Present

Countdown to Exhibitor Success at SmileCon

Topics Include:

- What's NEW/Key Deadlines to Pay Attention To

- Meet Our Attendees

- Clearly Define Your Outcomes and Plan for Success

- Review Exhibit to Be Sure It Grabs Attention and Visually Answers Key Questions

- Review Your In-Booth Product Presentation/Demonstration to Improve Impact

- Get "In the Mind" and "On the Agenda" of Enough of the Right Attendees

- Get Booth Staff Ready for Peak Performance

- Improve Lead Management Process

- Use the Exhibitor Success & ROI Center to Improve Your ROI

What's NEW/Key Deadlines to Pay Attention To

NEW:

- Extended exhibit hours from exhibitor input

- Unopposed exhibit hours each day

- Saturday Closing Party in the exhibit hall

- Exhibitors can attend opening & closing sessions for free and evening events for a fee

- Exhibitor Success & ROI Center

Exhibitor Deadlines:: https://www.freemanco.com/store/show/landing?showID=520101

- Exhibitor kit available online now

- Advanced Deadline for Freeman - 9/5/23

- Lead retrieval deadline 9/7/23

- Update Exhibitor/Booth Profile – 9/11/23

- OCCC discount deadline (electrical, internet, etc.) - 9/11/23

Rent Meeting Room in Dental Central:

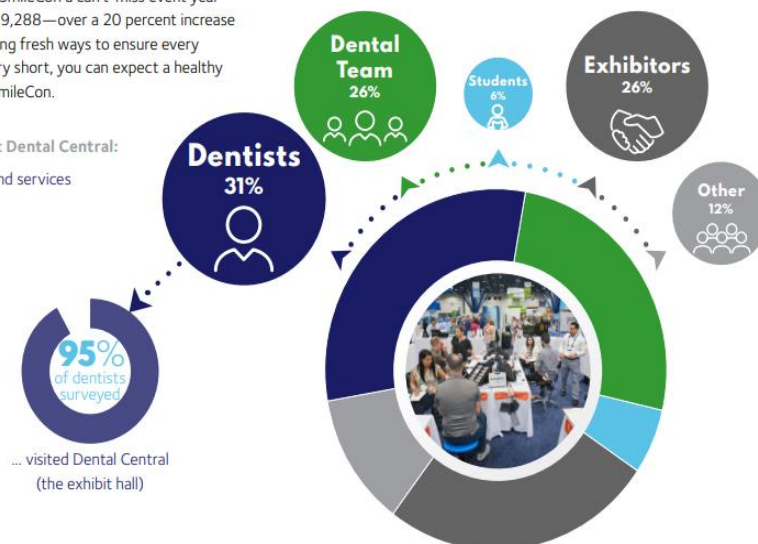- $4,500 per 10x10. Includes hard-walled room, carpeting and sign in front.

Meet our attendees

How many attendees will be there?

We've heard this question from one or two exhibitors! Dentists, dental hygienists, dental assistants, business assistants, and lab technicians from the U.S. and over 50 countries consider SmileCon a can't-miss event year after year. In 2022, our attendance was 9,288—over a 20 percent increase from the previous year. And we're planning fresh ways to ensure every attendee visits Dental Central. Long story short, you can expect a healthy crowd of highly engaged attendees at SmileCon.

What attendees enjoyed most about Dental Central:

1. Learning about new products and services
2. Testing new products
3. Buying products and services for their practices

Dental Team 26%
Students 6%
Exhibitors 26%
Dentists 31%
Other 12%

95% of dentists surveyed
... visited Dental Central (the exhibit hall)

<u>Action 1: Define and Plan to Achieve Important Outcomes</u>

1. FOCUS on the Big Three Value Areas:
   - ✓ Marketing
   - ✓ _____
   - ✓ Customer Relationship Management

2. Create a S.M.A.R.T. Goal for Each Area
   - ➢ Specific - Measurable – Actionable – Realistic - Timebound

3. Develop and Execute around Written Action Plans
   - ➢ Goal – Strategy – Tasks – Timeline – Money – Measure

- ✓ *Download FREE Planning Tool & Goal Setting Exercise in ESRC.*

Action 2: Make Sure Your Exhibit Grabs Attention
 <u>**and Visually Answers Key Questions**</u>

1. Job 1 – DEMAND ATTENTION!
   - ✓ Color
   - ✓ Lighting
   - ✓ Imagery
   - ✓ Materials
   - ✓ Flooring
   - ✓ Unique Shapes
   - ✓ _____
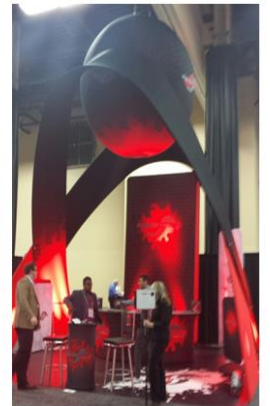
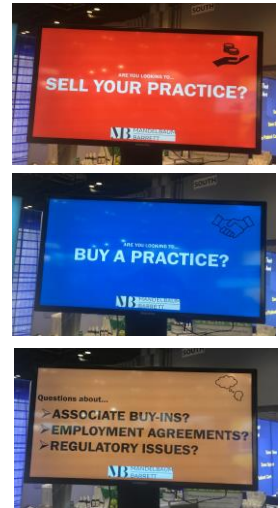2. Job 2 – Quickly & _____ answer the key questions in the mind of attendees
   - ✓ _____ do you do?
   - ✓ _____ should I care?
   - ✓ _____ are you?

Leverage In-Booth A/V to Call Out Target Visitor

Most exhibitors do not effectively leverage flat panels!

- ✓ Blank screen
- ✓ Software screen
- ✓ Silent movies
- ✓ No _____
- ✓ Too long
- ✓ Nothing grabs attention

Action 3: Offer a Value-Based Experience That Makes Attendees Put Your Exhibit on Their "Must See" List

➢ *Where the value is clear, the decision is easy!*

1. CEIR Research: #1 way attendees want to interact with exhibits is through presentations and demonstrations.

2. They come to _____! What can you quickly teach them that will add value to their job and/or business?

3. Design a multi-sensory presentation: Hear – See – Do – Discuss

4. Have visual support of key product messaging!

5. Promote your demonstration before and during the expo.

✓ *Download Manage Your Visitor Experience Planning Exercise at the ESRC.*

Prove Your Claims with Engaging Demonstrations

- • PRODUCT: Water soluble labels
- • PROBLEM: Hard to remove, contamination
- • GOAL: Demonstrate how labels dissolve in water in 30 seconds
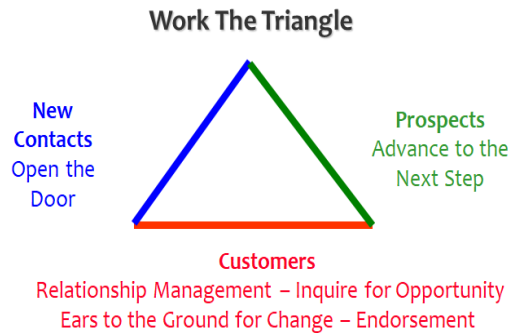- • ENGAGE : Shoot the water gun, make the label dissolve, win a prize
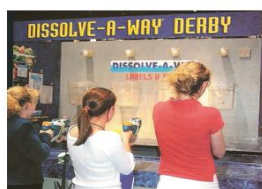
- • PRODUCT: Glassware
- • PROBLEM: Breakage, safety, replacement cost
- • GOAL: Demonstrate durability
- • ENGAGE: Lift a glass and let it fall and hit other glasses

Action 4: Get "In the Mind" and
"On the Agenda" of Enough of the Right Attendees

1. Define who are the *right* people for you.

    - Mix of _____, Prospects in the Pipeline and Potential New Opportunities Attending

2. Develop an *irresistible* value proposition

    - _____ you solve – Opportunities you help seize

    - NEW is a magnet

    - What they will SEE – DO – LEARN – GET

3. Deliver *at least* three direct touches

    - Multiple channels: email – social – mail - telephone

    - Clear CTA (Call To Action)

    - Calendaring: on their calendar and yours!

    - Reward for scheduling appointment and/or visiting your booth

✓ *Download Identify & Attract Your Ideal Visitors Planning Exercise at the ESRC.*

Work The Triangle

New Contacts
Open the Door

Prospects
Advance to the Next Step

Customers
Relationship Management – Inquire for Opportunity
Ears to the Ground for Change – Endorsement

SmileCon Exhibitor Marketing Opportunities

1. FREE:
    - Company description, logo, and links in mobile app - *submit by 9/11*
    - Company description, categories, logo, links, and the ability to upload up to 3 products and one video in the online floor plan listing
2. Sponsorship Opportunities
    - https://www.ada.org/education/smilecon/exhibitors-and-sponsors
3. PRE-registered Attendee Mailing List
    - Does NOT include phone number, fax number or email addresses.
4. PRE-registered Attendee EMAIL through Maritz
5. POST–Show Total Attendee Mailing List
    - Does NOT include phone number, fax number or email addresses.
6. POST-Show Attendee EMAIL through Maritz

Contact: **ExhibitorServices@maritz.com   (877)623–3487**

Action 5: Get Your Booth Staff Ready for Peak Performance

Put Effective Staffers in Your Exhibit

- ✓ Likes working shows
- ✓ Outgoing personality
- ✓ Proactive attitude
- ✓ Polite & Professional
- ✓ Responsive
- ✓ _____
- ✓ Asks good questions and listens well
- ✓ Can communicate concisely and persuasively
- ✓ Takes good lead information and gains commitment to the next step

Power Tips for Effectively Working the Booth

1. Have enough staff – 50 sq. ft. per staffer.
2. Be in your booth and available during open exhibit hours.
3. Smile and greet people near your booth.
4. Effectively engage ALL people who enter your booth.
    - ✓ Greet – welcome – meet – ask a discovery question
    - ✓ Pre-qualify interest and needs by asking good questions
    - ✓ Know how to communicate product/services messaging in a Concise, Persuasive and Interactive manner.
    - ✓ Verify _____ before swiping badge
    - ✓ Collaborate and ask for a commitment to the next action step.

Action 6: Improve Lead Qualification and Capture Process

1. Information Rich + Clear, Committed Next Action = Quality Lead
2. Identify what information you need to capture to qualify a lead
3. _____ questions in natural flow of conversation
4. Rent and integrate key qualifiers into lead capture device
5. Train your booth staff on asking the questions and using the device
6. Set lead goals and hold staffers accountable
7. Hold a brief end of shift/day lead review meeting in booth
8. Recognize and _____ top performers

- ✓ *Download Manage Your Leads & Measure Your Performance Planning Exercises at the ESRC.*

Action 6: Improve Lead Qualification and Capture Process

Maritz Global Events

Which Solution is Right for Your Booth?

Mobile App Badge Scanner
- Native app for Android or iOS
- Economical way to get scanning solution into the hands of each salesperson
- Tracks leads by individual
- Supports sending marketing collateral through email
- Printers pair 1:1 with each SWAP mobile device
- Business card scanning

Handheld Badge Scanner
- High Speed: excellent for booth events, product theaters, and in-booth sessions
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device

Tablet Badge Scanner
- Full connectivity with integrated scanning
- Good for booths that require a shared scanning device
- Larger screen is perfect for long surveys or detailed notes
- Printers pair 1:1 with each device
- Business card scanning

Order Online Now:
https//exhibitor.swap.mge360.com

Discount deadline:
September 7, 2023

10 Lead Follow-Up Best Practices

1. Lead quality is equal to the clarity of the next step and visitor's _____ to take step.

2. Determine follow-up plan before the show.

3. Follow-up fast or in-line with visitor request.

4. Link follow-up back to visitor request and personalize.

5. Use multiple media: email, social media, mail, telephone, in-person, events, webinars, etc.

6. Plan for _____ to _____ touches over the next 3 to 6 months.

7. Deliver value on each follow-up.

8. Don't give up!

9. Close the loop on your leads.

10. Enter in CRM, set 3 post-show reporting dates, create contest for who converts highest percent of leads.

Exhibitor Success Center

✓ NEW Value-added Exhibitor Support Program
✓ TRADESHOW EXECUTIVE award-winner for Best Program to Help Exhibitors Maximize ROI
✓ Over $10,000 of proven-effective content
✓ Organized in 5-step content consumption:
  1. Downloadable Tools
  2. Planning Exercises
  3. Live & Re-playable Webinars
  4. Topical Articles
  5. Ask the Expert Email Q&A$15,000+ or proven-effective content

✓ ACCESS: https://www.ada.org/education/smilecon/exhibitors-and-sponsors/exhibitor-success-resources
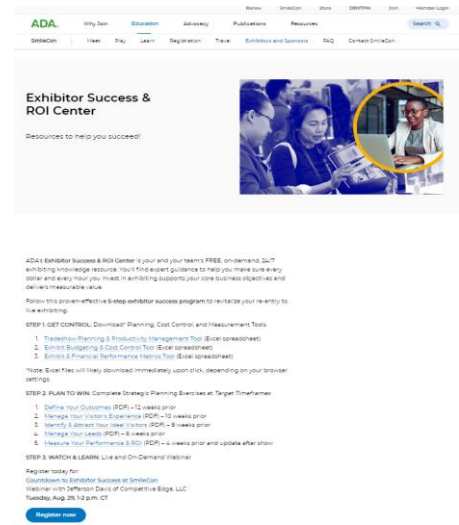
What are the three most important ideas you learned and will apply to improve your exhibit program?

_____

_____

_____

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