



## Exhibitor Service Kit - Show Planning

### Show Planning - Show Goals & Objectives

What specifically do you want to accomplish at this trade show?

Whether it is to market new products, brand your line, gather qualified leads, educate an audience or to meet new buyers; identifying these objectives will keep you focused while leading up to Natural MarketPlace. Remember to make your goals quantifiable so you have a way of measuring your accomplishments. Hold a meeting with your entire sales and marketing team so everyone can identify your objectives and help reach your goals.

#### A sample list of objectives:

- Introduce and market two new products.
- Gather 100 qualified leads.
- Educate attendees through an Exhibitor-Presented Seminar on new product ingredients or applications.
- Meet four new regional buyers.
- Find a distributor for the area market.
- Attend show receptions and/or parties to network with new prospects or industry contacts.

Tip: Advertising increases the attraction of your target audience by 46%. Source: CEIR.

### Show Planning - Tips for First-Time Exhibitors

- Read through the entire Exhibitor Service Kit (ESK) carefully. Print out the Exhibitor Action Checklist. Note all deadlines, and plan for them. There may be some things that are unfamiliar to you. Please contact your Exhibitor Services Representative at 1.303.998.9208 or [esk@newhope.com](mailto:esk@newhope.com) if you have any questions.
- Freeman is the official contractor for Natural MarketPlace. They provide many goods and services such as material handling, carpet and furniture rental, booth installation, cleaning and graphics. For a complete list of services visit [Freeman Online](#).
- Read the section about labor union work rules. There are many things you might think you can handle yourself that require the use of union labor. For example, only union labor can use power tools in setting up or taking down booths.
- Review the Booth Guidelines section for a list of amenities included with your booth space.
- Work hard, but have fun. Take advantage of the social and networking events in the evenings. Expect to return home tired but with lots of leads, contacts and knowledge, that you can begin to leverage immediately!



## Show Planning - Measuring Your Success

There are many ways to measure the success of your tradeshow experience. Most exhibitors desire a certain return on investment (ROI) relative to their total tradeshow expenses. How you measure this—and over what time period—will vary depending upon the specific goals of your business.

### The four most commonly used measures of success are:

- Increased Sales Volume.

This is the most direct measure of success. All exhibitors would love to cover their expenses—and more—with sales that are closed at the show. This certainly can and does happen, especially if your brand or product is well established and your sales team has good long-standing relationships with retail buyers and distributors. However, if you rely on this measure exclusively you may be overlooking the value of the generation of qualified leads that do not buy from you at the show, but will likely buy later.

- Qualified Sales Leads Generated.

There is probably no better source for qualified sales leads than the Natural MarketPlace exhibit floor. There is no comparable medium or event that literally brings thousands of the best buying prospects right to you. It is imperative that you have a plan to capture the attention—and the names and phone numbers—of as many of these people as you can. Then, make sure you have a post-show sales plan in place to do the necessary follow-up. It's up to you to take advantage of the year-round sales and marketing opportunity that the show provides.

- Heightened Brand Awareness or Image.

No brand or product will survive long without strong sales, but sometimes a tradeshow strategy is less focused on near-term sales and more focused on building a brand image or general brand awareness. This is a valid business goal to pursue at any tradeshow. There is no better opportunity to get your name out in front of the most influential independent natural product buyers in the industry, than at Natural MarketPlace.

- Market Intelligence Acquired.

Schedule time to walk the show floor, attend seminars and networking events. These are opportunities to learn as much as you can about all aspects of the industry and to incorporate the insights you discover into your on-going business plan.

Tip: Develop integrated themes. Build recognizable branding that begins with your pre-show promotion, ties to your booth design and is reinforced in your post-show follow up.



## Show Planning - Pre-Show Promotion

**Create company name recognition and brand awareness before you get to the show:**

- Become a sponsor and feature your logo pre-show on the website and literature.
- *nfm* show issue advertising.
- Pre-Show Mailing, Marie Briganti 1.877.796.6947 [mbriganti@meritdirect.com](mailto:mbriganti@meritdirect.com) or Kristen Killingback 1.914.368.1031 [kkillingback@meritdirect.com](mailto:kkillingback@meritdirect.com)

## Show Planning - Onsite Promotion

Whether you sponsor a show event or have an in-booth giveaway, onsite promotion is a crucial element to tradeshow success. Things to consider when planning your marketing strategy:

Create a marketing theme that is carried out in your booth, in your marketing pieces, on your website and in your pre- and post-show promotion material. Choose a unique marketing approach that fits your show objectives.

**Opportunities to help you reach your show goals:**

- Exhibitor-Presented Seminar (EPS).
- Sponsorships.
- Product Showcases.
- Online Buyers' Guide and Show Directory Map Advertising.

## Show Planning - Post-Show Promotion

Even after the show is over, you have a crucial window of time to reach potential clients once more to ensure they remember you and your company.

Obtain the list of attendees and mail a simple, effective follow-up marketing piece contact Marie Briganti 1.877.796.6947 [mbriganti@meritdirect.com](mailto:mbriganti@meritdirect.com) or Kristen Killingback 1.914.368.1031 [kkillingback@meritdirect.com](mailto:kkillingback@meritdirect.com)

Advertise in the Online Buyers' Guide and Show Directory – Attendees continue to access the Online Buyers' Guide and Show Directory three months after the show.

**\*See a complete list of [Sponsorship and Event Marketing Opportunities](#) or call Erica Kennon your Account Manager 303.998.9314**



## Show Planning - Booth Design & Layout

Your booth should be inviting to attendees and encourage traffic flow.

Visitors do not like to feel trapped in a booth space. Be sure there is a natural flow through your booth. Check booth furniture, plants, product and staff to ensure they do not block traffic.

### Consider the following items when designing your booth:

- Lighting enhances and highlights the aspects of your booth you want to emphasize and contributes to meeting your goals. A well-lit booth helps create good moods and a positive atmosphere.
- Consider the colors used in your booth. Typically, the background is neutral and the brighter colors are reflected in the graphics.
- Carpeting with a pad will provide comfort for your staff and booth visitors as well as add a clean, neat look to your booth space. Be sure to order daily vacuuming to keep it tidy. (Carpet/floor covering is not included in the price of the booth, but it is required. You may bring your own floor covering).
- Plants and flowers are a great way to create an inviting atmosphere. Be sure not to obstruct booth graphics.

## Show Planning - Staffing

A trained and friendly staff is important to your success.

Consider the size of your booth and the appropriate number of people for your booth size. A good guideline is four people per 10' x 10' booth. Too many sales people in a booth are just as detrimental as not enough sales people to handle potential clients.

### Plan a staff training session that includes information on:

- Sales goals.
- Booth design.
- Roles of booth personnel.
- How to make the booth an inviting setting, where clients will want to enter.
- Location of Show Management, service vendor desks and floor managers.
- Appointment time to select next year's booth and promotional opportunities.
- Education schedule.



- Promotional opportunities purchased for this year's show, i.e. sponsorships, showcases, Exhibitor-Presented Seminar, private appointment rooms and more

#### **Tips for booth staff:**

- Be enthusiastic—portray the image that you want to talk to everyone, and you are excited about your product or service.
- Be proactive, and approach attendees in your booth. Attendees will be less likely to approach you if you are ignoring them, reading, sitting, talking on the phone or to other booth staff.
- Have a clean and neat personal appearance and booth space.
- Be prepared by knowing your products and your competitors' products.

Tip: If you are limited with staff for your booth, refer to the [Services & Official Show Vendor](#) list for professional booth staff resources.

#### **Show Planning - Product Presentation**

Your product is why you are exhibiting—make it SHINE.

#### **Explore a variety of ways to present your product to attendees:**

- Give live demonstrations and distribute samples within your booth. These are two excellent ways to educate and attract traffic.
- Know your product. Be able to easily discuss the pros and cons of your product. Who is the intended audience for this product?
- Know your competitors' products. Be able to compare and contrast your product with your competition.
- Be enthusiastic about your product. Remind your sales staff to be energetic about new product(s).
- Talk with your Account Manager about how and where you may offer your product outside your booth space.
- Educate attendees through an Exhibitor-Presented Seminar. This is especially important if you are focused on the science and ingredients in your product.

Tip: Cover your products each night before you leave the convention center. Consider hiring security or renting a security cage if your items are of high value.



## Show Planning - Budgets

**Budgets can be simple or complex based on your objectives.**

Don't overlook these basic categories when planning your budget:

- Booth Space – Average booth space is 10' x 10'; customized island booths and larger inline spaces are available to accommodate your booth needs (i.e. increased staff, new product lines, giveaways).
- Exhibit Display Extras – This includes floral, demonstration props, samples of products, marketing materials and giveaways.
- Show Services – Carpet and furniture are not included in your booth space. This category would also include lead retrieval, temporary staff, refrigeration, phone lines, and electrical. Click here for [Official Show Vendor's](#).
- Labor – Many cities require you to use a labor union to move your freight in and set up your booth. Be sure to take this cost into account when budgeting.
- Shipping & Material Handling – This includes the cost of drayage and shipping. Drayage is delivery to your booth of display, product and promotional materials from the docks. The cost for this service (or material handling) is separate from shipping.
- Staffing – Include the salaries and per diems you will be paying out for your staff to work this event.
- Marketing Opportunities – Includes pre-show promotion, onsite marketing and post-show follow up.
- Travel & Entertainment – Transportation, lodging, meals and entertainment.

Tip: SAVE on Exhibiting Costs by planning ahead, ordering early – many vendors have discount deadlines, reviewing the labor guidelines, becoming familiar with the unions, researching costs and confirming all orders two weeks before the show.

## Show Planning - Follow Up

Be sure to follow up in a timely manner, ideally within 48 hours.

**Review this list of suggested steps to take when following up with potential clients:**

- Sort leads by most immediate need. Review your notes on each lead and rank according to the most immediate need.
- Send out sales letters and product samples with information immediately by UPS or FedEx. The sooner the client receives the information the more impressed they will be with your attention.
- Follow up with a simple phone call to confirm receipt of the information, to answer questions and to determine next steps.