

AAPM 2022

**Competitive
Edge** 
"exhibiting excellence"

Present

THRIVE LIVE!

How to Safely & Successfully Re-Enter Live Exhibiting

Topics Include:

- Current Health & Safety Measures
- Top 4 Health & Safety Considerations For Your Exhibit
- How to Request a Travel Restriction Exception, If Appropriate
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- 10 Tips for Saving Money
- How to Keep Your Productivity High... Even if Event Attendance is Down a Little
- Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver
- Overview the Exhibit Marketing Process
- Quick Takeaways for Key Areas of the Exhibit Marketing Process
- How to Best Utilize the Exhibitor Return on Investment Resource Center to Make Improvements Before Returning to Live Exhibiting!

Welcome Back!

- Vendor Showcases
- Sponsorship Opportunities - Applications must be received by April 18, 2022, to be included in the Pocket Program. Pocket Program ads will be due April 20, 2022.
- Meeting Suites in the Exhibit Hall
- Questions Contact: Rachel York | Exhibits Manager | rachel@aapm.org

Current Health & Safety Measures as of 4/14/22

AAPM considers the health and well-being of all participants a top priority as we return to in-person meetings in 2022.

- Proof of COVID-19 vaccination will be required for all in-person participants prior to entry at the meeting.
- We are working with local entities in the District of Columbia, as well as at the Walter E. Washington Convention Center and all contracted hotels/event venues to develop on-site protocols in accordance with CDC guidelines to provide the safest environment possible.

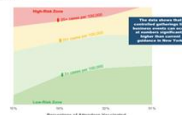
Top 4 Health & Safety Considerations For Your Exhibit

1. Crowds: Reduce number of booth staff, eliminate crowd gathering tactics, lines/queues, have more open space.
2. Masks/Social Distancing: Masks are required indoors, pay attention to peoples' preferences for space and engagement.
3. Exhibit Sanitation: Have hand sanitizer available, identify high-touch surfaces, clean often, consider posting signage in exhibit to inform visitors of safety protocols.
4. Touch Free Interactions: Reduce touch points, use digital literature, use packaged samples & giveaways.

How to Request a Travel Restriction Exception, If Appropriate

1. May or may not be flexible?
2. If you believe it's in your company's best interest, it doesn't hurt to ask!
3. To provide justification, you must address...
 - Health & Safety Precautions
 - Solid _____ Reason
 - Sound Economic Reason

The Best News...
With the health and safety measures our industry has voluntarily adopted, and given current infection and vaccination rates and projections, the scientific model by Epistemic predicts nearly a 0% transmission rate of COVID-19 at an event hosting 20,000 people this summer.



It's Almost Impossible to Get COVID-19 on an Airplane, New Military Study Suggests



Vaccination will substantially boost confidence in attending in-person



TSA checkpoint travel numbers (current year ve weekday)

This page will be updated by 9 a.m. daily. (Back to Coronavirus (COVID-19) information)

Date	2022	2021
4/11/2022	2,181,446	1,468,972
4/10/2022	2,293,548	1,561,495
4/9/2022	1,946,502	1,378,237

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost revenue due to the pandemic?
 - What does your business need right now?
 - How important is _____ contact in acquiring customers and sales?
 - How does NOT exhibiting help you get it?
2. Use floor space cost x 3-5 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of one customer or sale
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Show Budget	\$3,200 x 3 = \$9,600	\$ _____
➤ (Floor space cost x 3 to 5)		
• Exhibiting Hours	25.5	25.5
• (X) Exhibit Staff	2	x _____
➤ 50 sf per staffer		
• (X) Ints./Hour/Staffer	3	x _____
• Total Exhibit Interactions	153	= _____
➤ Use matchmaking program		
• Cost Per Interaction	\$63	\$ _____
➤ \$598-\$1,114 avg. field call cost		
• Value of Customer/Sale	\$5,000	\$ _____
• Exhibiting Investment	\$9,600	\$ _____
• # Customers/Sales to Get ROI	1.9 (1.3%)	= _____

10 Tips for Saving Money

1. Use Exhibit Budgeting & Cost Control Tool on Exhibitor ROI Center
2. Review online exhibitor service kit carefully
3. Take advantage of all early bird discounts
4. Look into a rental exhibit
5. Partner with complimentary exhibitors
6. Use A/V versus printed graphics
7. Optimize packages being shipped
8. Send fewer people
9. Incentivize staff frugality: per diem vs. expense account
10. Share ground transportation

Visit:
<https://www.exhibitoronline.com/topics/>
for more!

How to Keep Your Productivity High... Even if Event Attendance is Down a Little

1. Know how much capacity you have for interactions in your booth.
2. Increase your pre-show marketing activity to get as much of this capacity spoken for before the doors open.
3. Invite _____, probe for additional opportunities - do video interviews!
4. Invite prospects in your sales pipeline and use the event to move them one step closer.
5. Think beyond the booth...
 - Attend social/networking events
 - Attend educational events
 - Be where the attendees are!!!
6. Do competitive analysis.
7. Conduct sales, dealer, distributor training sessions.

**Two Important Outcomes Senior Management
Wants Your Exhibit Program to Deliver**



Exhibit Marketing Process™				Competitive Edge <small>"exhibiting excellence"</small>			
Exhibit Marketing Process™ is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to design and execute an effective exhibit program that							
Visibly Supports Core Business Objectives and Delivers Measurable Financial Value Beyond Cost.							
PRE-EVENT		DURING EVENT		AFTER EVENT			
Select	Align	Design	Attract	Engage	Capture	Follow-up	Measure
the right and best events	exhibiting reasons w/company goals	a valuable, interactive visitor experience	enough of the right people	visitors, impress and discover opportunity	information rich leads w/committed next actions	convert visitor commitments to actions	performance, value, ROI & key lessons to improve

Quick Takeaways For Key Areas of the Exhibit Marketing Process

1. Reasons are NOT enough!
2. Goals should address the 3 value areas with a written plan:
 - _____
 - Sales
 - Customer Relationship Management
3. With \$\$\$... Keep Strict Accounts!
4. Clarity is Power! – Who are the most important people you need to see?
5. Less is More! – What solutions should you feature?
6. People attend to _____, SOLVE PROBLEMS and SEIZE OPPORTUNITIES.

Quick Takeaways For Key Areas of the Exhibit Marketing Process

7. #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations.
8. Two BIG questions in customers' minds you must address:
 - Why at all?
 - Why you?
9. WIN the game before kickoff with targeted and well-designed pre-show marketing.
10. Don't let your exhibit get lost in the crowd - Make it STAND OUT!
11. The exhibiting environment is different and challenging.
12. Put the right people in your booth. Attendees want to talk to _____ experts and product managers.
13. If you're not writing orders at the event, the REAL product is leads!
14. What gets measured - gets done and gets improved!
15. Learning from every event is what puts you in the top 10%.

Use AAPM's Exhibitor Return on Investment Resource Center to Make Improvements Before Returning to Live Exhibiting!

Competitive Edge Return on Investment Resource Center

As trade shows reopen in the wake of the pandemic, now is the time to make improvements to help your company re-enter live exhibiting even better than before. AAPM's Exhibitor ROI Resource Center is you and your team's FREE, on-demand, 24/7 exhibiting knowledge resource. You'll find over \$10,000 of proven-effective expert guidance to help make sure every dollar and every hour your company invests in exhibiting supports your business objectives and delivers measurable, financial value beyond cost.

Follow this proven-effective 5-step Exhibitor Success Process to revitalize your re-entry to live exhibiting.



STEP 1. Download & Use FREE Planning & Implementation Tools:

- 16 Week Tradeshow Planning & Management Tool (Excel spreadsheet)
- Exhibit Budgeting & Cost Control Tool (Excel spreadsheet)
- Exhibiting & Financial Performance Metrics Tool (Excel spreadsheet)



STEP 2. Schedule & Complete Strategic Planning Exercises at Recommended Time Frames:

- Define Your Outcomes – 16 weeks prior to the show
- Identify & Attract Your Ideal Visitors – 12 weeks prior to the show
- Manage Your Visitor's Experience – 10 weeks prior to the show
- Lead Management – 6 weeks prior to the show
- Measure Your Performance & ROI – 4 weeks prior to the show & update after the show



STEP 3. Learn and Fill Knowledge Gaps by Watching Webinars at

VISIT OFTEN & SHARE WITH TEAM!
<https://w4.aapm.org/meetings/2022AM/exhibitorEngagement/index.php>

Countdown to AAPM 2022

AAPM 2022



APRIL

Primary Areas of Focus:

- Defining Outcomes
- Planning Strategy
- Designing Visitor Experience
- Cost Control

1. Download

- Define Your Outcomes Planning Exercise
- Managing Your Visitor's Experience Planning Exercise
- Tradeshow Planning and Management Tool
- Exhibit Budgeting & Cost Control Tool

2. View On-Demand Webinars

- Inside the Exhibiting Numbers: Budgeting, Managing Costs, Measuring & Reporting Exhibiting Performance, Value & ROI
- How to Make Your AAPM Exhibit Stand Out From the Crowd
- Experiential Marketing: How to Better Meet Scientific /Medical Attendees' Needs Through In-Booth Demonstrations and Presentations

3. Read Articles

- How to Prepare to Re-Enter Live Exhibiting Better Than Before
- Planning for Staff and Visitor Safety in Your Booth
- 32 Ways to Reduce Exhibiting Costs
- Planning to Win – Exhibiting by Objectives
- So Why Should an Attendee Visit Your Booth
- 9 Steps to Stand Out and Be Remembered at Your Next Show
- A Worthy Destination – How to Design a More Effective Booth

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Countdown to AAPM 2022

AAPM 2022



MAY

Primary Areas of Focus:

- Marketing Your Participation
- Securing Visits from VIP's
- Staff Preparation

1. Download

- Identify & Attract Your Ideal Visitor Planning Exercise

2. View On-Demand Webinars

- Building Brand Awareness & Driving Qualified Booth Traffic
- Tradeshow Social Media Best Practices: Using Social Media to Build Your Brand and Drive Traffic
- Secrets of the Aisles: Critical Skills Every Booth Staffer Must Know and Practice to Improve the Quality of In-Booth Visitor Interactions & Leads

3. Read Articles

- Ensuring Your Exhibit Gets Enough Traffic, Even if Attendance is Down
- Preparing Your Booth Staff to Interact With Visitors in a Pandemic Environment
- Discover and Deliver Your Attendee-Focused Value Proposition
- How to Rewrite Your Exhibitor Listing to Drive Traffic
- High Impact Pre-Show Marketing
- Conducting Effective Pre-Show Staff Meetings
- Tradeshow Attendee Rules of Engagement

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Countdown to AAPM 2022

AAPM 2022



JUNE

Primary Areas of Focus:

- Lead Management
- Measurement
- Execution

- 1. Download**
 - Lead Management Planning Exercise
 - Measure Your Performance & ROI Planning Exercise
 - Exhibiting & Financial Performance Metrics Tool
- 2. View On-Demand Webinars**
 - Improving Tradeshow Lead Management for Better ROI
 - Inside the Exhibiting Numbers: Budgeting, Managing Costs, Measuring & Reporting Exhibiting Performance, Value & ROI
- 3. Read Articles**
 - CEIR Industry Insight Report: How Exhibitors Can Improve Lead Quality and Sales Conversion
 - Preparing for Lead Follow-Up Before the Show
 - Lead Persistence: The Key to Tradeshow Lead Conversion
 - Closed-Loop Lead Management
 - How to Create an Exhibiting Performance & ROI Report
 - Exhibit Measurement Made Easy



What are the three most important ideas you learned and will apply to improve your exhibit program?

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