**AMERICAN ACADEMY®
OF OPHTHALMOLOGY**
The Eye M.D. Association

**Competitive
Edge**
"exhibiting excellence"

Present

Improving Exhibiting Effectiveness

Observations From AAO Exhibit Evaluations
Plus Findings From Over 10,000 Other Evaluations

Participant Learning Objectives:
*By the end of this webinar,
you will...*

1. Learn about a matrix for evaluating at-show exhibiting effectiveness.

2. See evaluation findings from AAO exhibit evaluations plus findings from over 10,000 other evaluations.

3. Spotlight what's working and identify opportunities for improvement in both large and small exhibits.

<u>Exhibitor Effectiveness – Impact on Exhibitors and Attendees</u>

Exhibitor Impact:

- Better support business _____

- Increase exhibit productivity

- Get more value from program

- Generate _____

Attendee Impact:

- Improve quality of attendee _____ in exhibit hall

- Deliver more value

- Meet _____ and shopping needs

- Attendees spend more time in exhibit hall

- Want to come back to the show

<u>Brief History of E3 (Exhibiting Effectiveness Evaluation)</u>

- Launched in 2010

- Conducted in multiple industries:
  - Medical/Healthcare, Industrial, Food, Retail/Hospitality
  - Real Estate/Building/Construction, Education, Financial

- 11,430 exhibits evaluated "in action" on 54 show floors

<u>Three Critical Areas Impacting Exhibiting Effectiveness</u>

1. Exhibit

2. Product/Service Presentation

3. Exhibit Staff

<u>Summary of AAO Annual Meeting Scoring</u>

Scoring matrix:

5 = Very Effective
4 = Effective
3 = Somewhat Effective
2 = Somewhat Ineffective
1 = Ineffective

- Overall **Exhibit** - 3.23 out of 5
- Overall **Presentation/Demonstration** – 3.27 out of 5
- Overall **Exhibit Staff** – 3.37 out of 5
- **Overall** Effectiveness Score – 9.87 out of 15

<u>Key Findings: Exhibit Presentation</u>

<u>Evaluation Questions</u>

Exhibit Presentation

1. Does the overall exhibit grab attendee attention?
2. Is it quickly/easily discernible what the company does or offers?
3. Is it quickly/easily discernible who the company is?
4. Are there sufficient graphics/are they legible/well-placed?
5. Do the graphics communicate clear and concise messages?
6. Do the messages inform, educate, give attendee a reason to stop?
7. Is the exhibit easy to enter?
8. Is the exhibit easy to navigate?
9. Can visitors quickly discern what is being displayed and where?
10. Is there enough open space for attendees?
11. Is the corporate identity effectively integrated in the exhibit design?

Key Findings: Exhibit Presentation

Larger Exhibits

What's Working
- More effective at attracting attention
- More _____ branding: color/imagery/corporate ID
- More dramatic lighting
- Better integration of A/V and technology
- More product/service demonstrations and presentations
- Variety of visitor _____ experiences
  - ➢ One to many
  - ➢ One to one
  - ➢ Self- guided

Notes from Example Slides

Key Findings: Exhibit Presentation

Larger Exhibits

Areas for Improvement
- Too much reliance on _____ or product brand name
- More communication of what's displayed and _____ attendees should care
- Utilization of all three _____
  - ➢ Top tier, middle tier, eye level viewing tier
- Navigation: ease of finding what they're looking for in the booth
- Physical placement of products/services
- Tailoring messaging to the show audience
- Emphasizing _____ products and services in the booth

Notes from Example Slides

Key Findings: Exhibit Presentation

Smaller Exhibits

What's Working

– _____ to attendee works in their favor

– More personalized exhibits

– More aggressive at integrating _____ attraction techniques

– More _____ to be creative/imaginative

Notes from Example Slides

Areas for Improvement

– Less is More, lacks a focal point, confusing

– Messaging below site line and blocked

– CLUTTER!!!

– Accessibility – obstacles to entering

– Failure to emphasize _____

– Lack of or ineffective use of AV/technology

<u>Key Findings: Product/Service Presentation</u>

<u>Evaluation Questions</u>

Product/Service Presentation
1. Are products/services effectively displayed and/or presented?
2. Is the display/presentation thoughtful/creative/unique?
3. Is the display/presentation engaging and/or interactive?
4. Is feature/benefit signage integrated into display/presentation?
5. Is takeaway product/service information readily available?

Larger Exhibits

What's Working
- More thoughtful, exciting, educational presentations
- _____ ways of educating attendees (one to many, one to one, Interactive AV and technology)
- Presenters more professional/experienced
- More _____ delivery of product/service messaging
- More likely to recreate real world customer experiences
- More innovative use of AV and Technology

Notes from Example Slides

Key Findings: Product/Service Presentation

Larger Exhibits

Areas for Improvement
- Too many choices: Competing presentations

- Hierarchy of product/services not clearly defined

- Lead with _____, follow with top of mind/hot issues, augment with bread and butter products

- _____ support core messages: Adequate combination of static and AV

- Improve feature/benefit messaging to increase comprehension of products/services and aid retention

- Not defining _____ on the monitors

- Too much information

- _____ not integrated into presentations

- Lack of takeaway _____

Notes from Example Slides

Key Findings: Product/Service Presentation

Smaller Exhibits

What's Working
- More interactive presentations – more 1 on 1

- Less scripted and often more tailored to needs of attendee

- More _____ and imaginative product/service presentations – fewer restrictions

Notes from Example Slides

Areas for Improvement
- Allocate more _____ to product/service demonstrations

- More focus on demonstrations/presentations

- Better visual support – feature/benefit messages

- A/V and interactive presentations often too long and detailed

- Hierarchy of product/services not clearly defined: Lead with _____, follow with top of mind/hot issues and augment with bread and butter products

- Visually supporting core product messages: Adequate combination of static and AV

- Not defining what's on monitors and flat panels

- Too much information

Key Findings: Exhibit Staff

Evaluation Questions

Exhibit Staff

1. Are there an appropriate number of booth staffers?

2. Does their dress quickly/visibly identify them as a booth staffer?

3. Do they keep body language open to visitors/attendees in the aisles?

4. Are they quickly responsive to booth visitors?

5. Are booth staff behaviors appropriate?

Larger Exhibits

What's Working

- Sufficient staffing levels

- Good staff ID, more professional appearance

- Well trained, experienced

- Can be more _____ to attendees

- More utilization of professional staff – hosts, hostesses, crowd gatherers and temps

- Better mix of staff to address attendee needs – Management, Marketing, Sales, Product Specialists

Notes from Example Slides

Key Findings: Exhibit Staff

Larger Exhibits

Areas for Improvement
- Hard to _____ booth staffers
- Over and under staffing
- Sales people are _____
- Not responsive – attendees pass through booth unengaged
- Congregating!!!! Staff talking to each other
- Behaviors – texting, phone, computer, expressions, stances
- Leaving product/service demonstrations _____
- Failing to work _____ presentations
- Misuse of meeting rooms, hospitality areas and furnishings

Notes from Example Slides

Smaller Exhibits

What's Working
- Easier to identify staff
- Can be more _____, no place to hide
- Creative in apparel – more latitude, fewer restrictions
- Vested interest in success of exhibit program

Notes from Example Slides

American Academy of Ophthalmology
Improving Exhibiting Effectiveness Webinar Workbook

Key Findings: Exhibit Staff

Smaller Exhibits

Areas for Improvement
- Passive/over aggressive

- Apparel not always professional

- Lack of professionalism – inexperienced, less aware, more aggressive

- Not asking enough questions

- _____ too much

- Behaviors – eating, drinking, sitting behind tables in low chairs and not standing while addressing attendees, working on computers, texting, talking to the neighbors, stances, body language, sitting in the back of the booth

- Congregating!!!!

- Becoming obstacles to entry and visibility

Notes from Example Slides

Three most important ideas I learned from this session were:

1._____

2._____

3._____

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