

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. The other half is creating workable action plans and executing to achieve your goals. We recommend that you get together with your marketing and sales management team 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, 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, who is responsible for accomplishing the goal, and how you will measure the results.

| SMART Goal | Responsibility | Actions | Measurement |
|---|----------------|---|--|
| Example: By closing time we will capture 25 qualified leads | John Smith | 1. Determine qualifying questions. 2. Rent and customize the show lead retrieval system or create a hand-held lead form. 3. Train exhibit staff on using the lead form and how to ask qualifying questions. | # of leads with # of qualifying questions answered |
| 1. | | | |
| 2. | | | |
| 3. | | | |

Also, be sure to visit the [Exhibitor Resource Center 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

If you missed the New Exhibitor Web-Briefing on August 16th, the webinar replay is now available on the Exhibitor Resource Center.

Finally, please mark your calendar and be sure to register for this educational webinar:

- **Secrets of the Aisles:** *Critical Skills Every Booth Staffer Needs to Know and Apply*
Thursday, October 12th, 2:00 – 2:45 pm Eastern.

Here's the registration link: <https://attendee.gotowebinar.com/register/3587934423711001091>