

Exhibitor Success: How to Maximize Your Time and Thrive in a Convention Environment



Elevating Impact. Easing the Process.



Objectives and Introductions

- Preparing for the Convention and pre-show marketing opportunities
- Current trends that attract attendees and crowds to your booth
- Ways to connect with attendees beyond the booth and post-show

Melinda Kendall

Senior Vice President,
Champion Exposition
Services

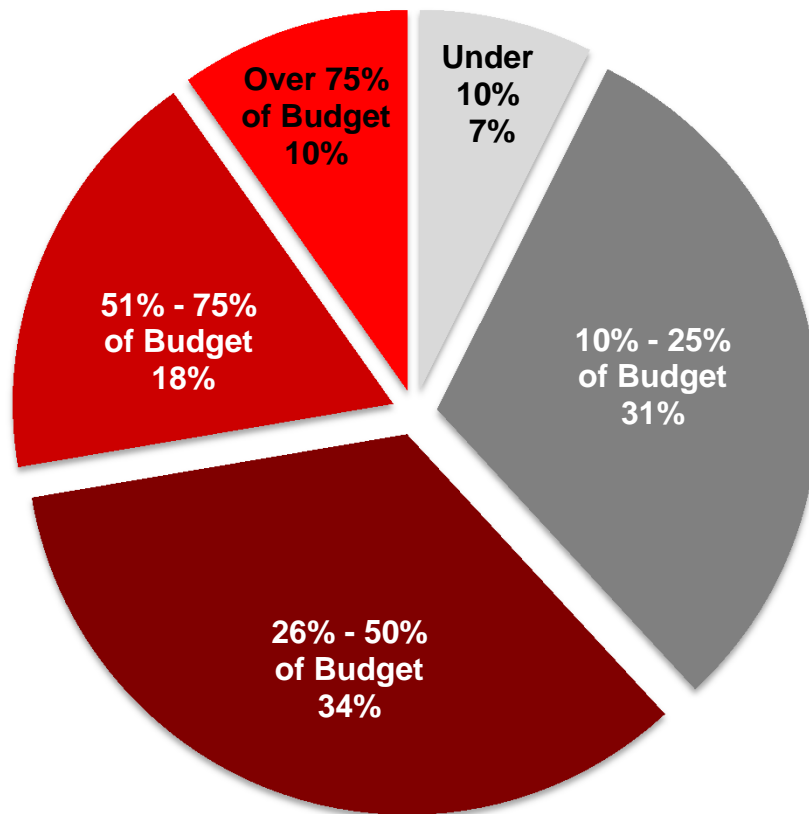
Kerry Durgin

Vice President, Pri-Med
Sales



Companies Are Designating a Good Portion of Their Marketing Budgets to Trade Shows

Percentage of Marketing Budget



- **18 shows/year on total net average in 2011**
- **56% exhibit at 6 or more shows a year**
 - 19% exhibit at more than 21 shows annually
 - 8% exhibit at 50+ shows annually

Projected Tradeshows for 2011 Average of 18 tradeshows annually

+50.....	8%
21 to 50.....	11%
11 to 20.....	15%
6 to 10.....	22%
1 to 5	44%

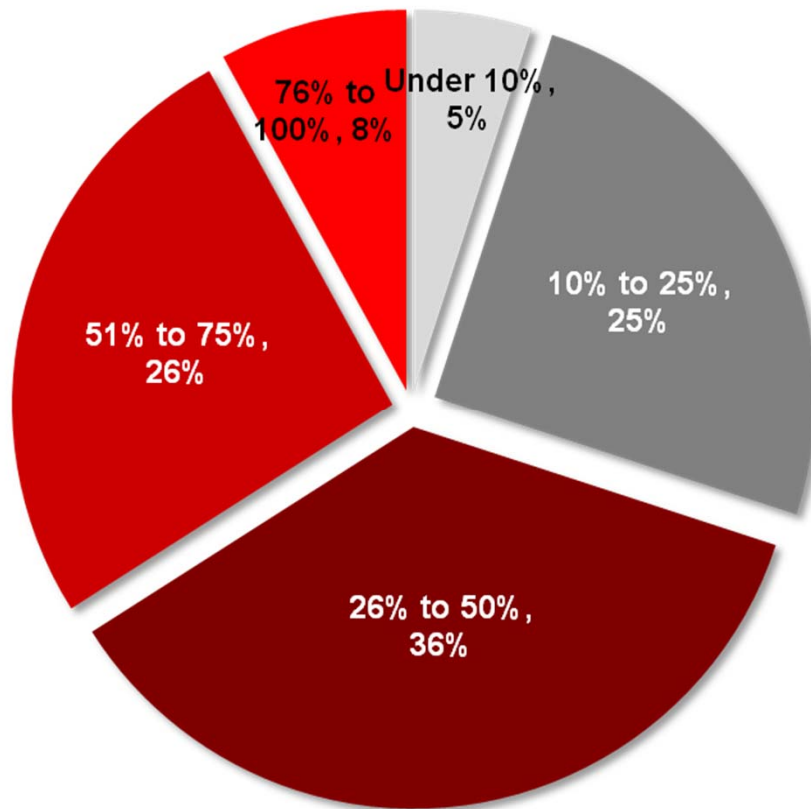
Source: Champion Exposition Services
Exhibitor Trends Survey, June 2010, n=1,002

OVERALL INDUSTRY



Medical Companies Designate an Even Greater Portion of Their Marketing Budget to Trade Shows

Percentage of Marketing Budget



- 33 shows/year on total net average in 2011
- 46% exhibit at 6 or more shows a year
 - 26% exhibit at more than 21 shows annually
 - 12% exhibit at 50+ shows annually

Projected Tradeshow for 2011 Average of 33 tradeshow annually

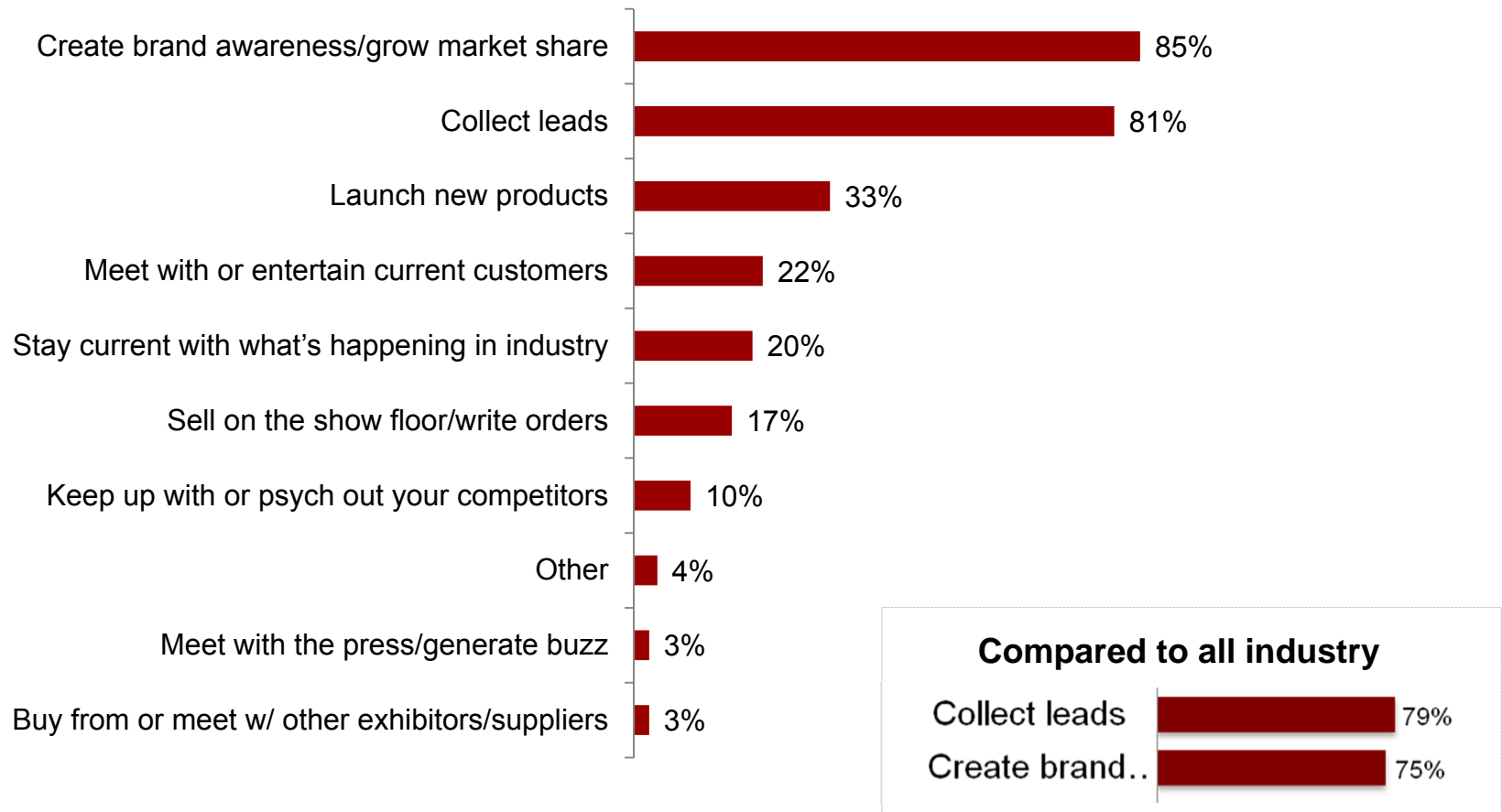
+50.....	12%
21 to 50.....	14%
11 to 20.....	20%
6 to 10.....	15%
1 to 5.....	39%

Source: Champion Exposition Services Exhibitor Trends Survey, June 2010, Medical Companies, n=115



Collecting Leads and Creating Brand Awareness Are Top Goals for Medical Exhibitors

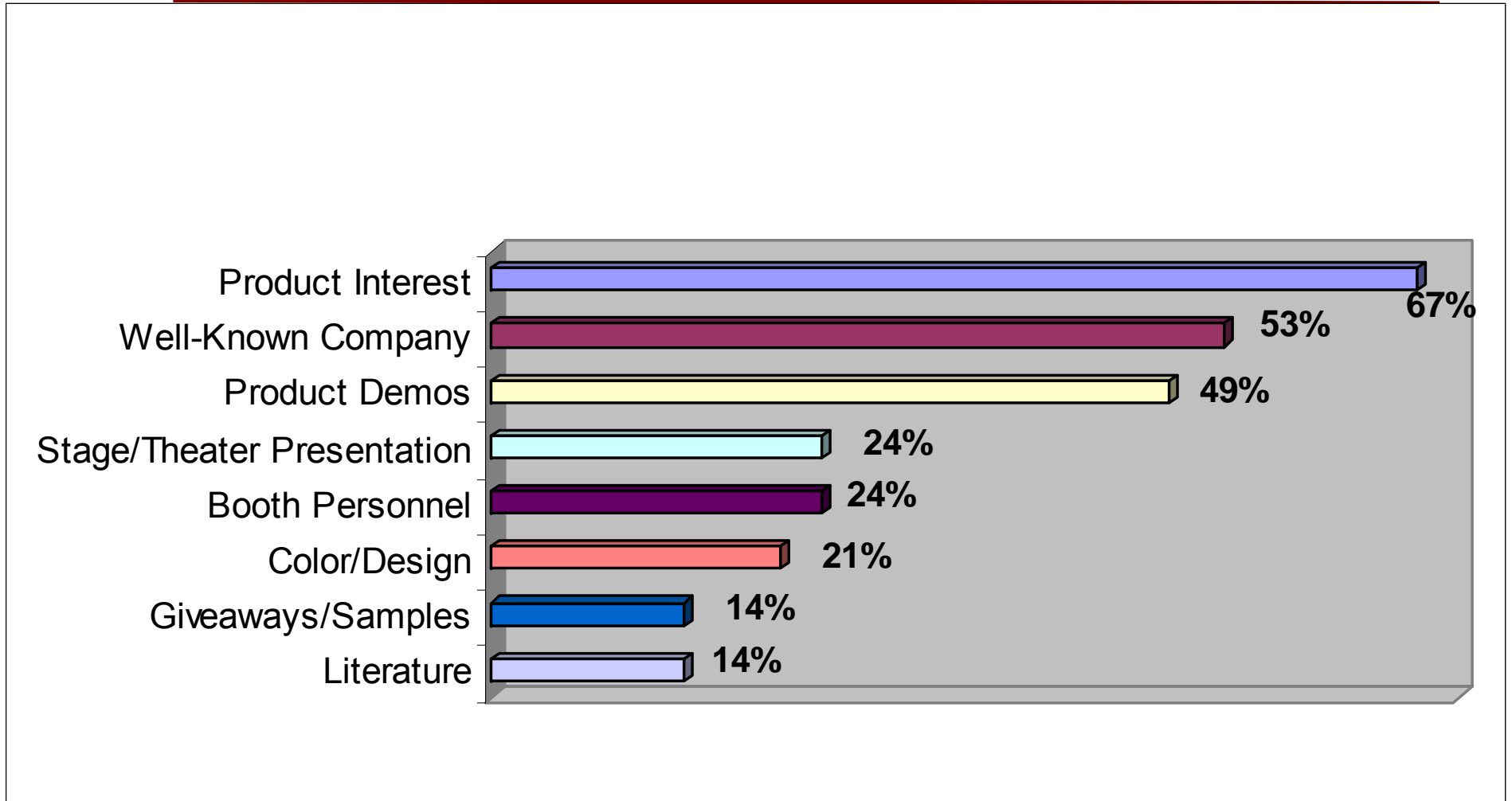
Primary Goals For Exhibiting At Trade Shows



Source: Champion Exposition Services
Exhibitor Trends Survey, June 2010, n=1,002



Reasons for Remembering Exhibits



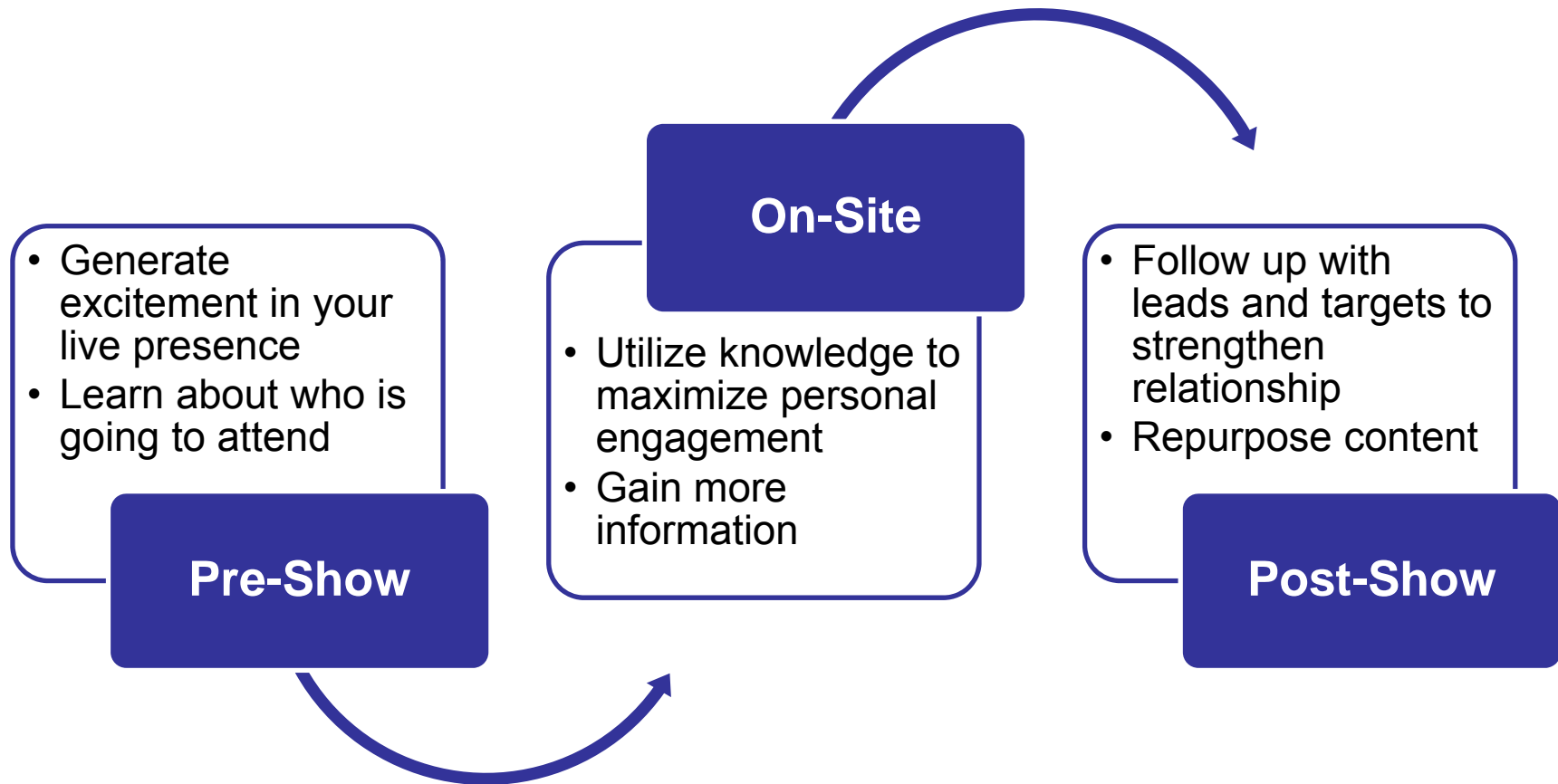


Product Interest/Company Awareness

- Make events part of integrated year-round marketing
- Consistent messaging
- Consistent look & feel
- Clear branding



Integrate Your Message to Clinicians in One Comprehensive Campaign





Exhibitors Promote Their Event Participation to Enhance Their Event Experience

Exhibitors Promote Their Event Participation to Customers and Prospects to Increase Engagements Around Events



44% send pre-show emails to their own list



27% send direct mail to their postal list



91% promote their exhibiting activities/events on their company's website



42% promote their trade show activities on their social media pages



Pre-Show Marketing

- Promote to customers and prospects
 - Email, postcards
 - Web site
 - Salesperson appointments
- Promote to event list
- Social media





Pre-Show Marketing

- Look for us at Pri-Med East!
- Be the first to see our new _____product!
- Get your questions answered by our VP of Research, George Smith!





Convention Pre-Show Promotional Opportunities

Order our **Email List**:


- Dedicated Email sent to all pre-registrants or attendees
- Sent from Pri-Med to increase open rates
- Use as a traffic driver for the upcoming show and promote your booth number or Product Theater

Pri-Med Results:

- Average Open Rate: **20%**
- Average Total Click Rate (clicks/delivered): **1.35%**

From: Pri-Med [noreply@pri-med.com]
Sent: Friday, March 04, 2011 12:32 PM
To: Sean Waters
Subject: CDC Launches HIV Screening, Standard Care, Program for Primary Care Providers

The following message is brought to you by our Pri-Med South sponsor.



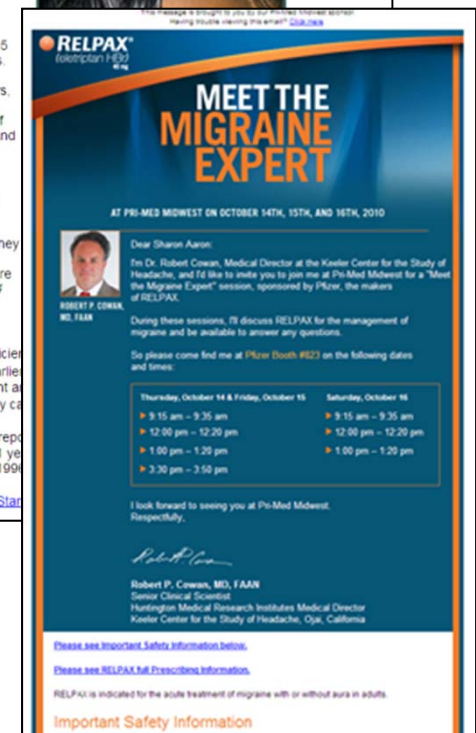
Dear Colleague,

Approximately 21% of people with HIV are unaware of their HIV status, making them 3.5 times as likely to transmit the virus to others. As those who are aware of their HIV status change behaviors that transmit HIV to others, routine HIV screening in primary care is recommended for your patients. Benefits of early diagnosis include reduced morbidity and increased survival.

At Pri-Med South, the Centers for Disease Control and Prevention sponsored a panel: Amir Qaseem, MD, PhD, FACP; Joseph McGowan, MD, FACP; Donna Sweet, MD, AAHIVS, MACP; and Philip J. Peters, MD. They discussed how to make HIV screening a routine part of standard care for primary care providers. *HIV Screening for Patients 13-64 Years: A Guide for Primary Care Providers*, concluded:

- Risk-based testing has not been sufficient
- Routine HIV screening can lead to earlier diagnosis, extending the length of life of a patient
- Failure to diagnose HIV infection early can lead to higher costs, and transmission of HIV.
- Late HIV diagnosis is common. CDC reports that 1 in 10 US were diagnosed with AIDS within 1 year of becoming infected. Confidential name-based reporting, 1996-2006.

For more information visit www.cdc.gov/HIV/StandardCare



RELPAK
Relpax (Ergotamine Tartrate)

MEET THE MIGRAINE EXPERT

AT PRI-MED MIDWEST ON OCTOBER 14TH, 15TH, AND 16TH, 2010

Dear Sharon Aaron,

Dr. Robert Cowan, Medical Director at the Keeler Center for the Study of Headache, and I'd like to invite you to join me at Pri-Med Midwest for a "Meet the Migraine Expert" session, sponsored by RELPAK, the makers of RELPAK.

During these sessions, Dr. Cowan discusses RELPAK for the management of migraine and is available to answer any questions.

So please come find me at **P130r Booth #627** on the following dates and times:

Thursday, October 14 & Friday, October 15	Saturday, October 16
▶ 9:15 am - 9:35 am	▶ 9:15 am - 9:35 am
▶ 12:00 pm - 12:20 pm	▶ 12:00 pm - 12:20 pm
▶ 1:00 pm - 1:20 pm	▶ 1:00 pm - 1:20 pm
▶ 3:30 pm - 3:50 pm	

I look forward to seeing you at Pri-Med Midwest. Respectfully,

Robert P. Cowan
Robert P. Cowan, MD, FAAN
Senior Clinical Scientist
Huntington Medical Research Institutes Medical Director
Keeler Center for the Study of Headache, Orange, California

[Please see Important Safety Information below.](#)
[Please see RELPAK Full Prescribing Information.](#)

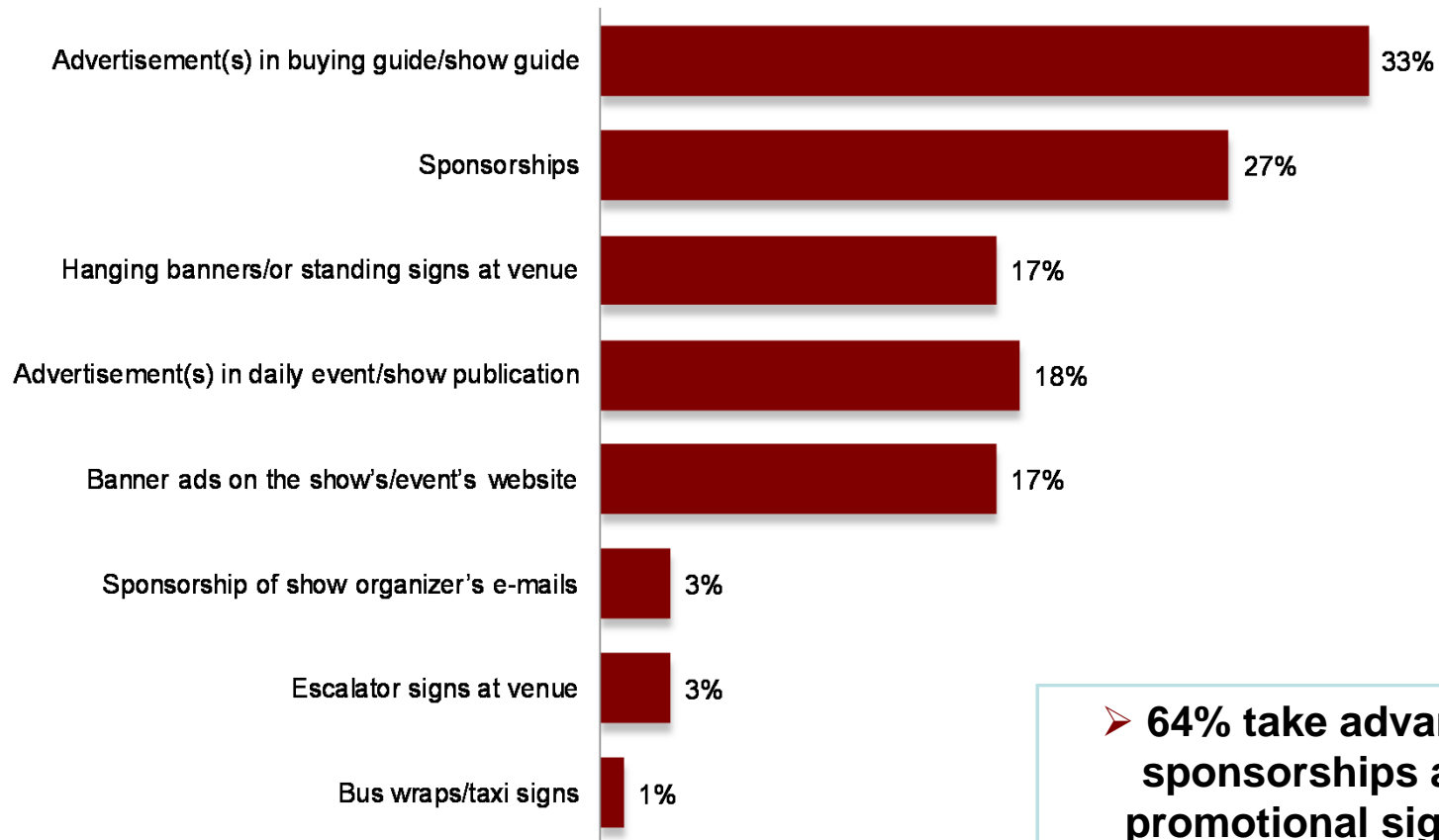
RELPAK is indicated for the acute treatment of migraine with or without aura in adults.

Important Safety Information



Exhibits at Medical Shows Are Supported with Pre-show and Onsite Activities

90% Promote Exhibit Activities Pre-event and/or At-show



Source: Champion Exposition Services Exhibitor Trends Survey, June 2010, Medical Companies, n=115



Drawing Attendees

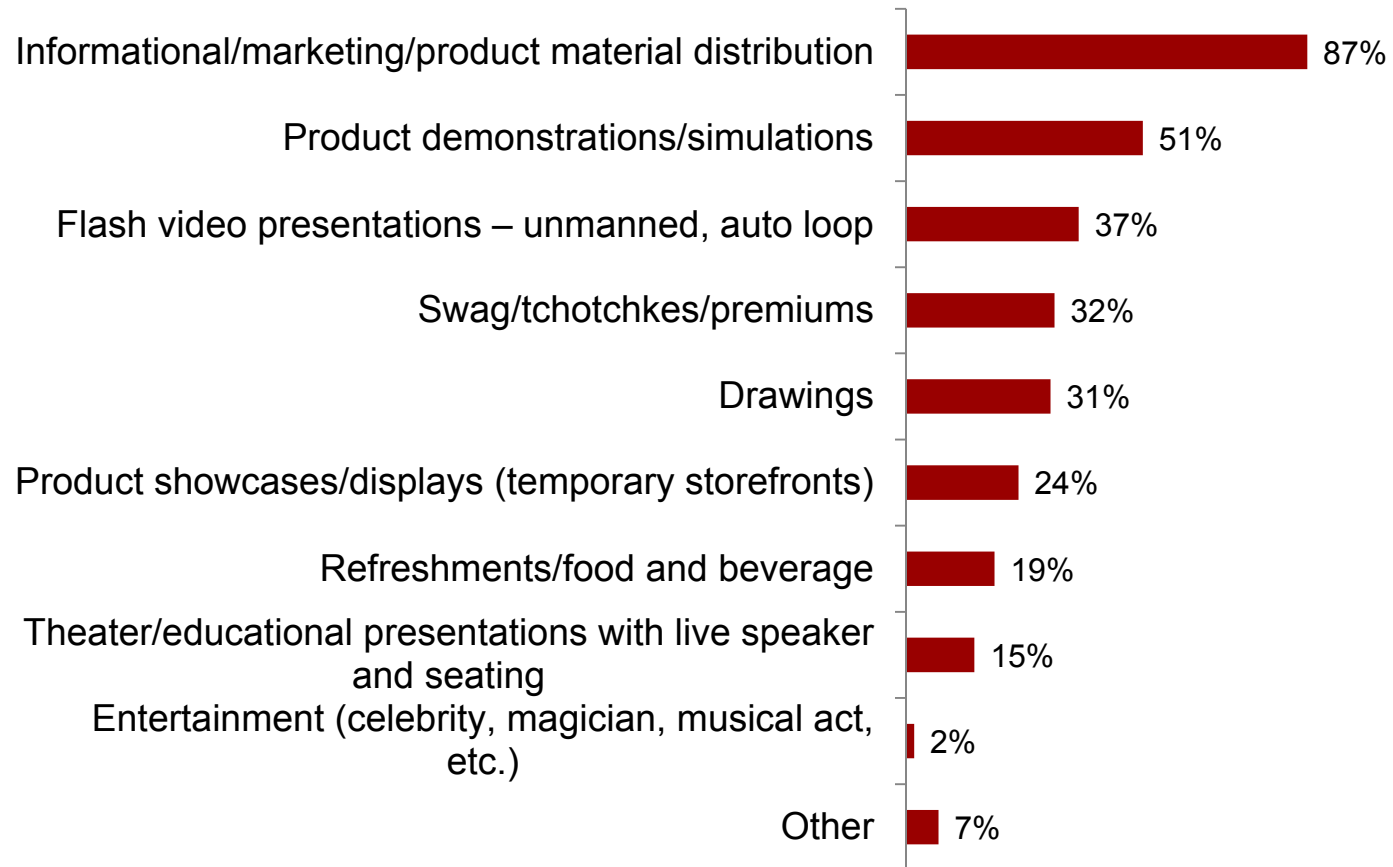
- Education
- Interaction
- Participation
- Engagement





How Medical Exhibitors Vie for Attention on the Show Floor

Exhibit Activities



Source: Champion Exposition Services Exhibitor Trends Survey, June 2010, Medical Companies, n=115



Product Demonstrations

- The booths with crowds are the ones with plasmas...





Product Demonstrations

➤ ...or hands-on training

Provide education





Product Demonstrations

- Present technical data
- Give access to technical experts
- See, touch, feel
- Proof points





New Technology

- Showcase your programs on the latest technology
- Utilize new systems to create interactive programs
- Help attendees download your apps





Games

- Engage
- Teach
- Demonstrate
- Involve



Keep the content relevant to the condition and treatment



Games

- And draw a crowd





Stage/Theater Presentations

- In your booth or In Organized Product Theater
- Keep them:
 - Lively
 - Short
 - Highly informative
 - Facts, not sales





Product Demonstrations

- Curiosity
- Exclusivity
- Involvement





Engagement

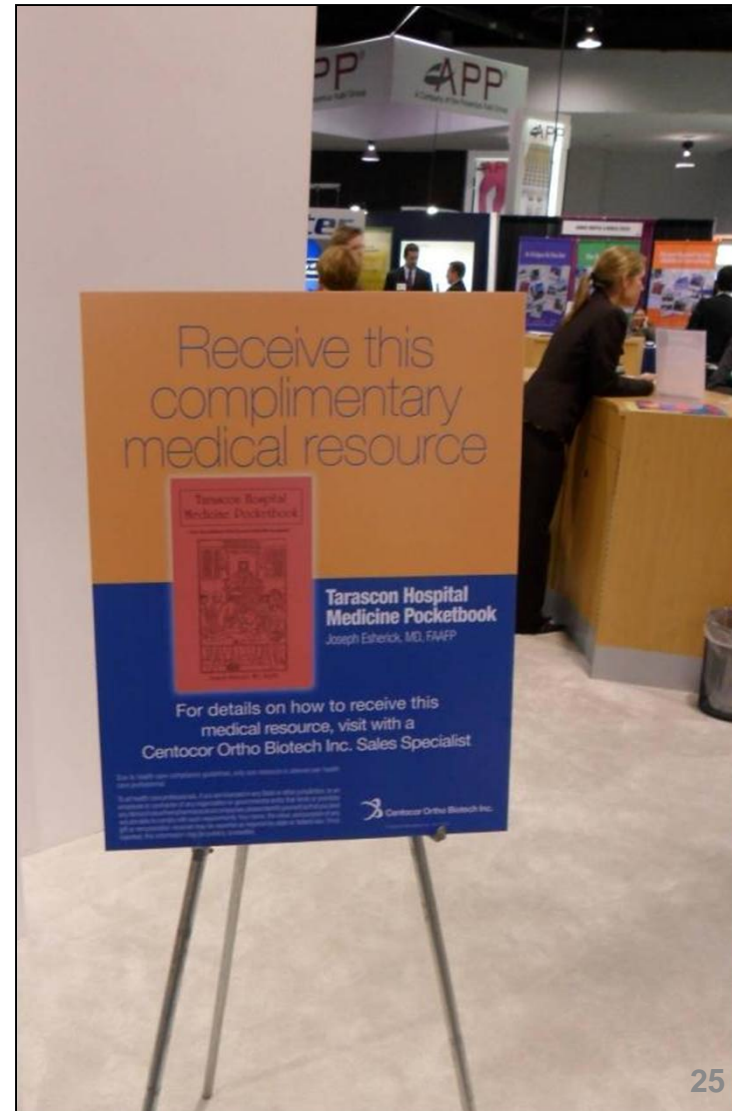
- Walk-through demonstration
- Attendee participation
- Immersive
- Memorable





Giveaways

- Doctor education
- Patient education
- Models
- Technical information
- Relevant





Giveaways

- **Compliant giveaways are often more expensive**
- **Make attendee work for it**
 - Watch demonstration
 - Play product info game
 - Passport program of multiple stations in booth
- **Result: Greater interaction with qualified leads**





Literature

- **Short, sweet, useful**
- **Multiple pages for various products?**
 - Provide stapler or folder
 - Ability to attach business card
- **Less is more...prompt to go online**





Booth Personnel

- Send product experts along with salespeople
- Train all booth staff before the event
 - Product/Company
 - Boothmanship





Booth Personnel

- Train on product/company
 - Product information and key messages
 - When/how to refer to product expert
 - How to get more information
 - How to use giveaways





Booth Personnel

➤ Train on boothmanship

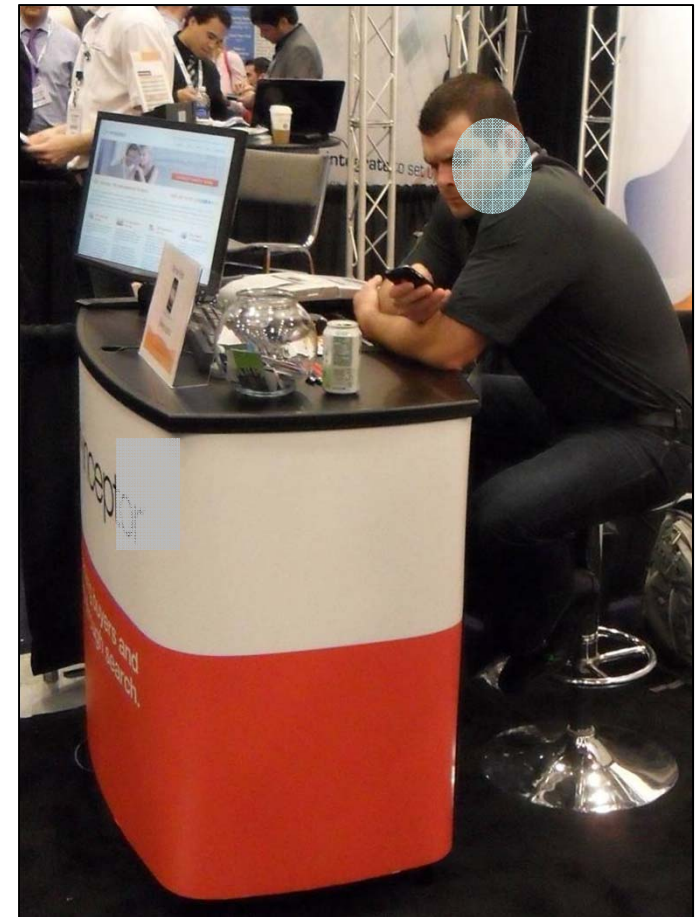
- Proactively engage attendees
- Agree on 2-3 probing questions
 - Qualifies lead
 - Allows to tailor conversation
 - What are the key indicators that you have a solution to fit the needs?
- Engage in conversation – find out more about their business needs, resources, purchasing timeframe, etc
- Listening is key – and write it down!





Booth Personnel

- Rules for what NOT to do
 - No cell phones
 - No computer use within booth
 - No sitting down
 - No food (or gum)
 - Never turn your back to the aisle
- Give staff sufficient breaks to sit, talk, recharge **OUTSIDE** of booth





Beyond the Booth: Sponsorships

- Sponsorships greatly increase exposure and maximize the on-site opportunity
- More opportunities to:
 - Educate
 - Demonstrate
 - Brand
 - Drive awareness
 - Drive leads





Convention Education Opportunities

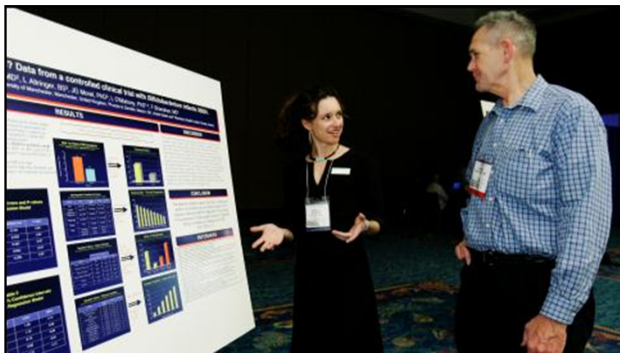
Content Distribution

- Publication Rack
- Bag Insert



Live Presentations and Demos

- Product Theaters
- Scientific Poster Exchange





Convention Branding Opportunities

Signage

- Variety of Opportunities to fit your budget
- Unique and Traditional

Hospitality Opportunities

- Support a service area or event at the convention center
- Café Area, E-Mail Center, Information Booth

Tangible Sponsorships

- Provide an item with your logo so attendees will remember your brand long after the event
- Convention Bags, Lanyard, Premium Bag Insert



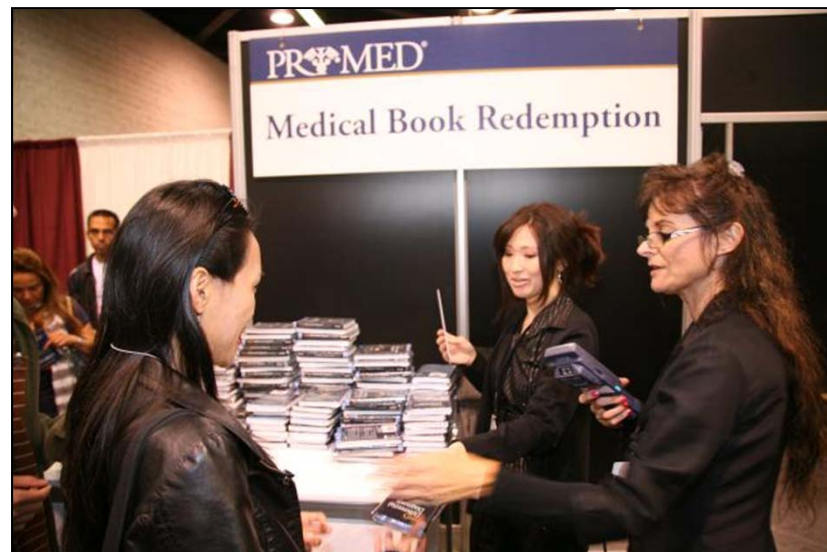
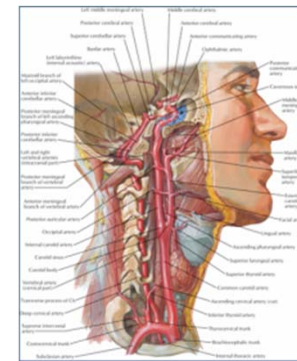
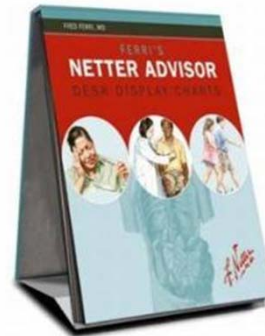
90%
of attendees notice
sponsorships*

75%
of those attendees
will visit Exhibit
Floor because of
sponsorships*



Convention Traffic Driver Opportunities

- Medically Relevant Gift
- You are Here Kiosks
- Bag Insert
- Hotel Room Drop





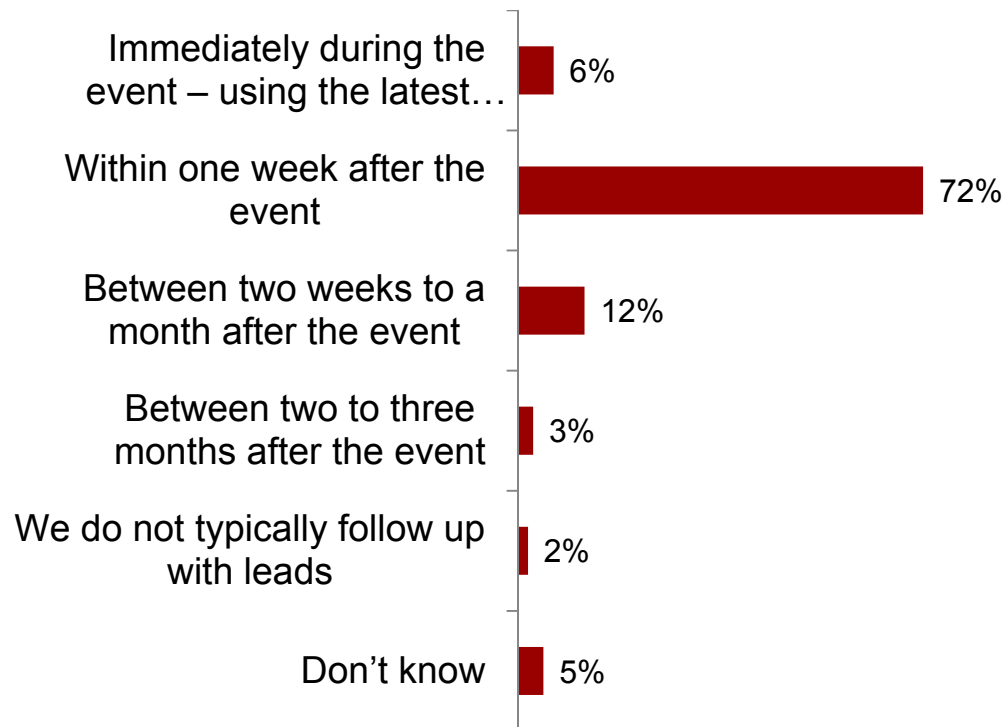
Beyond the Booth: Participation

- Go out and meet people throughout the event
- Rally a group for dinner, make sure to meet some new people.
- Attend some of the sessions, and visit other booths
- Send interesting updates on your event experience to social media
- Update your social media profile

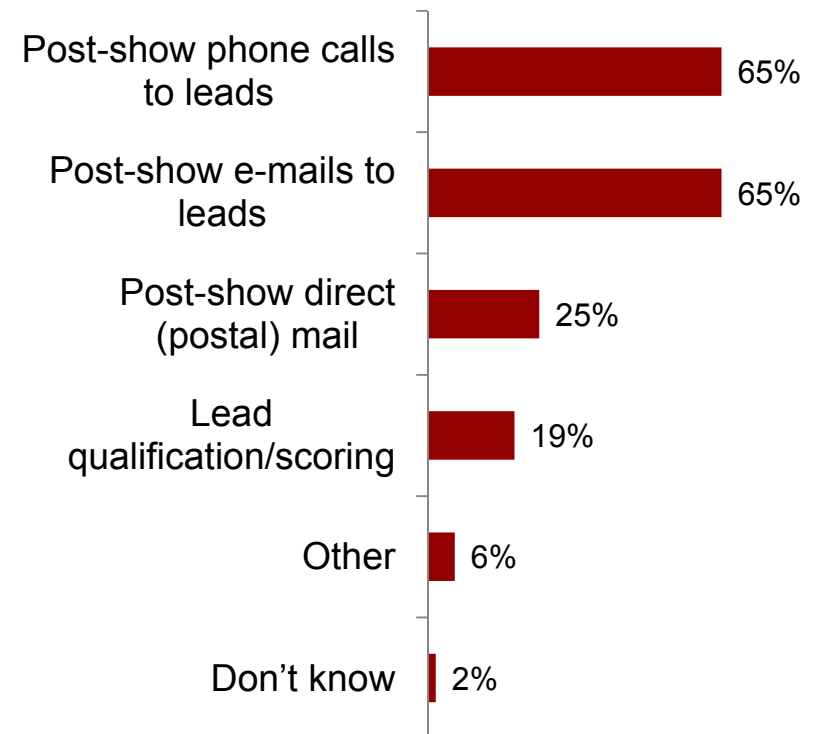


Following Up With Leads: Medical Exhibitors

Majority of Exhibitors Follow Up With Leads Within One Week After the Event



Exhibitors Are Using E-Mails and Phone Calls For Post-Show Leads



Source: Champion Exposition Services Exhibitor Trends Survey, June 2010, Medical Companies, n=115



Follow Up

- **Who is following up? How soon?**
 - Use the notes from your lead collection
 - Personalize your note, and recap your conversation
- **Use the post-event attendee list to reach event those who didn't make it to your booth**
- **Send a post-event press release**
- **Begin a program of year-round engagement**
 - Newsletters, email communication, regional events, monthly contests, ongoing engagement with customers

Over 70%
of all leads
gathered at
trade shows do
NOT receive
any follow up*



Further Penetrate Your Message by Reaching the Community Through the Convention's Website

Greatest Active Clinician Reach

- 245,000+ Pri-Med.com registered users
- 168,000+ Pri-Med opt-in email list

Effective Engagement

- High email open rates – above industry averages
- Minimum of 600 clinicians guaranteed to participate in your online activity

Customized Opportunities

- Tailored solutions depending on your goals
- Add-on opportunities to any Pri-Med.com product

Robust Reporting

- Know who participates in your activity
- Take advantage of Pri-Med's vast knowledge of our clinician database

The screenshot displays the Pri-Med website interface. At the top, there is a navigation bar with links for 'LOG IN', 'CREATE ACCOUNT', 'ABOUT US', 'HELP', and a search bar. Below this is a main content area with a video player on the left featuring Dr. Christopher Gardner. To the right of the video are several article teasers, including 'BRCA Screening - Prevention of Gynecologic Breast Cancers' and 'Management of Vascular Disease'. A 'Current Concepts in Diabetes, Birmingham' section is also visible. The bottom of the page is divided into several functional sections: 'FIND A LIVE MEETING' with a ZIP code input, 'UPCOMING MEETINGS' listing events in Birmingham, AL, Long Beach, CA, and East Rutherford, NJ; 'FIND ONLINE ACTIVITIES' with a topic selector; 'SEE WHAT'S NEW' featuring an advertisement for SEROQUEL XR; and a 'LOG IN' section with username and password fields. A 'CME TRACKER/PLANNER' section is also present at the bottom right.



Digital Solutions Offer a Comprehensive Multi-Channel Engagement Strategy

1. Individual Webcasts

- Promoted through Pri-Med
- Previous client webcasts have exceeded goals

2. Closed Loop Marketing

- Post show communication to Opt-In attendees
- Pri-Med Branded e-Newsletter sent to all Theater and Booth attendees 7-10 days Post Event

3. Condition Resource Center

- Combined company resources
- Webcasts and resources combined in an exclusive area

4. Live-Online Events

- Set date and time with added community and engagement features

5. Targeted Promotion

- Weekly email newsletter offers text and graphic-based advertising options



Have a great event!

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