



10 Ways to Maximize Your PROCESS EXPO Experience

In order to succeed, you need to define your goals and show action plan. How do you measure your success at a show if you don't know what you are trying to accomplish?

Be realistic in your show goals. Are your goals measureable? Make sure they're feasible based on your on-site resources. Share your show goals with everyone staffing the booth so that everyone's on the same page. If you're new to PROCESS EXPO or the industry, walk the floor and network with other exhibitors.

Implement the Key 3: Pre-show promotion, On-site execution, and Post-show follow-up.

Pre-Show Promotion: According to IAEE, 76% of attendees know which booths they're visiting before they even get to the show. One of the top reasons why processors attend PROCESS EXPO is because "an exhibitor invited me." All PROCESS EXPO exhibitors receive **UNLIMITED, COMPLIMENTARY** guest passes to give to your customers and prospects! Go ahead and invite all of your leads. Review the promotional tools that we created to help you promote your participation. Invite prospects to meet you at PROCESS EXPO to see your latest equipment and demonstrations. Check out our Partnership Program for pre-show options to market your booth!

On-Site Execution: You only have one time to make a powerful first impression. Does your staff measure up? Attendees will remember people in your booth even more than they remember the booth itself. Exhibit personnel should be approachable, hospitable and completely knowledgeable about your solutions. You need booth staffers who are willing and able to initiate conversations with anyone who visits your booth. Ideal booth staffers also have the ability to qualify leads so that you can meet as many people as possible and meet your goals. Provide your team with qualifying questions to help them prepare for the show.

Bring equipment! Show Demonstrations. Make them stop! Statistics show that an attendee walking a show will decide in approximately 7 seconds whether they want to stop at a booth. The visual appeal of your booth will be one of the most important deciding factors.

It's not about distributing as much material as possible. Many attendees overload themselves with too many materials when they walk the show floor and the end-result is that most literature ends up in the trash. Qualify your booth visitors and offer to mail them specific marketing pieces to address their needs. Consider creating an inexpensive sales piece that lists essential details for interested parties. Invest your marketing dollars wisely. Cutting back on on-site marketing collateral will lower your overall booth costs too.

Walking Billboards. Attendees are there to see YOU, so make it easy for them to find your staff when they visit your booth. Consider corporate shirts, jackets with your company logo on them. Booth personnel can also be easily identified with accessories such as a staff badge or button. Brand your company and help attendees connect with you.

Follow-Up, Follow-Up, Follow-Up! Did you know that 90% of trade show leads don't receive any follow-up communication? Out of sight = out of mind. All of your pre-show and on-site efforts won't convert into a sale if you don't follow-up and follow-through. Your competition is following-up on leads. What's your post-show plan?

Return to your goals and evaluate your success. Do you conduct post-show meetings? Gather information from booth personnel to determine which goals you've met and which ones you still need to address. Determine which demonstrations worked best and which ones didn't. Roll out that post-show plan and work those leads!

Thank you for your commitment to PROCESS EXPO! Send your tips, ideas & questions to Grace gyee@fpsa.org or Kyle kheiman@fpsa.org. Happy Selling!