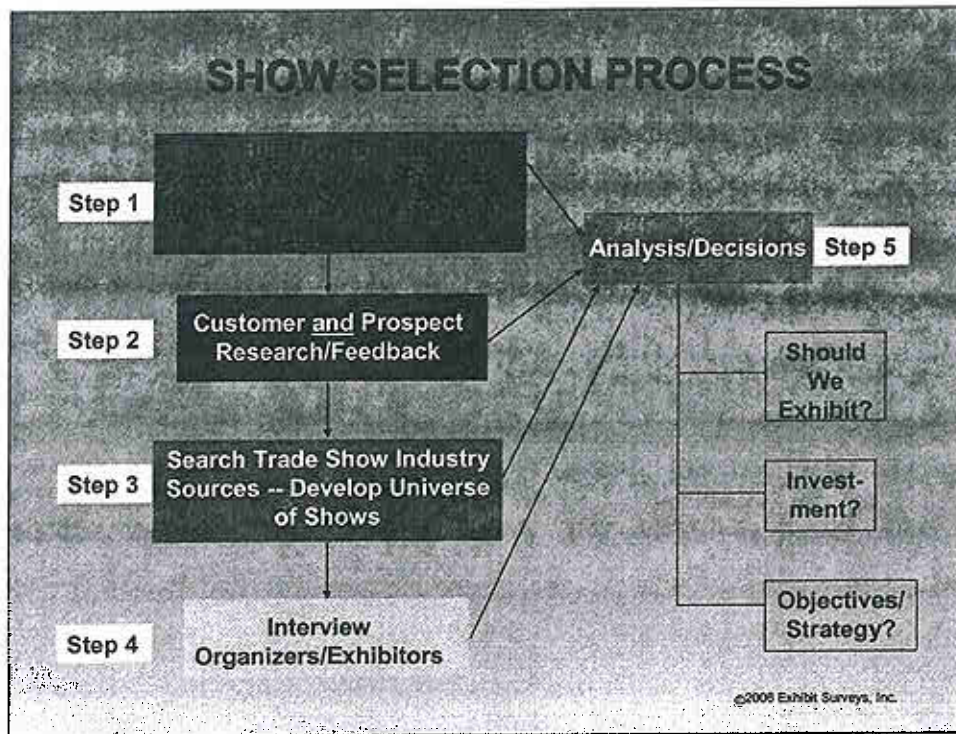**Skip Cox, President**
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  - Invest-ment?
  - Objectives/Strategy?

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Overview of the 5 Steps for Show Selection Process:

Step 1: The show and event selection process can be boiled down essentially to a five-step process for ease of understanding. It begins with having a very good understanding of your company's markets, products and services, marketing strategy, and marketing goals and objectives. This provides a solid foundation and direction for identifying shows and events which best fit with achieving your company's overall marketing objectives. This background is critical because if you're off base or wrong at this stage of the show selection process, you will be wrong through the rest of the process. This essentially drives the whole process of which events to select.

Step 2: Whether you do formal or informal research, having a good understanding of your customers and prospects in terms of their needs and interests as it relates to attending events, and their use and perceived value of trade shows and events (in general and for specific events), is important in refining the whole process. Most companies don't have the budgets to do this type of research formally, but for those who can it is valuable and unbiased feedback because it comes from the customer/prospect perspective -- not the event organizer or others in your company who may have a particular bias for or against an event.

Step 3: Our experience is that most companies begin at Step 3. Without the background of Steps 2 and 3, this step of the process can be very misdirected. There are many different sources for identifying events and shows that meet your objectives and strategy, some are direct sources and others are indirect sources. At this stage of the process you are looking to develop a universe of all the possible shows and events that could meet your company's needs and marketing objectives. This list will be the basis for further investigation.

CIR.org
① BPA - audits;
Ask for audits;
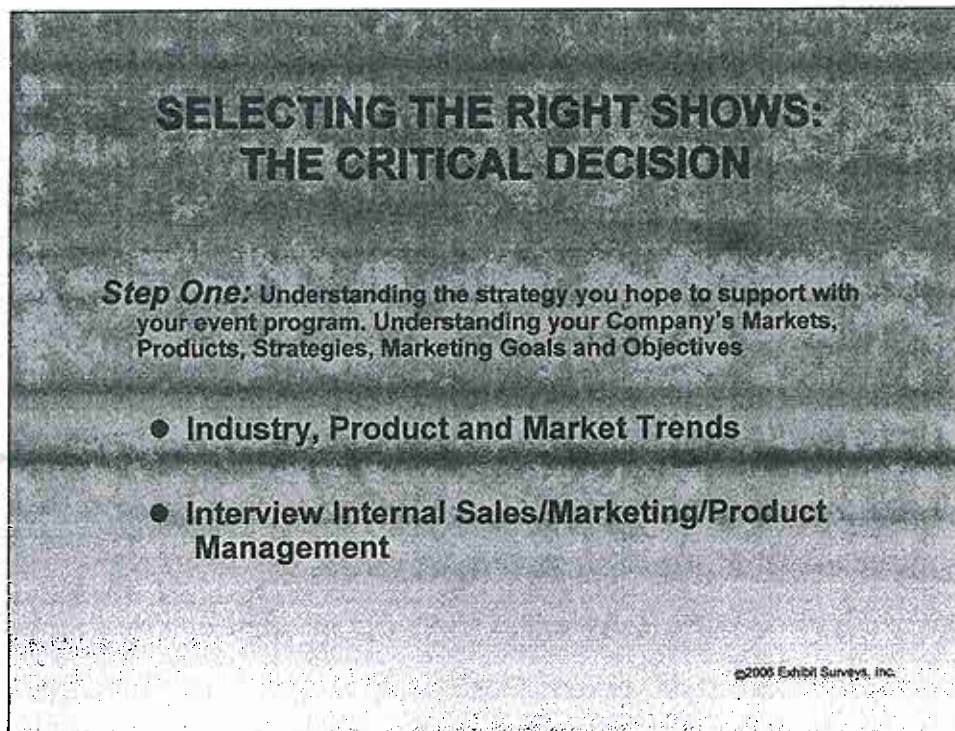no demand
Request from
show organizers

Product interest is a key determining factor

sponsorships

4

Step 4: Interviewing trade show and event organizers to obtain the type of information you need to make your decisions may be the most difficult step of the process. This is simply because in many cases they don't have the kind of data you need, they are reluctant to share it with you, and there are no standards for consistency of reporting event information to make it easy to make direct comparisons of shows and events. Furthermore, most shows and events do not have independent auditors certifying their information. Nonetheless, there is information that can be collected that will allow you to analyze and make good event selection decisions.

Step 5: This is the step where all the information gathered from the first 4 steps is analyzed and then decisions made as to whether exhibiting is justified and the level of investment required to reach all of your customers and prospects and compete effectively with your competition. Our focus in this session will be on these first two decisions due to time constraints, but it should be kept in mind that the information you will be collecting will also be of value in determining your overall event strategy as well as your strategy and objectives for individual shows and events.

talk to mgmt.

SELECTING THE RIGHT SHOWS: THE CRITICAL DECISION

Step One: Understanding the strategy you hope to support with your event program. Understanding your Company's Markets, Products, Strategies, Marketing Goals and Objectives

- Industry, Product and Market Trends

- Interview Internal Sales/Marketing/Product Management

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Step One: Background Analysis

Some of you will already have a good sense of the trends in your marketplace, but for those of you who may be new to your company or industry, information about your industry, markets, and products will provide the background required to communicate effectively with sales and marketing, determine which products or solutions to exhibit or emphasize and give you the background necessary to determine if the shows or events you are evaluating are "in tune" with the marketplace (good shows mirror and are relevant to the marketplace). Sources of this type of market trend information are trade publications (including editors), industry research/information services and reports, the Internet and your own sales and marketing management.

Interviewing your sales, marketing, and product management personnel is the most important aspect of step 1. It will be critical later on in the process to identifying shows which reach the markets most important to your sales and marketing management. Use an informal interview guide with some very open-ended questions. A sample is provided on page 8. This guide includes most of the key questions to give a good sense of where marketing is heading in their thinking, and to provide you with information needed for the analysis and decision making step (Step 5).

Interview Sales/Marketing (Key Questions)

Who to interview?

- Upper management (big picture/overview)
- Product/vertical market management (all *middle mgmt* questions)
- Field sales (refine profile and feedback by those in "trenches")

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If you can get access to upper management they can give you the big picture overview of the company's strategy. This becomes less realistic to accomplish, as the size of company gets larger.

Product/vertical marketing managers should have a strong awareness of their markets assuming they have been around awhile, which in today's environment is less likely. In general, they should provide you with the bulk of the information you need.

Sales people are good to talk to as well. This can be done on an ongoing basis while attending shows. Often they have a better and more realistic sense of what's going on in the marketplace and what shows and events your customers and prospects attend - don't overlook them.

Sample Management Interview Guide for Show & Event Selection

Marketing Group: _____ **Person/Title:** _____ **Date:** _____

1 Background
1a Overview of Products/Services Offered:

1b Overall Marketing Strategy/Objectives:

1c Specific Messages Being Delivered:

2 Target Market Profile
2a General Description: *title geographic area / geographic site of company*

    2a1 Vertical Industries/Markets Focus:

    2a2 Describe Types of Organizations in Target:

    2a3 Describe Individual Buyer Profile:

    2a4 Geographical Areas Covered:

    2a5 Describe Typical Buying/Decision Making Process:

2b Universe Size of Target Audience: *how big is market overall tradeshows are regional in nature*

3 Competition
3a Competitors:

3b Share of Market vs. Major Competitors:

3c Competitive Strengths and Weaknesses:

3d Awareness Level for Services Offered:

4 Tradeshow Activity/Expectations
4a Shows or Events Aware of Serving Each of Their Target Markets:

4b Shows or Events Exhibited In:

4c Shows or Events Perceived as Most Valuable and Why?

4d Value Or Role They Perceive Trade Shows Playing In Reaching Overall Marketing Objectives:

4e Expectations/Results They Anticipate for Tradeshows and Events:

4f Specific Kinds of Objectives They Set for Trade Shows:

5 Any Other Information We Should Know?

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Two: Customer and Prospect Research/
Feedback

Key Questions:
- Shows/conferences/events aware of
- History of attendance
- Shows/conferences/events they perceive most important
- Interest in seeing your type products / solutions
- Awareness level for your company
- Profile of respondents (who attends which shows?)

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Step Two: Customer and Prospect Research/Feedback

Ideally, conducting research of customers and prospects is the next step of the process. This step deserves to be mentioned, but the reality is that very few companies have the resources or budgets to conduct this type of research.

This chart gives the key questions to include in a survey of customers and prospects. A sample questionnaire is also given on page 11 of this handout. The importance and use of most of the above information is obvious. However, the most important question is the interest in seeing your type products and solutions. Our research shows that product interest is the best predictive indicator of a company's potential for success in an event than any other statistic we measure. Putting it simply, the higher the level of interest in your product(s), the higher the likelihood the attendees will visit your exhibit. This level of interest should be the basis for calculating your potential audience size (discussed in Step 5).

Measuring the awareness for your company will give you an indication of how difficult it will be for you to attract your prospects to your exhibit. If your awareness is low relative to your competitors, this does not mean that you should avoid the show. The size of your potential audience should dictate whether you exhibit and the level of investment justified. However, if awareness is low, you will need to counter it with such tactics as heavy pre and at-show promotion and the use of exhibit attention-getting techniques if you expect to perform at an optimum level.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Two: Customer and Prospect Research/
Feedback

Sampling and Methodology
- Sample: Customers _and_ Prospects
- Qualitative: 15 to 25 interviews
- Quantitative Surveys: 100-200
  respondents/market (internet, telephone,
  mail, fax).

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These are relatively simple surveys to conduct. A background in basic market research techniques is all that is needed. The key is that the sample you use needs to be an accurate representation of your customers and prospects.

Normally these surveys are quantitative in nature (e.g., mail, telephone, Internet/web based surveys), but they can also be qualitative as well (15 to 25 in-depth interviews of customers and prospects). For quantitative surveys 100 to 200 respondents is sufficient considering the intended use of the results.

survey monkey
(online)

Sample Customer & Prospect Research/Feedback Questionnaire
EXHIBIT SURVEYS, INC.
Higher Education Market Survey

[handwritten: preshow mktg graphics]

1. Which of the following sources do you rely upon to keep up-to-date on products or services offered by vendors? (Check all that apply)

10-1☐	Conferences/Seminars	-5☐	Sales Representatives
-2☐	Direct Mail	-6☐	Trade publication ads
-3☐	Expositions/Trade Shows	-7☐	Trade publication articles
-4☐	Internet/World Wide Web	-8☐	Other (please specify):_____

[handwritten: JnivusX]

2a. What are all the expositions or trade shows you are aware of for your field?
2b. Which of these expositions have you attended in the past 12 months or do you plan to attend in the next 12 months?
2c. Regardless of whether you have attended, which of these expositions are considered most valuable for people in your field to attend?

2a. Aware of		2b. Attended/ Plan to Attend	2c. Consider Important
_____	(11)	15-1 ☐	-2 ☐
_____	(16)	20-1 ☐	-2 ☐
_____	(21)	25-1 ☐	-2 ☐
_____	(26)	30-1 ☐	-2 ☐
_____	(31)	35-1 ☐	-2 ☐

[handwritten: product interest question]

3. <u>Assuming</u> you were to attend any of the expositions you mentioned, what is your level of interest in seeing each of the following types of voice and data communications products and services exhibited?

	INTEREST LEVEL				
	High -1	Medium -2	Low -3	None -4	
Campus-wide Communications Management Services	☐	☐	☐	☐	(40)
Total Outsourcing of Campus Network Mgmt.	☐	☐	☐	☐	(41)
Consulting for Strategic Planning of Campus Networks	☐	☐	☐	☐	(42)
Project Management & System Integration Services for:	☐	☐	☐	☐	(43)
Virtual Private Networks	☐	☐	☐	☐	(44)
Intranets	☐	☐	☐	☐	(45)
Network/Data Security Systems	☐	☐	☐	☐	(46)
Network Mgmt. Systems & Applications	☐	☐	☐	☐	(47)
Off-site Backup & Data Warehousing	☐	☐	☐	☐	(48)
Higher Education Applications	☐	☐	☐	☐	(50)
Distance Learning (Individual, Corporate and Continuing Education)	☐	☐	☐	☐	(66)
Library/Research Applications	☐	☐	☐	☐	(67)
Administrative Data Communications	☐	☐	☐	☐	(68)
University/College Web Sites and Access (Intranets)	☐	☐	☐	☐	(69)
High Speed Departmental Local & Wide Area Networks	☐	☐	☐	☐	(70)
Campus 911 Systems	☐	☐	☐	☐	(71)
ACD/CTI Applications	☐	☐	☐	☐	(75)
Communications Packages/Basic Services	☐	☐	☐	☐	(76)
PCS Services (paging, voice mail, e-mail and fax retrieval)	☐	☐	☐	☐	(80)
Centrex Solutions	☐	☐	☐	☐	(201)
Video Conferencing	☐	☐	☐	☐	(202)
Student/Professor Dial-up Intranet Access	☐	☐	☐	☐	(205)
Interactive Voice Response Systems	☐	☐	☐	☐	(206)
Basic Access Services & Equipment	☐	☐	☐	☐	(209)
Local/Long Distance/Cellular Phone Service	☐	☐	☐	☐	(210)
Internet Access Service	☐	☐	☐	☐	(211)
High Speed Digital Circuits - Dedicated or Switched	☐	☐	☐	☐	(212)
Wireless Data Transport Services	☐	☐	☐	☐	(213)

4. What companies come to mind when you think of the types of voice and data communications products and services listed in Question 3 on the previous page? (Mention as many that come to mind.)

_____ 16:_____

_____ 17:_____

5a. For what reasons do you attend expositions or trade shows?
     19-1 ☐   To keep up-to-date on new products and developments
     -2 ☐   To evaluate and compare products for future purchase
     -3 ☐   To see specific exhibitors or products
     -4 ☐   To attend the educational program
     -5 ☐   To network with exhibitors or other attendees
     -6 ☐   To find a solution to a specific problem
     -7 ☐   Other (please specify) _____

5b. In general, how valuable are expositions in meeting your objectives for attending?
     20-1 ☐   Very Valuable   -2 ☐   Somewhat Valuable   -3 ☐   Not At All Valuable

6. What is your job title and function? (Check **ONE** only)
     23-1 ☐   President/Chancellor   24-1 ☐   Technology Director
     -2 ☐   Comptroller   -2 ☐   Other (Please specify):_____
     -3 ☐   Dean of Schools (Arts & Sciences, Engineering, etc.)   _____
     -4 ☐   Director/Manager of Campus Telecommunications
     -5 ☐   Director/Manager of Campus Information Systems

7. What role(s) do you play in the purchase of the following product and service categories? (See question 3 for specific products and services in each category).

	Final Say	Specify Supplier	Recommend	No Role	
Campus Communications Mgmt. Services	-1 ☐	-2 ☐	-3 ☐	-4 ☐	(34)
Project Mgmt. & System Integration Services	-1 ☐	-2 ☐	-3 ☐	-4 ☐	(35)
Higher Education Applications	-1 ☐	-2 ☐	-3 ☐	-4 ☐	(36)
Communications Packages/Basic Services	-1 ☐	-2 ☐	-3 ☐	-4 ☐	(37)
Basic Access Services & Equipment	-1 ☐	-2 ☐	-3 ☐	-4 ☐	(38)

8. What is the enrollment of your institution?
     54-1 ☐   Less than 1,000   -2 ☐   1,000 to 2,499   -3 ☐   2,500 to 4,999
     -4 ☐   5,000 to 9,999   -5 ☐   10,000 to 25,000   -6 ☐   Over 25,000

9. What professional or trade magazines/journals do you read regularly?

_____ 62:_____

_____ 63:_____

10. What is the zip code of the location where you work? _____ (76-80)

Optional: Please print your name to validate our survey: _____
Thanks for your help!

Please return to Exhibit Surveys, Inc., 7 Hendrickson Ave., Red Bank, NJ 07701   FAX: 732-741-5704

handwritten note in left margin: tradeshow week — more current data
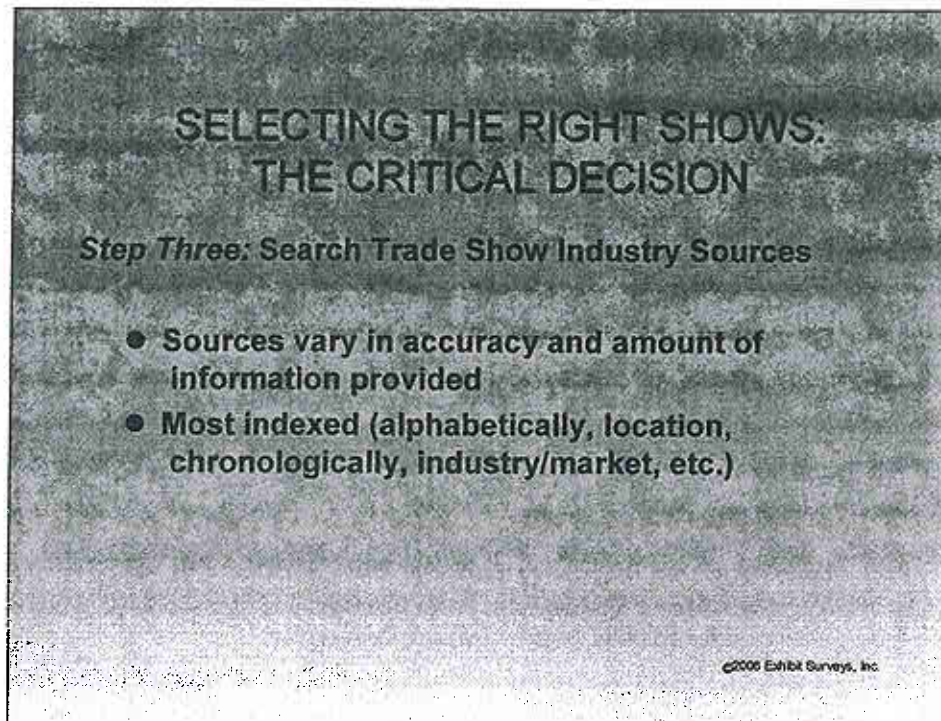
Step Three: Search Trade Show Industry Sources

As mentioned before, most companies' start at Step 3 without going through all the background covered thus far. It is at this step that you develop the universe of all the shows and events to be considered for further investigation and analysis in subsequent steps. The background information from Steps 1 and 2 allows you to do the best job of this. No show or event should be eliminated at this step of the process as long as there is at least some reasonable prospect for it being a show to consider.

Two general observations that are important to understand about most of the sources available are given in this chart. First, the sources vary tremendously in terms of the amount and accuracy of information provided. Some simply give basic information about the event (e.g., dates and contact information) and most rely on self-reporting by show and event organizers for their data. Based on our experience much of this data is not correct, particularly attendance figures. We'll discuss more about checking the veracity of attendance figures later, but normally we do not rely on the figures reported in these directories.

It should also be noted that no one directory has all shows and events listed. We normally check multiple directories. Also, many of the smaller and more focused events are not in any of the directories.

Generally speaking, most trade show directories are indexed several ways (alphabetically, chronologically, etc.), making it relatively easy to find shows. Most organizers are pretty good about listing their shows and events in the right industry classification, and many cross-reference their shows by listing them in related industries. It is recommended that you first take some time to study the various indexes of shows to insure that you don't overlook any industry classifications that may include shows you should consider.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Three: Search Trade Show Industry Sources

- Tradeshow directories
- Internet sites
- Trade publications (use SRDS-Standard Rate & Data Services)
- NTPA directory
- Direct mail from show producers
- Competitors (ask/check web)
- Company or Association Web Site

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[handwritten notes in left margin:]
colocations- 2 events in 1 to make a larger event
- Needs high synergies to work

research events that competitors are attending (website)

Trade Show Directories Available

There are a number of trade show directories available (see page 16 for a selected list of directories). Tradeshow Week is the directory most widely known and we find it to be pretty complete. It gives the most comprehensive information about each show compared to the other directories but it is limited by the amount and accuracy of information provided by the show and event organizers. The Health Care Exhibitors Association Handbook is an excellent source for medical shows, and we find it to be the exception in terms of the accuracy of information provided.

There are several Internet sites with search engines for shows. Like the directories, they vary in terms of the amount and accuracy of information provided. If you are looking for shows in a particular geographical location, the web sites of the convention and visitors bureau for each city will often list all events for the year that will be held at city or area venues. The sites are:

- Trade Show Week (www.tradeshowweek.com)
- Trade Show News Network (www.tsnn.com)
- American Tradeshow Directory (www.tradeshowbiz.com)
- Convention and Visitor Bureau web sites

Trade publications either through their editors or their calendar of events are another good source of information. If you are unaware of the trade publications that serve an industry you are looking to reach, you can find them in Standard Rate & Data Services – a directory of virtually all trade publications. Publications are classified by industry and give circulation figures. This directory can be used for identifying the leading publications in an industry or field.

NTPA is the National Trade and Professional Associations (Columbia Books, Inc., 1825 Connecticut Ave., NW, Suite 625, Washington, DC 20009, 202-464-1662) directory, info@columbiabook.com; www.columbiabook.com. Virtually all national associations and societies are listed by industry or discipline. The associations often have events serving their industry or discipline that are listed in the directory. By contacting these associations they can often tell you about other shows or events serving the markets you are investigating.

If an event producer is doing their job right, you should be receiving information about their event via direct mail. Keeping a file of direct mail literature from relevant shows is a good way to start your list of shows. Show literature will usually give you more facts and information than the trade show directories.

Last but not least, check your competitors' web sites. Some post their trade show and event calendar for the year on their site.

[handwritten top margin: 13,000 shows in US]
[handwritten: No one directory has a complete list of shows]

[handwritten left margin: most descriptive]

Trade Show Directories
(Sources of Shows)

★ 1. <u>Tradeshow Week Data Book</u> ($439.00 single copy)

    a.   Alpha listing of over 5,000 shows in U.S. and Canada

    b.   Shows classified by industry (113 categories), geographical, chronological, and by show management, new shows, size of show, by rotation patterns.

    c.   Gives dates, location, number of booths, estimated attendance, show contact, frequency.

    d.   Profiles of exhibitors and attendees.

    e.   Space cost.

    f.   Whether audit is available.

    g.   To order: 800-375-4212; or 515-247-2984 e-mail:twkcustserv@cdsfulfillment.com

2.   <u>Trade Shows Worldwide</u> ($480.00)

    a.   Good subject index (1,000 terms) plus alpha listing of shows.

    b.   Shows classified by 1,000 subject headings, categories, geographical index, chronological index, organization index and master index.

    c.   Gives dates, location, attendance, number of booths, frequency, description of audience, types of products exhibited, contact, space cost (total 26 items).

    d.   Lists facilities & suppliers.

    e.   10,001 events listed in 24th Edition.

    f.   To order: 800-877-4253; FAX: 248-699-8074; <u>www.gale.com/bizdev</u>

3.   <u>American Tradeshow Directory</u> ($679 CD-ROM - $885 print copy)

    a.   Over 4,200 shows in the U.S.

    b.   Over 1,500 International shows.

    c.   Includes buyers guide to service suppliers.

    d.   Gives dates, location, attendance, number of booths, frequency, description of audience, contact, space cost.

    e.   Index type listings, no narrative.

    f.   Tradeshow Biz <u>www.tradeshowbiz.com</u>

    g.   To order: 800-546-3976/FAX: 800-546-3898

4.   <u>Health Care Exhibitors Association Directory of Healthcare Meetings & Conventions</u> (Non-member $345.00. Member $69. 106th Edition)

    a.   Comprehensive listing of shows in health care field.

    b.   Alpha, key word, chronological, acronym and geographical indexes.

    c.   Gives booth cost, attendance, number of exhibitors, contact, whether show is national, regional, or state and previous statistics.

    d.   List U.S. meetings, international meetings, and Canadian meetings.

    e.   To order: 404-252-3663 / FAX: 404-252-0774 / e-mail: <u>hcea@kellencompany.com</u>

    f.   Web Site: <u>www.hcea.org</u>

5. <u>Exhibitions Round the World</u> ($120.00 per copy)

    a. 6,000 listings
    b. Limited U.S. listings
    c. Chronological listing
    d. Alpha listing by country and conference name
    e. Descriptions list show size, attendees, show contact, location and frequency
    f. Publisher – Tradewinds Incorporated – PO Box 7-179, Taipei Taiwan – Phone 011 886 2 3932718 – email – twinds8888@aol.com

6. <u>International Trade Show Directory</u> (EUR 174.00 = US $190.00, or for EUR $261.00 for Standing order (2 editions per year) and US - $281.00

    a. Over 10,000 shows in 115 countries.
    b. Source: m+a Publishers for Fairs, Exhibitions and Conventions GmbH P.O. Box 20 01 28, 60605 Frankfurt, Germany
    c. Phone: +49 69 7595 1995; Fax: +49 69 7595-1890
    d. Trade Fairs and Exhibitions by country; Trade Fairs and Exhibitions in chronological order; Trade Fairs and Exhibitions by branch of business; Abbreviations of Fair names/associations
    e. Web Site: www.expodatabase.com

Lots of growth

SELECTING THE RIGHT SHOWS: THE CRITICAL DECISION

Step Three: Develop Universe of Shows

- Develop list from all sources (Steps 1 – 3)
- Categorize by market, industry or vertical segment
- Analyze potential cross-over in shows for multi-product/division companies

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Develop Universe of Shows

You are now at the point of developing your universe of shows you've identified by talking to your management, customers and prospects and your search of all trade show industry sources (Steps 1 – 3). We usually list all shows in a spreadsheet which allows us to categorize or sort the shows at a later point by market, industry or vertical segment. For multi-product or division companies, this type of analysis will also help you to identify the potential overlap of shows for the various divisions or product groups.

Using a spreadsheet is also a convenient way of recording all the information you will collect from each show organizer (Step 4). In essence, the first column of the spreadsheet is for the show name with subsequent columns used for data and information collected from show management, directories and other sources.

This completes your initial background research and the development of your universe of shows. Now comes the hard part — interviewing show organizers and the analysis steps (Steps 4 & 5). Because these next steps are time consuming, it is advisable to pare the list down of any events in which you are sure you won't participate before proceeding. You may want to do this with your internal clients.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Four: Interview Show Organizers

- Basic statistics
- Audience profile

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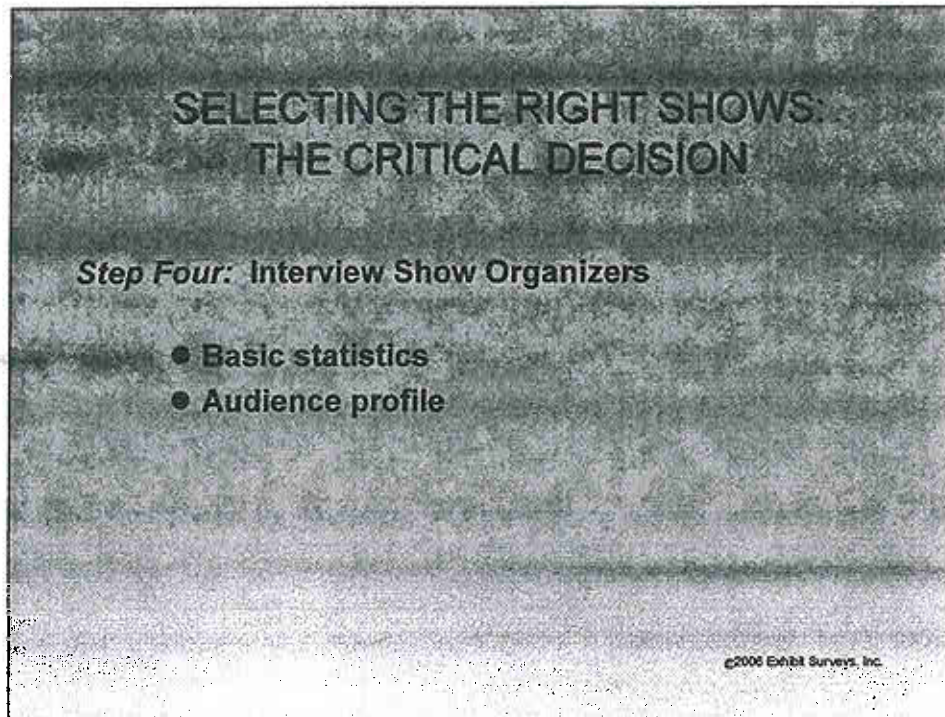
Step Four: Interview Show Organizers

The show or event organizer is your primary source for information needed to determine whether exhibiting is justified. On page 21 is a sample form for collecting information. This form includes all the possible information you will need to make your decision. However, it is unlikely that organizers will be able to provide all of this information. Therefore, first ask for the information you need most in making your decision. Data acquisition generally starts with a telephone interview of the organizer to get as much information as possible, followed by sending or faxing the form to get information they can't supply on the phone. Following are the key basic event statistics needed for the analysis and decision making step (Step 5):

- Total attendance
- Net attendance (excluding exhibitors, students, press, and show staff). Ask if attendance figures are audited or if they are verified (i.e., verified that advance registrants attended).
- Number of exhibitors
- Total **net** square footage of exhibit space used by all exhibitors combined (used to calculate Traffic Density in Step 5). Be sure to get **net** and not gross space.
- Cost per square foot.
- Hours, days and dates for exposition and educational program. This information is important to determine if there are conflicting hours between the exhibits and the educational program.

More and more events are making available audience profile information, either from their registration statistics or audience surveys. This information is critical in defining and estimating the size of your potential audience at the show. Key information to ask for is:

- Attendee demographics
- Geographical distribution of attendees
- Audience quality information (buying influence levels, buying plans levels, size of budgets, etc.)
- Level of interest in seeing your type(s) of products or services. As stated earlier, product interest levels are the best predictor of your potential for success in a show

EXHIBIT SURVEYS
INCORPORATED

Exhibit Surveys, Inc. had been retained as an independent consultant by a Fortune 1,000 company to provide the client with direction for exhibiting in trade shows that best meet their marketing needs. After going through an initial review of prospective shows, we have narrowed down our list of shows and we now need more in-depth feedback to make our recommendation. We believe that our client may benefit from exhibiting in your show.

Please take a few minutes to fill in the following information as accurately as possible and fax it back to Exhibit Surveys, Inc. at (732) 741-5704 within the next five days. Your prompt attention to this matter is greatly appreciated.

1. Show Organizer:

Contact Person:		Phone:
Address:		Fax:
		e-mail:
		website:

2. Please indicate the following for your next show:

Show Name:	
Show Location:	
Show Dates:	

	Show Hours	Educational Program Hours
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

21

Of the total hours your exhibits are open, how many hours DO NOT CONFLICT with educational programs hours?

	Non-conflicting hours:

3. Show Sponsors Other Than Organizer (e.g. sponsoring associations, societies, other organizations):

4. Please provide attendance figures and exhibitor information for your two most recent shows.

Attendance:	Year	Year
Attendees/Buyers		
Exhibitor Personnel		
Press		
Students		
Show Staff		
Spouses/Family Members		
Other (specify):		
TOTAL ATTENDANCE:	0	0

Are your attendance figures verified (i.e. they exclude attendees who register in advance but do not show) or do they represent total registration figures (i.e. they include advance registrants who may or may not have attended)?

☐ Verified Figures
☐ Total Registration Figures

[handwritten notes in margin: "mean net attendance", "90% as-5 that registered in advance", "No Show factor"]

Are your attendance figures audited by an independent third party?

☐ Yes
☐ No

Number of Exhibitors __(not total booths):__

Net Square Footage __(not gross sq. ft.):__

Cost Per Square Foot:

5. Do you measure attendee demographic information on your registration form?

☐ Yes
☐ No

If yes, which of the following types of profile information do you collect?

☐ Job Title/Function
☐ Type of Business or Organization
☐ Size of Company by Number of Employees
☐ Geographical Distribution by Region or State
☐ Products Interested in Seeing
☐ Role in Buying
☐ Any Other? (specify):

6. Please give a general profile of the companies that exhibit in your show.

7. Who were the 10 largest exhibitors at your last show?

Company	Size of Exhibit
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

8. Please indicate if any of the following companies exhibited at your last show and provide the size of the exhibit (in square feet).

Company:	Size of Exhibit:
☐ (Competitor 1)	
☐ (Competitor 2)	
☐ (Competitor 3)	
☐ (Competitor 4)	
☐ (Competitor 5)	
☐ (Competitor 6)	
☐ (Competitor 7)	
☐ (Competitor 8)	

9. What is the value proposition for your attendees? In other words, what are the primary advantages to attending your event?

gets time
for the
event

been there
key people
in industry

how many
in category

10. What is the value proposition for your exhibitors? In other words, what are the primary reasons they should exhibit in your event?

11. What sponsorship opportunities are available for exhibitors and what does each cost?

Sponsorship Opportunities	Cost
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

12. Are there opportunities for speakers from exhibiting companies to speak on your education program?

☐ Yes
☐ No

13. There are several additional pieces of information that would help us in our evaluation of your show. Please tell us which of the following you will be able to send us and then please send this information to the address below within the next 3 business days.

Information to Send:

☐ Demographic profile of attendees based on registration statistics

☐ Attendee survey results

☐ Exhibitor prospectus

☐ Attendee promotion literature and materials

☐ Directory of exhibits and program from last show

☐ Information on sponsorship opportunities for exhibitors

☐ Information on speaking opportunities for exhibitors

☐ Any other information that would be of value in our efforts (specify)

Please send the information to:

Ask for a copy of the last show directory

Thank you for your help.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Four: Interview Show Organizers

- Ask for last show directory (interview a few exhibitors)
- Ask for past/current attendance and exhibitor promotion including conference program

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Step Four: Interview Show Organizers

Try to obtain a copy of the show's last program and exhibit directory. The directory contains a wealth of information that will allow you to:

- Identify the 10 largest exhibitors in the show along with the type products they exhibited and size of their exhibits. This will give an indication of the main line products for the show, types of companies that are of primary interest to attendees, and size of exhibit needed to create maximum impact.

- Identify which of your competitors are in show along with size of their exhibit and products they exhibited.

- Call several exhibitors to get their subjective feedback (e.g., satisfaction with audience quality, traffic, results, show management, etc.)

Also try to obtain the most current attendance and exhibitor promotion materials. This information is of value in identifying the direction and focus of the show and conference program to determine if the event is "in tune" with your company's strategy and objectives. That is, is the event attempting to attract attendees and exhibitors with interests in sync with your initiatives, direction, focus and marketing objectives?

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Four: Interview Show Organizers

- Evaluate attendance promotion efforts (methods, to whom, amount)
- Sponsorship/speaking opportunities
- Availability of space and locations

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Try to obtain more in-depth information about show managements efforts to promote the event. For new launches this may be the only information on which to base your decision to exhibit. This will give you a sense of their commitment and likelihood of attracting the intended audience. Ask for:

- Profile of attendees to whom they plan to promote (titles, functions, type businesses, etc.)

- Methods of promotion (direct mail, ads, exhibitor invitations, etc.)

- Amount of promotion (number mailed, number and placement of ads, etc.)

For some companies, placing speakers on the conference program or participating in sponsorships programs are essential to their participating in an event. The availability and cost of these opportunities can be obtained during this interview process.

Last, but not least, determine the availability of space and the booth locations that are available.

SHOW SELECTION PROCESS

Step 1

Analysis/Decisions Step 5

Step 2 Customer and Prospect Research/Feedback

Should We Exhibit?

Step 3 Search Trade Show Industry Sources -- Develop Universe of Shows

Invest-ment?

Objectives/ Strategy?

Step 4 Interview Organizers/Exhibitors

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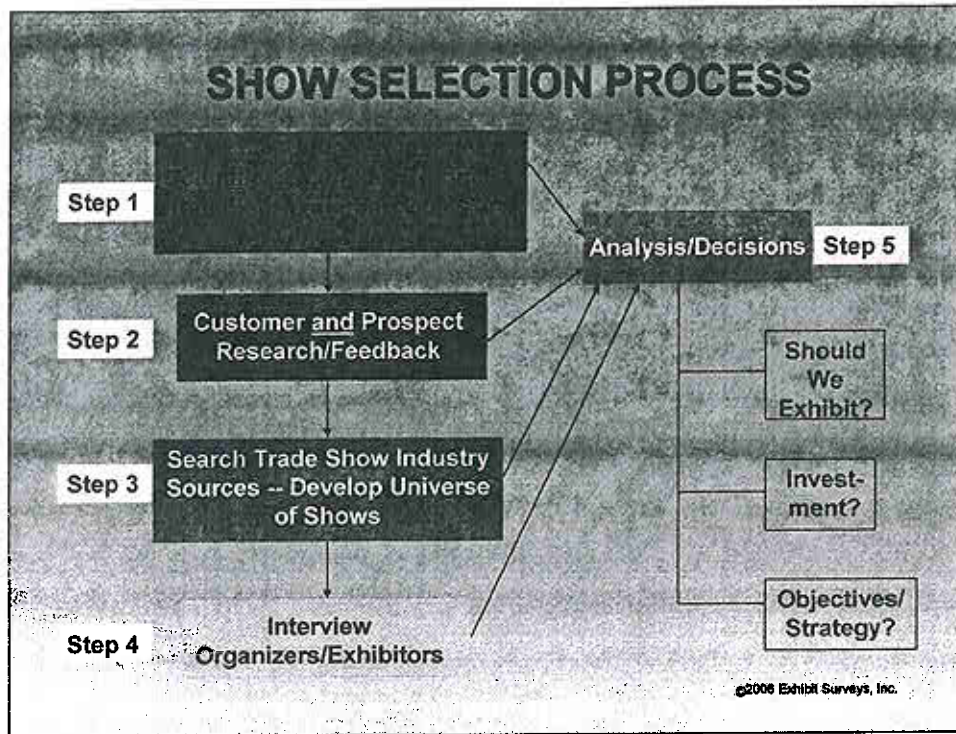
Step Five: Analysis/Decisions

You have now completed the information gathering steps of the process. The final step is where all the information you have gathered from the first 4 steps is analyzed and then decisions made, i.e., whether exhibiting is justified and the level of investment required to reach all of your customers and prospects.

SELECTING THE RIGHT SHOWS: THE CRITICAL DECISION

Step Five: Analysis/Decisions - Should We Exhibit?

Key Factors to Consider:
- Size of total market (universe)

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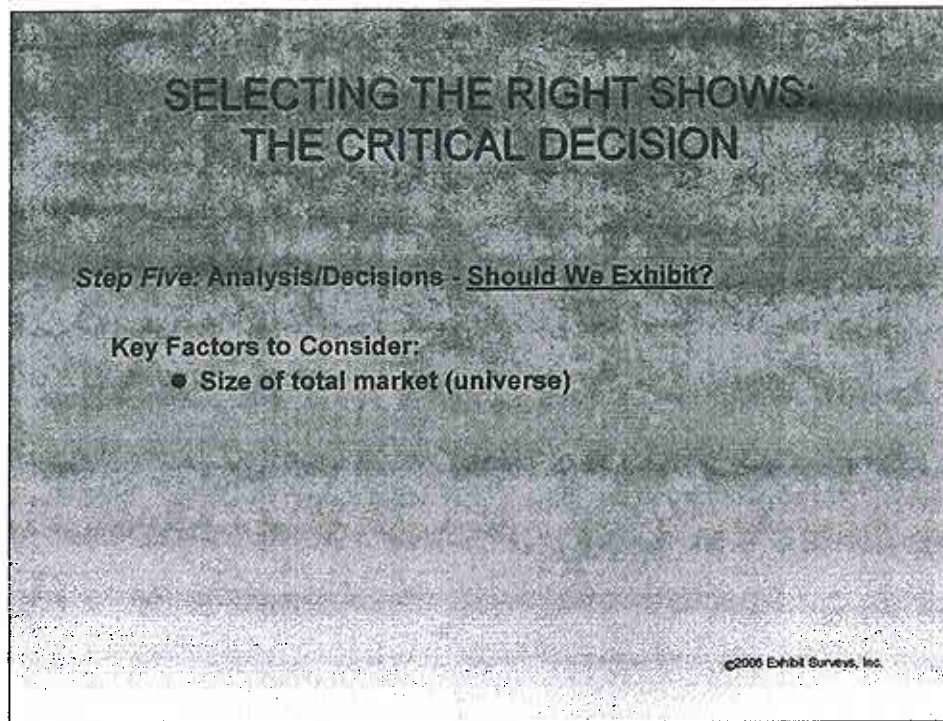
Step 5 is the final and most critical step. The major outcomes or decisions expected from the analysis are:

- Should you exhibit? In other words, does the size of our potential audience, and the value of this audience in meeting your company's marketing objectives, justify exhibiting in the show?

- If exhibiting is warranted, what level of investment are you justified in making to reach all of your potential audience and to compete effectively with your competition and other exhibitors in the show?

- What should our strategy for each event be and what objectives are realistic to set?

The focus of this presentation is on making the first two decisions simply due to time constraints, but it should be kept in mind that you will be collecting a wealth of information that will be of value in determining your event strategy and setting objectives.

The first decision (should we exhibit?) starts with a very basic question to ask yourself. That is, does the size of your total universe justify exhibiting in an event to reach them? If the universe of your market is relatively small, a trade show or other event may not be the best vehicle for reaching them. Some other form of direct-targeted marketing may be better. Or, if your market is very geographically dispersed, and the event or show you are considering is regional in nature, the event may not be able to draw a large enough number of your potential audience to justify exhibiting. This is why it is very important to know the size of your market, or at least have a good sense of whether it is large or small.

SELECTING THE RIGHT SHOWS: THE CRITICAL DECISION

Step Five: Analysis/Decisions - Should We Exhibit?

Key Factors to Consider:
- Size of Potential Audience at show:

Net Attendance	_____	(from show organizer)
x % Target	x	(from show organizer)
= Total Target	_____	
x % Interested	x	(from cust./prospect survey)
= Potential Audience	_____	

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[handwritten:]
Ex.
10,000
x .20
———
2000
x .50
———
1000

Calculating and knowing the size of your potential audience is the most important information you have for determining whether exhibiting is justified. As you can see from the calculation in the chart, you are highly dependent upon the information supplied by the show organizer. Thus it is extremely important that the data you collect is as accurate as possible, and that you follow the procedure for collecting the information that was described in Step 4.

It begins with the net attendance. Since this figure is the basis for all subsequent calculations, it is important that the net attendance is accurate. Later in this section we discuss calculating the Traffic Density for each event. Traffic Density is used to quantify the level of activity on the show floor. It can also be used to test the attendance figures for accuracy. Unrealistically high densities usually indicate inflated attendance figures which should be adjusted accordingly. Traffic Density will be discussed in more detail later.

The next step in the calculation is to estimate the percentage of the audience who represent your target audience based on the demographics supplied. This can be based on job title/function, type business, geographical distribution of the audience, a combination of demographics or any other criteria you deem important. Obviously, you are dependent upon what demographics show management can supply. These may or may not be specific enough for your needs, so you may need to extrapolate or approximate the percentage who represent your target audience. For purposes of this example, let's assume that the net attendance is 10,000 and that you have determined that 20% of the attendees are your target audience. This means that 2,000 attendees represent your total target audience (10,000 x .20).

[handwritten:] get advanced list registration + do a pre-show mailer (selective promotions)

31

Based on our experience, it is unrealistic to assume that you will be able to reach all of your target simply because not all of them will be interested in seeing your products or services. To give you a realistic estimate of your true potential audience (number of your target you have a reasonable chance of reaching assuming good performance), you multiply your total target audience times the percentage interested in seeing your products or services. If this percentage is unavailable from show management's registration or research statistics, you'll have to estimate this percentage. A good rule of thumb for multi-product companies exhibiting in a show where your products are considered some of the main line products in the show (check show directory) is to use 50% (47% is our actual average). If you are not a main line product, or if you are exhibiting only one or two products, you may want to reduce this estimate to 15% to 30%. For purposes of this example, we'll use 50% as the product interest percentage which means that your potential audience is 1,000 (2,000 x 0.50). This potential audience figure should be the main criteria for determining whether you should exhibit. As you will see later it is also the basis for determining your level of investment in the show.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Five: Analysis/Decisions - Should We Exhibit?

Other Factors to Consider:
- Audience quality (show organizer data)
- Traffic Density (Td) calculation

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More and more shows are providing measures of their audience quality (e.g., buying influence and buying plans levels, dollar volume of planned purchases). If the data is specific to your type(s) of products it can be useful in further qualifying the value of the show. In fact, you may want to use the audience quality data as the criteria for estimating the size of your potential audience instead of demographics.

Traffic Density is a calculation that quantifies the level of activity on the show floor (see formula in next chart for calculating Traffic Density). The average Traffic Density for trade shows (see chart after next) is 2.3 which means that on average between 2 and 3 attendees occupy every 100 sq. ft. of exhibit space throughout the period the show is open. Shows with Traffic Densities considerably less than 2.3 (around 0.8 to 1.3) can be considered inactive shows and it becomes difficult for exhibitors to achieve good performance at these density levels. Although Traffic Density should not be the primary criteria for choosing or eliminating a show, it is certainly worth considering in your decision.
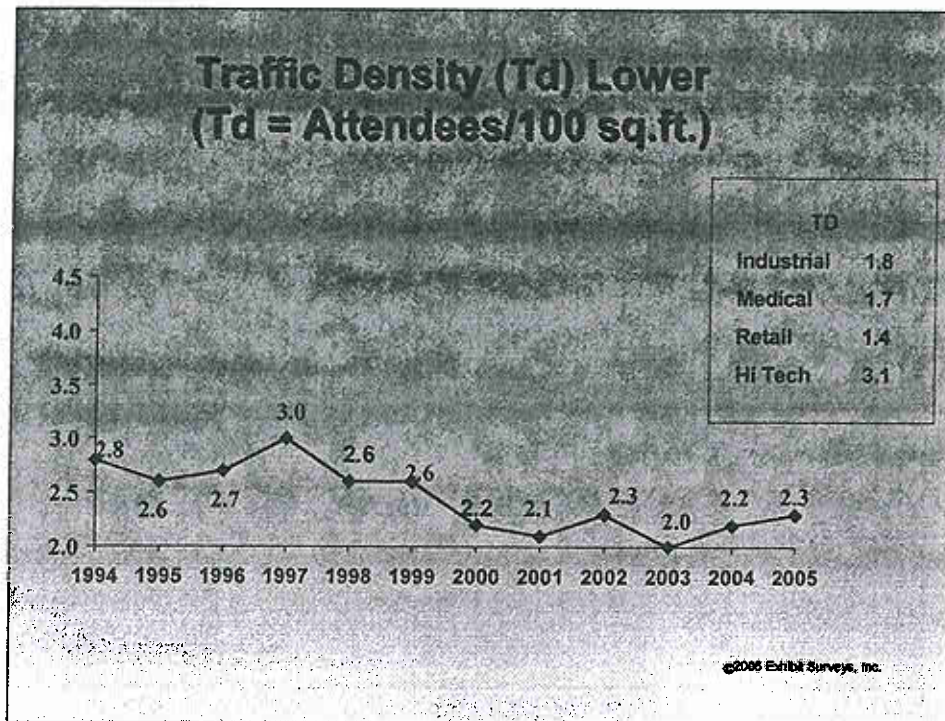
As noted earlier, very high Traffic Density calculations can indicate inflated attendance figures. Rarely will you see densities above 5 or 6. In these cases of unrealistically high Traffic Density calculations, you may want to adjust attendance accordingly for your potential audience calculations.

Traffic Density (Td) Calculation

$$Td\ (\ ) = \frac{\text{Net Attendance (\ \ ) X Avg. Hrs. at Exhibits* (\ \ ) X 100}}{\text{Total Sq. Ft. of Show (\ \ ) X Total Show Hours (\ \ )}}$$

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* Average hours for attending trade shows is 7.8 hours. If the actual average time spent is unavailable use this figure. For small shows of 100,000 sq. ft. or less you may want to reduce it to 6-7 hours. For larger shows of 500,000 sq. ft. or more you may want to increase it to 12-15 hours.

Traffic Density (Td) Lower
(Td = Attendees/100 sq.ft.)

	TD
Industrial	1.8
Medical	1.7
Retail	1.4
Hi Tech	3.1

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Traffic Density is the average number of attendees occupying every 100 sq. ft. of exhibit throughout the period the show is open. The above graph gives the average density figures for all types of trade shows. The density at shows has declined over the decade.

Other factors to consider are:

- The profile of the largest exhibitors in the show will give you an idea of the types of products that will have the highest interest. If these products are the same or similar to yours, and if they are related in the sense that they are generally sold to the same type of customers, it is an indication that there will be significant interest in your products. The size of the largest exhibitors will also give you an idea of the size exhibit needed to create maximum impact in the show.

- If your competitors are exhibiting, and if they have exhibited for more than one show, it probably indicates that your prospects and customers are attending the show as well. The size of your competitors will give you an idea of how much space you will need to compete effectively. However, first consider what size exhibit is needed to reach your potential audience (see space calculation later). Your competitors may be over spending.

- If you can get a two or three-year history of the basic show statistics (attendance, square footage, etc.), it will give you a sense of the general health of the show and the direction it is headed. However, caution should be taken in looking at the trends. Some shows that change locations will fluctuate in their statistics. The change in statistics may be a result of the location change rather than indicate a change in the health of the show.

- The geographical distribution of the audience is critical, particularly for companies that have regional markets. Many shows draw very regional audiences. The average show draws 41% of their attendance from within a 400-mile radius of the show.

- If you can get attendance promotion from show management it can give you a sense of their commitment to promoting the show. It can also help determine if they are attempting to attract the type of attendees you most want to reach. For new show launches, this may be the only information you have to make your decision.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Five: Analysis/Decisions – Investment Level?

- **Number of personnel needed:**

$$\text{Avg. No. of Vis./Hour ( )} = \frac{\text{Potential Audience ( ) } 1000}{\text{Total Show Hours ( ) } 20}$$

50

$$\text{No. of Pers. Needed ( )} = \frac{\text{Avg. No. of Vis./Hr. ( ) } 50}{\text{Salespersons Rate/Hr. ( ) } 10}$$

5

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Once you have made your decision to exhibit, the next step is to determine the level of investment that is justified. If you think about it, your investment is dictated by two key factors – the number of personnel you bring to the show to staff the exhibit and the size of your exhibit. The number of personnel determines T & E expenses while direct costs of exhibiting correlate pretty closely to the size of the exhibit.

The first step in determining the number of personnel needed is to calculate the average hourly booth traffic you need to attract in order to reach all of your potential audience. This is done by dividing your potential audience (calculated earlier) by the total number of hours the show is open. If we assume in our example a show that is open for 20 hours, and if we continue with our example earlier where we calculated potential audience to be 1,000 attendees, the exhibit needs to attract an average of about 50 visitors per hour (1,000 / 20).

The number of booth staff needed to reach 50 visitors per hour is calculated by dividing the average number of visitors you need to attract per hour by the average number of visitors each booth staff person can handle per hour. The average number of visitors each staff person can handle per hour will vary considerably from one company to the next depending primarily upon the technical nature of the products being exhibited. Our average for all types of companies is 10 visitors per staff person per hour. Companies with technical products or solutions may talk to considerably less than this average (perhaps 5 to 7 visitors per hour). Also keep in mind that this average factors in that each booth staff person often handles/talks to more than one visitor at a time. If we continue with our example and assume that each booth staff person can handle 10 visitors per hour, the total number of personnel needed on duty at any one time is 5 (50 / 10).

It is important to realize that this calculation is an average. During peak traffic periods you may need 7 or 8 personnel on duty and during slow traffic periods 2 or 3 personnel may be enough.

SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION

Step Five: Analysis/Decisions - Investment Level?
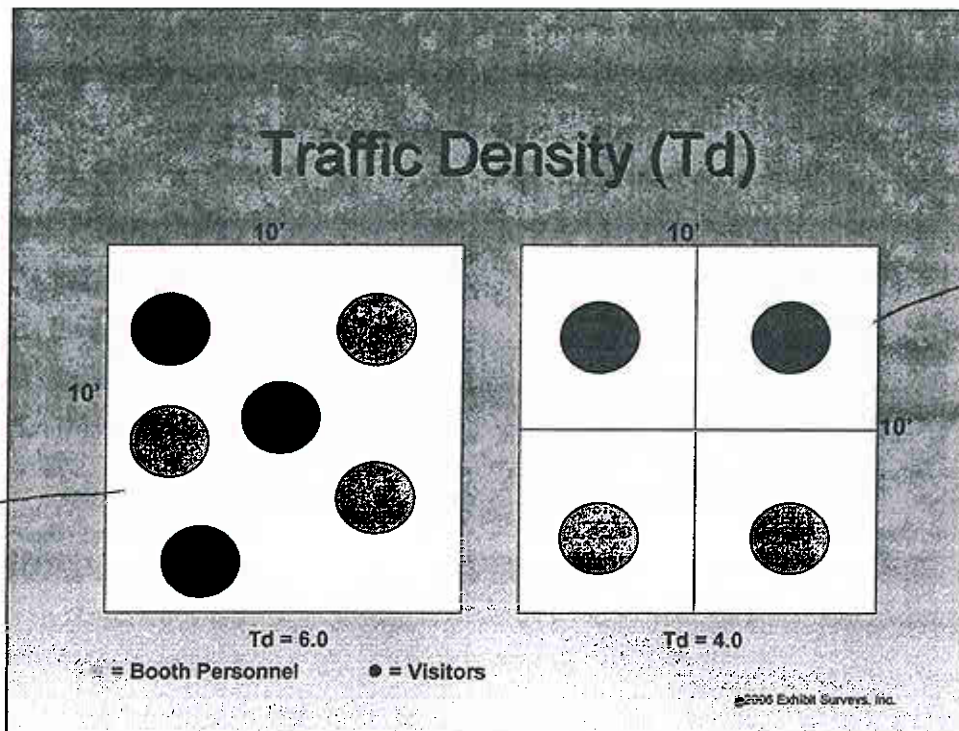
- Amount of exhibit space needed:

        250 5
Open Space (   ) = No. of Personnel (   ) x 50 sq. ft.

        400 250 150
Total Space (   ) = Open Space (   ) + Occup. Space (   )

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The first step in calculating the total amount of exhibit space needed is to calculate the amount of open or working space needed to accommodate booth staff and all visitors. Our research indicates that each booth staff person on duty needs 50 sq. ft. of exhibit space (see rationale for this rule of thumb on next chart). The total amount of open or working space needed is calculated by multiplying the number of personnel needed (5 in our example) by 50 sq. ft. The total open space needed in our example, therefore, is 250 sq. ft.

To calculate the total space needed you simply estimate how much space will be needed for inanimate objects in the exhibit such as booth properties, demo stations, storage, etc., and add it to the open space calculation. If in our example we estimate that 150 sq. ft. is needed for booth properties, etc., the total space needed is 400 sq. ft. (250 sq. ft. + 150 sq. ft.).

This space calculation is a starting point. First of all, you have to determine if your budget will support 400 sq. ft.. If not, and you decide to reduce the amount of space, you should reduce your expectations accordingly in terms of the results that you can expect to obtain. This space calculation is what is required to reach all of your potential audience. If you reduce your space you should decrease proportionately the number of your potential audience that you can expect to reach. There are other factors that need to be considered that will be discussed later.

Traffic Density (Td)

Td = 6.0   Td = 4.0
= Booth Personnel   ● = Visitors

(handwritten annotations:) Too many Impacts effectiveness of communications in the booth

(handwritten annotation:) comfortable

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Our measurement of individual exhibits over the last 40 plus years has shown that an ideal Traffic Density in an exhibit approximates 4.0; which means that, theoretically, four people could occupy every 100 sq. ft. of exhibit space. Exhibits having a calculated density around 4 manifest a good flow of traffic and have good activity. Exhibit personnel are also kept busy with this level of traffic. As the density increases beyond 4, the mobility of the visitors tends to decrease, and exhibits become too crowded for effective one-on-one discussions. The 10' by 10' box on the left illustrates a density of 6. Exhibits with lower densities don't have enough activity to perform optimally.

A Traffic Density of 4, as the diagram on the right illustrates, provides 50 sq. ft. of space for each salesperson talking to one visitor. In other words, 50 sq. ft. of exhibit space for each salesperson required to be on duty provides the optimum working space.

**SELECTING THE RIGHT SHOWS:
THE CRITICAL DECISION**

Step Five: Analysis/Decisions - Investment Level?

Other Factors to Consider:
- **Average size of ten largest exhibitors (from show organizer)**
- **Size of competitors' exhibits (from show organizer)**

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Other factors to consider in determining the amount of exhibit space needed are the average size of the 10 largest exhibitors in the show and the size of your competitors' exhibits. If you are entering a new market, introducing a new product or for whatever reason trying to create maximum impact on the audience, you may want to take more space. Our research indicates that there is a very strong correlation between the amount of exhibit space and the level of impact you can create. The average size of the ten largest exhibitors in the show is a good indicator of the amount of space needed to create maximum impact.

The size of competitors' exhibits is another indication of what is needed to compete effectively with them. However, keep in mind that if competitors are overspending you too will risk overspending if you match their space.
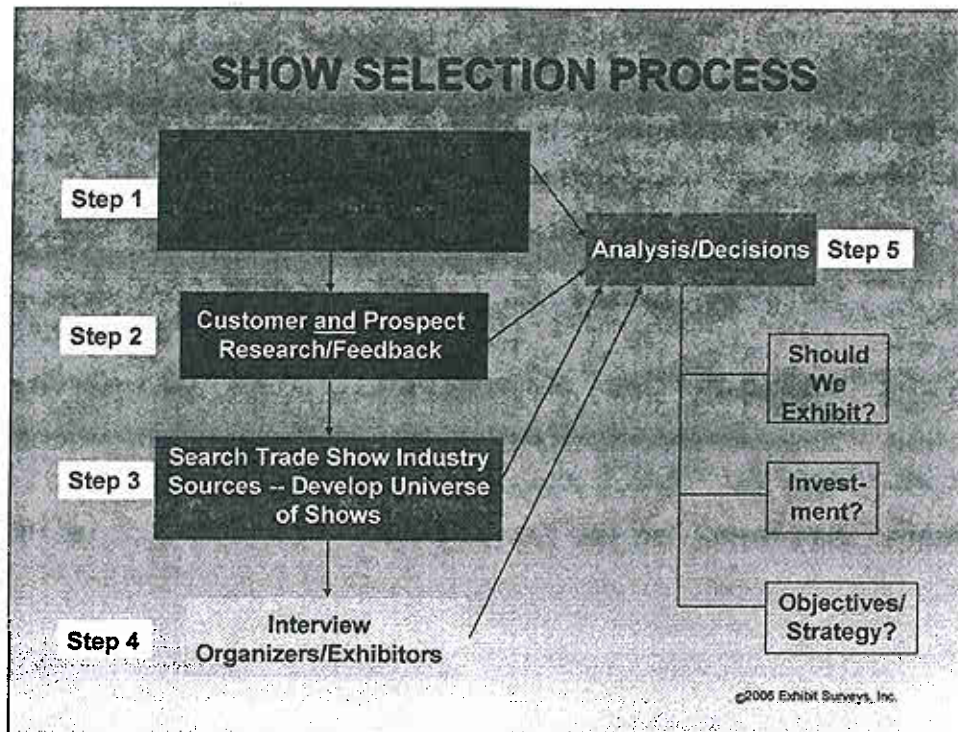
Show Selection — XYZ corporation
Transportation/Supply Chain

Show	Statement	Attendee Description	Exhibitor Description	Reported Total Attend	Total Hours	Show Hours	Registered Net Sq. Ft.	Traffic Density	Adj. Atend	No Exhibitors	Average Ex. Size	Space Cost	Estimated % Target	AIF	Potential Audience (PA)	PA % of Attendance	Recommended
NA 2004	The show focuses on North American trading regions and covers the east and west markets.	Customer contacts from industry, commerce and government with responsibility for warehousing, retail, distribution, manufacturing and inventory.	Manufacturers of material handling equipment, systems, consultants and integrators.	13,799	28	6.4	141,000	2.4	13,799	386	365	$25.00	20%	35%	970	7%	Yes
National Enterprise IT of National Manufacturing Week	Manufacturing is the second largest market, after the financial sector, for IT spending. National Enterprise IT is the nation's largest conference and expo featuring cutting-edge e-business, collaborative, supply-chain and extended enterprise solutions to seamlessly integrate and automate business and manufacturing processes. It is designed specifically for discrete and process manufacturing executives, managers and information systems managers who plan to implement, upgrade or change the technology support systems used by their workforces.	Corporate and General Management, IS/MIS/DP Managers, Systems Integrators, Manufacturing Managers, Logistics Managers, Engineers	Manufacturing-focused Enterprise IT products, processes and technologies	8,061	28	4	44,999	2.8	8,061	182	278	$34.00	25%	40%	810	10%	Yes
TransComp (National Industrial Traffic League)	National Industrial Transportation League presents the TransComp program as part of its annual meeting activities. The exposition is dedicated to showcasing innovation in information systems and management tools for domestic and international transportation and distribution operations.	Vice presidents, directors and managers in the corporate fields of transportation, physical distribution and logistics.	A variety of vendors offering products and services for transportation and logistics management, including transportation carriers, software vendors, third parties and management consultants.	2,285	12	4	150,000	0.5	2,285	600	250	$24.00	40%	60%	590	24%	Yes
Medical Design & Manufacturing	MD&M shows are devoted exclusively to the design, development, and manufacture of medical products, from high volume, single-use disposables to next generation diagnostic instruments and advanced imaging systems.	Medical device and diagnostic equipment manufacturers involved in QA/QC, production, manufacturing, research and development, administration, purchasing and engineering.	Suppliers to medical device and diagnostic equipment manufacturers involved in packaging, disposables, sterilization, raw materials, production equipment and design engineering.	24,182	19.5	7	281,054	3.1	24,182	1,788	159	$34.00	6%	30%	440	2%	Yes
Distribution/Computer	This is an exhibit of computer software, systems and services for the following applications: distribution, logistics, transportation, bar code, electronic data interchange, truck and rail fleet management, enterprise resource planning, third party logistics, freight payment, inventory handling, RF/ID, routing and scheduling. Now includes business-to-business e-commerce and Internet applications.	Management, logistics, distribution and transportation, as well as those involved in the process of computer systems and services; MIS professionals.	Vendors have computer systems or services for the distribution, manufacturing, transportation industries and supply chain management, b-to-b e-commerce, and warehousing.	2,000	14	6	35,000	2.4	2,000	163	215	$32.00	50%	40%	400	20%	Yes
AUTO-TECH	AUTO-TECH is an educational conference and exhibition updating attendees on standards for the automotive industry regarding suppliers and their relation to OEM's. AUTO-TECH has over 120 educational sessions in such areas as: OEM standards and requirements, EDI/e-commerce, materials management, auto ID/bar code, customs and regulatory reporting, containerization and packaging, quality, logistics and transportation, and occupational health & safety.	AUTO-TECH brings people together from all segments of the automotive industry. The majority of attendees are mid- to high-level executives with a significant stake in the future of their companies.	Bar Code & Data Collection, Engineering Support, Occupational Health & Safety, Quality, Transportation/Logistics, EDI/E-commerce, Manufacturing/Supply Chain Systems & Services, Packaging/Materials Handling, Telecommunications/IT	4,000	15	3	52,800	1.5	4,000	150	352	$28.00	20%	40%	320	8%	Yes

Show Selection — XYZ corporation
Transportation/Supply Chain

Show	Number of Personnel	Total Space	Exhibit Space Budget	Total Budget (Less T&E)	Competitors Exhibiting	Next Show in FY04	Location	Website
NA 2004	4	400	$10,000	$40,000	None	March 29 - April 1, 2004	Cleveland, OH	www.na2004.org
National Enterprise IT of National Manufacturing Week	3	300	$10,200	$35,700	None	February 23-26, 2004	Chicago, IL	www.enterpriseshow.com
TransComp (National Industrial Traffic League)	5	400	$9,800	$38,400	None	November 16-19, 2003	Fort Lauderdale, FL	www.nitl.org
Medical Design & Manu	3	200	$6,800	$23,800	None	January 6-8, 2004	Anaheim, CA	www.mdmwest.com
Distribution/Computer E	3	300	$9,800	$33,600	None	May 19 - 20, 2004	Chicago, IL	www.logistat.com
AUTO-TECH	2	200	$5,600	$22,400	None	August 26-28, 2003	Detroit, MI	www.aiag.org

SHOW SELECTION PROCESS

Step 1

Step 2 — Customer and Prospect Research/Feedback

Step 3 — Search Trade Show Industry Sources -- Develop Universe of Shows

Step 4 — Interview Organizers/Exhibitors

Analysis/Decisions — Step 5

Should We Exhibit?

Invest-ment?

Objectives/ Strategy?

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Summary of the Show Selection Process:

- Step 1: The show and event selection process can be boiled down essentially to a five-step process for ease of understanding. It begins with having a very good understanding of your company's markets, products and services, marketing strategy, and marketing goals and objectives. This provides a solid foundation and direction for identifying shows and events which best fit with achieving your company's overall marketing objectives. This background is critical because if you're off base or wrong at this stage of the show selection process, you will be wrong through the rest of the process. This essentially drives the whole process of which events to select.

- Step 2: Whether you do formal or informal research, having a good understanding of your customers and prospects in terms of their needs and interests as it relates to attending events, and their use and perceived value of trade shows and events (in general and for specific events), is important in refining the whole process. Most companies don't have the budgets to do this type of research formally, but for those who can it is valuable and unbiased feedback because it comes from the customer/prospect perspective – not the event organizer or others in your company who may have a particular bias for or against an event.

- Step 3: Our experience is that most companies begin at Step 3. Without the background of Steps 2 and 3, this step of the process can be very misdirected. There are many different sources for identifying events and shows that meet your objectives and strategy, some are direct sources and others are indirect sources. At this stage of the process you are looking to develop a universe of all the possible shows and events that could meet your company's needs and marketing objectives. This list will be the basis for further investigation.

- Step 4: Interviewing trade show and event organizers to obtain the type of information you need to make your decisions may be the most difficult step of the process. This is simply because in many cases they don't have the kind of data you need, they are reluctant to share it with you, and there are no standards for consistency of reporting event information so that it is easy to make direct comparisons of shows and events. Furthermore, most shows and events do not have independent auditors certifying their information. Nonetheless, there is information that can be collected that will allow you to analyze and make good event selection decisions.

- Step 5: This is the step where all the information gathered from the first 4 steps is analyzed and then decisions made as to whether exhibiting is justified and the level of investment required to reach all of your customers and prospects and compete effectively with your competition. The information you collect will also be of value in determining your overall event strategy as well as your strategy and objectives for individual shows and events.

SELECTING THE RIGHT SHOWS:

The Critical Decision

CASE STUDY

You have done a thorough investigation and determined that the International Wireless Exposition & Conference looks very promising as a valuable show to add to your schedule.

1. The total size of the market for your type product (multimedia messaging solutions) reached $1.1 billion this year and has the fastest growing product sales in the wireless marketplace. Sales in the market are expected to increase 40% next year.

2. Management's key initiative for next year is to promote awareness and sales of your multimedia messaging solutions. 40% of the total marketing budget will be devoted to getting this new product off the ground. Due to the relatively short selling cycle, sales goals for this new product are set for $20 million next year.

3. Research of customers and prospects shows that they consider this show important. Other facts learned from customers and prospects:
   a. 60% are interested in seeing multimedia messaging solutions at shows.
   b. 50% use shows to evaluate and compare products for future purchase. About 75% use shows to keep up on what's new.
   c. There is virtually no awareness for your company with respect to multimedia messaging solutions.

4. Show management provided the following information based on their last show.
   a. Net attendance = 15,000
   b. Total square footage of show = 125,000 sq. ft.
   c. 35% of the audience fit your target market profile based on management's definition (carriers/service providers, application developers, system integrators, resellers).
   d. Show is open for 3 days - 20 hours total
   e. Based on their independent survey:
      ---attendees spent an average of 7 hrs. viewing exhibits
      ---65% are a buying influence for multimedia messaging solutions, with 25% having final say
   f. Your three largest competitors are exhibiting and they are among the largest exhibitors in the show with 600 sq. ft., 1,000 sq. ft., and 1,600 sq. ft., respectively.

The two key pieces of information missing to make the final decision to exhibit are the size of your Potential Audience and the Traffic Density. Based on the information above, calculate both of these figures and then make a decision as to whether you should exhibit.

Potential Audience

Net Attendance _____
x % in Customer and Prospect Profile   x_____
    = No. Who Fit Customer/Prospect Profile
x % Interested in Multimedia Messaging Solutions   x_____
    = Potential Audience

Traffic Density (Td)

$$Td = \frac{Net\ Attendance\ (\quad)\ x\ Avg.\ Hrs.\ Viewing\ Exhibits\ (\quad)\ x\ 100}{Total\ Sq.\ Ft.\ of\ Show\ (\quad)\ x\ Total\ Show\ Hours\ (\quad)} =$$

Exhibit?   ☐ Yes   ☐ No

If your decision to exhibit was yes, how many booth personnel and how much space is needed to reach all of your Potential Audience?

Number of Personnel Needed:

$$Average\ No.\ of\ Visitors/Hr.\ (\quad) = \frac{Potential\ Audience\ (\quad)}{Total\ Hours\ Show\ Open\ (\quad)}$$

$$No.\ of\ Personnel\ Needed\ (\quad) = \frac{Avg.\ No.\ of\ Vis./Hr.\ (\quad)}{Salespersons\ Rate\ (\quad)}$$

Amount of Exhibit Space Needed:

$$Open\ Space\ (\quad) = No.\ of\ Personnel\ (\quad)\ x\ 50\ sq.\ ft.$$

$$Total\ Space\ (\quad) = Open\ Space\ (\quad) + Occupied\ Space\ (\quad)$$

Considering the above calculation and what your competitors are using, how much space will you recommend purchasing? _____sq. ft.