



*Present*

# Discovering & Delivering Your Attendee-Focused Value Proposition

## Participant Learning Objectives

1. Learn 3 primary reasons people attend tradeshows.
2. Overview of exhibiting communication challenges.
3. Discover the 8-step content development process.
4. See the process put into action.
5. How to integrate a combination of low-cost, high-impact marketing media for maximum response.

### **Top 3 Reasons People Attend Tradeshows**

1. \_\_\_\_\_ /Continuing Education/Accrediting
  2. **Shopping**/Sourcing/Purchasing/Revalidating
  3. **Networking**/Interacting with Colleagues/Suppliers
- Aligning your attendee-focused value proposition with one or more of these reasons is the key to driving qualified traffic.

### **How Tradeshow Attendee Behaviors Have Changed**

1. Registering closer to the show.
2. Spending fewer number of days at shows.
3. Looking for more content and useful information.
4. Pre-planning visit: \_\_\_\_\_% *arrive with an agenda*.
5. Visits 26-31 exhibits on average. (NA B2B average)
6. 50% of exhibit stops are \_\_\_\_\_.

Sources: CEIR/Exhibit Surveys/Event Marketing Institute

### **What is an Attendee-Focused Value Proposition?**

A clear and concise message that gives attendees a compelling reason to visit your exhibit...

- By offering a solution to a problem or an opportunity to seize.
- By letting the attendee know how much time is required.
- And letting the attendee know what they will \_\_\_\_\_ and \_\_\_\_\_.

## **Why is an Attendee-Focused Value Proposition Important?**

1. Over-choice
2. \_\_\_\_\_ overload
3. Information overload
4. Short interaction time
5. Competitive presence

➤ *Messaging must be thoughtfully crafted & delivered to counter these challenges.*

## **8Step Attendee-Focused Value Proposition Development Process**

1. Define your \_\_\_\_\_ **Customer**
  - Specialties/Sub-Specialties
  - Job-Functions/Titles
  - Location
  - Size
  - Other?
2. Decide what **Solution(s)** you will feature
  - \_\_\_\_\_
  - Trending/Hot/Top of the Mind
  - Pillar Services/Products
3. Define the **Applications** for featured solution(s)
  - How does the customer use the solution?
  - What are or might they currently be doing or using to address the need for your solution?

## **8Step Attendee-Focused Value Proposition Development Process**

4. Define what \_\_\_\_\_ would prompt them to think about your solution
  - What are problems, frustrations and issues they might be experiencing that would create interest in your solution?
  - What opportunities does your solution create?
  
5. Define your **Salient** Features & Benefits
  - What are the top 3 features and benefits?
  - What customer needs do each feature and benefit address?
  - What question could you ask to get the customer to voice a need for each feature and benefit?
  
6. Define your \_\_\_\_\_ Features & Benefits
  - What are your key points of differentiation?
  - What customer needs do the points of differentiation address?
  - What questions could you ask to get customer to voice a need for your points of differentiation?
  
7. Define what the attendee will
  - See
  - Do
  - Learn
  - Get by visiting your booth
  
8. Develop **HOOKS** and **CONTENT** based on this analysis and integrate into:
  - Pre/at-show marketing
  - Exhibit graphics
  - Presentation and demonstrations
  - Staff training

## **Put Into Action Example**

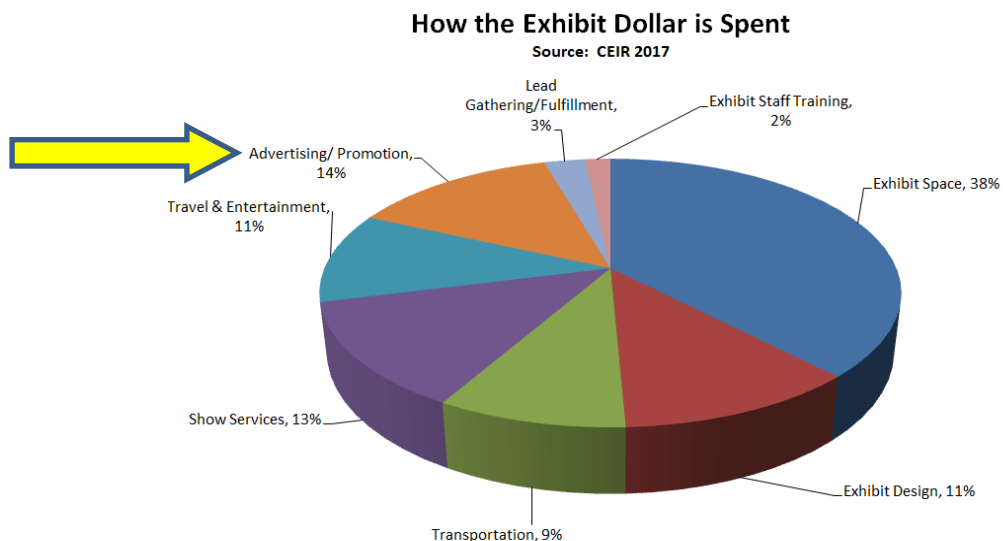
1. **Target Customer:** Company Exhibiting at Tradeshows
2. **Featured Solution:** Exhibit Staff Training
3. **Situations:** Big spend, poor booth traffic, low lead count, poor lead quality, ineffective staff behaviors, little or no ROI
4. **Applications:** Pre and at-show staff prep and exhibiting skills training
5. **Salient F&B:** Tradeshows skills training improves staff awareness and performance leading to more traffic, higher quality interactions, higher quality leads and improved ROI
6. **Differentiated F&B:** Unlike other training that teaches basic “boothmanship”, we teach advanced-level, solution-focused interaction skills tailored to the unique challenges of effectively communicating in the tradeshow environment
7. The Attendee Will:
  - SEE: a 3 minute funny video showing the biggest mistakes booth staffer make
  - DO: engage with an interactive touchscreen survey to determine what they feel the biggest mistakes their booth staff are making
  - LEARN: why booth staffers can make or break the success of the exhibit, what makes a great booth staffer, how to improve their exhibit staff performance
  - GET: a FREE exhibit staff assessment tool
8. **Hooks/Content:**
  - ✓ Ask a Pain Question: Tired of spending BIG money on shows with LITTLE results?
  - ✓ Ask Engaging Questions:
    - What do you feel is REALLY limiting your tradeshow results?
    - If your boss asked you to prove your exhibiting ROI, could you?
    - What role does your booth staff play in your tradeshow success?
  - ✓ Test Their Knowledge: How many of these mistakes are your booth staff making?
  - ✓ Make a Strong Statement: People make judgments about your company based on your booth staff behaviors... are they really putting your best foot forward?
  - ✓ Share a Fact or Research:
    - Did you know a CEIR study found that the average exhibitor converts 20% of tradeshow leads to sales? How are you doing?
    - An ASTD study found top performing companies in every market segment invest 3% of revenue in their people
  - ✓ Question a Behavior: You spend a lot of money on your space and exhibit; how much do you invest to make sure your staff uses both wisely?

## **Attendee-Focused Value Proposition Template**

- \* \_\_\_\_\_: Tired of? Worried about? Struggling with?
- \* OPPORTUNITY: Interested in? Curious? Want to learn about?
- \* Give us 5 minutes at AAO Booth #123
- \* You will SEE
- \* You can DO
- \* You will \_\_\_\_\_
- \* Oh by the way, you'll GET...

## **Notes from Value Proposition Examples**

## **Where the Tradeshow Dollar Goes**

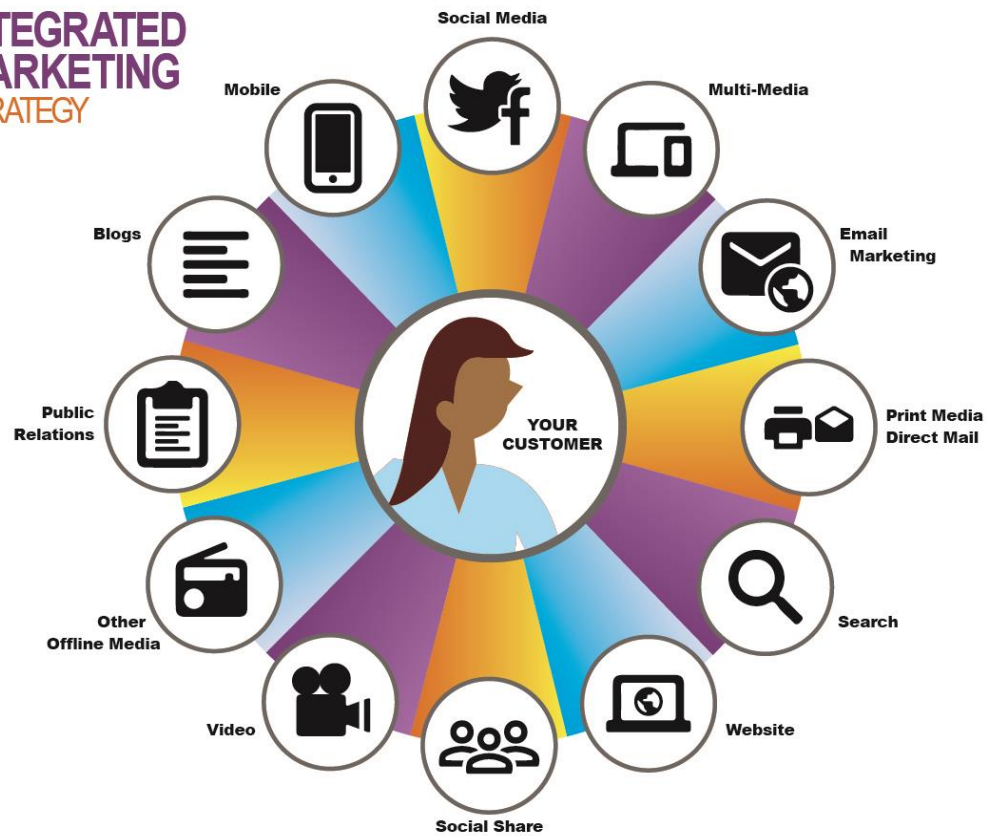


## Budget Enough Promotion Resources

	Example	Participant
Total Show Investment (Space cost x 3)	\$10,500	\$ _____
% for Exhibit Marketing	<u>      </u> x .15 at least	x _____
Exhibit Promotion Budget	\$1,575	\$ _____

**When to increase?** Big show, small booth, location concern, importance of show, match of attendees - allocate more!

### INTEGRATED MARKETING STRATEGY



## **FREE Exhibitor Marketing Opportunities**

1. Company listing on the official annual meeting website with a link to your website.
2. Populate your FREE digital booth.
3. Company listing on mobile app.
4. Use of official annual meeting logos to use in your marketing materials.
5. Leverage social media:
  - Facebook: <http://www.facebook.com/American-Academy-of-Ophthalmology>
  - Twitter: [http://twitter.com/ao\\_ophth](http://twitter.com/ao_ophth) #AAO2018
  - LinkedIn: <http://www.linkedin.com/company/american-academy-of-ophthalmology>

## **PAID Show Promotional Opportunities**

<https://www.aao.org/annual-meeting/exhibitor/promotional-opportunities>

### **Specific Opportunities**

Click on the options below to view:

- Full descriptions,
- Rates,
- Deadlines,
- How to reserve/contact information,
- Mechanical and digital requirements.

#### **Direct Mail Advertising**

AAO Card Pack

Academy Pre-Registrant Mailing List Rental

#### **Virtual Exhibition**

Free Digital Booth

Digital Booth Upgrades

#### **Convention Center**

Ad Kiosks

Attendee Bag - SOLD

Attendee Bag Inserts

Banners

Charge-Up Lounge - 1 Remaining

Coat Check Banner - SOLD

Escalators - 2 Remaining

Illuminated Displays - 1 Remaining

Product Theater

Seating Cubes

Stairs - SOLD

Starbucks Clings - SOLD

Video Wall

#### **Print Advertising**

Exhibition Floor Plan

Meeting Program

#### **Hotels**

Hotel Door Drop (PDF 125KB)

Hotel Keycards - SOLD

#### **Digital/Online**

Mobile Meeting Guide - SOLD

Video Wall

Virtual Exhibition

Walking Challenge App

Web Banners

#### **External/Citywide**

Shuttle Bus Graphics - 1 Remaining

EMC Outdoor & Events:

Airport Signage  
Billboards/Wallscapes  
Branded Vehicles  
Mobile Billboards  
Street Furniture  
Taxi Tops

#### **EyeNet Magazine**

EyeNet Corporate Lunches

AAO 2018 News

AAO 2018 News distribution bins

Exhibitor Guide

Selections: Glaucoma

Selections: Refractive Surgery

Selections: Retina

#### **Meeting and Other Support**

General Support

Cataract Monday

Program Support

Subspecialty Day Meetings

Virtual Meeting

Additional Support Opportunities:

AAO 2018 Daily (PDF 58KB)  
Global Forum (PDF 52KB)  
Museum of Vision (PDF 57KB)  
Orbital Gala  
Young Ophthalmologists and Senior  
Ophthalmologists (PDF 33KB)

**For questions or help,  
please contact:  
Abigail Greber –  
agreber@aao.org**



### Sample Marketing Program: *Small Exhibitor*

- ❖ **Booth Size/Space Cost:** 10 x 10 in-line/\$3,500
- ❖ **Show Budget:** \$10,500 to \$17,500 (3-5x floor space – 15% + to promotion)
- ❖ **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- ❖ **Media:**
  - Rent targeted pre-registered attendee direct mail list
  - Mail postcard to house list and pre-registered attendee list
  - AAO Card Pack direct mailer
  - FREE Digital Booth - Write company description in digital booth giving attendees a compelling reason to visit your booth and be sure to select the right product categories
  - Promote show participation in relevant social media and use show's channels
  - Use AAO's "See You in Chicago" banner on your website and email signature – Contact AAO for the banner
  - Integrate value proposition into your exhibit graphics
  - Execute C/P/S strategy with sales reps and dealers

### Sample Marketing Program: *Medium/Large Exhibitor*

- ❖ **Booth Size/Space Cost:** 30 x 30 PLUS/\$31,500
- ❖ **Show Budget:** \$94,500 to \$157,500 (3-5x floor space – 15% + to promotion)
- ❖ **Goals:** New Product, Thought Leadership, Brand Visibility, Lead Gen/Sales
- ❖ **Media:**
  - Do same things as small exhibitor
  - Mail high-level invitations (instead of postcards) to house list with compelling reward for responding
  - Attendee bag insert promoting new product
  - Card pack insert promoting new product
  - Book Product Theater to showcase new product (check availability)
  - Exhibitor floor plan Z-fold map
  - Door clings and/or stair clings
  - Meeting-wide step challenge; add your brand to app, dedicated web page – onsite leaderboard in your booth with scan in locations throughout the meeting to get extra steps

## Integrated Pre-Show Marketing Plan Example

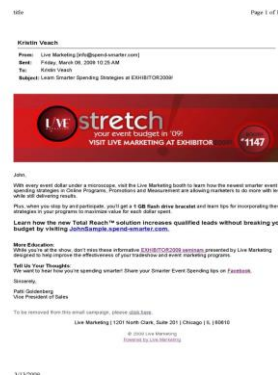
### Pre-Show Print Advertisement



### Personalized Postcard Mailer



### Personalized Pre-Show Emails to Your House List



### Personalized Microsite or Landing Page

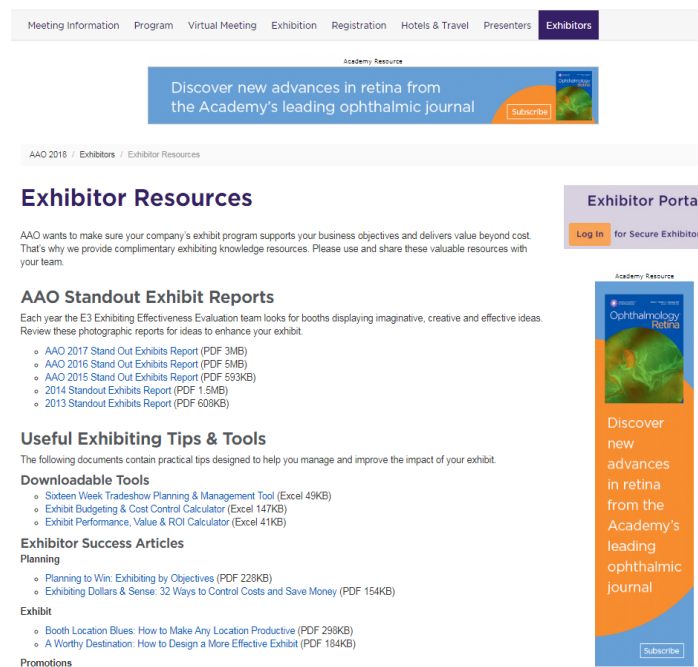


What were the three most important ideas you learned in this webinar?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **AAOS Commitment to Exhibitor Value, Knowledge & Success**

- Online Exhibitor Resources:
  - Live and re-playable webinars
  - Useful Tips and Downloadable Tools
  - Standout Exhibit Reports
- Access on the Exhibitor Console:
  - <http://www.aao.org/annual-meeting/exhibitor/resources>



## 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*."

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 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)**