



## Planning tips for Paris 2005

### REMINDER SHEET 1

You may like to start thinking about the following points: (space has been left by each point for notes)

**BOOK YOUR ACCOMODATION!!!!** Even if you end up cancelling some rooms, it's better than having to travel great distances every day to get into the show.

### **SET YOUR BUDGETS.**

Be aware of all the hidden costs of a show then you get no unexpected surprises at the end on the event. So guidelines are as follows:

Stand / Graphics Space	
New Graphics	
Literature	
Corporate Gifts	
Transportation of exhibits	
Accommodation	
Living Expenses	
Insurance	
Communications- (mailings, faxing)	
Advertising	
Staff Training	
Staff Time	
Stationery for the stand	
Travelling Expenses	
Follow-up costs	

Now think about the following in order to decide

1. What percentage of attendees fall into our target market?
2. Which of our competitors also exhibit at this show?
3. Has someone from our organisation visited the show?
4. How much will our investment need to be in this show?
5. What type of promotional assistance does show management offer?
6. What return on investment can be expected from the show?

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REMINDER SHEET 1

**STRATEGY.**

1. Do we want to...
  - \*increase existing products/services in existing markets?
  - \*introduce new products/services into existing markets?
  - \*introduce existing products/services into new markets?
  - \*introduce new products/services into new markets?
  - \*introduce company into existing markets?
  - \*introduce company into new markets?
2. What products/product lines need to be displayed?
3. Who is our target audience at this show?
4. What are our exhibiting objectives?
5. Do we have a written exhibiting plan?
6. Has an exhibiting budget been established?
7. Can we refurbish/use our current exhibits?
8. Do we need a new exhibit?
9. Do we need new graphics?
10. What show services need to be ordered:
  - \*audio/visual equipment?
  - \*furniture?
  - \*plants/floral decorations?
  - \*computer?
  - \*telephone?
  - \*extra sockets, spots
19. What freight arrangements must to be organised?
20. Has insurance been arranged?

**Planning tips for Paris 2005**



REMINDER SHEET 1

**Setting you Air Show Goals and Objectives:**

They should be set in conjunction with your existing marketing objectives for your companies	
Think about what you want to achieve at the show:	
Increase sales	
Introduce new products or services	
Make new contacts	
Look at new markets	
Enhance company image	
Communicate with target audience	
Recruit dealers or distributors	
Perform market research	
Always write your goals down- it helps when you quantify them at a later date	
Make sure that your goals are: <b>Specific, Measurable, Attainable, Realistic, Time framed</b>	



## Planning tips for Paris 2005

### REMINDER SHEET 1

Always remember you will have more than one goal

Involve all your team when setting your goals. This is important when communicating your objectives and motivating you staff.

If you have exhibit at Paris or an Air Show before try to use historical data to make sure your goals are realistic

Do your homework!!! Remember the NWAA can help you identify your potential customer base and target audience as well as when the peak times are for show visitors

#### **Our Goals for Paris 2005 are:**

1.

2.

3.

4.

5.

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9.

10.



## REMINDER SHEET 2

### Staffing

The most crucial aspect of any booth or stand is the people who will staff it during the course of the show.

Your image does not stop with an elaborate booth, fancy graphics and exhibits or impressive literature. These certainly help, but it is people who sell your company and its products or services.

Choose staff who are enthusiastic, observant, have a good level of product knowledge, are keen listeners and finally, are *empathetic* to their visitors' situations.

Exhibit staff training is essential for a unified effort at Farnborough. Use a knowledgeable employee or ask a member of the NWAA exhibitions staff to spend some time with inexperienced team members.

In particular, your Exhibitions Team Members need to know:

**1. *Why your company is exhibiting.***

The purpose for your involvement in the show and what you are expecting to achieve through your participation.

**2. *What you are exhibiting.***

The specific products/services you plan to exhibit. There should be no surprises when your team arrives at the booth.

**3. *What you expect from them.***

Your team must be encouraged to set their own goals based on overall exhibiting goals. They also need to know what you want them to do on a daily basis. For example, how many people do you expect them to interact with and what kind of information do you want.

**4. *How to do what you expect from them.***

Train your staff to be more effective on the show floor. Show them how to demonstrate the products displayed, and to effectively qualify prospects.

**5. *Keep Everyone on Track***

Meet with your team regularly, before the show begins and at the end of each day. Remind them of what needs to be accomplished, evaluate performance, answer questions, monitor goals and generally keep everyone motivated. Take a few minutes at the end of each day to debrief the day's activities and look for ways to improve performance for the following day.



## **Planning tips for Paris 2005, 13-19 June**

### **REMINDER SHEET 2**

#### ***Train your staff on how to attract the right enquiries***

1. Prepare 3-6 engaging questions before the show.
2. Create the right first impression.
3. Encourage visitors to want to spend time with you.
4. Be friendly and non-threatening.
5. Build rapport.
6. Ask questions that stimulate thought and encourage conversation.
7. Ask open-ended questions - beginning with who, what, where, when, why or how. (Avoid WOGANS!!! - closed questions made famous Mr Terry Wogan himself!!!!)
8. Relate questions to the industry, product/service and its benefits, or to a specific situation.
9. Avoid trite questions, such as: "Can I help you? " "How are you doing today? "Are you enjoying the show?"
10. Practice, practice, practice!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

#### **1. Industry-related**

Sample question: *"What concerns does your organisation have regarding (issue)?"*

#### **2. Product/service-related**

Sample question: *"How could you see using (product/service) in your organisation?"*

#### **3. Benefit-related**

Sample question: *"How important is (benefit) in your present situation?"*

#### **4. Situation-related**

Sample question: *"What are your most important needs in (situation)?"*

#### **5. General**

Sample question: *"How familiar are you with our product/service/company?"*

**Planning tips for Paris 2005, 13-19 June**



**REMINDER SHEET 2**

**Basic Staff Do's and Don'ts (issue list to all exhibition staff)**

- Wear standard business dress and older, more comfortable shoes.
- Arrive at the booth 15 minutes early each day.
- Wear your name badge on the right so people catch your name.
- Speak slowly and clearly. Halls are noisy, especially when the flying display is on.
- Don't carry on conversations with fellow staff members.
- Don't smoke, eat or drink in the booth.
- Greet people by standing at the edge of the aisle; not far within your booth confines.
- Don't sit down. Be open and ready to help.
- Never start a conversation with "Can I help you?" (The answer is generally "No.")
- Introduce yourself and ask an open-ended question. (What do you do? Do you have any special purposes for attending the show?)
- Use the first moment to qualify. Then decide whether or not to go ahead with an in-depth conversation.
- Position what you are offering in terms of your prospect's interests after you've asked good questions.
- Ask about buying interest within five minutes. (Are you interested in this? Should we meet later back in your office? Do you think what we have fits with your needs?)
- If a visitor complains, move that person completely out of the booth to finish the conversation.
- Remain polite and professional. You must control the contact, and know when to bring it to an end.
- Try to schedule appointments with current customers for times when the show floor is likely to be quiet. Save busy hours for prospecting.
- Complete paperwork—leads or orders—right away. Write legibly.
- Schedule a short post-show meeting at the end of each day to clean things up, both physically and procedurally.
- Try to limit the amount of time you look for new leads in the booth to four hours. Save the remaining time in your shift for current customers and learning.

## Planning tips for Paris 2005, 13-19 June



### REMINDER SHEET 2

#### ***Guidelines for Qualifying Visitors***

1. Establish what kind of visitor it is, i.e.:
  - A Decision Maker
  - An Influencer
  - An Competitor
  - A Supplier
  - Other
  
1. Find out where they are located. You don't want to spend unnecessary time with someone outside your organisation's selling/distribution area?
2. Ask questions, which reveal their level of interest/need for your products/services.
3. Investigate why they are interested and what particular problems exist that using your product/service could solve.
4. Inquire into their decision making process, i.e., the prospect's influence/authority in the buying decision.
5. Explore time and budget parameters.
6. A good probing question to get more information: *"That's interesting. Could you tell me more about that?"*
7. Conduct a conversation, not an inquisition.
8. Anticipate questions and lead the conversation by asking questions.
9. Record all prospect information on an ENQUIRY SHEET (see attached sample)
10. Remember to use the **80/20 Rule**:
  - 80%** of the time listen to visitors.
  - 20%** of the time talk about your products/services.
  - (Never talk for more than two minutes straight.)

#### ***Guidelines for Presenting***

1. Let potential leads know how your products/services compare with the competition.
2. Show existing customers new product lines/applications.
3. Anticipate questions.

#### ***Guidelines for Closing***

1. Change body-position; minimise eye contact and shake hands.
2. Communicate your follow-up action plan.
3. Give the visitor a gift as a token of appreciation for taking the time to talk with you.

## **Planning tips for Paris 2005**



### REMINDER SHEET 3

## ***New Leads and Enquiries***

One of the biggest after-show frustrations companies have is quantifying and managing leads gathered at the show. More often than not, leads are distributed to the sales force and little if anything is seen or heard of the outcome. Show performance and return-on-investment are then difficult, if not impossible to measure.

The following 10 guidelines will help to produce profitable and measurable results from trade show leads:

1. ***Review your show goals.***

Set specific goals for each show. Be totally clear about what it is you want to achieve through your participation at the various shows you attend. Knowing exactly what results you want is critical in the data gathering process.

2. ***Design an enquiry form (see attached).***

Use your sales team to help design a lead card that records all the information needed to follow up with prospects after the show. Make it user-friendly by including boxes to check. Use the lead card consistently.

3. ***The following is a checklist of information points most commonly needed:***

- Name, address and position in the enquiring company
- Phone/Fax numbers
- Company represented
- Company location - is it in your distribution area?
- Problem which is to be solve
- Needs that exist for your product/service
- Plans for using your product/service
- Product/service presently being used
- Changes in the prospect's organisation that warrant the purchase of your product/service
- Quantity needed
- Influence/authority the prospect has in decision-making
- Resources available for purchasing
- Time frame for making a purchasing decision
- When company plans its budget
- Literature requested

## **Planning tips for Paris 2005**



### REMINDER SHEET 3

4. ***Establish and use a 'LEAD' ranking system.***

Use a ranking system to establish how promising the lead really is, i.e., how immediate is her need for your product/service. Is she likely to purchase within a month or a year?

For example,

- 1 = immediate need;
- 2 = interested in buying within; the next 6 months;
- 3 = partial interest.

5. ***Plan a questioning strategy.***

Prior to the show, exhibit staffers need to develop a set of questions to ask prospects to ensure they capture the information needed for follow-up.

6. ***Conduct a debriefing session.***

At the end of each show day, and before leads are sent off for processing, hold a debriefing session. Have staffers share "hot" leads with the team. This gives other team members the opportunity to add any further information that may help in the follow-up.

7. ***Establish a lead-handling plan.***

Prior to the show, establish how the leads will be handled. For example, have a member of staff responsible for collecting all "hot" leads at the end of each day and faxing them to the home office for immediate processing.

8. ***Develop a follow-up system.***

Based on your ranking system, develop a system to follow up all show leads. You may want to establish different methods according to your ranking system. Whatever system you use, it is critical that some kind of follow-up is done in a timely manner. I.e., within three to five days after the show. If you don't follow up, your competitors will.

9. ***Use a computerised database for tracking.***

There are several good lead management programs on the market. Find one that fills your needs - the simpler the better. In addition to the prospect's name and address, track all the information gathered on the lead card for each individual show and track which sales representative was assigned to each lead. The lead information your sales people receive should include all relevant information in the database.

10. ***Make sales representatives accountable for leads.***

Sales representatives who receive leads from shows must be accountable for each lead. Every month there should be a written progress report on assigned leads. The information is then entered into the database. This tracks their performance, sales made, etc., and acts as an excellent way to evaluate the return on your show investment. Any representative not meeting accountability standards for their leads

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## **Planning tips for Paris 2005**

### REMINDER SHEET 3

within a certain time period, for example, 90 days, should not receive any future show leads. Some companies use their effectiveness as part of a salesman's annual performance review.

#### 11. **Measure results.**

Keeping track of your leads will allow you to measure sales directly attributable to your trade show participation. You can calculate the return-on-investment and demonstrate to management the positive effect trade shows have on the bottom line.

**Final Note:** If you have a high volume of show leads and don't have the capability to manage them effectively in-house, consider using an outside resource.



## Planning tips for Paris 2005



### REMINDER SHEET 4

## Measuring Exhibiting Success

In today's highly competitive and cost-reducing environment, it's performance that counts. Bosses want results. They will want to know that the air show will produce a return-on-investment. The basis for all measurement is realistic and quantifiable goals.

Start with the end in mind, i.e., know what it is you want to achieve from your participation. What are your goals? You need strategies to help you accomplish goals, as well as a means of measuring your success. It is important to establish a method for tracking show expenses and revenues. Results can be measured immediately following the show, and also at timed intervals, e.g., after 6-9 months. The following are steps that will quantify your goals.

### Generating Sales Leads

- Establish a realistic number of leads to be gathered daily or over the length of the show.
- Have each booth representative be responsible for gathering a certain number of leads.
- Decide on a rating system for measuring the quality of each lead.
- Budget for each lead's cost - how much can you afford to spend?
- Choose what form of measurement would be the most meaningful, e.g., cost per lead or cost per sale.
- Calculate cost per lead - take your total show costs and divide by the total number of leads generated. For example, total show costs is £10,000, total number of leads generated is 500, the cost per lead is £20
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### Writing Orders

- Determine which products or services are to be pushed at the show.
- Calculate cost per sale - take your total number of sales generated and divide by the total income from sales generated. For example, total cost volume of sales generated is £10,000, total number of sales is 50, and the cost per sale is £200.  
**Note:** Compare this figure to the cost of your company's average field sales call.

### Media Exposure

- Target specific publications and/or radio and television networks. ie Flight Dailies, Subcon Magazine etc
- Develop press packs and distribute or hand to NWAA for Farnborough Press Centre rack
- Issue special invitations to your targeted media.
- Use NWAA marketing staff or PR consultant FOC to assist in producing press releases.
- Request copies of articles published or tapes of radio/television coverage.

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### REMINDER SHEET 4

- Plan your news in advance

**Note:** Media coverage is extremely difficult to measure in financial terms because of the spillover effect it can have on sales. Printed articles can be measured in cost value to the cost of column inch advertising, or broadcast exposure in terms of the cost of air-time.

#### **Meeting Existing Customers**

- Establish a particular reason why customers should visit you at the show - e.g., previewing a new product, or learning a new application for your existing product.
- Issue special invitations.
- Create a method for tracking customers. For example, design specific lead cards, or have them return a completed survey (sent to them in advance) to the booth.
- Calculate cost per existing customer - take the total cost of attracting existing customers, and divide that figure by the number of customers who visited the booth.

#### **Recruiting Distributors**

- Decide the number of distributors you want to recruit and in what geographic locations.
- Advertise in trade publications.
- Mail invitations to a targeted group.
- Develop a lead card for tracking specific information.
- Calculate cost per recruit - take the total cost of the recruiting program, and divide it by the number of recruits.

#### **Introducing a New Product/Service**

- Determine the target audience to which you want to introduce your product/service.
- Advertise in trade and local publications.
- Conduct a special mailing to your target audience.
- Develop a tracking system for visitors. For example, award a gift for every visitor who views a new product/service demonstration and submits a completed lead card.
- Calculate cost per new product introduction - take the total cost for the introductory program, and divide it by the number of visitors who viewed the product/service demonstration.

#### **Conducting Market Research**

- Decide what information is needed and why.
- Determine which competitors should be visited.
- Decide who is responsible for gathering the information.

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## **Planning tips for Paris 2005**



### REMINDER SHEET 4

- Produce a survey that captures specific information from competitors and/or visitors.
- Assign someone to evaluate and distribute the information that has been gathered.
- Measure the evaluated results against your set goals.

Spending the time necessary to set up the above measurement systems will give you exactly the kind of specific, quantifiable figures that upper management needs and wants to see. Your value to your company increases when you can justify your program's expenses and produce assessable results.

*(Source: "The Complete Handbook of Profitable Trade Show Exhibiting" by Christine Christman, Prentice Hall, Englewood Cliffs, NJ, 1991)*

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REMINDER SHEET 5

**Show Evaluation**

How worthwhile are the shows in which you exhibit? What can you do to improve and fine-tune your present performance? As every seasoned exhibitor knows, no two shows are alike. There is always room for improvement, however small. Invest time with your booth staff immediately after each show to evaluate your performance. It will pay enormous dividends. Ask the following questions:

1. Overall, how did we perform in relation to our goals?
2. What could we do differently to improve our performance the next time we exhibit?
3. What were our major challenges at the show?
4. What happened that we did not expect, or for which we were unprepared?
5. In what areas do we need more preparation?
6. What areas do we need to address with exposition management?
7. Should we exhibit at this show again? If no, why?
8. How effective was our exhibit? Layout? Location? Traffic flow? Demonstrations?
9. What changes could be made to improve our exhibit?
10. Which of our products or services attracted the most attention? The least attention?
11. What response did we get to our pre-show promotion?
12. What improvements could be made to future pre-show promotion campaigns?
13. What response did we get to our at-show promotions?
14. What improvements could be made to future at-show promotions?
15. How could we improve our lead cards to get more effective information?
16. How many leads did we gather? Who is following up and how?
17. How did we classify our leads? Do we have a dollar value?
18. How did the quality of visitors rate in relation to our needs?
19. How effective was the staffing schedule?
20. What staff scheduling changes need to be made?
21. How effective was the staff?
22. Which of our major competitors also exhibited?
23. What were their key messages/themes?
24. What attention-getting activities did they use?

## Planning tips for Paris 2005



### REMINDER SHEET 6

## Cost Cutting Tips That Will Save Money

### Planning

1. Proper planning - the most important cost-cutting tip. Planning ahead saves expensive last minute charges.
2. Always have a contingency plan of action.
3. Do your homework.

### The Exhibit Display

4. Look at refurbishing an old exhibit before buying new.
5. Consider renting rather than buying an exhibit, or a rent-to-buy program, if doing less than three shows in your first year.
6. When buying an exhibit check the weight. Lightweight durable designs save on shipping, drayage and labour charges.
7. Buy your own plants to decorate the display. Silk plants are more durable.
8. Share display costs with vendors/suppliers/dealers.

### Exhibit Graphics

12. Provide camera-ready artwork to save on production costs.
13. Use halogen stem lighting instead of backlit photos.
14. Create graphics copy on desktop publishing.
15. Design and produce your exhibit graphics ahead of time to avoid overtime or rush charges.
16. Have someone proof-read your copy to avoid change charges.
17. Shoot your own photos and have a photolab enlarge and mount them on plastic rather than foam board. It's stronger and more durable.
18. Use colour photos if you want to change graphics often.

### Transportation

19. Keep accurate records of actual weight and the number of shipments. Your charges are based on these figures.
20. Know the weight of your shipping cases, both full and empty, and specify the weight on your bill of lading.
21. Instead of shipping several small boxes, consolidate them all in one large box or shrink-wrap them all on one pallet.
22. Don't scrimp on shipping containers. It is very expensive to re-do graphics if they get damaged during shipping.
23. Share shipping costs with another exhibitor. Combine your loads.

## **Planning tips for Paris 2005**



### REMINDER SHEET 6

#### **Promotional Items**

41. Design your own flyers using clipart and desktop publishing.
42. Avoid 4-color literature. Instead use one colour with screens to create different shades.
43. Don't print your booth number on any literature until the number is definite.
44. Take only enough literature to distribute to highly qualified leads. This saves on drayage and production costs and cuts down on waste.
45. Ship literature with the rest of the exhibit
46. Explore cross-promotional opportunities with other exhibitors and/or local businesses.

#### **Personnel/Travel**

49. Book early and ask hotels for any specials/corporate rates.
50. Take advantage of parking discounts that some convention centres offer exhibitors.
51. Double up and share rooms.
52. Set limits on per day expenses and reward personnel who spend less than the limit.  
For example, rebate a percentage of the savings.

## Planning tips for Paris 2005



### REMINDER SHEET 7

## Developing an Exhibitor Tool Kit

Have you ever forgotten something important? The following checklist is designed to minimise the frustration of leaving essential exhibit supplies and specific show items behind:

### Office Supplies

- Sales lead forms
- Order forms and contracts
- Price lists
- Business cards
- Company letterhead and notepaper
- Envelopes (assorted sizes)
- Temporary file folders
- Computer and necessary cables/wires
- Printer and cartridges
- Pens, pencils and erasers
- Clipboards
- Staplers, staples and staple remover
- Scissors and pocket knife
- Paper clips
- Calendar
- Appointment book
- Tape (duct, masking, scotch, double-sided)
- Cleaning supplies
- Rubber bands
- String
- Post-it notes
- Calculator

**Planning tips for Paris 2005**



**REMINDER SHEET 7**

**Specific Show Items**

- Exhibitor kit, contract and order forms
- Supplier phone and fax numbers
- Set-up tools
- Copies of submitted advance orders
- Company/product literature/specification sheets
- Press releases and press kits
- Freebies and other promotional items
- Extra special uniform items, i.e., ties, scarves, sweaters
- List of all staff members and home/hotel phone numbers
- List of invited guests
- Contest prizes

**General Items**

- Airline/travel tickets
- Credit cards and cash for on-site payments
- Hotel and rental car confirmation numbers and phone numbers
- First-aid kit
- Sewing kit with safety pins
- Camera and high-speed film

**Other**

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