



Present

How to Tackle the Top Challenges Facing Exhibitors Right Now

Topics Include:

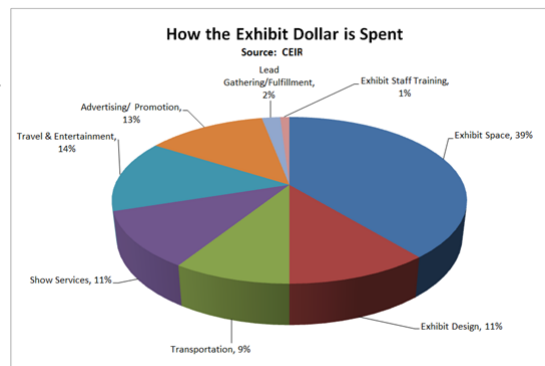
- Top Challenges Exhibitors Are Voicing
- Gain More Control Over Exhibit Spending & Save Money to Counter Increasing Costs
- Inside the Attendance Numbers
- 6 Questions to Get More & Higher Quality Booth Traffic
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- Measure Exhibit Performance, Value and ROI
- Critical Factors Every Exhibitor Needs to Address to Succeed

Top Challenges Exhibitors Are Voicing

- Controlling costs during inflationary period
- Responding to potentially reduced event attendance
- More pressure to deliver measurable value and/or ROI
- Cost-justifying exhibiting investment

Gain More Control Over Exhibit Spending & Save Money in Spite of Increasing Costs

Item	Company Name Trade Show Budget Trade Show Name Trade Show Dates Trade Show City					This Show Last Year Actual	This Year's Budget As % of Total Cost	This Year's Actual As % of Total Cost	Average Cost % Benchmark
	Budget	Actual	This Year Difference	Difference %	This Show Last Year Actual				
SPACE RENTAL:									
Both Space	\$ -	\$ -	\$ -	0.0%	\$ -	0.0%	0.0%	0.0%	
Hospitality Suite	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Meeting Rooms	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Other	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	0.0%	39%
EXHIBIT DESIGN:									
Design	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Construction	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Production/Printing	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Graphics	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Packing	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Storage	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Display Materials	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Installation & Dismantle	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Other	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	0.0%	10%
TRANSPORTATION (to & from):									
Freight	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Exchange	-	-	-	0.0%	-	0.0%	0.0%	0.0%	
Customs & Brokerage	-	-	-	0.0%	-	0.0%	0.0%	0.0%	



Tips for Saving Money

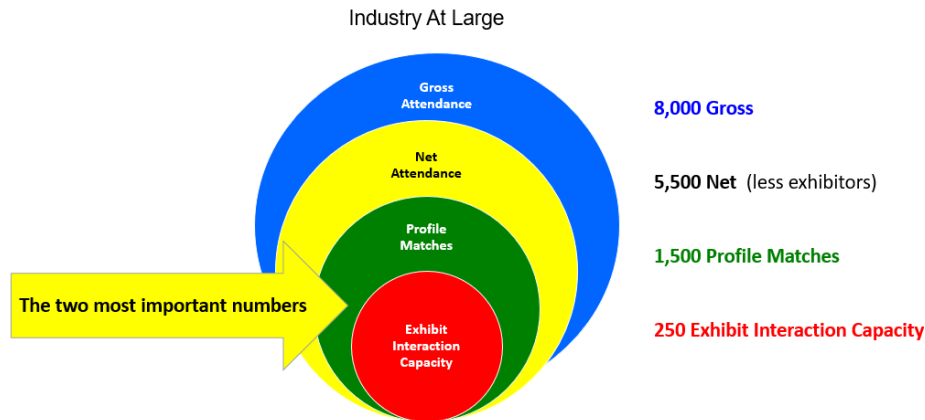
1. Review The Expo Group's online Exhibitor Service Kit carefully
<https://sc.theexpogroup.com/CarWashShow2023/>
2. Take advantage of April 3 early bird vendor discounts
3. Look into a rental exhibit
4. Cross promote with complimentary exhibitors
5. Use flexible A/V versus printed graphics
6. Optimize all packages/freight being shipped
7. Send fewer people and maximize those who do attend
8. Incentivize staff frugality: per diems vs expense report
9. Share ground transportation
10. Bring all show orders and audit all invoices

For More Ideas:
<https://www.exhibitoronline.com/topics/>
for more cost control tips!

How to Respond IF Attendance is Down a Little

1. The major question IS NOT whether the show has 6,000 or 12,000 attendees.
2. The major question IS “Will there be enough of the right attendees for you?”

Inside the Attendance Numbers



6 Questions to Get More & Higher Quality Booth Traffic

1. “Who are the right people for you?”
2. “How many do you need to attract?”
3. “What can you say and do before the show to grab their attention and get on their agenda?”
4. “What media should you use?”
5. “When should you start pre-marketing?”
6. “What can you do to increase response rates to your pre-show marketing?”

Who are the RIGHT People For You?

1. Start with your existing customers.
2. Get your sales team and distribution network to focus on prospects in your sales pipeline.
3. Analyze your top customers and create a clear profile of the exact type of attendees you want to attract.
4. Review pre-event attendee FREE preview list in early April.
5. Include anyone who has _____ in your products or services over the last 12 to 18 months.

Work the C/P/S Triangle



Who are the RIGHT People For You?

Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific _____ for each name on the list.
3. Contact them at least _____ times before the show through various media: email, phone, social media, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during show.
5. Consider creating a contest to reward the person getting the most of their list to the show.

How Many Do You Need to Attract?

1. Don't focus so much attention on total show attendance – there will be more than enough of the right attendees for you.
2. Focus more on how many people you need to attract!
3. Calculate your Exhibit Interaction Capacity:

	<u>Example</u>	<u>Your Calculation</u>
• Exhibiting Hours	18.5	18.5
• (X) Staff on Duty	4	x _____
➤ Rule of thumb: 50 sq. feet per staffer		
• (X) Interactions per Hour per Staffer	___ 3	x _____
➤ 3/conservative, 4/moderate, 5/aggressive		
• (=) Exhibit Interaction Capacity	222	= _____

4. Do everything you can between now and show time to get “in the mind” and “on the agenda” of this many people.

What Can You SAY and DO Before the Show to Grab Their Attention and Get on Their Agenda?

1. Analyze your products and services with an eye on the key _____ they solve, and the benefits they deliver to your customers.
2. Design your marketing messaging around solving problems and seizing opportunities – *not the specifics of your products or services.*
3. Communicate what the visitor will SEE, DO, LEARN and GET and by visiting your booth.
4. Include a clear Call To Action with every message saying, “Put booth 1234 on your show planner”.
5. Considering offering a unique and useful _____ for visiting your booth.

What Can You SAY and DO Before the Show to Grab Their Attention and Get on Their Agenda?

Value Proposition Template:

- PROBLEM: Tired of? Worried about? Struggling with?
- OPPORTUNITY: Interested in? Curious? Want to Learn More About?
- Give us 5 minutes at The Car Wash Show Booth #1234
- You will SEE
- You can DO
- You will LEARN
- Oh, by the way, you will GET...

Using Promotional Products as a Reward

Reward Selection Tips

- ✓ Unique
- ✓ Useful
- ✓ Quality
- ✓ Supports message or theme
- ✓ Personalized

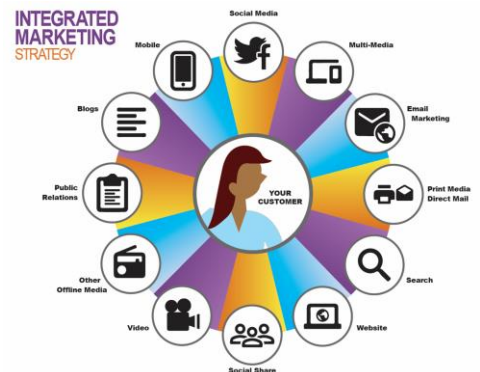
Reward Delivery Strategies

1. Contests
2. Free Gift at Booth
3. Send in Advance
4. Send Half - pick up other half at booth



What Media Should You Use?

1. The magic is in the mix!
2. Use as many marketing media as you have the time, skill set, and budget to effectively utilize.
3. Avoid trying to do everything digitally, be sure to integrate:
 - Direct mail - there is very little clutter in the mailbox!
 - If you have phone numbers, have your sales and customer service team pick up the phone and call people.
 - Ask your customers what they see as their “must-read” trade publications and website consider advertising.
 - Review The Car Wash Show exhibitor marketing opportunities to see which fit your budget and reach your audience.



What Media Should You Use?

Use Attendee List for Email and Direct Mail.

Includes two new segmentation options to support enhanced targeting efforts:

- Job Title
- # of Wash Locations

THE CAR WASH SHOW™
MAY 8-10, 2023 • LAS VEGAS, NV

ATTENDEE LIST ORDERING INFORMATION

- Exhibitors can purchase **FULL** or **SEGMENTED** email or postal mailing lists.
- The list cost is \$12 cents per record (segmentation is available).
- There's a \$150 minimum charge for the list.
- Attendee information will be included in the list for attendees that have "opted in" via the registration process.
- Email and mail lists are for a **ONE TIME** use only.

ICA (The International Car Wash Association) must review and approve all promotional materials prior to printing and/or distributing. Your list request will not be considered for approval until your marketing piece has been sent for approval.

Demographic filters listed below are available to create your ideal list:

- Registration Class
- Primary Business
- Car Wash Model Type
- How many Car Wash locations
- Additional Services Offered At Fast Lube
- Purchasing Power
- Own/operate car washes
- Job Function

EMAIL BLASTS -

- Exhibitors use the Exhibitor Emails portal to create and send their email message. Once purchase has been completed, exhibitors receive an email with access to the Exhibitor Emails portal.
- ICA must review and approve all promotional emails prior to sending. Your list request will not be approved until your marketing piece has been reviewed.
- Once approval has been sent, exhibitors can re-enter the online store using the approval link and code received to complete their purchase and begin setting up email campaign.

Exhibitors CAN NOT download or VIEW the email list, however you can access reports showing your email campaign's open counts and URL click counts, as well as each attendee's first name, last name and company name.

MAILING LISTS -

- The International Carwash Association must review and approve all promotional materials prior to printing and distributing. Your list request will not be approved until your marketing piece has been reviewed.
- Exhibitors are able to download mailing lists once payment is complete.

Fields on the mailing list are listed below. **The list DOES NOT include email addresses.**

1. Company Name	4. Address
2. First and Last Name	5. Phone
3. Title	6. Registration Category

TERMS & CONDITIONS

- 1) International Car Wash Services, Inc. (ICWS) Express Leads hereafter called "CONTRACTOR" agreed to the delivery of services as described and to be considered a vendor and professional member according to the said and include:
 - 1) The mailing of agreement shall be in United States dollars and submitted with the order for service. CHECKS ARE NOT accepted as form of payment.
 - 2) Order received without payment will be charged at the appropriate published price based on order receipt date. Services will not be completed and payment in full has been received. No refunds since list has been developed.
 - 3) CONTRACTOR is liable for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.
 - 4) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts with venue exclusively in Barnstable County.

800-740-6174 • Technology Park Drive, Bourne, MA • www.icwa.com

ORDER NOW

Log into the portal to purchase and manage lists: <https://www.xpressleads.com/cal/public/home/cwsh0523>

Step 1: Choose company.

Step 2: Choose either:

Mailing list - \$12 cents per record

- 1) Choose Full or Segmented List
- 2) Upload mailer for ICA approval
- 3) You will receive an email with approval code to finalize
- 4) Make payment
- 5) Download the ICA mailing list

Email list - \$12 cents per record

- 1) Choose Full or Segmented List
- 2) Upload mailer for ICA approval
- 3) You will receive an email with approval code to finalize
- 4) Make payment
- 5) Receive email with link to load email content
- 6) Create your email in Exhibitor Email program

XPRESS LEADS
A Freeman Company

When Should You Start Pre-Marketing?

1. When using print media, begin 2 to 3 months before the show.
2. For digital "one to many" media, launch 45 to 60 days before show.
3. For direct "1 to 1" media, launch 30 to 45 days before the show.
4. Try to land at least 3 direct touches with your target visitors.
5. Remember, it may take as many as ____ to ____ touches to have 3 land.

What Can You Do to Increase Response Rates to Your Pre-Show Marketing?

1. It starts with the _____ of your lists. Try to narrow down your lists to people who match your customer profile.
2. Communicate a clear and strong solution or opportunity focused hook or headline. This increases number of readers and level of engagement.
3. Include clear Call To Actions with every message.
4. Offer a useful reward for responding and visiting your booth.
5. One attempt is never enough! Try to deliver as many touch points through as many media as possible.

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. DO NOT view shows as a cost or expense! View as an investment!
2. Use floor space cost x 5 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of a customer or average sale amount
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Exhibiting Investment (\$28-\$30 sf)	$\$2,900 \times 5 = \$14,500$	\$_____
➤ Floor space cost x 5		
• Exhibiting Hours	18.5	18.5
• (X) Staff on Duty	4	x_____
➤ 50 sf per staffer		
• (X) Interactions per Hour per Staffer	3	x_____
➤ 3/conservative 4/moderate 5/aggressive		
• Total Exhibit Interactions	222	=_____
• Cost Per Interaction	\$65	\$_____
➤ \$1,114 avg. field call cost		
• Value of Customer/Sale	\$25,000	\$_____
• / Exhibiting Investment	\$14,500	\$_____
• # Customers/Sales to Get ROI	1 (.5% conversion rate)	=_____

5 Ways to Cost-Justify Your Exhibiting Investment When You're Not Writing Orders at/From the Event

1. Cost Per Exhibit Interaction

- Estimate Number of Attendees Visiting Your Exhibit
Total Exhibit Investment
- Compare to average cost of a face-to-face sales call in the field, which according to CEIR industry research is \$1,114.

2. Cost Per Customer and/or Prospect Meeting

- Number of Customer and/or Prospect Meetings
Total Exhibit Investment
- Compare to cost of a meeting outside of a trade show.

3. Cost Per Demonstration

- Number of Attendees Participating in Demonstration
Cost to Produce Demonstration
- Compare to cost of a demonstration outside of a trade show.

4. Cost Per Lead

- Number of Leads Captured
Total Exhibit Investment
- Compare to cost of a lead from other methods of lead generation.

5. Potential Revenue Value of Leads

- Number of Quality Leads Captured x Potential Revenue Value of Each Lead
Total Exhibit Investment
- Compare potential revenue to cost of exhibiting to show soft dollar ROI

Measure Exhibit Performance, Value and ROI

Exhibiting & Financial Performance Metrics			
YOUR COMPANY NAME			
<small>Insert Company Logo</small>			
Report Information			
Prepared By		Date Prepared	10/23/2019
Department			
Tradeshow Information			
Show Name		Show Dates	
Show Notes			
Exhibiting Goals & Objectives			
1			
2			
3			
SMART Goal for Each Objective <small>Specific - Measurable - Action oriented - Realistic - Time bound</small>			
Goal #		Owner	Accomplished?
1			
2			
3			
METRICS			
Performance		Value/Return on Investment	
Exhibit Interaction Capacity/Utilization			
<small>Measures how well we utilized our capacity to interact with attendees.</small>			
Exhibiting Hours	7		
Times Full-Time Exhibit Staff	x 2		
<small>* 50 sq. feet per staffer rule of thumb</small>	14		
Times Interactions per Hour per Staffer	x 3		
<small>** 3 conservative, 4 moderate, 5 aggressive</small>	42		
Exhibit Interaction Capacity	=		
Actual # of Exhibit Interactions	42		
<small>*** Can be estimated by multiplying lead count x 2.4 (an industry benchmark called stop-to-literate ratio)</small>	35		
Divide by Exhibit Interaction Capacity	=		
= Exhibit Capacity Utilization	=		
Target:	80-100%		
Exhibit Attraction Efficiency			
<small>Measures how well we attracted our target audience.</small>			
Actual # of Exhibit Interactions	35		
Divide by # of Profile Matches in Show Audience	200		
<small>* i.e. Business Type, Job Function/Title, Geography, Product Interest</small>	=		
= Exhibit Attraction Efficiency	=		
			18%
Cost Per Interaction			
<small>Measures what it costs us to generate a face-to-face interaction</small>			
Total Show Investment	\$10,000		
Divide by Actual # of Exhibit Interactions	=		
= Cost Per Interaction	=		
			\$236
Average Cost of Field Sales Call: (Source: CFIB, 2009)			\$596
Cost Per Lead			
<small>Measures what it costs us to generate a sales lead</small>			
Total Show Investment	\$10,000		
Divide by Number of Leads	=		
= Cost Per Lead	=		
			\$667
Average Cost of B2B Tradeshow Lead: (Source: Exhibitor Magazine's 2015 Sales Lead Survey)			\$165
(Source: Exhibit Surveys)			\$283
Potential Value of Leads/ROI			
<small>Measures potential sales revenue and calculates Soft Dollar ROI.</small>			
Total # Leads	15		
Times Average Sale Amount	x		
= Potential Lead Value	=		
			\$75,000

Critical Factors Every Exhibitor Needs to Address to Succeed



Where to Find Help

- The Car Wash Show Exhibitor Resources Website
<https://thecarwashshow.com/exhibitor-resources>
- Jen Fitzpatrick – Logistics
jfitzpatrick@carwash.org
630-815-4805
- Ginny Hiatt – The Expo Group
ghiatt@theexpogroup.com
972-751-9463
- Kendra Johnson – Anything Else ☺
kjohnson@carwash.org
815-543-6588
- Connections Housing (Hotel)
<https://thecarwashshow.com/travel>

What are the three most important ideas you learned and will apply to improve your exhibit program?

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**