

DISPLAY  ARTS

MEASUREMENT WORKSHOP 2.0

For Exhibit & Product Managers

April 26, 2018

Show Floor Strategies:
Demos, Literature & Giveaways

Brauer Consulting
 Group

DISPLAY  ARTS

Trade Show Measurement 2.0


Show Floor Strategies: Literature, Giveaways & Demos

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Determine your goals


What are my/our overall goals for exhibiting at this show?

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Why do we use promotional materials and demonstrations at shows?




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Literature:

- Helps fill in the blanks
- Attendees may be working in “teams” on the floor
- Attendees might want a take-away


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Give-Aways


- Can attract attendees to the booth
- Tangible way of saying “Thank you”
- Create connection between your products and services or brand

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Demonstrations:

- Can provide a “wow” factor in the booth
- Are a good way to get messages and product information to adults

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Benefits of literature, promotional products and demos

- Create memorability
- Provide a link to who you are and what you do
- Can be used to promote, communicate, motive, or reward

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Overall

- You want to draw attendees to your booth and create a connection and lasting impression in the minds of your target audience



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Overall...Effective At-Show Strategies are:

- Attached to specific goals
- Useful and communicate your message to your target audience
- Unique and timely

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The Best At-Show Strategies
Consider WII-FM

What's In It For Me?

This is what motivates your target audience to come to the booth

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Work Sheet #1
Effective at-show strategies
consider the audience



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Literature

- According to industry studies, more than 85% of literature...



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How to use literature more effectively

- Print on-demand
- Distribute with discretion
- Use as a disengagement tool

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Give-aways

For every attendee who forms a favorable opinion about your company as a result of picking up your give-away there will be a greater number who just think they got a cool, free widget.

Source: CEIR
www.ceir.org

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Integrated marketing is..

However, wherever, whenever the buyer experiences your product, service and/or brand, they get a consistent

- Message
- Perception
- Image

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Integrated marketing falls apart with promotional products

Why?

- Done at last minute
- Item perceived as having little value
- Item selection dependent upon audience expectation vs your strategic objectives
- Taken not given
- Doesn't have anything to do with overall corporate message or branding



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How to get the most out of your promotional product?

- Make qualification selective
- Keep the giveaways out of sight
- Use an entry form (lead card completion) to increase selectivity



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Example of an ineffective give-away

- Wireless Mouse
- Woof Baseball Caps



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**Good Example:
Concrete Company**

CEIR Guru report



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Case Study: Horace Small


Gear For Every Day Give-Away



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Get something in return

You want information
A qualified lead



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Remember.....

- Relationship first...then the gift
- Copycat items get boring
- Useful gifts are retained- useless ones are given or thrown away
- Quality counts

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Remember.....

- Unique is better than expensive
- Personalized is better than both
- Items that expire get thrown away
- On the desk is better than in the desk
- If the giver attaches no value, neither will the recipient
- Buy only what you think you will use

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THINK!

What promotional products are on desk or in your office right now?

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Worksheet #2



- What's your opening line – How do you start the conversation?

Demonstrations




(CEIR) Research Report



- 68% of sales and marketing managers surveyed say that fewer sales calls are needed because the potential buyer has already seen a product on the exhibition floor.


Why Are Demos Effective?



- Demonstrations are 3-dimensional
- The credibility factor increases when the attendee can see it in action
- The credibility gap is bridged when the demo performs as touted
- Skepticism is erased when the reality of a working product is seen

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What makes a Demo a Dud?



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Why Demos are Duds

- All show and tell
- All hands-on w/no show and tell
- Too long
- Too broad
- Too much information - too detailed
- No visitor interaction
- No pre-set goals/objectives!


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Dynamic Demonstrations create an event in the mind of the visitor



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Dynamic Demonstrations transition information



Their needs **Your information**

The solution


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Dynamic Demos Convey Your Product Presence

- Prioritize your message
- Simplify
- Let your demo prove your points
- Look at your demo through the eyes of your audience

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Dynamic Demos
Communicate the BIG IDEA!



The purpose of the demo is to assist the selling process!

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The Big Idea



What do you want your prospects to remember after the show?

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Work Sheet #3

Effective at-show strategies help communicate your key message to your target audience

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Think It Through

- Set very specific objectives
- Criteria to meet the objectives
- Think about the type of demo
- Use a people oriented story - how others use this product
- Create your demo to support the story

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The booth was packed when we did our demo

- Total number of audience demo'd/surveyed over three days - 321
- Target audience - 150
- Cost of demo = \$2,500
- Number of target audience = 150
- ROO = \$16.50 per target audience member
- 73% (110) of target said that they were going to talk further with a booth staff member or requested a follow up call (can indicate more interest /hot leads to sales)
- Be sure to include "why" this goal was important!

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The Demo Agenda

- What are your competitive advantages?
 - Make them part of your message
- Incorporate 2-3 of the most often asked questions
- Limit your demo time

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Think It Through

- It's about benefits, not features
 - How will this help the prospect
 - Why should they consider it?
 - What has it done for others?

WIIFM = What's In It For Me

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Tips for Demo Staff

- Watch nonverbal communications
- Smile
- Use peripheral vision
- Thank attendees for taking the time to participate

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Dynamic Demonstrators

- Are aware that...



...time is of the essence

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**Post-show:
Evaluate your promotions and
demos**

- Did they attract the proper audience?
- Did they facilitate the desired traffic flow?
- Did they reinforce our brand/image/message?
- Did attendees understand and retain the message and how will we measure it?
- Was it well integrated into the overall strategic action plan?

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Work Sheet #4

How will we measure our results so we know what worked, what didn't work and what we need to change for continuous improvement?

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**At-show strategies
work when.....**

- You plan completely
- Execute thoughtfully
- Follow-up thoroughly

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Name of upcoming show _____ Show Date _____

1) _____ (Target Audience)

2) _____

a) _____

b) _____

3) _____

(What should they understand about us when they leave the booth?)

4) _____

Did our show floor strategy attract the proper audience?

Did our show floor strategy facilitate the desired traffic flow?

Did our show floor strategy reinforce our brand/image/message?

Did our show floor strategy convey our Big Idea to our target audience and did they retain the message?

Was our show floor strategy well integrated into the overall action plan?

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