



AMERICAN ACADEMY™
OF OPHTHALMOLOGY
Protecting Sight. Empowering Lives.

Competitive
Edge 
“exhibiting excellence”

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 Success Articles
Fill Knowledge Gaps

Exhibit

- 20 Why Should an Attendee Visit YOUR Booth? (PDF 2204B)
- Booth Layout: Make Sure to Make the Most of Your Space (PDF 2004B)
- 3 Ways to Maximize Your Booth Design & Make a Lasting Impression (PDF 1804B)

Promotions

- The Single Most Important Factor Impacting ROI (PDF 2004B)
- How to Maximize Your Exhibitor Listing to Drive Traffic (PDF 2004B)
- How to Use Email Communications to Support Business Objectives and Deliver Real Value (PDF 4270B)

Staffing

- Staffing in a Complex Booth (PDF 1904B)
- Staffing for Success (PDF 1304B)
- Trade Show Staffing: A Guide to Success (PDF 1804B)

Lead Management

- Lead Generation: The Role of Trade Show Lead Conversion (PDF 4410B)
- Improving Lead Quality (PDF 1704B)
- Closing the Loop on Trade Show Leads (PDF 2010B)

Planning

- Planning to Win: Exhibiting by Objectives (PDF 2204B)
- Exhibiting Online & Offline: 10 Steps to Control Costs and Save Money (PDF 1504B)

Measurement

- The Important Outcomes Your Exhibit Should Deliver (PDF 3004B)

Strategic Planning Exercises

Gather Your Team: 5 Critical Planning Exercises

- Define Your Outcomes (PDF 4204B): Complete 10 weeks before the meeting
- Identify & Assess Your Opportunities (PDF 4304B): Complete 12 weeks before the meeting
- Managing Your Media & Exhibitors (PDF 4404B): Complete 12 weeks before the meeting
- Lead Management (PDF 4510B): Complete 4 weeks before the meeting
- Measure Your Performance & ROI (PDF 2004B): Complete 4 weeks before the meeting

Downloadable Tools

Implementation Tools: Get Control - Save Time & Money - Generate Results

- Exhibit Floor Trade Show Planning & Management Tool (Excel 4004)
- Exhibit Budgeting & Cost Control Calculator (Excel 4104)
- Exhibit Performance, Value & ROI Calculator (Excel 4104)

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
- Arlynn Moraga
Exhibitions Coordinator
Tel. 415.447.0315
Email: amoraga@aao.org
- Abigail Greber
Promotions Manager
Tel. 415.561.8564
Email: agreber@aao.org

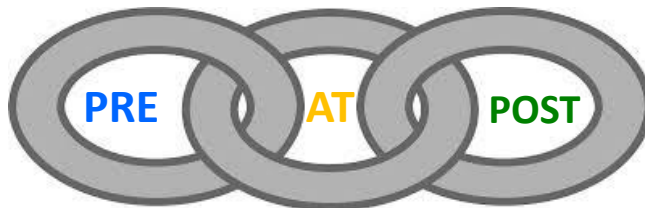
What Are Tradeshows REALLY About?

_____ & _____

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!



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

The image shows two spreadsheets. The top one is titled '16 WEEK TRADESHOW ACTION PLAN' and contains a grid with columns for dates and various tasks. The bottom one is titled 'EXHIBITING & FINANCIAL PERFORMANCE METRICS TOOL' and contains a grid with columns for metrics and data points.

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!

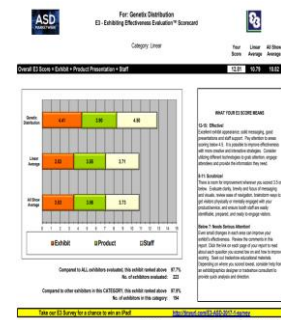
- Ask the Tradeshow Experts Email Q&A

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.



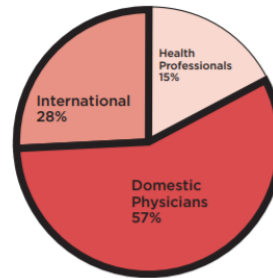
Who Attends the AAO Annual Meeting?

AAO 2018 Chicago Attendance

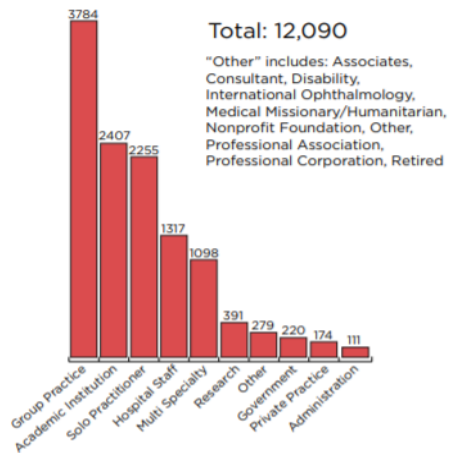
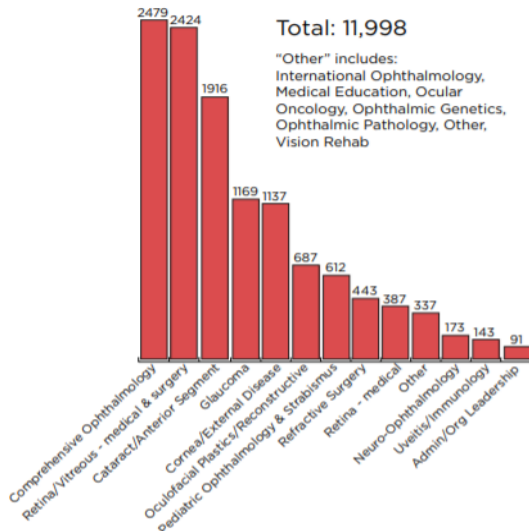
Physicians	12,950
Health Professionals	2,283
Spouses/Guests	1,174
Exhibitors	7,742
Total Attendance	24,149

Number of exhibiting companies 508

Physicians 85%



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:
 - Facebook: <http://www.facebook.com/American-Academy-of-Ophthalmology>
 - 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

- Available online:

<https://aao.ungerboeck.com/prod/ungerboeck.cshtml?AppCode=ESC&EvtID=5001&OrgCode=10>

- Official Contractors and Forms/Service Manual
- Update Contact Information
- Exhibitor Service Manual
- Exhibitor Registration
- Exhibitor Booth Activities

A screenshot of the "Log-In to Apply" page on the exhibitor portal. The page has a white background with a blue header bar. Below the header, there is a text box with instructions: "Companies that have exhibited with us previously, please log in with the email address and password. If you are a new exhibitor, please select 'Create a new account' after entering your email." There are two input fields: "Email" and "Password". Below these fields are checkboxes for "Remember me" and a blue "Log In to Apply" button. At the bottom, there is a small link: "Create or view your password | Companies interested in exhibiting this year sign up to receive information in the Academy Exhibitor News Sign Up".

- 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>

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 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.

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**