



COMMAND THE FLOOR

15 TRUTHS THAT DRIVE TRADESHOW SUCCESS

Provided by RES Exhibit Services, LLC

TRUTH:

TRADESHOWS ARE A

BATTLE

FIELD

PLAY TO WIN

— OR OTHERS WILL —

TRUTH:

THE
VALUE
OF TRADESHOWS IS
UP TO YOU

Not defining the tradeshow outcome you seek leads to dissatisfaction and comments that tradeshow are not worth it.

DEFINE IT
— OR *Lose* IT —

TRUTH:

MANAGEMENT

Education
is Key

PERCEPTION
EQUALS REALITY

Providing management with available tradeshow industry research and insights builds program value, budgets, career stability and growth.

Sharing Confirms Caring

TRUTH:

THE
INTERNET

HAS CHANGED TRADESHOWS

Forever

Buyers research online,
attend tradeshow with an agenda and vet options based upon solutions presented.

ONLINE IS A TOOL • NOT A SOLUTION

TRUTH:

BUYERS SEE FEWER SALES REPS
IN THE FIELD

Buyer: Seller engagement at tradeshows has increased in importance as rep visitations are scrutinized more than ever. Exhibit staff preparation to answer questions and provide solutions is key.

GO WHERE THE CUSTOMERS GO
AND BE PREPARED

TRUTH:

A TRADESHOW

MISSION STATEMENT

MANAGES EXPECTATIONS

Aligning all internal stakeholders to collectively agree to a tradeshow mission statement reduces internal agendas and focuses all parties on the desired outcome.

NO DEFINITION. WRONG OUTCOMES.

TRUTH:

GRADING TRADESHOWS — EACH YEAR — CONFIRMS VALUE

Routine exhibiting is a waste. All shows should be vetted based upon two criteria:

DID THE SHOW SUPPORT THE TRADESHOW MISSION STATEMENT?

DID THE OUTCOME MEET EXPECTATIONS?

If the answer is no, consider reducing space or not exhibiting resulting in the savings of budget and resources.

GRADING ATTACHES VALUE

TRUTH:

A

ROADMAP

PROVIDES TRADESHOW PROGRAM

DIRECTION

**EACH TRADESHOW OFFERS
DIFFERENT VALUES.**

For example: data collection, relationship building, new product introduction, competitive analysis, expanding distribution. Identifying the values of each show helps to define a program roadmap that confirms you're taking the tradeshow program in the right direction.

FOLLOW THE ROADMAP OR ENCOUNTER A DEAD-END

TRUTH:



Buyer acquisition and customer retention require consistent nurturing that only a long-term programmatic approach to tradeshows can do. Speed dating doesn't work; relationship nurturing over time does.

ONE-OFF THINKING LIMITS PROGRAM PERFORMANCE

TRUTH:

EXHIBITS DON'T SELL
PEOPLE DO

You can have the most attractive exhibit but effective buyer:seller engagements only occur when the exhibit staff is trained with tools and techniques that optimize show performance. Only 2% of tradeshow budgets are allocated to staff training which impacts the success or failure of the other 98%. People sell.

LUCK IS WHEN PREPARATION MEETS OPPORTUNITY

TRUTH:

Write
the
Play
before you
design the set

Your exhibit is a theatrical set with actors. The staging creates the environment while the actors play roles using tools from the set. In short, the stage and actors have a symbiotic relationship; great actors need a set while a great set needs great actors. So too with your exhibit.

Effective exhibits and staff support each other

TRUTH:

FLOOR SPACE EATS

MORE OF YOUR BUDGETS

Over the past decade floor-space has increased 300% and today represents 36% of the overall corporate tradeshow budget. You are now doing more for less. Making the concrete pay-off rests with putting the truths above into action.

FLOORSPACE IS JUST THAT WITHOUT A STRATEGY

TRUTH:

TIME

IS YOUR

ENEMY

Competition is second to time as your primary enemy to deploy effective tradeshow programs. Your timelines and opportunity are eroded by internal internia and reason stakeholder concensus referenced earlier has a direct corrolary to successful tradeshow outcomes.

CALENDARS ARE EITHER ALLY OR ENEMY

TRUTH:

MANAGEMENT WANTS **VALIDATION**

Competition for allocation of marketing dollars is bruttle and validating the tradeshow outcome confirms that the investment makes sense. While reporting lead data is important, so is providing competitive audits, photos, staff reviews and performance data. The report is a blend of quantifiable data and qualifiable feedback.

PROOF CONFIRMS VALUE

TRUTH:

You Make a Difference

Every stakeholder has an opinion regarding tradeshow and to manage them you need to educate and lead. You make the difference. You are the ambassador and must believe in the power of tradeshow for others to do the same.

IF THEY ARE TO BELIEVE
YOU MUST BELIEVE

COMMAND THE FLOOR

is more than words. At RES, it's a call to action. Smart marketers can't accept what is without knowing what if. This is where we fit in. We challenge the norm, evaluate the potential, and deliver an outcome that is expected. If you're looking for more, call or email us. We're ready.