



AMERICAN ACADEMY[™]
OF OPHTHALMOLOGY
Protecting Sight. Empowering Lives.

Competitive
Edge 
“exhibiting excellence”

Present

AAO Annual Meeting New Exhibitor Web-Briefing

A Step-by-Step Guide to a Positive and Productive Exhibiting Experience

Participant Learning Objectives

This briefing will...

1. Provide new exhibiting companies and contacts with important information about AAO Annual Meeting, its attendees, and the ins and outs of exhibiting.
2. Overview the New Exhibitor On-Boarding Program.
3. Present strategic keys to executing a more successful exhibit.

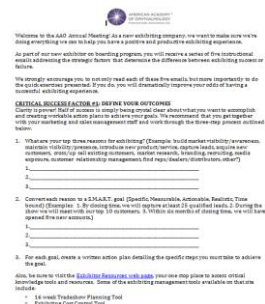
Exhibitor Support Team At Your Service

- Anna Zammataro, CEM, CMP
Director, Exhibitions
Tel. 415.447.0304 Email: azammataro@aao.org
- La Shon Smith
Exhibitions Manager
Tel. 415.447.0317 Email: lsmith@aao.org
- Nicole Naughten
Promotions Manager
Tel. 415.447.0309 Email: nnaughten@aao.org
- Abigail Greber
Promotions Specialist
Tel. 415.561.8564 Email: agreber@aao.org

New Exhibitor On-Boarding Program

- Five timed instructional emails guiding you through the strategic factors that determine the difference between exhibiting success or failure.

1. Define Your Outcomes
2. Attract Your Ideal Visitor
3. Manage Your Visitors Experience
4. Manage Your Leads
5. Measure Your Performance and Results



- Planning tools and content available on the Exhibitor Resources web page:

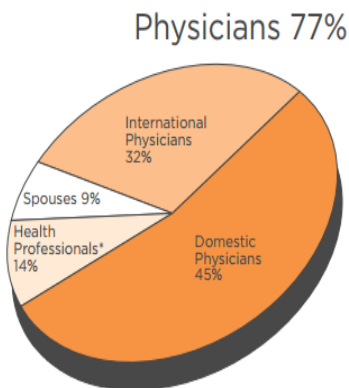
- Exhibiting Cost Control Tool
- 16 Week Tradeshow Planning Tool
- Webinar replays on
 - ✓ Driving Qualified Booth Traffic
 - ✓ How to Make Your Exhibit Stand Out From the Crowd
 - ✓ Improving Lead Quality
 - ✓ Tradeshow Measurement

New Exhibitor On-Boarding Program

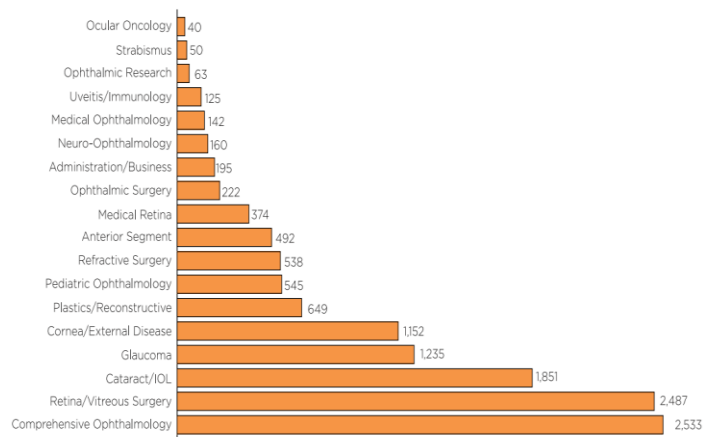
- At Show E3 Exhibit Effectiveness Evaluation
 - On Saturday, October 15th or Sunday, October 16th, during open exhibit hours
 - A tradeshow expert will visit your exhibit and score the overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product/Service Presentation, and 3) Exhibit Staff
 - Shortly after the show you'll receive a report with overall area scores, spotlights areas of effectiveness/ineffectiveness, compares your scores to show averages by size and to all exhibitors evaluated.



Who Attends the AAO Annual Meeting?



AAO 2015 Primary Specialty Area



Data is collected during the registration process and from the Update member Profile option on the Academy's website. It is not an accurate representation of the total number of physicians who attended the meeting.

What Do AAO Attendees Want?

- To see the latest _____, products and trends.
- Focused, relevant, and informative _____ communications to help them plan their visit and get more from their time at the meeting.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Education, experiences, videos and case studies showing products in action to demonstrate capability, performance and build credibility.

10 BIG Mistakes to Avoid

1. Failure to _____ the Exhibitor Service Kit.
2. Unrealistic expectations.
3. Failure to set exhibiting goals.
4. Failure to pre-market their exhibit.
5. _____ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper _____ behaviors.
8. Taking booth down before the show closes.
9. Poor lead follow-up.
10. Lack of time perspective in evaluating show results.

Be Clear About What You Are Really Buying

Face-to Face _____

- Results come from how well
- you put your company identity, staff, products and services
- face-to-face with the right people
- to exchange information
- that leads to a commitment to action on the part of the visitor.

Critical Exhibiting Success Factors

1. **OUTCOMES:** Use Exhibiting by Objectives to support marketing, sales and CRM objectives and take advantage of the many opportunities the AAO Annual Meeting presents.
2. **SELECTIVE ATTRACTION:** Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.
4. **LEAD MANAGEMENT:** Follow-up leads to convert visitor commitments to action, ideally purchasing.
5. **MEASUREMENT & LEARNING:** Measure, report results, and learn from each show.

OUTCOMES:

Know Why You Are Exhibiting & Set SMART Goals

Top Four Reasons for Exhibiting:

- Market awareness, presence and visibility
- Branding
- Lead generation and sales
- New product introduction

Your Reasons

Set SMART Goals

- Specific, Measurable, Actionable, Realistic, Time-bound
- Create _____ action plans for achieving goals.



- ❖ **Read “Define Your Outcomes” located online at Exhibitor Resources page.**
- ❖ **Download the 16 Week Tradeshow Planning & Management Tool and Exhibit Budgeting & Cost Control Calculator Tool.**

SELECTIVE ATTRACTION:

Get “In The Mind” and “On The Agenda” of Enough of the Right Attendees

1. Show attendee behaviors have changed.
 - 76% pre-plan their visit
 - Stop at _____ - _____ exhibits on average (North America B2B average)
 - 50% of these stops are pre-planned
2. You cannot just rent space, show-up, and _____ the right attendees find you.
3. You **MUST** use targeted pre- and at-show marketing.

- ❖ **Read “Identify and Attract Your Ideal Visitors” and view the “Driving Qualified Booth Traffic” webinar replay located online at Exhibitor Resources page.**

Exhibit Interaction Capacity:

	Example	Participant
Exhibiting Hours	28	28
Times Booth Staff on Duty *	$\times \underline{2}$	$\times \underline{\hspace{1cm}}$
Total Staff Hours	= 56	= $\underline{\hspace{1cm}}$
Times Interactions per hr/staffer **	$\times \underline{3-5}$	$\times \underline{\hspace{1cm}}$
<i>Exhibit Interaction Capacity</i>	168-280	= $\underline{\hspace{1cm}}$

* Staffing rule of thumb is 50 square feet/staffer

** 3 = Conservative, 4 = Moderate, 5 = Aggressive

Selective Attraction Strategy

- Create Ideal Visitor Profile(s)
 - Relationship
 - Primary Specialty
 - Job Functions/Titles
 - Geography
- Build Ideal Visitor Lists
 - $\underline{\hspace{2cm}}$
 - External
- Utilize multiple marketing media to land at least $\underline{\hspace{1cm}}$ direct hits with your ideal visitors.

Use a Combination of Low-Cost High-Impact Marketing Media

- Email
- Mail
- Telephone
- Social Media
- Website
- Mobile
- Print Advertising
- At-show Advertising



VISITOR EXPERIENCE: **Your Exhibit**

1. Have a professional looking exhibit that grabs attention and supports your brand identity.
2. **Quickly and visually** answer three questions in the mind of attendees:
 - _____ do you do?
 - _____ should I care?
 - _____ are you?
3. Make it easy for visitors to enter, move around and exit your exhibit.
4. Make it easy for visitors to physically interact with your products and services.

- ❖ **All new exhibitors will receive a free Exhibit Effectiveness Evaluation at the upcoming show!**
- ❖ **Read “Manage Your Visitor’s Experience” located online at Exhibitor Resources page.**

Six Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. _____
3. Clear & Informative Messaging
4. Creative Use of A/V
5. _____ & Engagement
6. Proactive Booth Staff

Demonstrations/Presentations

1. Who is your target audience? What are their job functions? What are their top-of-mind concerns?
2. How do your products/services address their concerns?
3. What is the one key idea you want the audience to walk away with?
4. What actions do you want viewers to take during and after?

Determining Which Products to Bring and Demonstrate

- ✓ _____
- ✓ Addresses a Top-of-Mind Industry Issue, Need or Problem
- ✓ Bread and Butter Products

VISITOR EXPERIENCE: **Your Staff**

Put effective staffers in your exhibit

- Friendly and engaging
- Proactive versus _____
- Knowledgeable
- Asks good questions and listens well.
- Can communicate _____ and persuasively
- Takes good lead information and gains commitment to the next step

Power Tips for effectively working the show:

- Be in your booth and available the entire show.
- Smile and greet people in the aisle.
- Effectively engage visitors who enter your booth.
 - Know what _____ you need to ask.
 - Be able to deliver a short company story.
 - Be able to communicate your product/services messaging in a concise, persuasive and interactive manner.
 - Capture more information from visitors.
 - Get a commitment from the visitor to the next action step.

LEAD MANAGEMENT: Take Quality Leads & Follow-Up

1. Lead quality is equal to the clarity of the next step and visitor's _____ to take that step.
2. Create a custom lead form and/or rent lead retrieval system.
3. Follow-up fast or in-line with the visitor request.
4. Link follow-up back to the visitor request.
5. Vary follow-up media: email, mail, telephone, in-person, etc.
6. Determine follow-up plan _____ the show.

❖ **Read “Manage Your Leads” and view the “Improving Lead Quality & Sales Conversion” webinar replay online at the Exhibitor Resources page.**

COMPANY		Show:	
OPPORTUNITY CARD		Show Day: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	
Name: _____			
Company: _____			
Phone: _____	Email: _____		
<input type="checkbox"/> Customer <input type="checkbox"/> Prospect <input type="checkbox"/> Suspect <input type="checkbox"/> Other _____			
1. How did you LEARN ABOUT our EXHIBIT? <input type="checkbox"/> Walk-by <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> Print ad <input type="checkbox"/> Web ad <input type="checkbox"/> Referral <input type="checkbox"/> Other? _____			
2. Type of COMPANY? <input type="checkbox"/> Wholesale <input type="checkbox"/> Retail <input type="checkbox"/> Direct <input type="checkbox"/> Other: _____			
3. Job FUNCTION? <input type="checkbox"/> Logistics <input type="checkbox"/> Operations <input type="checkbox"/> IT <input type="checkbox"/> Executive <input type="checkbox"/> Other: _____			
4. USING Product/Service? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Somewhat			
5. GOALS/PROBLEMS? <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Other? _____			
6. OPPORTUNITY? <input type="checkbox"/> Product <input type="checkbox"/> Product <input type="checkbox"/> Services <input type="checkbox"/> Service			
7. ROLE in Evaluation/Decision? <input type="checkbox"/> Engineer <input type="checkbox"/> Technical <input type="checkbox"/> Operations <input type="checkbox"/> Executive <input type="checkbox"/> Recommender <input type="checkbox"/> Influencer <input type="checkbox"/> Decision Maker			
8. EVALUATION Stage? <input type="checkbox"/> Assessing Needs <input type="checkbox"/> Evaluating Options <input type="checkbox"/> Supplier Evaluation <input type="checkbox"/> RFP/RFQ <input type="checkbox"/> Don't know			
9. TIMEFRAME? <input type="checkbox"/> 10 days <input type="checkbox"/> 1-3 Mo <input type="checkbox"/> 4-6 Mo <input type="checkbox"/> 7 Mo-1yr <input type="checkbox"/> Don't know			
10. What is our Next ACTION? Information: <input type="checkbox"/> Give <input type="checkbox"/> Mail <input type="checkbox"/> E-Mail <input type="checkbox"/> Call <input type="checkbox"/> Yes <input type="checkbox"/> No Appointment: <input type="checkbox"/> Call for <input type="checkbox"/> Set When: _____/_____/_____ Action: <input type="checkbox"/> Site Visit <input type="checkbox"/> Quotation Proposal <input type="checkbox"/> Add to mail list When? <input type="checkbox"/> Immediate <input type="checkbox"/> w/ 30 days <input type="checkbox"/> 31days +			
NOTES: _____			
Priority: A - B - C Rep: _____			

MEASUREMENT & LEARNING: Measure Results

1. Don't just count _____ – count _____ over time!
2. Refer back to your three SMART exhibiting goals and assess progress made toward each goal.
3. Use the **Exhibiting Cost Control tool** to track where your exhibiting dollar was spent. Compare it to the benchmarks and determine if you were over or under budget in each major area.
4. Use the **Exhibiting & Financial Performance Metrics tool** to determine how your exhibit program performed. At a minimum, be sure to calculate:
 - a. (CPL) Cost Per Lead
 - b. (CPI) Cost Per Interaction
 - c. Potential Revenue Value of Leads
 - d. (ROI) Return On Investment



❖ **Read “Measure Your Performance & ROI” and view the “Inside the Exhibiting Numbers” webinar replay online at the Exhibitor Resources page.**

	Example	Participant
Cost Per Lead (CPL):		
Total Show Investment (10x10, \$3,300)		
Floor space x 3	<u>\$9,900</u>	\$ _____
Divide by # Leads	50	/ _____
<i>Cost Per Lead</i>	\$198	\$ _____

Average cost of a B2B tradeshow lead:

- \$283 (Source: Exhibit Surveys, 2013)

Cost Per Interaction (CPI):

Total Show Investment (10x10, \$3,300)		
Floor space x 3	<u>\$9,900</u>	\$ _____
Divided by # of Exhibit Interactions	125	/ _____
<i>Cost Per Exhibit Interaction</i>	\$79	= _____

Average Cost of a Field Sales Call: \$596
(Source: CEIR, 2009)

Potential Revenue Value of Leads

Total # of A Leads	10	_____
Times Average Sale Amount	x <u>\$5,000</u>	\$ _____
<i>Potential Lead Value</i>	= \$50,000	\$ _____
Divided by Show Investment	/ \$9,900	\$ _____
Soft Dollar ROI	= \$5 to \$1	\$ _____

Return on Investment HARD Dollar Formula & Example*

Revenue From At/Post Show Sales	\$ 45,000	\$ _____
Less Cost of Sales (50% Gross Margin)	- 22,500	\$ _____
Gross Margin	<u>\$ 22,500</u>	\$ _____
Less Show Investment	- 9,900	\$ _____
Net Exhibit Profit	\$ 12,600	\$ _____
Net Exhibit Profit	<u>\$ 12,600</u>	\$ _____
Divided by Show Investment	\$ 9,900	\$ _____
Equals	= 1.27	= _____
Multiplied by 100	x 100	_____ x 100
<i>Return on Investment</i>	127% ROI	_____ %

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

Learn from Every Show and Stay Committed

- ✓ Make time to walk the exhibit hall and _____ successful exhibitors.
- ✓ Attend educational sessions and social/networking events.
- ✓ Do a post-show report and identify _____ learned so you can do even better at your next show.
- ✓ Be patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

Get Ready for a Positive & Profitable Exhibiting Experience!

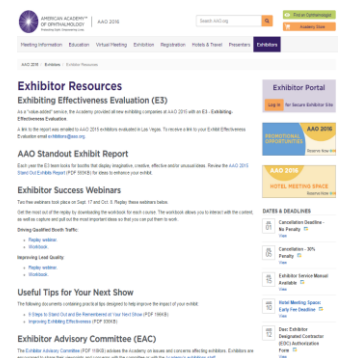
- The AAO Annual Meeting is one of your most effective marketing and sales media, when done properly.
- AAO gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of all of the knowledge resources on the Exhibitor Resources web page.
 - <http://www.aao.org/annual-meeting/exhibitor/resources>

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

AAO Commitment to Exhibitor Knowledge, Satisfaction & Success

- * Exhibitor Resources Center:
 - Live and re-playable webinars
 - Useful Tips and Downloadable Tools
 - Standout Exhibit Reports
- * Bookmark, Share and Access at:
 - <http://www.aao.org/annual-meeting/exhibitor/resources>



About the Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™



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 by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from *"expensive appearances"* to *"productive, profitable investments."*

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

No other tradeshow consulting or training firm can speak to results like this.

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355