

Welcome to AIA25! As a valued exhibitor, we're looking forward to a long-term business relationship with you. We want to make sure we're doing everything we can to help your company have a productive and positive exhibiting experience.

As part of our Exhibitor Success Center, we have a series of five quick read strategic planning exercises to help you address the strategic factors that determine the difference between exhibiting success or failure.

We strongly encourage you to do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

CRITICAL SUCCESS FACTOR #1: DEFINE YOUR OUTCOMES

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish. The other half is creating workable action plans and executing to achieve your goals. We recommend you get together with your marketing and sales management team and work through the four-step process outlined below.

1. **What are your top three reasons for exhibiting?** (Examples: build market visibility /awareness, maintain visibility/presence, introduce new product/service, sales leads, new customers, cross/upsell existing customers, market research, branding, recruiting, media exposure, customer/prospect meetings, find reps/dealers/distributors, other?)

1. _____
 2. _____
 3. _____

2. **Convert each reason to a S.M.A.R.T. goal** (Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing, we will have opened five new accounts.)

1. _____
 2. _____
 3. _____

3. Calculate your Potential Leads/Sales Opportunity.

	<u>Example</u>	<u>Your Company</u>
• Number of exhibiting hours:	15	15
• (x) Average number of booth staff on duty:	x *2	_____
o Rule of thumb: 50 sq. feet per staffer		
• (x) Target number of interactions per hour/per staffer:	<u>x *4</u>	_____
o 3 conservative/ 4 moderate / 5 aggressive		
• (=) Your Exhibit Interaction Capacity:	120	_____
• (x) Target percent that convert to a LEAD	<u>x 25%</u>	_____%
• (=) Number of LEADS	30	_____
• (x) Target percent that convert to a sales order (at/post)	<u>x 20%</u>	_____%
• (=) Number of sales orders	6	_____
• (x) Conservative average order amount	\$10,000	\$ _____
• (=) Your Potential Sales Opportunity	\$60,000	\$ _____

4. **For each goal, create a written action plan** detailing the specific steps you must take to achieve the goal, who is responsible for accomplishing the goal, and how you will measure the results.

SMART Goal	Responsibility	Actions	Measurement
Example: By closing time we will capture 25 qualified leads	John Smith	<ol style="list-style-type: none"> 1. Determine qualifying questions. 2. Rent and customize the show lead retrieval system or create a hand-held lead form. 3. Train exhibit staff on using the lead form and how to ask qualifying questions. 	# of leads with # of qualifying questions answered
		1.	
		2.	
		3.	

The online Exhibitor Success Center is your one stop place to access critical knowledge, downloadable tools and resources. We highly recommend:

Viewing:

- Inside the Exhibiting Numbers: Controlling Costs and Measuring Exhibiting Performance, Value and Return on Investment
- Inside the Mind of the Architect: How Architects Use Tradeshows to Build Relationships and Specify Products

Downloading:

- Tradeshow Planning and Management Tool
- Exhibit Budgeting and Cost Control Tool
- Exhibiting & Financial Performance Metrics Tool

Reading:

- 9 Steps to Stand Out and Be Remembered at Your Next Show
- Improving Exhibiting Effectiveness e-book
- Exhibiting Dollars and Sense – 32 Ways to Save Money

If you have any questions, please feel free to reach out to us. Thank you!