

## Exhibitors Tip Sheet

We've prepared the following *Exhibitor Tips* as a roadmap for you to follow as you prepare for the event. As with any presentation, exhibit planning requires the careful orchestration of a number of elements, all focused on achieving a specific goal.

The Corporate Sponsor Showcase and Exhibits at **Midsize Enterprise Summit** is a unique environment designed to maximize your networking opportunities with senior IT executives, Gartner analysts, and other vendors. We'll provide a distinctive atmosphere that combines an informal business venue with a light social ambience. The Showcase Exhibits and Reception area is where you'll meet all Summit participants during a number of hours each day.

### Planning and Preparation

The quality image that your company wants to convey in your display, marketing materials, products and services will be communicated if logistics are in order, staff is prepared, and products and equipment are up and running. Being organized before you arrive can mean the difference between an enjoyable event and a stressful one.

Begin by *setting the objectives* that you have for participating in the Showcase Exhibits. There are many benefits to be gained including building company and product awareness, increasing industry presence, generating sales leads, closing sales, keeping an eye on the competition, announcing new products, and solidifying customer relationships. Be sure that everyone from your company knows, before you arrive, what it is you want to accomplish. Staff training, Boardroom presentations, and Showcase Exhibit activities will differ greatly depending on the objectives you want to meet.

When *selecting personnel*, keep in mind that only senior-level IT executives are invited to the Summit. These attendees bring solid business experience, combined with strong technical expertise. Therefore, we highly recommend that your company representatives consist of senior sales and marketing management, as well as members of your technical team.

*Train* your staff in verbal and nonverbal communication skills that will promote a positive company image. Hold a briefing session that includes product demonstrations, basic sales skills, and booth etiquette. Generate a list of common questions so everyone has the same answers, and your team feels prepared and confident. Then, set schedules so people can expect breaks, and you can be assured that the booth is always covered.

Finally, generate and review the *lead form* that you will use in the booth. Include a checklist that makes it easy to track and pass on information. Review the importance of noting details for taking the next step with everyone you meet during the Showcase Exhibits.

### Promote, Promote, Promote

Take advantage of Summit promotional opportunities. Following are just a few ways that you can build a strong presence that carries your message to the IT executives attending the event.

During *Boardroom Sessions* at the Summit, ask participants to come by for a product demonstration, or set specific times to meet with individuals during Showcase Exhibit hours. Be prepared with a master schedule to coordinate appointments, let everyone in the room know where to find you, and give them an incentive to stop by.

If you choose to run a *contest, sweepstakes or drawing*, promote the opportunity in advance at Boardroom Sessions and with a room drop. Inspire them with a creative promotion that will incite them to come by --- a gift that keeps on giving, a clue to the final mystery prize, or an invitation to a daily drawing. Keep in mind that the giveaway is an incentive to come by and get to know your company's products and services in further detail. Make it "a prize" for having spent time conversing with you!

To increase your onsite recognition throughout the event, contact the Summit staff for a *Custom Sponsorship*. We can design a program tailored to meet your specific objectives throughout the day, or during the Showcase Exhibit hours.

*A reminder to Corporate Sponsors* - you may want to include a customized letter to Summit attendees with your product literature insert in documentation bags. If you're also enhancing your visibility with a Summit Event Directory Ad, let attendees know why a visit to your exhibit will be beneficial to their business.

If you're a Corporate Sponsor, you may also want to use the exclusive Summit mailing list to invite attendees to visit you. Send a pre-event mailing that provides visibility for your company, and motivates attendees to place your name on their schedule. We recommend that you drop the mailing just weeks prior to the Summit in order to utilize the most comprehensive attendee list. Create and coordinate your mailings to the senior IT executives with our bonded fulfillment house. There is no charge for use of the list, and we have negotiated a better-than-competitive fulfillment rate. Call Michael Kelley of ePrint Fulfillment Services at (503) 731-9379 or via e-mail at [mkelley@eprintservices.com](mailto:mkelley@eprintservices.com).

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**To Do**

- ✓ Set goals & objectives
- ✓ Assign booth personnel
- ✓ Hold planning session
- ✓ Determine product & service emphasis
- ✓ Select and execute promotions
- ✓ Check literature availability
- ✓ Order supplies & equipment
- ✓ Complete the exhibitor kit
- ✓ Train & schedule the team
- ✓ Design your traffic-building promotion
- ✓ Ship literature and supplies to the hotel
- ✓ Have a successful event!
- ✓ Follow-up on new business

**Central Region**  
Sept 10-12, 2003  
Austin, Texas

**West Coast**  
March 7-9, 2004  
Salt Lake City, Utah

**East Coast**  
April 18-20, 2004  
Nashville, Tennessee

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**At the Showcase**

Unlike other industry events, **Midsize Enterprise Summit** delivers a very targeted audience, so *qualifying* will be different. All Summit attendees are decision-makers and buyers for their midsize enterprise, but the products and services they're seeking are unique to their organization. Understanding the details of their internal efforts will prepare you to give an effective presentation.

Have a *dialogue* to help qualify their needs. They will want to talk about their business, and the issues they need to resolve. It's fairly simple: Who are you talking to? What are their requirements? How can you help them? Then provide succinct information based on their needs, and define specific follow-up actions.

Be prepared. You're here to "*show and tell*". . .not just products and services, but how your company is different. Ask *questions* so you know what to present that will put your solutions in a favorable light. Know how you compare to the competition, and *demonstrate* your products and all they have to offer.

Remember that *actions* speak louder than words. Please don't eat, smoke, lounge, or talk on the phone while working your booth. During the Summit, the Showcase is open for 2-3 hour segments for 2 days. Stay upbeat and focused so you can deliver your message to the qualified IT executives coming by during this key time period.

Finally, we recommend a daily *debriefing* with your staff to "close the loop" on evaluating your Showcase Exhibit techniques. In 5-10 minutes, you can discuss what was successful and what may need to change to increase your effectiveness tomorrow. Ask yourselves, "Did we really make the most of this opportunity?".

**Following the Event**

Schedule a meeting with your staff the day you return to the office to evaluate the overall results and implement your *follow-up program*. Review the leads you have in hand and disseminate them to the appropriate people to process within a week. The follow-up is where relationships are sealed, customers are developed, and sales are closed. Send a simple thank you, and keep your company top-of-mind with these senior IT executives.



**Additional Resources**

**Web Resources**

- Maximizing Trade Show ROI  
[www.sammag.com](http://www.sammag.com)
- Ten Trade Show Tips  
Avoid These Common Exhibit Marketing Mistakes  
[www.sammag.com](http://www.sammag.com)
- Top Trade Show Tips, Tricks and Techniques  
[www.southex.co.tt/mag/tradetips.html](http://www.southex.co.tt/mag/tradetips.html)
- The Trade Show Success Tips Forum  
[www.tsnn.com](http://www.tsnn.com)
- Smart trade show tactics for the strategy-impaired  
[www.presentations.com](http://www.presentations.com)
- The Trade Show Centre  
[www.tradeshowtips.com/](http://www.tradeshowtips.com/)
- Trade Show Trends  
[www.tradeshowresearch.com/tips.htm](http://www.tradeshowresearch.com/tips.htm)

**Print Resources**

- Exhibiting at Trade Shows  
By Susan A. Friedman
- Guerrilla Guide to High-Tech Trade Shows: The Underground Resource for Saving Your Time, Money, & Sanity  
By Michael Roney, et al.
- Guerrilla Trade Show Selling  
By Jay Conrad Levinson, Mark S.A. Smith, and Orvel Ray Wilson
- How to Get the Most Out of Trade Shows  
By Steve Miller
- Over 88 Tips & Ideas to Supercharge Your Exhibit Sales  
By Steve Miller