

ASDMARKETWEEK

Hopefully, by now you have met with your sales and marketing team and written your top three exhibiting goals and created action plans for ASD Market Week. If so, you have put yourself in the top 20% of exhibitors!

While branding, visibility and awareness are core benefits of exhibiting, the real payoff will come from getting face-to-face contact with enough of the right people during the show.

CRITICAL SUCCESS FACTOR #2: IDENTIFY & ATTRACT YOUR IDEAL VISITORS

When it comes to tradeshow, it's important to understand two things: 1. you have a limited amount of capacity for face-to-face interaction, 2. not everybody attending ASD Market Week are the right people for you.

The principle of **Selective Attraction** is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

1. Who are the right people for you? Talk to your account executive to help define your target buyer and determine how many attend the show.

- Relationship with company? Customers/Prospects in Sales Funnel/New Contacts/Other?

- Types of retailers? _____
- Job functions and titles? _____
- Geography? _____
- Other? _____

2. How much is enough? Calculate your **Exhibit Interaction Capacity** using the formula below:

	<u>Example</u>	<u>Your Company</u>
• Number of exhibiting hours:	34	34
• (x) Average number of booth staff on duty: o Rule of thumb: 50 sq. feet per staffer	x *2	_____
• (x) Target number of interactions per hour/per staffer: o 3 conservative/ 4 moderate / 5 aggressive	x *3	_____
• (=) Your Exhibit Interaction Capacity:	204	_____

3. What specifically are you going to do between now and show time to make sure your company is “in their mind” and “on their agenda”?

- What list sources will you use? Consider internal and external sources.
- What is your message, offer or reason why they should visit you?
- What will they SEE – DO – LEARN – GET by visiting your booth?
- What marketing media will you use and when? Talk to your account exec about marketing opps.
 - Pre- and At-Show: Email, Social Media, Direct Mail, Phone Calls, Print Ads, Web Ads, Public Relations, Banners/Signs
 - In-Booth: Literature, Giveaways, Show Specials

4. Create a marketing calendar to help you manage your marketing program.

Example:

Media	Subject/Message	Product/Service	Send Date	Cost
Email 1	Learn how to solve...	Product 1	8 weeks prior-1/1/XX	\$
Postcard	Free sample of our new...	Product 1	6 weeks prior-1/15/XX	
Email 2	See our new widget in action..	Product 2	4 weeks prior-2/1/XX	
Facebook	Operate our new widget...	Product 2	4 weeks prior-2/1/XX	

For a deeper dive on this critical exhibiting topic, view the ASD Market Week webinar replay: [Building Awareness & Driving Qualified Booth Traffic](#) available on the Exhibitor Success & ROI Center web page. Here's the link: <https://www.asdonline.com/exhibitor/success-tips-improving-roi>

We would also recommend reading these articles, also available on the [Exhibitor Success & ROI Center](#) web page:

- High-Impact Pre-show Marketing – How to Identify and Attract Enough of the Right Attendees to Your Exhibit
- How to Rewrite Your Exhibitor Listing To Drive Booth Traffic
- Booth Location Blues

Also, if you missed the New Exhibitor Web-Briefing, the webinar replay is available on the Exhibitor Success & ROI Center web page.

If you have any questions, please feel free to reach out to your account executive.