



Welcome to the AAO Annual Meeting! As a new exhibiting company, we want to make sure we're doing everything we can to help you have a positive and productive exhibiting experience.

As part of our new exhibitor on boarding program, you will receive a series of five instructional emails addressing the strategic factors that determine the difference between exhibiting success or failure.

We strongly encourage you to not only read each of these five emails, but more importantly to do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

CRITICAL SUCCESS FACTOR #1: DEFINE YOUR OUTCOMES

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish and creating workable action plans to achieve your goals. We recommend that you get together with your marketing and sales management staff and work through the three-step process outlined below.

1. What are your top three reasons for exhibiting? (Example: build market visibility/awareness, maintain visibility/presence, introduce new product/service, capture leads, acquire new customers, cross/up sell existing customers, market research, branding, recruiting, media exposure, customer relationship management, find reps/dealers/distributors, other?)
 1. _____
 2. _____
 3. _____
2. Convert each reason to a S.M.A.R.T. goal (Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing time, we will have opened five new accounts.)
 1. _____
 2. _____
 3. _____
3. For each goal, create a written action plan detailing the specific steps you must take to achieve the goal.

Also, be sure to visit the [Exhibitor Resources web page](#), your one stop place to access critical knowledge tools and resources. Some of the exhibiting management tools available on that site include:

- 16 week Tradeshow Planning Tool
- Exhibiting Cost Control Tool

Finally, please mark your calendar and be sure to register for these educational webinars:

- How to Make Your Exhibit Stand Out From the Crowd – August 10 at 2:00 pm Eastern. Here's the registration link:
<https://attendee.gotowebinar.com/register/1139446265373531394>
- AAO Annual Meeting New Exhibitor Web-Briefing: How to Have a Positive and Productive Exhibiting Experience – August 18 at 2:00 pm Eastern. Here's the registration link:
<https://attendee.gotowebinar.com/register/428095227551563266>