



Present

Global Pet Expo New Exhibitor On-Boarding Web-Briefing

Participant Learning Objectives

1. Provide new exhibiting companies with important information about Global Pet Expo, its attendees, and the ins and outs of exhibiting.
2. Inform about important resources and support available from APPA.
3. The Exhibit Marketing Process.
4. Calculate your Interaction Capacity & Potential Sales Opportunity
5. Tradeshaw money management – budgeting and tips for saving money.
6. How to get “In the Mind” & “On the Agenda” of enough of the right attendees.
7. Making sure your exhibit communicates effectively.
8. How to staff and work the show properly.
9. Take quality leads and follow-up effectively.
10. Measure performance, value and results.

Exhibitor Support Team – At Your Service

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Global Pet Expo New Exhibitor Guide

The image displays three key resources for new exhibitors. On the left, a pink box labeled 'EXHIBITOR PORTAL' points down to another pink box labeled 'ADDITIONAL RESOURCES'. Below these is a blue 'Exhibitor Sign-In' form with fields for Exhibitor ID, Password, and Your Name, and a 'Login' button. In the center is a screenshot of the Exhibitor Portal dashboard, featuring a grid of resource cards such as 'Exhibitor Checklist', 'Request for Upgrades', 'Exhibitor Sign-In', 'Exhibitor Directory Listing', 'Reserve Your Booth Staff & Order', 'Pricing', 'Marketing & Promotional Engagement', 'Additional Resources', 'Submit Payments / Download Invoice', 'Digital Upgrades & Premium Sponsorships', and 'Exhibitor Services Kit'. On the right is a vibrant poster for the 'FIRST TIME EXHIBITOR GUIDE' for Global Pet Expo, dated March 22-24, 2022, with the slogan 'EVERYTHING you need'.

Exhibitor Success & ROI Center

VISIT & SHARE WITH YOUR TEAM!
<https://www.globalpetexpo.org/exhibit/exhibitor-success-roi-center>

The image shows a screenshot of the Global Pet Expo website. The navigation menu includes 'Show Info', 'Attend', 'Exhibit', 'Media', and 'Education'. A dropdown menu is open under 'Exhibit', listing options: 'Expo Hall Floor Plan', 'Login to the Exhibitor Dashboard', 'Reserve Your Booth', 'Enhance Your Exhibitor Listing', 'New Products Showcase', and 'Hotel Reservations'. Below the menu, the text 'GLOBAL PET EXPO 2022' is visible, along with the date 'MARCH 22-24' and the location 'Orange County Convention Center, Orlando, Florida'.

Important Things to Know

Exhibitor
Opportunities
and Deadlines
to Save
Money

1/12/2023: Lead Retrieval Order Deadline

1/27/2023: Printed Show Directory Deadline

1/31/2023: Booth Cost Increase

2/24/2023: GES Booth Furnishings Discount Deadline

2/13/2023 – 3/14/2023: Advance Shipping to Warehouse

Working with Global Experience Specialist (GES)

- Freight:
 - No such thing as over labeling freight – unless they are old labels!
 - Tell them What? Who? and Where?
 - Keep tracking info and have it at hand
- Material Handling:
 - Packing is key - Consolidate boxes or Palletize freight
 - Pay close attention to shipping deadlines
- Move In/Move Out:
 - Move in begins Sunday 3/19. Booths must be ‘ready to go’ by Tuesday 3/21 at 5pm
 - Move out begins at 3pm on Friday 3/24.
 - Don’t wait till the end to get paperwork together
- Labor :
 - Order early – save time and money!
 - Provide all information requested (work to be performed, estimated # of men)
 - Understand how billing works!

What Are Tradeshows REALLY About?

_____, Engagement & _____

Putting your company identity, products, and staff face-to-face with people who can influence buying your products and getting commitment to a next action.

You Must Take Decisive Strategic Action in Three Timeframes

NOT JUST THREE DAYS! AT LEAST FOUR MONTHS!



The Average Exhibitor...

- Spends 95% of pre-show time on _____ & operations.



Calculate Your Exhibit Interaction Capacity & Potential Sales Opportunity

	<u>Example</u>	<u>Your Calculation</u>
• Exhibiting Hours	24	24
• (X) Exhibit Staff on Duty	2	x _____
➤ Rule of Thumb: 50 sq. ft. per staffer		
• (X) Interactions./Hour/Staffer	<u>4</u>	x _____
➤ 3/conservative, 4/moderate, 5/aggressive		
• (=) Total Exhibit Interactions	192	= _____
• (X) Target % Convert to At-Show Sale	<u>10%</u>	x _____
• (=) Number of At-Show Sales	19	= _____
• (X) Target % Convert to a Lead	<u>25%</u>	x _____
• (=) Number of Leads	48	= _____
• (X) Average Sale/Customer Value	<u>\$5,000</u>	\$ _____
• (=) At-Show Sales	\$95,000	\$ _____
• (=) Post-Show Sales <i>Potential</i>	\$240,000	\$ _____

***Please note:** This example teaches a formula you can use to estimate your potential results. It is NOT a guarantee of performance. Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.

Budgeting for Exhibiting Success

- Apply tradeshow budgeting rule of thumb.
 - Floor space cost x _____
- Track & Benchmark where the dollars go with FREE tool on Exhibitor Success & ROI Center
- Budget more for:
 - _____
 - Delivering a quality visitor experience
 - Booth staff training
- Use zero-based budgeting to justify all expenditures.
- Look at each line item and ask:
 - “Is this really necessary?”
 - “How can we do this at a lower cost and get the same or higher value?”
- Avoid cutting costs in customer facing areas

Tips for Saving Money

1. Read GES's online exhibitor service kit carefully
2. Take advantage of all "early bird" discounts
3. Look into a rental exhibit
4. Cross promote with complimentary exhibitors
5. Use flexible A/V versus printed graphics
6. Optimize all packages being shipped
7. Send fewer people and maximize those who do attend
8. Incentivize staff frugality: per diems vs. expense reports
9. Share ground transportation
10. Bring order paperwork and audit all invoices.

➤ Visit: <https://www.exhibitoronline.com/topics/> for even more cost control tips!

Who Attends Global Pet Expo?



What Do Attendees Want?

- To see _____ products and services.
- Focused, relevant, and informative _____ communications to help them plan their visit and experience.
- Information and **interactions** on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the retail setting and demonstrating quality and salability.

Pre-Marketing Your Participation is More Important Than Ever Before

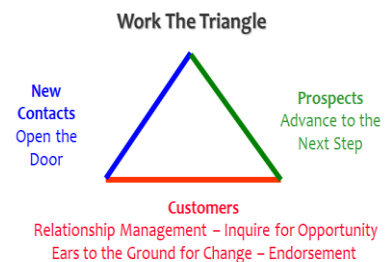
- ✓ Registering closer to the event
- ✓ Sending fewer – but more important people
- ✓ Must justify participation
- ✓ More time pressured
- ✓ Pre-plans agenda and schedule
- ✓ Only visits _____ booths on average
- ✓ _____% of visits are pre-planned
- DO NOT Exhibit by Hope!

How to Make Sure Your Exhibit Attracts Enough of the Right People

1. Who are the right people?
 - Customers – Prospects – New Opportunities
 - Clear ideal visitor profile
2. How much is enough?
 - Exhibit Interaction Capacity
3. What are you going to do to attract them?
 - Use multiple marketing media
 - Do It Yourself marketing
 - Integrate Global Pet Expo marketing programs
 - NPS & SPONSORSHIP
 - <https://www.globalpetexpo.org/exhibit/digital-directory-packages-sponsorships>

Who are the Right People? Three Groups to Focus Your Efforts On

1. Start with your existing customers.
 2. Get your sales team and distribution network to focus on prospects in your sales pipeline.
 3. Create a clear profile of who you want to interact with at the meeting.
- Include anyone who _____ over the last 12 to 18 months.



How Many Do You Need to See? Calculate Your Exhibit Interaction Capacity

	<u>Example</u>	<u>Your Calculation</u>
• Exhibiting Hours	24	24
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➤ 3/conservative, 4/moderate, 5/aggressive		
• (=) Total Exhibit Interactions	192	= _____

What Will You Do to Attract Them? Craft a Compelling Value Proposition

Defining and communicating a clear and compelling Value Proposition helps you draw traffic.

- ✓ What categories do your products fit into?
- ✓ Who buys or should buy your products?
- ✓ What is the consumer value proposition for your products?
- ✓ What makes your products unique, different or special?
- ✓ What do you do to help them sell it?

Global Pet Expo Exhibitor Visibility & Marketing Programs

- New Products Showcase
- Specialty Section Booths
- Digital Directory
 - FREE Standard/Basic package
 - Platinum & Titanium packages available for purchase & more.
- Interactive Floor Plan
- Show Planner
- Mobile App: Sponsorships & Push Notifications
- <https://www.globalpetexpo.org/exhibit/digital-directory-packages-sponsorships>

Make Sure Your Exhibit Demands Attention & Communicates Effectively

1. Have a professional looking exhibit that grabs attention and supports your brand identity.
2. **Quickly and visually** answer three questions in the mind of attendees:
 - _____ do you do?
 - _____ should I care?
 - _____ are you?
3. Make it easy for visitors to enter, move around and exit.
4. Make it easy for visitors to physically interact with your products and services and learn about them.

Six Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. _____
3. Clear & Informative Messaging
4. Creative Use of A/V
5. _____
6. Proactive Booth Staff



Staff & Work The Show Properly

Put effective staffers in your exhibit

- Friendly and engaging
- Proactive versus _____
- Knowledgeable
- Asks good questions and listens well.
- Can communicate _____ and persuasively
- Asks for the order when appropriate
- Takes good lead information and gains commitment to the next step

Staff & Work The Show Properly

Power Tips for effectively working the show:

- Be in your booth and available the entire show.
- Smile and greet people in the aisle.
- Effectively engage visitors who enter your booth.
 - Know what _____ you need to ask.
 - Be able to deliver a short company/product story.
 - Be able to communicate your product/services messaging in a concise, persuasive and interactive manner.
 - Capture more information from visitors.
 - Get a commitment from the visitor to the next action step.

CONVENTION DATA SERVICES

Xpress Connect App - Your Device

- Use your Android or Apple phone or tablet
- Set up and train prior event
- Survey capability
- Staff can collect leads and not share a device
- Collect leads anywhere
- Real-time leads in Excel
 - All leads combined in one spreadsheet

Xpress Connect Handheld – Our device

- Our device
- Electronic Notes
- Not tethered, no more cords
- Does not need electricity, charge at night
- Survey Capability
- Real-time leads in Excel

Questions? Contact XPress Leads!

Candi Nicolo, Exhibitor Services Support Supervisor

Convention Data Services, Inc. / XPress Leads

Phone: 508-743-0570, E-mail: Cnicolo@cdsreg.com

LR info links: qr.codes/MCIJQU or scan the QR code

Exhibitor Services Sales Support

800-746-9734
xpressleadpro@cdsreg.com

Order website:

www.xpressleadpro.com show code: gpex0323



*Early pricing deadline is Thursday January 12th

*Advanced Pricing deadline is Thursday February 16th

Closing Sales at the Show

- Prove salability, when possible.
- Ask for the order, when appropriate.
- Make the buying decision easy with show specials:
 - Point of sales support
 - Packages
 - Discounts
 - Free shipping
 - Special financing terms
 - Delayed billing
- Reverse risk with it sells or we buy it back/replace guarantee.
- Write "subject to" orders

Take Quality Leads & Follow-up Effectively

- Lead quality is equal to the clarity of the next step and visitor's _____ to take that step.
- Follow-up fast or in-line with the visitor request.
- Link follow-up back to the visitor request.
- Vary follow-up media: email, mail, telephone, in-person, etc.
- Determine follow-up plan _____ the show.

COMPANY OPPORTUNITY CARD Show: _____ Show Day: 1 2 3

Name: _____ Company: _____
 Phone: _____ Email: _____

Customer Prospect Suspect Other

1. How did you LEARN ABOUT our EXHIBIT? Walk-by Mail Email Print ad Web ad Referral Other? _____

2. Type of COMPANY? Wholesale Retail Direct Other _____

3. Job FUNCTION? Logistics Operations IT Executive Other _____

4. USING Product/Service? Yes No Somewhat _____

5. GOALS/PROBLEMS? Problem Problem Problem Problem Problem Other? _____

6. OPPORTUNITY? Product Product Services Service _____

7. ROLE in Evaluation/Decision? Engineer Technical Operations Executive Recommender Influencer Decision Maker _____

8. EVALUATION Stage? Assessing Needs Evaluating Options Supplier Evaluation RFP RFQ Don't know _____

9. TIMEFRAME? 30 days 1-3 Mo 4-6 Mo 7 Mo-1yr Don't know _____

10. What is our Next ACTION? Information: Give Mail E-Mail Call Yes No Appointment: Call for Set When: _____ / _____ / _____ Action: Set Visit Question/Proposal Add to mail list When? Immediate 1-30 days 31days + _____

NOTES: _____

Priority: A - B - C Reg: _____

Measure Results

- Don't just count _____ – count _____ over time!
- Download Free measurement tool on Exhibitor Success & ROI Center

Exhibitor & Financial Performance Metrics

Category	Value	Unit	Target
Exhibitor Satisfaction	85%	%	90%
Exhibitor Retention	75%	%	80%
Exhibitor Growth	12%	%	15%
Exhibitor ROI	\$1.2M	\$	\$1.5M
Exhibitor Net Income	\$500K	\$	\$600K

Additional metrics and trends are shown in the detailed view below the table.

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 lessons learned so you can do better at your next show.
- ✓ Be Patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Productivity Expert tm



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.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**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**