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SEMICON® West2010

Entice Attendees Into Your Booth by Stimulating Their 5 Senses: SIGHT

May 10, 2010 by [Emilie Barta](#)



There are many methods exhibitors use to get attendees to stop by their booth. No matter what method you use, you should always start by thinking of how you can stimulate the 5 senses of the attendees. According to the [Free Dictionary by Farlex](#), the definition of sense is a “faculty by which external or internal stimuli are conveyed to the brain centers, where they are registered as sensations.” Since the 5 senses are conveyed to the brain, it only makes sense for an exhibitor to utilize these senses to gain the attention of the attendees who are walking down the aisles of the trade show floor.

Let’s start with SIGHT.

Think about the old saying “I’ve got to **see** it to believe it!” Attendees don’t want to hear about how great a product is, they want to **see** it in action as proof that it really works. **Show** the attendees how quick, easy, efficient, cost-effective your product is to use in order to pique their curiosity, then engage them in conversation to find out how your product can benefit them. Voila...you now have a hot lead!

If your company provides a service as opposed to a physical product, **show** the attendees case studies and results that your customers have achieved as a result of using your service. Services are more difficult to showcase than products on the trade show floor, so you must **show** how well your service works, how much success your service brings to your customers, and how easy it is to work with your company, i.e. the provider of the service.

Seeing is believing so be sure to **show** the attendees why they need to start doing business with you!

Here is an example of how an exhibitor evoked the sense of sight while showcasing a **PRODUCT at a trade show:**

My client, [MAQUET](#), offers a high-end surgical table called [MAGNUS](#) which is relatively new to the US market and costs more than the average surgical table due to all of its features and benefits. If an attendee is coming down the aisle and spots it, they may think to themselves “oh look, another surgical table” and keep on walking. So what do I do as MAQUET’s Presenter? I not only tell them about the features and benefits unique to MAGNUS...I have a Project Manager on stage with me to operate the surgical table and **show** the attendees how it will make their surgeries quicker and more comfortable for both them and their patient.

It is so much fun to see the attendees’ faces light up when I tell them that MAGNUS can articulate to 80 degrees in trendelenburg and reverse trendelenburg...but even more fun to see their mouths drop open when we **show** them the table in those extreme articulations. When I tell the attendees that MAGNUS has fast knee-chest positioning, they may think to themselves “yeah right...that’s what they all say.” But when we physically **show** them how quick and easy it is to make the adjustments to the table, they believe what I say. In fact, I have had attendees time us and be amazed at the results...because we are **showing** them the proof that they request, on site, in the spur of the moment. You can not fake that...and the attendees appreciate the fact that we **showed** them what they asked to **see**.

On top of that, we invite attendees to challenge us with a surgery and then we put the table in the appropriate position for that surgery. Many attendees have taken pictures of the table in their requested position back to their hospitals to **show** the person with the checkbook why MAGNUS is worth the money, rather than just telling them about it.

And here is an example of how an exhibitor evoked the sense of sight while showcasing a **SERVICE at a trade show:**

I worked with [LasermxRoll Systems](#), the undisputed leader in automated paper handling, monitoring, and processing equipment for the digital printing industry, at Graph Expo. Rather than do a presentation on their equipment like many of the other exhibitors on the show floor, I talked about the services that they offer their customers in order to differentiate them from their competition. The entire presentation consisted of case studies about their customers and how working with LasermxRoll Systems made their production process quicker, easier, and/or cheaper...this **showed** the attendees proof of the claims that LasermxRoll Systems was making.

I also introduced the attendees to LasermaxRoll Systems' partners and **showed** how working with these partners also provided beneficial solutions to the customers. This presentation **showed** the attendees that LasermaxRoll Systems is a solution provider as opposed to merely an equipment manufacturer.

Oftentimes attendees knew of the customers that were profiled, which **showed** them even more proof that LasermaxRoll Systems' solutions work. And every once in a while, [a customer that I profiled in the presentation was actually standing in the booth!](#) This **showed** the attendees just how strongly the customers believed in using LasermaxRoll Systems as their digital printing solution provider.

So let the attendees SEE for themselves just how your product or service will make their life better by enticing them into your booth through the sense of SIGHT!



Written by Emilie Barta, Professional Tradeshow Presenter

Emilie Barta has been helping exhibitors increase their presence at trade shows since 1998 through presentations, demonstrations, product launches, booth tours, game shows, and other methods used to gather crowds and increase leads. She is an experienced Professional Trade Show Presenter, representing some of the best known and most innovative products at over 200 high tech, electronics, housewares, medical, and manufacturing trade shows across the US.

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Exhibits That Sell

Regardless of what industry you are in, there is probably some regional or national trade show designed to showcase the product that you sell. Attending such an event provides your business with an opportunity to gather market information, network with competitors, court new customers, and ultimately generate product sales. Trade show attendance does however come with a cost — exhibitor fees, travel costs, meals and staff time, so it is important that you take some preliminary planning steps to maximize the potential for payoff from such an event.

First, **identify your purpose for being in the show.** Are you there to:

- Introduce a new product or service,
- Create awareness for your business,
- Encourage trial of your product or service,
- Cultivate potential sales,
- Keep pace with or ahead of competition or
- Generate positive public relations?

Determining your objectives will give direction to every aspect of your company's trade show participation. They become the basis of your marketing strategies, budgets, exhibit architecture, graphics, products, literature and staffing.

Secondly, **develop a pre-show marketing plan.** About 76 percent of trade show attendees leave home already having decided which booths they want to visit. On average, attendees spend time at 25-30 booths per show, about half of which were on their original list. It's important to develop pre-show promotions that will make attendees regard your booth as a must-see. Use any and all of the following techniques to let people know that you will have a booth at an upcoming event:

- Take advantage of local media specials being offered in conjunction with the show - i.e. publications, radio, and TV spots.
- Make modifications to your current media advertising to indicate your presence at the show. Consider offering a show special to attract attention.
- Direct mail or email information to existing clientele to let them know you'll be at the show. Utilize the SEMICON West 2010 Exhibitor Invites™ program, [log into the portal and get started now!](#)

Next, **design an exhibit that sells.** Consider the following points in designing an effective exhibit:

- Make your booth graphics grab the viewer's attention. More important than your company name or product is a sign that states a benefit. In eight words or less, your sign should provide an answer to the question, "What can your company or product do for me?"
- Identifying new products helps stop prospects. The word "new" stops the viewer's eye and creates a double-take. The prospect is challenged by the word new and wants to investigate.
- Color captures attention. Don't be hesitant about using colors like red, yellow or orange in signage. These colors draw the viewer's eye to your booth and indicate an important message. Black lettering on a yellow or orange background is 60 percent more likely to be read than if on a white background.
- Don't stack brochures on a table. Less is more when it comes to brochures — the fewer brochures on display the higher the perceived value. It's better to frequently restock your literature rack. The best brochures are one-page fact sheets.
- Create a browsing area. Have open spaces available within your booth that allow visitors to browse materials without feeling that they are in the way of other show attendees.
- Eliminate "pitch posture." Avoid appearing like the palace guard. Don't cross your arms or place your hands in your pockets; you may be giving off signals that say, "don't approach me." Stand off to the side near the front corner of your exhibit. Turn at a 45-degree angle to the aisle so that you're viewing the aisle with your peripheral vision. This creates a more inviting appearance.

- Increase the value of giveaways. Key chains, pens or other giveaways randomly stacked on a counter create grab-and-run behavior with attendees. The best way to use giveaways is to carry a few with you, and after each conversation, present the item as a token of your appreciation for their visit.
- Round tables are better than square counters. Square and rectangular shapes create the impression that the visitor should stand on one side and the seller on the opposite. They serve as a barrier and reduce the quality of interaction. Round shapes eliminate the perception of positioning and create a more friendly side-by-side conversation with the visitor.
- Lighting greatly enhances visual impact. The viewer's eye is attracted to the brightest spot. Adding a few extra spotlights to your exhibit can increase the visual pull power by 50% or more.

Fourth, **instruct booth staff on how to work the crowd effectively**. Even with the flashiest of all flashy booths, your product will not sell itself. This is where the importance of well-trained staff comes to play. Provide the following instruction to your staff:

- Maintain an open, approachable stance when manning the booth.
- Approach visitors in a friendly manner — smile!
- Ask visitors if they are interested in learning more about your product or service.
- Briefly list the major benefits provided by the product or service — don't just list "features."
- Have printed material available to distribute that reinforces this information and clearly states your company name and contact information.
- Provide interested visitors with a business card.
- Listen to the visitor's situation, note their needs, and formulate a response/sales pitch based on this information. Be able to customize your presentation to that individual's needs.

- Secure follow-up contact information from visitors you classify as prospective customers. Note along with their name, and contact information what they are interested in, so follow-up contacts can be personalized.

Finally, **conduct post-show follow-up**. After the show, it is important to follow-up on all leads secured in a timely manner, while the customer still remembers visiting your booth and meeting your sales staff. Follow-up can be facilitated through:

- Sending a direct email or mail piece — to be followed by a phone call,
- Making a phone call — seeking to schedule a personal visit,
- Scheduling a personal visit.

As a final note keep the following statement in mind: "Rarely, will your attendance at a show result in immediate business. Two thirds of all sales from trade shows aren't achieved until 11-24 months after a show. So set realistic expectations for sales lead generation. If you accomplish your target number, count the show a success." —Troy Waugh, CPA and author of *Trade Show Can Create Good Leads*.

Written by Jackie Rasmussen

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Tip of the Month – April 2010

Green Exhibiting: 24 Ways to Create a More Environmentally Friendly Exhibit Program

We know that the face-to-face contact created by tradeshow is absolutely vital to the success of commerce. But did you know that the average tradeshow releases hundreds or thousands of metric tons of CO2 in the atmosphere?

With these two facts in mind, we all need to take a closer look at how we can create greener exhibit programs. Greening our exhibit programs is not just good for our environment, it's also good for our corporate identity and it may even help us win more business. Did you know that some corporations are now giving purchasing preference to companies with green business practices? As you can see we all have a lot to gain from greener exhibiting.

Below is a collection of 24 strategies for executing a greener exhibit program. Cross out the ones you are already using, put a checkmark by the ones you plan to use, and get busy now on creating a greener exhibit program.

1. Reuse, refurbish or extend the life of your current exhibit
2. Consider renting versus buying your next exhibit to reduce material use and transportation emissions
3. Choose and use recycled materials whenever and wherever possible
4. Recycle as much as you possibly can to help avoid landfills
5. Label leftover products for donation
6. Reduce the weight of your exhibit and everything you send to the show
7. Buy locally and store locally
8. Print literature at the destination or on demand in your exhibit versus shipping and throwing it away
9. Consider leveraging your networkNow! exhibitor portal for enhanced product listings
10. Print on at least 30% post-consumer recycled paper
11. Use vegetable or soy based inks for printing
12. Choose eco-friendly giveaways
13. Avoid PVC it takes 100 years to decompose and releases a lot of VOC's
14. Choose wood from Forestry Stewardship Council certified forests
15. Consider replacing wood with Plyboo - it renews 5 to 10x faster than trees
16. Replace fluorescent, incandescent and halogen lights with LED's
17. Use water based paints and finishes

18. Use recycled carpet made from plastic bottles – not synthetic carpet which takes 100 years to decompose
19. Pad wrap shipments versus using crates to reduce weight
20. Limit the use of Styrofoam and plastic wraps by choosing more eco-friendly packaging materials
21. Reuse packaging materials as much as possible
22. Choose freight carriers that use biodiesel fuel
23. Choose freight carriers that buy carbon offsets
24. Use local staff whenever possible
25. Get a copy of The Green Events Source Book CD Rom by visiting www.greeneventsource.com

To find out more about what SEMI is doing and their commitment to 'greening' SEMICON West, go to <http://www.semiconwest.org/Participate>.



Jefferson Davis, president of Competitive Edge is known as "*the Tradeshow Turnaround Artist*". Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results. His clients have realized over \$500M in measurable value from their tradeshow investments. Mr. Davis is creator of the SEMICON West Online Exhibitor University program. He can be reached at +1.704.814.7355 or jdavis@compedgetraining.com.

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Seven Super Trade Show Promotion Steps

Trade shows are all about promotion. You are strategically planning to present your goods and services to a specially targeted audience, in order to meet clearly defined goals and objectives. To maximize your success, however, it is imperative to make promotional efforts above and beyond merely showing up at the next event. Begin these pre-show efforts six to eight months before your next event.

1. Decide on a pre-show promotional strategy.

How are you going to let your target audience what shows you will be attending and what you will be presenting? Options include:

- Personal Invitations
- Advertising in trade publications and local media
- Direct mail
- Telemarketing
- Public Relations
- Web Site
- Sponsorship

2. Plan on-site promotional activities.

This will include any efforts you make to promote your presence at or around the show. Options include:

- Airport Advertising
- Billboards
- Hotel TV advertising
- Transit Advertising
- Show Daily Advertising
- Hotel Room Promotions
- Show Directory Advertising
- Sponsorship

For the complete list of advertising and promotion offers, please see the [Advertising and Promotions](#) page on the SEMICON West [website](#).

Reach out to the media.

Editorial coverage is worth its weight in gold. To entice media outlets to cover your company's promotional efforts, you have to provide a newsworthy angle. Give the reporters something to write or talk about. Make this 'hook' the focus of your press kits.

Press kits should be mailed before the show, be available at the show and provided after the show to ensure maximum coverage. Two main ways to reach out to the press are:

- Press Releases
- Press Conferences

Remember to only use press conferences when you have new information to share with your target market. You will make the media very unhappy if you share old stuff.

4. Organize A Visitor Competition.

People are wildly competitive. Throw in a chance to win a prize and you'll have crowds flocking to your booth. Visitor competitions require some careful planning.

Everything that happens at your exhibit must reflect your marketing goals and objectives. Competitions should be consistent with the corporate image you want to portray.

For example, a game show style trivia contest may be far more appropriate than a karaoke stage. Prizes should tie in to your products and services in an effort to attract more qualified leads. Items to consider include:

- Type of competition
- Prizes to be offered
- Compliance with local rules and regulations
- Compliance with show regulations
- Staffing for the competition
- Duration of the competition
- Role competition plays in promotional efforts

5. Decide on Giveaway Items

Giveaway items or 'freebies' should be more than a trendy trinket with your corporate logo on it. Ideally, these items are something that enhance your corporate image, will be used regularly by your target audience and keep your company logo in regular view.

Avoid items that will be passed along to children, such as cuddly toys, or are so insignificant that they are likely to be tossed. Four things to remember about giveaway items:

- Giveaway items should reinforce your marketing message
- Make your giveaway business oriented
- Don't be trendy! It is better to be unique and cutting edge.
- Toys and gimmicky gizmos are always, always, always passed along to children.

Unless your primary buyers are still in preschool, avoid them.

6. Plan Hospitality.

As more and more companies begin to do business on a global scale, marketing strategies change. Buyers from Europe and Asia expect a certain amount of hospitality at trade shows. In fact, these features are an integral part of the International business scene.

Many relationships that begin in 'social' environments flower into profitable business. Consider if any of the following will work for you:

- Hospitality Suite
- Meal Style Events
- Sponsorship

To secure a meeting room, go to [Meeting Room Application](#) page on the SEMICON West [website](#).

7. Mind the Details.

More often than not, it is the little things that can stymie the most well-intentioned promotional efforts. Attendees will easily get frustrated and walk away if what they perceive as a minor need cannot be met - and they won't be walking away with a good impression. For that reason, make sure the following matters are attended to:

- The booth number must be clearly printed on all promotional material. People cannot visit you if they cannot find you.
- Extra supplies of literature, catalogs, and sales material should be available.
- Clear, concise, and correct information must be listed in the show guide.
- Adequate supplies of visitor tickets, free passes to hospitality suites or events, and similar items should be on hand.

Exhibitor Update – Tip of the Month – March 2010



Written by **Susan A. Friedmann, CSP, The Tradeshow Coach**, Lake Placid, NY, internationally recognized expert working with companies to increase their profitability at tradeshows.

Author: "Riches in Niches: How to Make it BIG in a small Market" and "Meeting & Event Planning for Dummies." www.thetradeshowcoach.com & www.richesinniches.com



Exhibiting When You Don't Have New Products or Services

Look at that throng of people crowding the trade show floor. People come from all over the country to walk these aisles, eager eyes flitting from booth to booth, scanning the exhibits for...what, exactly?

Research shows that the vast majority - 76% - come to trade shows to discover what's new and exciting. Maybe it's a new product, or an innovative bit of technology, or a snazzy new application, or even an entire company that they were never aware of before. In an ideal world, every company would be constantly innovating, creating cutting edge products at phenomenal savings guaranteed to meet the customer's needs.

But as you and I know, business doesn't work that way. There are years when companies struggle to survive. Other years, it takes every ounce of effort just to maintain market position. And still other times, things might be fine, but the newest innovation is six, twelve, even eighteen months on the horizon.

Is it even worth exhibiting during these times? Do the results of participating in a trade show while your company's in a lull phase justify the costs?

Absolutely! In fact, it is precisely at these times when not participating could hurt your bottom line. Businesses rise and fall based on the strength of personal relationships. There is no better place to form new relationships and maintain and reinforce existing relationships than at a trade show.

To do this, you need to create a positive impression with your exhibit. Demonstrate something new and exciting. Give the people what they want. How can you do that, you ask, when you don't have any new and exciting products?

Here are five focus strategies the pros use when they're in a similar situation:

I. Focus on Features

Purveyors of high-tech or complicated products often don't realize how little consumers know about the items they purchase. For example, take the average word processing program. It has countless features - yet how many does the everyday user know about, much less use? Realize that your buyers may not even know what they don't know. Here's an opportunity to offer seminars, tutorials, or other interactive options centered on the more obscure features. This way, you're demonstrating that you value your customers and want them to make the most of your products/services. You could win their loyalty for life.

2. Focus on the Future

If the next big innovation is in sight, but you're not ready to spill the beans just yet, you've got an ideal opportunity to create a buzz. Some of the most effective excitement generating campaigns say little, if anything, about the new product, yet still create an impression that something noteworthy is about to happen. Signage, graphics, and literature all declaring "It's Coming!" let the public know that you're excited about the new product - and that they should be too.

3. Focus on Finesse

Is there a way to make your product new and improved? You'll sometimes see this technique that I've called the Proctor & Gamble strategy. Every so often, you'll see a new and improved version of a product introduced - laundry soap, shampoo, deodorant, and so on - yet you'd have to be a chemical engineer to notice any discernable difference between the old product and the new one. Still, consumers flock to the new, even if it's only slightly different than the product they were previously satisfied with. If you can't change your product, what about the packaging? Glidden changed their paint can while still keeping their actual product, the paint, the same as it ever was, and saw sales rise as a result.

4. Focus on People

Great products wouldn't exist without great people. Consider putting a human face on your operation by centering your latest exhibit around the people who make, test, or use your product. Post Cereal, Reynold's Wrap, and NAPA auto parts have all used this strategy successfully during periods when their product line was fairly static - and then carried the idea forward, altering it as needed to introduce new products!

5. Focus on Service

Many times, we're asking buyers to make a huge investment to buy our products. If something goes wrong, the buyer worries that they will be left holding the bag on a very expensive mistake. Reassure consumers that they'll never be alone if there is a problem. By promoting service plans, support networks, and other types of assistance, you're demonstrating that you'll be there for your customer - through thick or thin!



Written by **Susan A. Friedmann, CSP, The Tradeshow Coach**, Lake Placid, NY, internationally recognized expert working with companies to increase their profitability at tradeshow.

Author: "Secrets of Successful Exhibiting" and "Meeting & Event Planning for Dummies." www.thetradeshowcoach.com

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Don't Cut Your Marketing Dollars or Your Trade Show Presence!

November 4, 2009 by Emilie Barta



At the start of the Great Depression, Kellogg's and Post were neck and neck in cereal sales. Post slashed their marketing budget, while Kellogg's maintained theirs. When the Depression ended, Kellogg's had a market share dominance that they maintain to this day. (Source: Bob Dallmeyer)

When these tough economic times are over, the buying population will remember the companies that stayed in front of them the entire time...through the bad times, as well as the good ones. Companies that slash marketing dollars and do not maintain their presence will fade away in the public's mind.

Cutting trade shows from your marketing budget is cutting you off from your buying population. Yes, the **QUANTITY** of trade show attendees has generally decreased in 2009. But what has not decreased is the **QUALITY** of the attendees. Companies may not be sending as many representatives to a trade show, but they are sending the ones that count.

Numerous studies have shown that trade shows offer one of the most cost-effective ways to reach a large number of prospects, all in one place, all at one time. So to me, it makes even more sense to exhibit during a recession!



Written by **Emilie Barta**. An experienced Professional Trade Show Presenter, representing some of the best known and most innovative products at over 200 high tech, electronics, housewares, medical, and manufacturing trade shows across the US. Visit <http://professionaltradeshowpresenter.com/> for more information.

SEMICON[®] West2010

Looking Back to Move Forward: *How to Make This Your Best Tradeshow Ever!*

By Jefferson Davis, Competitive Edge

Plato once said “*the unexamined life is not worth living*”. With a key show coming upon you, you can use Plato’s sage advice to improve your tradeshow program. Now is the perfect time to take a careful look back at your exhibit program to determine what worked, what didn’t and most importantly what you need to do to take it to the next level this year.

Tradeshows are truly one of your most effective marketing and sales media, if done properly. You can get more done in three days at a tradeshow than you could in weeks or even months in the field – IF you are prepared to take advantage of the many opportunities presented.

However, for a variety of reasons, many exhibitors fail to take full advantage of the opportunities presented. The reality is that too many exhibitors end up making “*expensive appearances*” that deliver no meaningful or measurable contribution to their company's sales and marketing objectives. And it really doesn’t have to be this way.

Decide right now that this will be the year you convert your company's exhibiting program from making “*expensive appearances*” to making meaningful and measurable contributions to your company's sales and marketing objectives.

To help you with this analysis, here is a list of 26 critical exhibiting questions you should ask to identify specific areas for improving your tradeshow performance.

1. How many shows did you exhibit at?
2. What was your process for selecting these shows?
3. What were your specific reasons for exhibiting?
4. Did you convert your reasons to specific exhibiting goals?
5. Were your goals converted to written action plans?
6. Did you have a process in place to measure and report progress made toward your goals?
7. How much did you invest in tradeshows in total?
8. Do you know where your money was spent by major exhibiting category?
9. Do you have a detailed tradeshow budgeting procedure that helps you manage and report exhibit spending?
10. How much floor space did you rent and why?
11. What was the focus of your exhibit?
12. Was your exhibit interactive or static?
13. Did you create an exhibit experience worthy of an attendee's time?
14. What specifically did you do to promote your exhibit prior to the show?
15. How satisfied were you with the quantity and quality of traffic at your exhibit?
16. Who staffed your exhibit and why?
17. What did you do prior to the show to prepare your staff for success?
18. How well did your staff interact with booth visitors? How do you know?

Exhibitor Update – Tip of the Month – December 2009

19. What was your procedure for qualifying and capturing leads?
20. How did you route and track the progress of your tradeshow leads?
21. Did you have a specific plan for lead follow-up?
22. Do you have a procedure for measuring and reporting exhibiting performance and results?
23. What was your Cost Per Lead?
24. What was your Cost Per Interaction?
25. What was your Return on Objectives?
26. What was your exhibiting Return on Investment?

Your answers to these questions or lack thereof, will point the way toward creating rapid and significant improvement in your exhibiting performance and results.



Jefferson Davis, president of Competitive Edge is known as "*the Tradeshow Turnaround Artist*". Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results. His clients have realized over \$500M in measurable value from their tradeshow investments. Mr. Davis is creator of the SEMICON West Online Exhibitor University program. He can be reached at 1.704.814.7355 or jdavis@compedgetraining.com

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Tracking Leads Through Sales Cycle Milestones

By Jefferson Davis, Competitive Edge

Many companies in the semiconductor industry have long and complex sales cycles. This can make it appear difficult, if not impossible to determine the value of a tradeshow interaction or track a tradeshow lead through to the ultimate conversion.

One approach that can help address this challenge is to think about lead tracking in terms of movement through the key milestones of your sales cycle. I define a milestone as a significant action or step that moves the buyer to the next step in a sales cycle.

The key milestones of a sales cycle might include:

1. Creating customer awareness of a problem or opportunity
2. Identifying and engaging the decision team
3. Doing a needs or situational assessment
4. Analyzing and presenting the findings of the assessment
5. Conducting a test or trial demonstration or presentation of capabilities
6. Presenting the findings of a test or trial
7. Preparing and submitting a proposal
8. Reviewing, discussing and negotiating the proposal with the entire decision team
9. Signing a purchase contract or agreement

Every company should take the time to break their sales cycle down into the major milestones. Then, you as part of your lead capture process you can document what milestone each visitor is at in the sales cycle when they visit your booth.

After the show you can ask your engineering and/or sales team report back when a lead moves from one step to the next in the cycle. If you are doing tradeshows properly you'll find that tradeshows can shorten the length of your sales cycle and help you win more business.



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Creating an Exhibiting Effectiveness Report

By Jefferson Davis, Competitive Edge

In developing an exhibit measurement system, to avoid recreating the wheel and driving ourselves crazy, we need to think in terms of consistency and replication. As exhibit and marketing managers, we do not have the time or the bandwidth to recreate the wheel for every show we do.

The centerpiece of our measurement and reporting process is the creation of what I call an Exhibit Effectiveness Report. This report serves as a template and a consistent reporting format for our internal customers and stakeholders.

Here are the key sections of the Exhibit Effectiveness Report

1. Show information: Dates, venue, attendance, exhibitors, etc.
2. Exhibit information: Size, type, location, demonstrations, etc.
3. Exhibiting objectives & progress made toward each objective
4. Leads: Goal/Actual, Quality of leads by priority, Cost Per Lead and Potential Value of Leads, Routing and reporting processes, etc
5. Estimated Total Booth Traffic compared to Exhibit Interaction Capacity
6. Cost Per Visitor Interaction: Compared to other shows and other media
7. Effectiveness of pre & at-show marketing: media used, cost, reach, response, etc.
8. Key Customers, VIPs and Key Opinion Leaders met
9. Competitive Summary
10. Publicity Relations and Media exposure
11. Final show budget versus actual w/benchmarks and ROI actual and forecasts.
12. Lessons learned & recommendations for next show.

Take the time now to create your Exhibit Effectiveness Report format for your next show. Then, when the show is over, complete the report and forward to your internal customers and stakeholders and watch your value in the organization rise! Be sure view SEMI's FREE exhibit measurement e-course, here's the link: [Exhibit Measurement E-Course](#).



Jefferson Davis, president of Competitive Edge is known as "the *Tradeshow Turnaround Artist*". Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results. His clients have realized over \$500M in measurable value from their tradeshow investments. Mr. Davis is creator of the SEMICON West Online Exhibitor University program. He can be reached at 1.704.814.7355 or jdavis@compedgetraining.com

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Exhibit Measurement Made Easy: How to Measure Exhibiting Results and Return on Investment

By Jefferson Davis, Competitive Edge

As we've said all along, a tradeshow is a marketing and sales investment. As with any investment you should expect a return on investment. The question is "Are you getting a return on your exhibiting investment?" For most exhibitors, the answer is either "we don't know" or "no". When it comes to investing human and capital resources both of these answers are unacceptable. The primary reason why many exhibitors answer this way is the lack of an exhibit measurement process.

The two primary reasons for exhibit measurement are 1.) to justify the investment and 2.) to gather information to make your investment more profitable. A good measurement system can help you determine whether you should continue exhibiting at a specific show, and if so to what degree. It can help you identify your exhibit program's strengths and weaknesses. It can provide benchmarks for comparing show versus show, show versus last show, and even shows compared to other sales and marketing media. If you're going to win the game of exhibiting you must have a score keeping process.

Exhibiting measurement can be as simple or complex as you want to make it. The specific metrics you use to measure will be determined by your exhibiting objectives. While this article will give you a good start, you really should view the FREE e-course Best Practices on Exhibit Measurement. Here's the link: [Exhibit Measurement E-Course](#) (42 minutes).

Here are six basic measurements that almost every company should be measuring:

1. **Return on Objectives:** What specific goals were you pursuing and what progress did you make toward those goals?
2. **Exhibit Budget versus Actual:** What was your total exhibiting budget and what did you actually spend?
3. **Post-show Sales Written:** How many orders and what was the total dollar amount of orders written after the event? Ideally, you should measure post-show sales at the 90 and 180 day points, unless you have a very long sales cycle. Also take into consideration the frequency of the show.
4. **Quantity and Quality of Leads:** How many leads did you capture? How many were A – B – C leads? What is the estimated total sales potential of the leads?
5. **Cost per Lead:** What was your cost per lead? Divide total number of leads captured by total show investment to determine this number.

6. **Cost per Interaction:** What did it cost you to generate a face-to face contact? To determine this number simply multiply your total lead count by 2.4. This will give you a pretty accurate method way of determining your total booth traffic. Then divide total show investment by estimated total booth traffic.

These six basic metrics are by no means are all that could and should be measured, but they are a very solid starting point. They will give you a very good picture of whether you are winning the game of exhibiting.

There is one final metric that all exhibitors should attempt to measure – the elusive exhibiting Return on Investment. To determine ROI accurately you must first be able to track at-show and post sale revenue. Once you have that, simply follow the formula below:

Here's a Return on Investment example:

➤ Total post-show sales from exhibit leads:	\$250,000
➤ Less cost of sales or gross margin:	<u>-190,000</u>
➤ Equals Gross Exhibit Profit	\$ 60,000
➤ Less Exhibiting Costs:	<u>\$ 20,000</u>
➤ Equals Net Exhibit Profit:	\$ 40,000
➤ Net Exhibit Profit \$40,000/Exhibit Costs \$ 20,000 = 200% ROI	

And there you have it! In this example, every dollar invested in exhibiting is producing a 200% return on investment. Where else could you invest your money and get that kind of return on investment? What would it mean to your company, and to you personally, if you could convert your tradeshow program from “expensive appearances” into “profit centers”? You may rest assured that the information presented in this series of articles provides the most direct path to making tradeshow payoff. It is up to you to now put it to work. Don't forget to view the exhibit measurement e-course, here's the link: [Exhibit Measurement E-Course](#). Go get 'em!



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