



AMERICAN ACADEMY™
OF OPHTHALMOLOGY
Protecting Sight. Empowering Lives.

Competitive
Edge 
“exhibiting excellence”

Present

AAO 2017 Annual Meeting New Exhibitor Web-Briefing

**Using New Exhibitor On-Boarding Resources
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 2017, 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.

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

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

- Five timed instructional emails guiding you through strategic factors determining the difference between exhibiting success or failure.

- 8/22/17 - Define Your Outcomes
- 9/5/17 – Identify & Attract Your Ideal Visitor
- 10/3/17 - Manage Your Visitors Experience
- 10/17/17 - Manage Your Leads
- 10/24/17 - Measure Your Performance and & Results

➤ **Watch your email on these dates & DO the exercises!**

Define Your Outcomes

Before we start this exercise, let's take a moment to think about what you want to accomplish. The other half is making a realistic action plan and working to achieve your goals. We recommend that you get together with your marketing and sales management team and work through the form step by step.

CRITICAL SUCCESS FACTORS: DEFINE YOUR OUTCOMES

What are your top three reasons for exhibiting? (Examples: build customer loyalty, increase market visibility, generate new product/service, sales leads, new customers, cross-sell, existing customers, customer research, branding, recruiting, media exposure, customer/competitor insights, build relationships/partnerships, etc.)

Rank	Outcome	How to Measure	How to Achieve
1.			
2.			
3.			

For each goal, create a written action plan (detailing the specific steps you need take to achieve the goal, who is responsible for accomplishing the goal, and how you will measure the results).

- Planning tools and educational content available online at the Exhibitor Success & ROI Center:

- Strategic Exercises addressing 5 critical success factors
- Exhibiting Cost Control Tool
- 16 Week Tradeshow Planning Tool
- Exhibit & Financial Performance Metrics Tool
- Live and Re-playable Webinars on:
 - ✓ **Live on October 12th!** Secrets of the Aisles-Critical Skills Every Booth Staffer Needs to Know and Apply
 - ✓ Driving Qualified Booth Traffic
 - ✓ How to Make Your Exhibit Stand Out From the Crowd
 - ✓ Improving Lead Quality
 - ✓ Tradeshow Measurement

16 WEEK TRADESHOW PLANNING TOOL

This tool is designed to help you plan your tradeshow participation over a 16-week period. It includes sections for:

- Trade Show Information
- Exhibit Design & Construction
- Marketing & Promotion
- Staffing & Training
- Logistics & Travel
- Financials

- At Show E3 Exhibit Effectiveness Evaluation

- Between November 12-23, during open exhibit hours
- A tradeshow expert will visit your exhibit and score the overall effectiveness in three areas: 1) Exhibit Presentation, 2) Product/Service Presentation, and 3) Exhibit Staff
- Shortly after the show, you'll receive an emailed report with overall area scores, spotlight of areas of effectiveness/ineffectiveness, compares your scores to show averages by size and to all exhibitors evaluated.

E3 Exhibit Effectiveness Evaluation

This report provides a detailed analysis of your exhibit's performance. It includes:

- Overall Effectiveness Score
- Area Scores: Exhibit Presentation, Product/Service Presentation, Exhibit Staff
- Comparison to show averages
- Spotlight of areas of effectiveness/ineffectiveness
- Feedback from visitors and staff

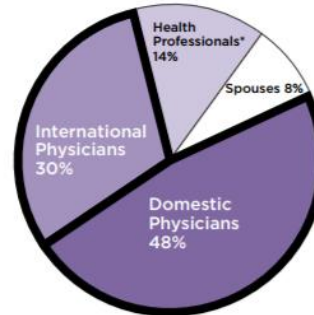
Who Attends the AAO Annual Meeting?

AAO 2016 Chicago Attendance

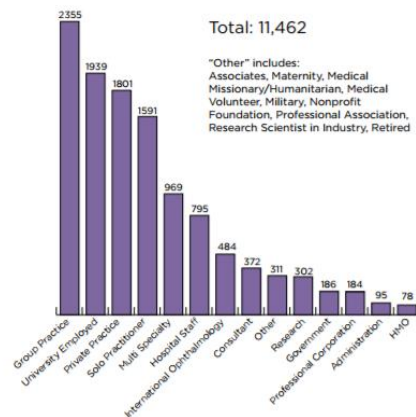
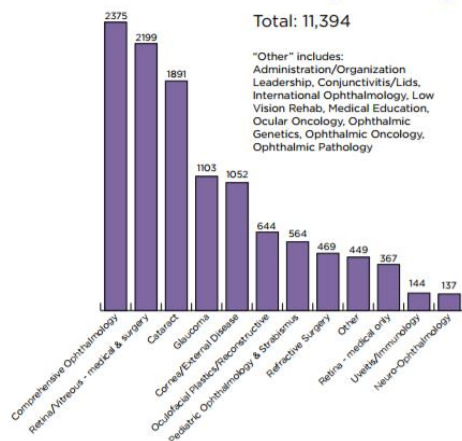
Physicians	13,752
Health Professionals	2,361
Spouses/Guests	1,395
Exhibitors	7,922
Total Attendance	25,430

Number of exhibiting
companies 560

Physicians 78%



Subspecialty & Practice Data*



More data available on New Exhibiting Companies web page:

<https://www.aaof.org/annual-meeting/exhibitor/new-exhibiting-companies>

What Do 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**.

Anna's Suggestions for First-Time Exhibitors

1. Use the **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. Use the free online exhibitor **educational resources**. Use the downloadable tools to help manage your tradeshow program.
5. Keep your **contact information** current.
6. **Call** AAO Exhibits staff with ANY questions.

10 BIG Mistakes to Avoid

1. Failure to read the General Information and Rules and Regulations.
2. Unrealistic _____.
3. Failure to set exhibiting goals.
4. Failure to pre-market their exhibit.
5. _____ exhibit design and/or layout.

10 BIG Mistakes to Avoid

6. Not enough thought given to product/service presentation.
7. Improper _____ behaviors.
8. Taking booth down before the show closes.
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 educational sessions and social/networking events.
- Do a post-show report and identify _____ 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 & Profitable Exhibiting Experience!

- The AAO Annual Meeting is one of your most effective marketing and sales media, when done properly.
- AAO gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of the knowledge resources 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. _____

AAO Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Resources:
 - Live and re-playable webinars
 - Useful Tips and Downloadable Tools
 - Standout Exhibit Reports
- Bookmark, Share and Access at:
 - <http://www.aao.org/annual-meeting/exhibitor/resources>



About the 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 by 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 on a very limited basis 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