



Exhibitor Marketing Webinar
Wednesday, September 11
2:00 p.m. EDT



Expo Team



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 Email Kyle McMillan



Nancy Pickersgill

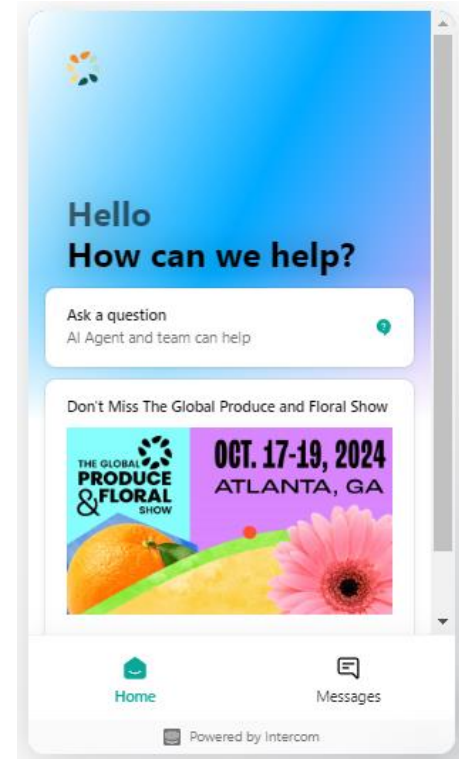
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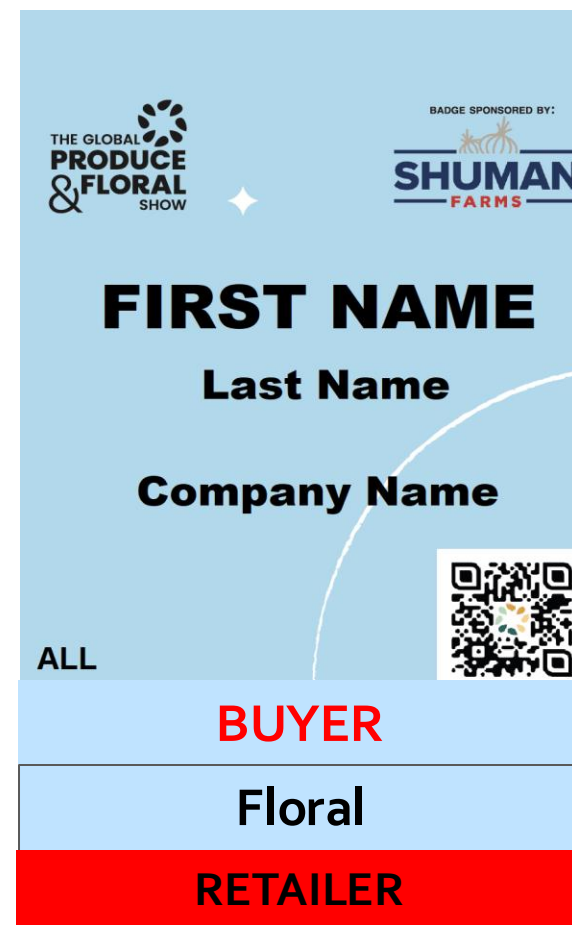


Expo Communication



Badges

- Retailers – Red on their badge
- Buyers indicated on their badge with the category



What We'll Cover Today

- Marketing Toolbox
- Exhibitor Portal
 - Company listing
 - Setting up meetings
- Fresh Ideas Showcase
- Best of Show Contests
- Online Directory/Resources
- New Chat Feature
- Managing Your Journey
 - Tips on making the most of your tradeshow experience
- Q & A



Marketing Toolbox

- Exhibitor Directory
- Booth Tips
- Event Graphics
- Social Media
- Tracking Leads



A screenshot of the 'Exhibitor Resources' page for the event. The page has a purple and orange header. Below the header, there's a navigation bar with links: 'IFPA.HOME', 'EVENTS', 'THE GLOBAL PRODUCE & FLORAL SHOW', 'EXHIBIT & SPONSOR', and 'EXHIBITOR RESOURCES'. There are also social media icons for Facebook, Twitter, and LinkedIn. The main content area has four white cards on a patterned orange background. The cards are: 'Register Badges', 'Plan Your Booth', 'Maximize Visibility' (circled in red), and 'Launch a New Product/Service'. Each card has a green icon, a title, a short description, a list of bullet points, and a green button at the bottom.



Attendee List

- Buyers and Media
- Meetings at your booth
- Teasers to visit your booth
- Attract attention



[Donate](#) ▾

[Store](#) ▾

[Directories](#) ▾

[Events](#) ▾

[Join](#) ▾

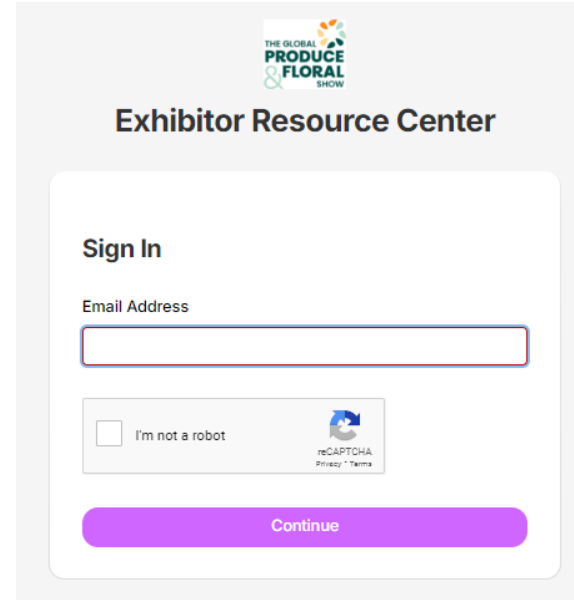
[Help](#) ▾

Welcome:
Kyle McMillan
[logout](#)
[My Info](#)
[My Courses](#)
[2024 Global Show Exhibitor Badges](#)
[2024 Global Show Attendee Export](#)



Exhibitor Portal

- Online/Mobile directory
- Edit contacts to manage badges/booth logistics
- Change badge mailing address
- Upload Logo
- Promotional collateral
- In-Booth Events
- Schedule meetings
- Fresh Ideas



The screenshot shows a web interface for 'THE GLOBAL PRODUCE & FLORAL SHOW'. The main heading is 'Exhibitor Resource Center'. Below this is a 'Sign In' section. It features an 'Email Address' label above a text input field. Underneath the input field is a reCAPTCHA widget with the text 'I'm not a robot' and a checkbox. To the right of the checkbox is the reCAPTCHA logo and the text 'reCAPTCHA Privacy Terms'. At the bottom of the sign-in section is a large purple button labeled 'Continue'.



Exhibitor Portal: Company Information

Stand Out To Buyers

Submit Promotional Content

<input checked="" type="checkbox"/> Company Description	<i>None added</i>	<input checked="" type="checkbox"/> Virtual Business Card	<i>0 of 3 added</i>
<input checked="" type="checkbox"/> Logo	<i>None added</i>	<input checked="" type="checkbox"/> In-Booth Events	<i>0 of 5 added</i>
<input checked="" type="checkbox"/> Product/Service Categories	<i>6 added</i>	<input checked="" type="checkbox"/> Exhibitor Collateral	<i>None added</i>



Exhibitor Portal: New Features

Interested in Meeting Students?

If so, submit this form and we'll add your booth to the student show floor tour.

[Click here →](#)

Is your company engaging in any sustainable practices?

Please highlight these efforts in your company description, below.

Do your sustainable practices include Upcycling?

Does your company practice or support Regenerative Agriculture?



Setup Available Meeting Times

Scheduled Appointments

Set up time slots for attendees to book meetings. This tool allows you to offer available appt. times in your online directory, & attendees can reserve these appt. in their My Show Planner account.

[Schedule Appointments Here →](#)

Schedule Summary

[+ Create New Appointments](#)

This tool allows you to offer available appointment times in your online directory listing, and attendees can reserve these appointments while logged into their My Show Planner accounts, allowing them to easily connect with exhibitors on-site or virtually. Click "Create New Appointments" to add more days/times for attendees to choose from, or click "Delete" to hide that time slot from attendees.

[Filter Schedule](#)

[View Booked Appointments](#)

Actions	Time	Day	Booked	Location
...	10:00 AM (EST) - 10:15 AM (EST)	Saturday, October 19, 2024	0 of 2	Booth B1203
...	10:15 AM (EST) - 10:30 AM (EST)	Saturday, October 19, 2024	0 of 2	Booth B1203

Records per page: 10 1-2 of 2

Create A New Appointment

All fields are required, and all appointment times are in (EST)

Date

- Thursday, October 17, 2024
- Friday, October 18, 2024
- Saturday, October 19, 2024

Where will these appointments take place?

- Booth B1203
- Other Location

How long is each appointment?

- 15 Minutes
- 30 Minutes
- 60 Minutes

What time should appointments start?

10:00 am

What time should appointments end?

10:15 am

How many appointments available per time slot?

1

[Cancel](#)

[Add New Appointments](#)



Fresh Ideas Showcase

- Submit by Sept 23.
- New Innovations as of Oct. 2023

Purchase a Fresh Ideas Showcase

Do you have a NEW product or service to launch? Feature it in the Fresh Ideas Showcase, This is THE place attendees go to see what's new in the industry. All entrees must be new items.

[Purchase Here →](#)

Upload your Fresh Ideas Showcase

Your company has purchased a Fresh Ideas Showcase. Upload the details and photos of your innovation here so buyers get a sneak peak. It's a great way to attract traffic to your booth.

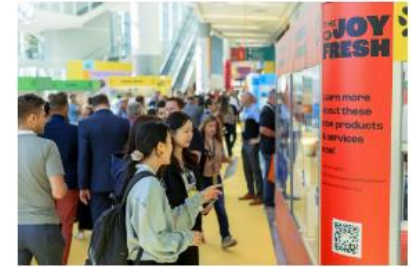
[Upload your Showcase\(s\) Here →](#)



Fresh Ideas Showcase

Fresh Ideas Showcase Categories:

1. Main Fresh Ideas
 2. Certified Organic
 3. On-The-Go
 4. Packaging Innovations
 5. Technology Innovations
 6. Floral Innovations
- Best Overall Product Promo Award
 - Sustainable Packaging Award



Best of Show

- Best Overall Product Promo
- Best Sustainable Packaging
- Best First-Time Exhibitor
- Best Inline Booth
- Best Island Booth
- Engaging Staff
- Stand out displays
- Sampling
- Consistent messaging



Exhibitor Resources

- **IFPA Portal** (freshproduce.com)
 - Primary and logistical booth contacts
 - Badges
 - Attendee list

- **Exhibitor Portal** (mapyourshow.com)
 - Primary booth contact
 - Company Listing
 - Available meeting times
 - Showcase listing
- **Online/Mobile Directory**
- **My Show Planner**
 - Personalized schedule
 - Chat Feature



Online Directory

IFPA Home

Hotel & Travel

Schedule

Exhibit ^

Become An Exhibitor

2024 Booth Application Process

What's Included With Your Booth

Service Kit

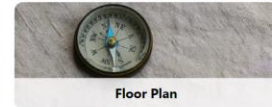
Fresh Ideas Showcase

Exhibitor Resources

Exhibitor Schedule

2024 Exhibitor List/Floor Plan [↗](#)

The screenshot shows the top navigation bar of the IFPA website. On the left, it says "INTERNATIONAL FEDERATION OF PRODUCE OF FLORIDA". In the center, it displays the event dates "Oct. 17-19 Atlanta, GA". On the right, there are navigation links: "Home", "Event Schedule", "Exhibitor List", "Floor Plan", "Fresh Ideas", "In-Booth Events", and "Networking". Below the navigation is a search bar with a dropdown menu currently set to "Pavilions". The search bar includes radio buttons for "Show Floor Segment", "Keyword", "Exhibitor Name", "Booths", "States", "Country", and "Product/Service". A magnifying glass icon and the text "Advanced Search" are also present.



Additional Resources

[Exhibitor PDF List](#) | [Exhibitor Collateral](#) | [Exhibitor Excel List](#)



My Show Planner combines planning and logistics into one easy-to-use tool.

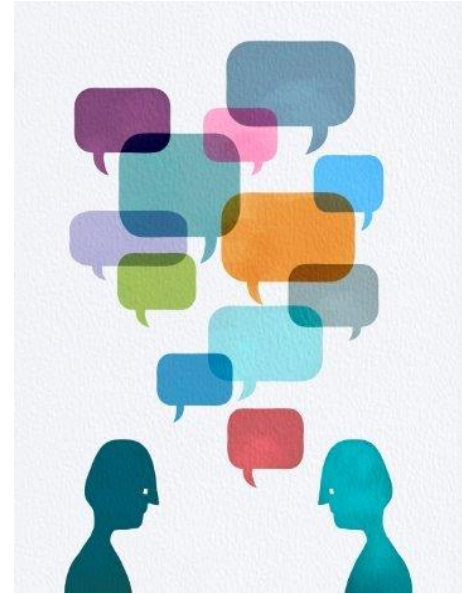
Create Your My Show Account

- Save exhibitors and showcases you are interested in
- Save a personalized schedule of sessions and exhibitor appointments
- Chat with other My Show Planner users
- Save time searching with exhibitor and schedule recommendations
- Save a walking map of all the booths you wish to visit
- Save notes & onsite photos



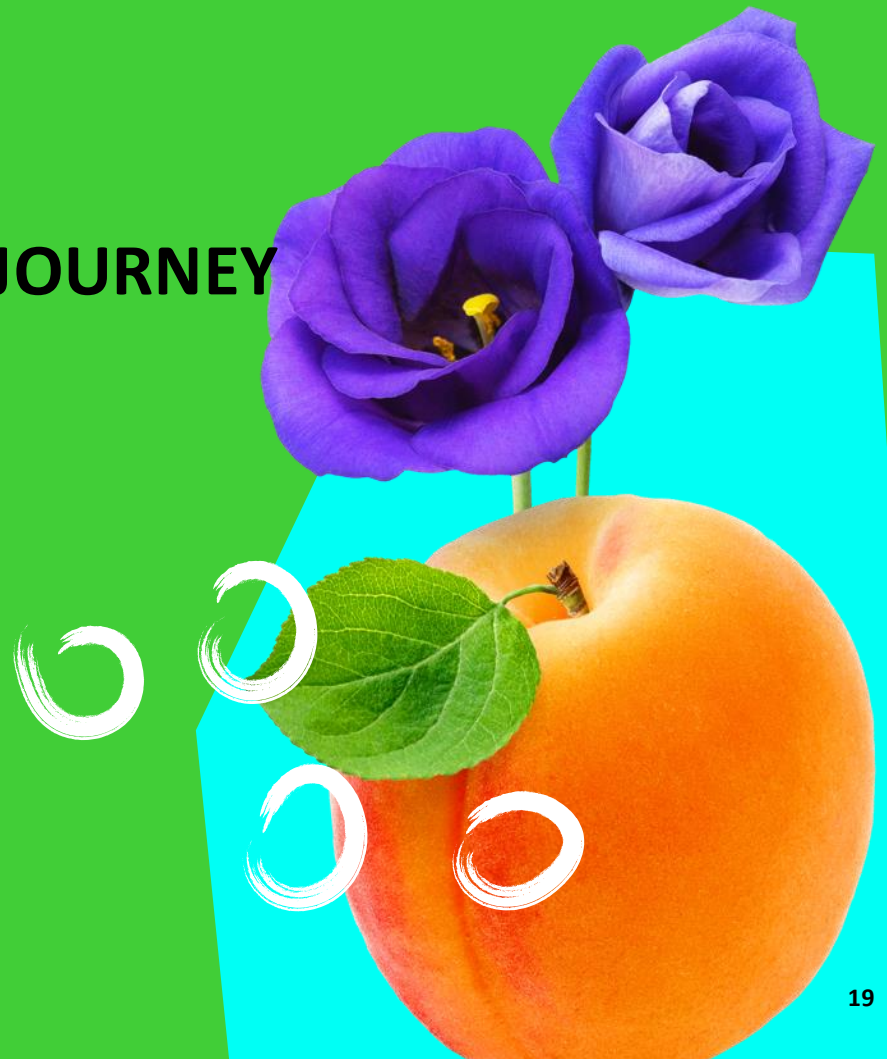
New Chat Feature

- My Show Planner Users
- Not tied to Registration
- Filter by their Reasons for Attending
- Filter by Interests
- Send messages and save chats



MANAGING THE CUSTOMER JOURNEY AT THE GLOBAL SHOW

Presented by:
Holly Sherrill, Marketech360



Agenda

- Why Trade Shows
- Goals/Objectives
- Attracting Customers
- Graphics/Designs/Signage
- Staff
- Leads & Follow up



Attendance Starts With Four Questions

1. Why are you going?
2. Who are you trying to reach?
3. What do you want to communicate to this targeted audience?
4. What will be your measure of success?



Goals?

- Conducted 100 demos
- Took 350 leads
- Gave away 2000 food samples

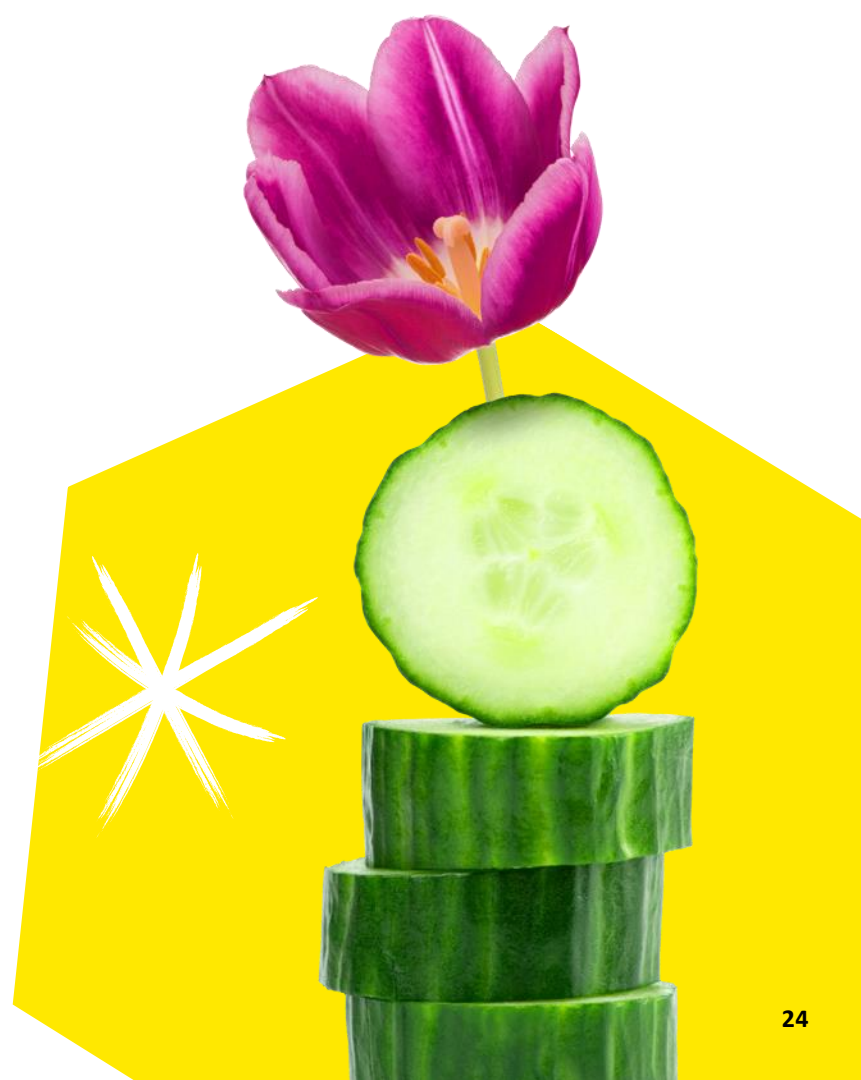


Make Them Specific

- Conducted 100 demos – 50% have “bant” (budget, authority, need, timing) and asked for a follow up appointment in the field
- Took 600 leads – 200 were our top tier targets



Attracting Customers

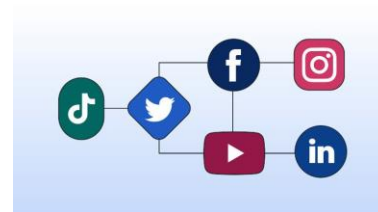


Build it And They Will Come??



Promotional Plans

- Pre-show advertising
 - Social media
 - Website
 - Pre-set appointments
 - Contest/Game
 - Invite for
 - Product launch
 - Game
 - Demonstration
 - Sample
 - Giveaway



Show Up



Traffic Drivers

- Games
- Demos
- Sampling
- Giveaways



Games: Careful Planning



Demos: Have a Plan B



Sampling: Role of Staff



Coordinated Attire



Themed Attire



Graphics Designs Signage



Tell Them Who You Are, What You Do



Repeat Name



Bright/Clear/Open



Dark / Too Much Information



Small Copy



Get Creative



Use a Theme/ Integrated Marketing



Good Signage /Lighting /Stand Up



Stand / Move Table



Closed Off



Open/Great Use of Lighting



What's Wrong With This?



Good Use of Space



Stay Until the End



Online Showcases



Online Ad



WE'RE EXHIBITING

Visit our booth.
#5412

 ASCRS
ANNUAL MEETING
23-27 JULY 2018 | LAS VEGAS, NV



COME VISIT OUR BOOTH
AT THE WORLD'S LARGEST HVACR MARKETPLACE

 2018 AHREXPO

CHICAGO • JAN 22-24





Show Up



Fresh Ideas Showcase



Fresh Ideas Showcases



Fresh Ideas Showcases



Fresh Ideas Showcases



In – Booth Promotion



Staff



85% of your success
depends on:
Your staff



Source: CEIR (Center for Exhibition and Industry Research)



Because.....

“No matter how SMART
your phone is, it will
never replace human
interaction”



8 out of 10 visitors report what they remember most about their visit to your exhibit is their interaction with your staff



Source: CEIR



Trade Shows Are Different



Make Sure the Staff Understands



HOW TO WORK A
TRADE SHOW BOOTH



Working Differences

- Visitors are coming to you
- Strangers – can be awkward for all
- Not knowing role or needs in advance
- Busy and slowwww periods
- Talking to multiple people at once



Staff Role

- Be proactive not reactive
- Be welcoming
- Verify role
- Active listening
- Explain/Assist
- Housekeeping



Reaching Out

- Be ready to engage- *“Show Ready”*
- Eye contact
- Smile
- Greeting/Handshake



****Statistics show if visitors are not greeted in the first 15 seconds they will leave***



Reaching Out

“Hi, How are you?”

- “Where are you from/what do you do?”
- “What brought you by our booth today”
- “Are you familiar with our ..?”



60-65% of All Communication is Non-Verbal

- Our Stance
- Our Gestures
- Our Posture
- Our Eyes



Source: Albert Mehrabian MD Communication model



Non-Verbal Communications



Transition Guests

Make it a warm transfer

- Introduce
- Inform
- Integrate
- Extricate



79% of Leads are
never followed up
on



Why?



#1 Reason leads are not followed up on:

- Not enough good, quality information captured
- Considered cold calls

25

Name Teresa Laurance State DC

Title VP Operations

Company Gordon Industries

Address 5533 Main Street

City/State Los Angeles, CA

Country/Zip _____

Tel. _____ Fax _____

E-mail _____

Website _____

Are you familiar with Skyline? Yes No

Do you own an exhibit? No Skyline Other

Tabletop Inline (Size) _____ Island (Size) _____

Date Purchased _____ Office _____

Number of shows per year _____

When is your big industry show? _____

Show Name _____

Need Inline (months) 0-2 2-6 7-12 12+

Budget: \$1-5K \$5-10K \$10-20K \$20K+

How many dealer locations do you have? _____

Does your company use event marketing? _____

Interest: Exhibits Graphics A B C

Assessment: A B C

Comments _____



Take Care of YOU!



Stay Hydrated



Select shoes carefully



Be well Rested



Smiling faces for all to see



Ambassadors of the Brand



They can enhance, or detract from the brand



Trade Shows Work If you...

Plan Completely

Execute Aggressively

Follow-up Thoroughly



Holly Sherrill
holly@marketch360.com
205-807-5952



“Your Training and Measurement Partner”



- Plan ahead
- Be prepared
- Network
- Connect



QUESTIONS

