



*Present*

# How to Design a Compelling Visitor Experience and Promote to Drive Traffic

## **Agenda:**

1. Update on SmileCon 2024
2. Four Primary Reasons Dental Professionals Attend Meetings & Expos
3. How Attendees Determine Where to Invest Their Time
4. A Great Booth in 5 Words
5. Analyze Products/Services to Find Your Value Proposition
6. 10 Practical Ways to Make Sure Everyone SEES Your Exhibit
7. Two Major Questions Your Exhibit Must Quickly & Visibly Answer
8. Four Questions to Aid in Designing Effective Demonstrations & Presentations
9. Seven Steps to Building Effective In-Booth Presentations & Demonstrations
10. Why Increasing Your Marketing Activity is Important
11. Where to Promote Your Exhibitor Experience
12. Do-It-Yourself Marketing Channels
13. SmileCon Marketing Opportunities
14. Include a Clear Call to Action

## **4 Primary Reasons People Attend Tradeshows**

- \_\_\_\_\_/Continuing Education/Accrediting/Trends
- Networking/Interact with Colleagues/Suppliers
- Source/Solutions/Opportunities/Purchase Information/Revalidate
- Have Fun!

Designing your visitor experience to address these reasons and promoting it is the key to driving traffic.

## **How Attendees Determine Where to Invest Their Time**

- Attendees are time pressured, have over choice about where to spend their time, and are very selective about which exhibits they visit...
  - *Is your exhibit adding value to their event experience?*
  - *Is your exhibit a “Worthy Destination?”*
  - *What will you do to promote your experience?*

## **A Great Booth in 5 Words**

1. Look
  
  
  
  
  
  
  
  
  
  
2. What
  
  
  
  
  
  
  
  
  
  
3. Why?
  
  
  
  
  
  
  
  
  
  
4. Who?
  
  
  
  
  
  
  
  
  
  
5. Do

## Analyze Products/Services to Find Your Value Proposition

### Job 1. Grab attention!

- \_\_\_\_\_
- Problematic
- Learn



### Job 2. Create Interest!

Ask: What situations would prompt dental professionals to think about what you offer?

- Integrate situations into your pre-/at-show marketing to grab attention!
  1. What products/services will you feature?
  2. What **problems** can you help them solve?
  3. What **opportunities** can you help them seize?
  4. How can you \_\_\_\_\_ them time/money?
  5. How can you **improve** patient care?
  6. How can you **improve** practice management?
  7. How can you **reduce** stress and increase staff satisfaction?
  8. How can you **increase** revenue or profitability?

## Value Proposition Template

- PROBLEM: Tired of? Worried about? Struggling with?
- OPPORTUNITY: Interested in? Curious About? Want to Learn About?
- Give us 5 minutes at SmileCon Booth #123
- You will SEE
- You can DO
- You will \_\_\_\_\_
- You will GET...

## **10 Practical Ways to Make Sure Everyone SEES Your Exhibit**

1. Lighting
2. Color
3. Imagery
4. A/V
5. Motion
6. Sound
7. Flooring
8. Material
9. Unique Property
10. Proactive Booth Staff

## **2 Major Questions Your Exhibit Must Quickly & Visibly Answer**

1. \_\_\_\_\_ do you do?
2. \_\_\_\_\_ should I care?

## **4 Questions to Aid in Designing Effective Demonstrations & Presentations**

1. Who is your target audience? What are their titles? What are their top-of-mind concerns?
2. How do your products/services address their concerns?
3. What is the one key idea you want the audience to walk away with?
4. What actions do you want viewers to take during and after?

## **7 Steps to Building Effective In-Booth Presentations & Demonstrations**

1. Set clear \_\_\_\_\_ .
  - What do you want your demonstration to accomplish?
  - What do you want your audience to think, feel, do during and after, and remember as a result of the demonstration?
2. Focus on your audience.
  - Don't think in terms of what *you* want to say: the audience won't care.
  - Think in terms of what challenges the audience faces and how you help address them.
3. Tell a story.
  - A story has a hero, a villain, conflict and triumph.
  - Remember, **the hero of the story is your customer!**
4. Get the audience to physically and \_\_\_\_\_ interact.
  - "I hear and I think, I see and I remember, I do and I know." *Confucius*
5. Have a \_\_\_\_\_ Presenter.
  - It's important that the person telling your story is a good story teller.
  - S/he should also maintain consistent energy all day, every day, for the run of the tradeshow.
6. Capture their information.
  - This is your opportunity to engage with a lot of potential customers. Make sure you capture their qualifying information!
7. Have a clear and strong call to \_\_\_\_\_ .
  - What do you want qualified attendees to do after the demonstration?
  - Have next actions planned and make your demo pay off!
  - Proactively engage with attendees to drive the next action!

## **Why Increasing Your Marketing Activity is Important**

- INSIGHT: #1 reason why an exhibit fails is the inability to attract enough of the right people.
- FACT: Effectively pre-marketing your participation is a critical success factor.
- Why?
  1. \_\_\_\_\_% of attendees pre-plan their agenda
  2. Average attendee only visits \_\_\_\_\_ to \_\_\_\_\_ booths
  3. Half of exhibit stops are pre-planned

## Where to Promote Your Exhibitor Experience



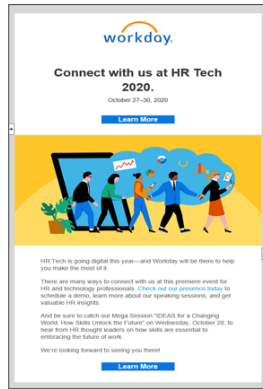
## Do-It-Yourself Marketing Channels

- ✓ **House lists:** Sort by Customer/Prospect/New Contact – Recency - Targeted messaging for each type
- ✓ **Website:** Promote show on home page – build anticipation – use teaser content
- ✓ **Social Media:** Posting calendar – short videos - link to landing page
- ✓ **Email:** Subject line: show name – questions work best
- ✓ **Event landing pages:** Show specific – capture emails – scheduling
- ✓ **Direct mail:** Personal invitations – oversize postcard
- ✓ **Telephone:** Capture direct dial numbers – rep calls – voice broadcast – cell phone texts

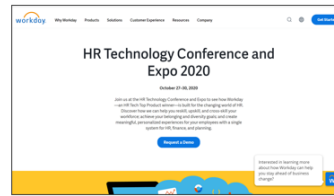


## Social Media Examples

## Event Landing Page Example



- ✓ Clean design
  - ✓ Clear brand identity
  - ✓ Call to action
  - ✓ Not too long
  - ✓ Takes you to a landing page with many call to actions
- **Request demo**
  - **Sessions with calendaring**
  - **Live chatbot**



## SmileCon Marketing & Sponsorship Opportunities Amplify Your Brand and Drive Attendees to YOUR Booth

### 1. Pre-Conference

- Sponsored Content – SmileCon Emails
- Brand exclusive emails to registered attendees

### 2. Onsite

- Show Special in coupon book and mobile app
- Onsite banners, wall, and floor clings
- Enhanced Engagement Packages – Top Crown, Major Molar, Lead Gen
- Bouncin' in the Bayou Fest Bar sponsor
- Hotel room drops
- Exhibitor Spotlight
- Mobile App – Home screen banner, push notifications

Let us help you meet your goals! Contact [ADASales@conexiant.com](mailto:ADASales@conexiant.com)

## Include a Clear Call to Action

1. Many pre-show communications lack a clear CTA.
2. Don't assume reader/viewer knows what you want them to do.
3. Tell them exactly what you want them to do.
4. CTA's could include:
  - ✓ Put us on your show planner in the mobile app
  - ✓ Bring this to our booth
  - ✓ Schedule a demo or brief appointment with us
  - ✓ Like or comment on this post
  - ✓ Share this on social media

### What three actions will you take from this session?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ADA's Exhibitor Success & ROI Center

**VISIT & SHARE WITH  
YOUR TEAM!**

<https://www.ada.org/education/smilecon/exhibitors-and-sponsors/exhibitor-success-resources>

### Exhibitor Success & ROI Center

Resources to help you succeed!



ADA's Exhibitor Success & ROI Center is your and your team's FREE, on-demand, 24/7 exhibiting knowledge resource. You'll find expert guidance to help you make sure every dollar and every hour you invest in exhibiting supports your core business objectives and delivers measurable value.

Follow this proven-effective 5-step exhibitor success program to prepare for success at SmileCon.

**STEP 1. GET CONTROL** Download\* Planning, Cost Control, and Measurement Tools

1. Tradeshow Planning & Productivity Management Tool (Excel spreadsheet)
2. Exhibit Budgeting & Cost Control Tool (Excel spreadsheet)
3. Exhibit & Financial Performance Metrics Tool (Excel spreadsheet)

\*Note: Excel files will likely download immediately upon click, depending on your browser settings.

**STEP 2. PLAN TO WIN** Complete Strategic Planning Exercises at Target Timeframes

1. Define Your Outcomes (PDF) - 12 weeks prior
2. Manage Your Visitor's Experience (PDF) - 10 weeks prior
3. Identify & Attract Your Ideal Visitors (PDF) - 8 weeks prior
4. Manage Your Leads (PDF) - 6 weeks prior
5. Measure Your Performance & ROI (PDF) - 4 weeks prior and update after show

**STEP 3. WATCH & LEARN** Live and On-Demand Webinars

Register today for:

How to Design a Compelling Visitor Experience & Promote to Drive Traffic  
Webinar with Jefferson Davis of Competitive Edge, LLC  
Tuesday, June 18, 1-2 p.m. CST

[Register now](#)

Countdown to Exhibitor Success at SmileCon



## **About Your Expert Presenter**

### **Jefferson Davis, President, Competitive Edge Exhibiting Productivity Expert**

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**