Present

AAO 2019 Annual Meeting
New Exhibitor Web-Briefing

How to Have a Positive &
Productive Exhibiting Experience

Participant Learning Objectives
This briefing will...

1. Provide new exhibiting companies and
   contacts with important information about
   AAO 2019, its attendees, and the ins and
   outs of exhibiting.

2. Inform about resources and support
   available from AAO.

3. Overview the New Exhibitor On-Boarding
   program.

4. Present 10 big mistakes new exhibitors
   should avoid.
AAO Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Resources road map:
  - Step 1. Download implementation tools and strategic planning exercises
  - Step 2. Do planning exercises and watch supporting webinar at suggested timeframes
  - Step 3. Read exhibiting articles and standout exhibit reports for ideas and insights
  - Step 4. Use “Ask the Tradeshow Experts” email Q&A for help

- Bookmark, Share and Access at:
  - http://www.aao.org/annual-meeting/exhibitor/resources

Exhibitor Support Team
At Your Service

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What Are Tradeshows REALLY About?

___________________ & __________________

Putting your company identity, products, and staff face-to-face with people who can buy your products.

You Must Take Decisive Strategic Action in Three Timeframes

- Not just __________ days!
- At least ______ months!

PRE AT POST
The Average Exhibitor…

- Spends 95% of pre-show time on show ____________.
- Focusing almost exclusively on logistics only guarantees your booth, products and people show up.
- It doesn’t guarantee that you will get anything from the big investment of time and money.

To Generate Value & ROI
Focus on 5 Critical Exhibiting Success Factors

1. **OUTCOMES**: Define what success looks like after the show, set clear goals and create workable action plans that support your sales, marketing, and CRM objectives and take advantage of opportunities AAO Annual Meeting presents.

2. **SELECTIVE ATTRACTION**: Identify your target visitor, create your value proposition, and use targeted pre & at-show marketing to attract enough of the right people to your exhibit.

3. **VISITOR EXPERIENCE**: Synchronize your booth, product demo and staff to deliver an interactive, quality visitor experience that secures a commitment to a next action with qualified visitors.

4. **LEAD MANAGEMENT**: Identify what criteria you need to qualify, develop a questions process and tool your staff uses to capture leads, then follow-up.

5. **MEASUREMENT & LEARNING**: Use a simple set of performance, value and ROI metrics to measure your performance and results. Learn from the experience.

New Exhibitor On-Boarding Program
Helps You Focus on What Really Matters

Step 1. Download Implementation Tools & Planning Exercises

- Tested & Proven Implementation Tools:
  - Exhibiting Cost Control Tool
  - 16 Week Tradeshow Productivity Planning Tool
  - Exhibiting & Financial Performance Metrics Tool
New Exhibitor On-Boarding Program (continued)

Step 2. Schedule and DO Planning Exercises

- Five timed instructional exercises guiding you through strategic factors determining success or failure.
  1. 8/29/19 - Define Your Outcomes
  2. 9/4/19 – Identify & Attract Your Ideal Visitors
  3. 9/12/19 - Manage Your Visitor’s Experience
  4. 9/18/19 – Lead Management
  5. 9/25/19 - Measure Your Performance & ROI

➢ Watch your email on these dates & DO the exercises!

How to Calculate Your *Potential Tradeshow Sales Opportunity

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting hours</td>
<td>28</td>
</tr>
<tr>
<td>Average # booth staff **</td>
<td>x 2</td>
</tr>
<tr>
<td>Interactions/hr/staffer ***</td>
<td>x 3</td>
</tr>
<tr>
<td>Exhibit Interaction Capacity</td>
<td>168</td>
</tr>
<tr>
<td>Target % convert to a LEAD</td>
<td>25%</td>
</tr>
<tr>
<td>Number of LEADS</td>
<td>42</td>
</tr>
<tr>
<td>Target % convert to a SALES ORDER</td>
<td>20%</td>
</tr>
<tr>
<td>Number of SALES ORDERS</td>
<td>8</td>
</tr>
<tr>
<td>Average sale amount</td>
<td>x $15,000</td>
</tr>
<tr>
<td>POTENTIAL SALES OPPORTUNITY</td>
<td>$120,000*</td>
</tr>
</tbody>
</table>

*Please note: This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

** Rule of thumb: 50 sq. feet per staffer
*** 3 conservative/4 moderate/5 aggressive
New Exhibitor On-Boarding Program (continued)

Step 3. Watch Knowledge Webinars and Read Articles for Insights and Ideas

- On Demand Topical Webinars Supporting Planning Exercises
  - How to Make Your Exhibit Stand Out From the Crowd
  - Driving Qualified Booth Traffic
  - Discovering & Delivering Your Attendee-Focused Value Proposition
  - Tradeshow Social Media Best Practices
  - Secrets of the Aisles: Critical Skills Every Booth Staffer Needs to Know
  - Improving Lead Quality & Sales Conversions
  - Inside the Exhibiting Numbers: How to Control Costs, Measure & Report Exhibiting Performance & ROI
- Read Articles Organized by Topical Areas for Insights and Ideas

Step 4. Ask for Help!

- Ask the Tradeshow Experts Email Q&A
  
  Located on the Exhibitor Resources web page - submit your question by email and Jefferson Davis or one of his team of tradeshow experts will respond within 24-48 hours.

E3 Exhibit Effectiveness Evaluation at AAO Annual Meeting

- **During open exhibit hours**, a tradeshow expert visits your exhibit and scores overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product Presentation, and 3) Exhibit Staff
- **Shortly after the show**, you receive a report by email with overall area scores, spotlighting areas of effectiveness/ineffectiveness, comparing your scores to show averages by size and to all exhibitors evaluated.
Who Attends the AAO Annual Meeting?

AAO 2018 Chicago Attendance

Physicians 12,950
Health Professionals 2,283
Spouses/Guests 1,174
Exhibitors 7,742
Total Attendance 24,149

Number of exhibiting companies 508

Physicians 85%
International 28%
Domestic Physicians 57%
Health Professionals 15%

Subspecialty & Practice Data*

Past demographic information available on Exhibitor Central web page:
https://www.aao.org/annual-meeting/exhibitor/general-information

What Do AAO Attendees Want?

- To see 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.
How Do Attendees Behave?

- Tend to **plan ahead**, set agendas and visit booths with products/services that support their current and future interests and needs
- Look forward to _______________ interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no **substance**.

**FREE Exhibitor Marketing Opportunities**

1. Company listing on the official annual meeting exhibition website.
   - Read the “How to Rewrite Your Exhibitor Listing to Drive Booth Traffic” article
2. Populate your FREE digital booth in the ShowMap.
3. Company listing on mobile app and printed meeting program.
4. Leverage social media:
   - Twitter: @aao_ophth, #AAO2019  https://twitter.com/aao_ophth
   - LinkedIn: http://www.linkedin.com/company/american-academy-of-ophthalmology
   - Instagram: https://www.instagram.com/aaoeye/

For questions or help, please contact:
Abigail Greber
agreber@aao.org
Exhibitor Portal

  - Official Contractors and Forms/Service Manual
  - Update Contact Information
  - Exhibitor Service Manual
  - Exhibitor Registration
  - Exhibitor Booth Activities
- Pay Careful Attention To:
  - Review all sections of the Service Manual and pay careful attention to deadlines – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
  - Ask us questions at any time.

Anna’s Suggestions for First-Time Exhibitors

1. Use Exhibitor Central web page to access general information and important rules and regulations: https://www.aao.org/annual-meeting/exhibitor/general-information
2. Use Pre-Show Marketing - Target the right audience for your product/service. Promote with the FREE and/or paid marketing opportunities.
3. Pay careful attention to deadlines – when possible, place orders in advance. By doing this, you can maximize your budget, reduce cost, and increase marketing exposure.
4. Don’t assume your orders have been received. Before you leave for the show, check with Freeman, check with the show organizer, check with your shipping company. Correcting mistakes on the show floor is time consuming and can be expensive.
5. Use FREE online exhibitor educational resources. Use downloadable tools to manage, control costs, and measure your tradeshow performance and results.
6. Review the AAO Standout Exhibits reports to pick up ideas to improve your exhibit.
7. Keep your contact information current.
8. Call AAO Exhibits staff with ANY questions.
10 BIG Mistakes to Avoid

1. Failure to read the Exhibitor Service Kit.

2. Unrealistic ________________.

3. Failure to set clear exhibiting goals.

4. Relying on/blaming booth location for success or failure.

5. Failure to pre-market their exhibit.

6. _________________ exhibit design and/or layout.

7. Not enough thought given to product/service presentation.

8. Improper ____________ behaviors.

9. Poor lead capture and/or follow-up.

10. Lack of time perspective in evaluating show results.

Learn from Every Show and Stay Committed

- Make time to walk the exhibit hall and ____________ successful exhibitors.
- Attend FREE educational sessions and social/networking events.
- Use the Exhibit Performance Measurement Tool and do a post-show report to identify key ____________ 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 & Productive Exhibiting Experience!

- AAO Annual Meeting is one of your most effective marketing and sales media, when viewed and executed properly.
- AAO gives you the resources, road map, tools support to be as successful as you want to be.
- Use what you learned today and follow the four-step implementation plan on the Exhibitor Resources web page.
  ➢ [http://www.aao.org/annual-meeting/exhibitor/resources](http://www.aao.org/annual-meeting/exhibitor/resources)

Three most important ideas I learned from this session were:

1.__________________________________________________________________________

2.__________________________________________________________________________

3.__________________________________________________________________________

About Your Expert Presenter
Jefferson Davis, President, Competitive Edge
The Tradeshow Turnaround Expert™

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.

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.”

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](http://www.tradeshowturnaround.com)