



Present

First-Time CAMEX Exhibitor Web-Briefing

How to Have a Positive and Profitable CAMEX Exhibiting Experience

Participant Learning Objectives

This briefing will...

1. Provide new exhibiting companies with important information about CAMEX, our attendees, and the ins and outs of exhibiting.
2. Inform about important resources and support available from CAMEX.
3. Present 10 strategic keys to executing a more successful exhibit.

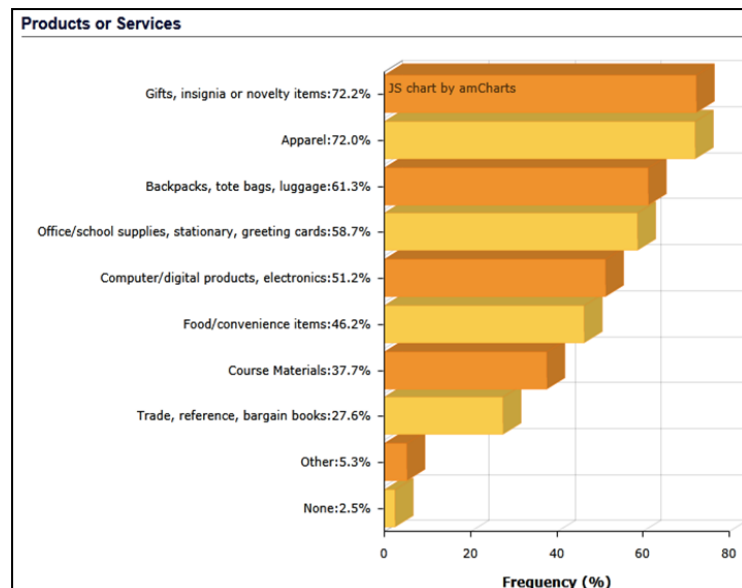
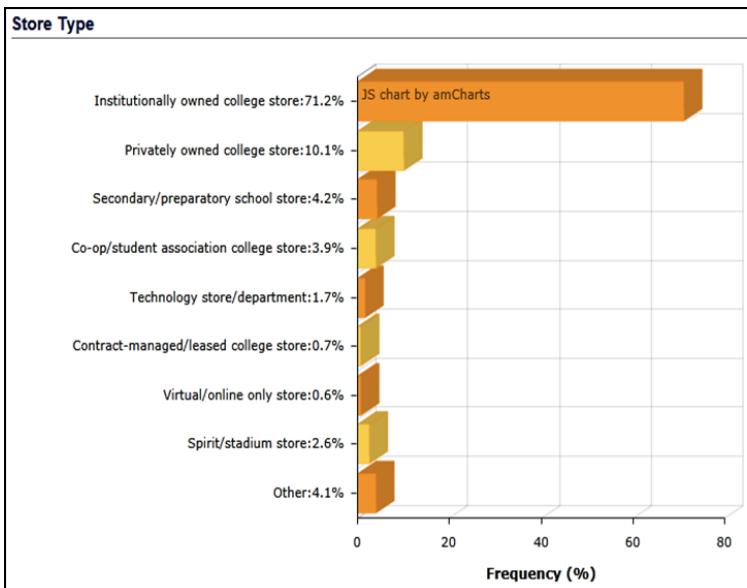
About NACS and CAMEX

- NACS is the professional trade association that serves as the industry's leading resource and advocate. NACS ensures the health and vitality of higher education retailers through education and research, the provision of critical programs and services, and the development of strategic partnerships that enable members to better serve their customers.
- CAMEX has a long history of being the campus retailing industry's meeting place. For more than 90 years, volunteers and staff of the National Association of College Stores (NACS) have worked together to create and grow this leading industry event. Today CAMEX is the industry's largest trade show and educational event.

About CAMEX 2015

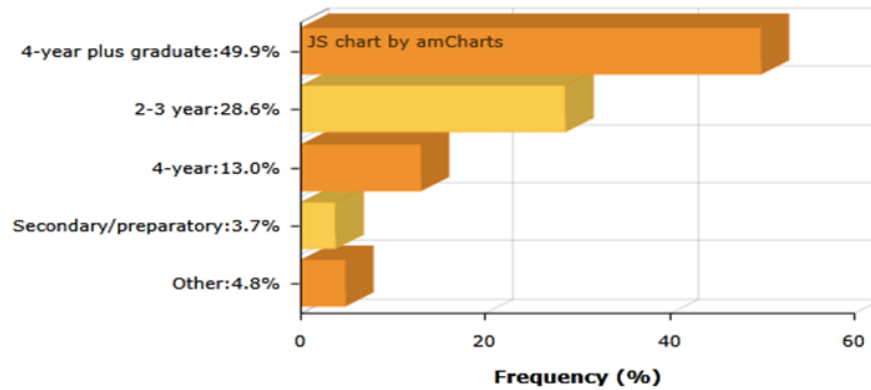
- Co-locating with Ed Expo, hosted by the Education Market Association.
- 850+ exhibiting companies
- 2,180 qualified buyers from more than 1,050 campus stores from U.S., Canada and beyond
- Features items in more than 90 product categories
- Ranked as one of the top 150 trade shows in the nation by Trade Show News Network.

CAMEX Attendees

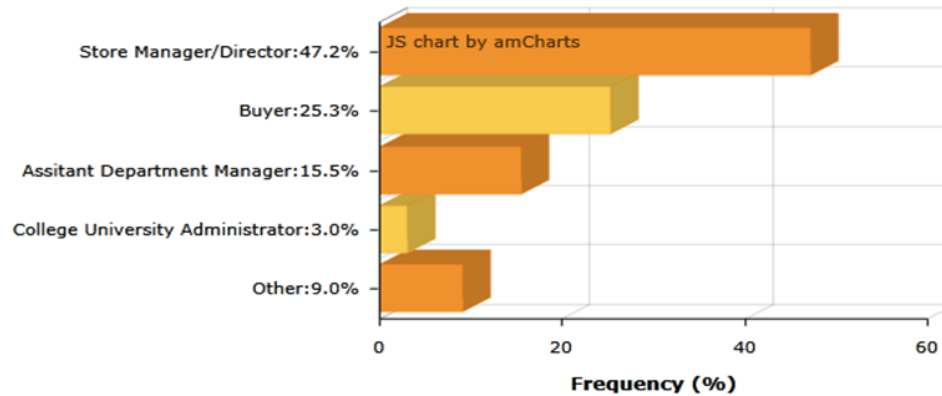


CAMEX Attendees

Institution that Store Serves



Attendee's Primary Job Function/Title



What Do Attendees Want?

- To find the latest innovations, products, and trends.
- Focused, relevant, and informative pre-show communications to help them plan their visit and experience.
- Information and interactions on-site that allow them to better understand and easily compare products and services.
- Interactive displays and presentations showing products in the retail setting and demonstrating quality and performance.



How Do Attendees Behave?

- Tend to plan ahead, set agendas and visit booths with products/services that support their current and future interests and needs.
- Look forward to hands-on interactive experiences.
- Have a low tolerance for promotions and exhibits that are all sizzle, no substance.
- Participate in activities and education like the Hot Stuff Showcase, ConTEXT Pavilion, Fairs, Flash Sessions and Learning Tours.

Pre-Marketing Your Exhibit is Critical!



Marketing Opportunities

<p>Free:</p> <ul style="list-style-type: none"> • Standard Online Digital Booth Listing, includes company name, booth number and address, one contact name, phone and fax numbers, link to company web site, 30-word company description, listing of up to 6 product categories, and your show special listing • One press release • Show special listing on CAMEX website • Tradeshow directory listing • Placement in New Exhibitor Pavilion for first-time exhibitors • Placement in CCRA Tech Pavilion 	<p>Paid Advertising/Marketing:</p> <p>Pre-Show:</p> <ul style="list-style-type: none"> • Online Digital Booth Listing Upgrade, includes highlighted listing, access to details for attendee matches, logo on Planner Pages and Floor Plan, 4 additional product categories, 3 additional press releases • Campus Marketplace online advertising • CM Scan e-newsletter online advertising • CAMEX.org online advertising • Pre-registration mailing list • College Store print advertising <p>At Show:</p> <ul style="list-style-type: none"> • Welcome Bag Samples • Exhibitor Map and Guide advertising • On-Site Program • Hotel Room Drops • Hotel Signage • Roving Photographer with Built-In Lead Generation <p>Post-Show:</p> <ul style="list-style-type: none"> • Attendee mailing list 	<p>Paid Sponsorship:</p> <p>Special Exhibits: Hot Stuff Showcase</p> <p>Special Events: The College Store Magazine's 20th Annual Fashion Show Runway, Grand Finale, Mega Sessions, Opening Night</p> <p>Show Floor/Convention Center: Cyber Café, Directional Kiosks, Restroom, Interactive Wayfinder Kiosk, Trade Show Aisle Signs, Educational Session Signage, Floor Signs/Graphic Carpet Clings, Windows Decals, Relaxation Station</p> <p>Items: Conference T-Shirts, Lanyards, Registration Pens, Welcome Bag, Hotel Key Cards</p>
<p>For questions or help, please contact: Mary Adler-Kozak madler-kozak@nacs.org (800) 622-7498, ext. 2265</p>		



Exhibitor Service Kit

- **Available online:** <http://2015.camex.org/Exhibitor/ExhibitorInfo/ServiceKit.aspx>
 - Official Contractors and Service Forms
 - Rules & Regulations
 - Nexxt Show Marketplace
- **Pay Careful Attention To:**
 - Review all sections of the kit and note deadline dates
 - Order early to save money.
 - Ask your sales representative questions at any time.

Mary's Suggestions for First-Time Exhibitors

1. Plan, prepare and use pre-show marketing
2. You and your entire team should visit the FREE Exhibitor Resource Center to learn new exhibiting skills.
3. Take advantage of the FREE pre-show marketing resources.
4. Utilize social media (#CAMEXShow).
5. Keep your contact information current.
6. Call us with any questions!

CAMEX Contacts

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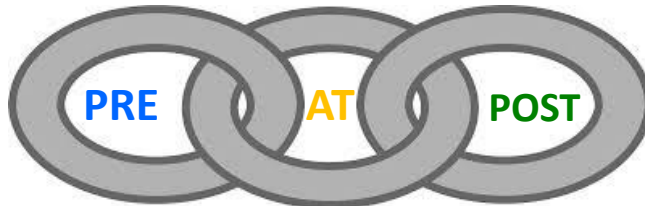
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10 BIG Mistakes First-Time Exhibitors Make

1. Failure to read the Exhibitor Services Kit.
2. Unrealistic _____.
3. Failure to set exhibiting goals.
4. Failure to pre-market their exhibit.
5. _____ exhibit design and/or layout.
6. Not enough thought given to product/service presentation.
7. Improper _____ behaviors.
8. Taking booth down before show closes.
9. Poor lead follow-up.
10. Lack of time perspective in evaluating show results.

Three Links of the Tradeshow Chain

- Not just _____ days!
- At least _____ months!



Four Critical Exhibiting Success Factors:

1. **OUTCOMES:** Use Exhibiting by Objectives to support your company marketing and sales objectives and take advantage of the many opportunities shows present.
 2. **ATTRACTION:** Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
 3. **EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.
 4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action, ideally purchasing, and measure results.
- Visit the Exhibitor Resource Center website to learn more about these critical exhibiting success factors.

The 10 Keys

1. Be Clear About What You Are *Really* Buying:

Your ultimate exhibiting RESULTS will come from how well you put your company identity, staff, and products/services face-to-face with the right people to exchange information that leads to a commitment to action on the part of the visitor.

Exhibit Interaction Capacity:

	Example	Participant
Exhibiting Hours	23	23
Times Full-Time Exhibit Staff	x 2	x _____
Total Staff Hours	46	= _____
Times Interactions per/hr/staffer	x 3-5	x _____
<i>Exhibit Interaction Capacity</i>	138-230	= _____

2. Know Why You Are Exhibiting & Set SMART Goals



Top Four Reasons for Exhibiting:

- Market awareness, presence and visibility
- Branding
- Lead generation and sales
- New product introduction

Your Reasons

Set SMART Goals

- Specific, Measurable, Actionable, Realistic, Time-bound
- Create _____ action plans for achieving goals.

3. Invest Enough Resources

The budgeting rule of thumb is to multiply your floor space cost _____ times to determine your total show budget.

4. Get “In The Mind” and “On The Agenda” of Enough of the Right Attendees

1. Show attendee _____ have changed.
2. You cannot just rent space, show-up, and _____ the right buyers find you.
3. You **MUST** use targeted pre and at-show marketing.



- View the Driving Qualified Booth Traffic webinar replay on the Exhibitor Resource Center website to learn an 8 step marketing/planning process that puts your company “in the mind” and “on the agenda” of CAMEX attendees.

5. Make Sure Your Exhibit Communicates Effectively

- Have a professional looking exhibit that communicates and supports your brand/identity.
- **Quickly** and **visually** answer three questions in the mind of attendees:
_____ do you do?
_____ should I care?
_____ are you?
- Make it easy for visitors to enter and exit your exhibit.
- Make it easy for visitors to physically _____ with products and services.

6. Staff & Work the Show Properly

- **Put effective staffers in your exhibit**
 - Friendly and engaging.
 - Proactive versus _____.
 - Knowledgeable.
 - Asks good questions and listens well.
 - Can communicate _____ and persuasively.
 - Takes good lead information and gains commitment to the next step.

Staff & Work the Show Properly

- **Power tips for effectively working the show:**

- Be in your booth and available the entire show.
- Smile and greet people in the aisle.
- Effectively engage visitors who enter your booth.
 - Know what _____ you need to ask.
 - Be able to deliver a short company story.
 - Be able to communicate your product/services messaging in a concise, persuasive and interactive manner.
 - Capture more information from visitors.
 - Get a commitment from the visitor to the next action step.
 -
- **View the Staffing for Success: How to Send a “World Class” Booth Staff to CAMEX webinar replay on the Exhibitor Resource Center website.**

7. Take Quality Leads & Follow-up Effectively

- Lead quality is in direct proportion to the clarity of the next step and visitor’s _____ to take that step.
- Use a lead capture system.
- Follow-up fast or in-line with the visitor request.
- Link follow-up back to the visitor request.
- Vary follow-up media: email, telephone, in-person, etc.
- Determine follow-up plan _____ the show.



- **View the State –of-the-Art Lead Management: How to Improve Lead Quality & Sales Conversion Fast webinar replay on the Exhibitor Resource Center website.**

8. Measure Results

- Don't just count _____ – count _____ over time!
- Develop a simple and consistent set of performance metrics.
 - (CPL) Cost Per Lead
 - (CPI) Cost Per Interaction
 - Total lead count, quality by priority, potential value
 - (ROI) Return On Investment



- **View the Exhibiting Dollars & \$en\$: Budgeting, Managing, Measuring & Reporting Exhibiting Performance and ROI webinar replay on the Exhibitor Resource Center website.**

	Example	Participant
Cost Per Lead (CPL):		
Total Show Investment (10x10 in-line \$2,600)		
Floor space x 3	<u>\$7,800</u>	\$ _____
Divide by # Leads	30	_____
<i>Cost Per Lead</i>	\$260	\$ _____

*Average cost of tradeshow lead: \$283
(Source: Exhibit Surveys, 2013)*

Cost Per Exhibit Interaction (CPI):

Total Show Investment (10x10 in-line \$2,600)		
Floor space x 3	<u>\$7,800</u>	\$ _____
Divided by # of Exhibit Interactions	100	/ _____
<i>Cost Per Exhibit Interaction</i>	\$78	= _____

*Average Cost of a Field Sales Call: \$596
(Source: CEIR, 2009)*

Lead Goals, Quantity and Quality:	Example	Participant
Lead Goal	45	_____
Total Leads Captured	30	_____
Achievement	67%	_____
% - A Leads	45%	_____
% - B Leads	40%	_____
% - C Leads	15%	_____

Potential Value of Leads

Total # Leads	30	_____
Times Average Sale Amount	<u>\$3,000</u>	\$ _____
<i>Potential Lead Value</i>	\$90,000	\$ _____
Divided by Show Investment	7,800	\$ _____
Soft Dollar ROI	\$11 to \$1	\$ _____

Return on Investment HARD Dollar Formula & Example*

Revenue From At/Post Show Sales	\$ 50,000	\$ _____
Less Cost of Sales (30% Gross Margin)	<u>- 35,000</u>	\$ _____
Gross Margin	\$ 15,000	\$ _____
Less Show Investment	<u>- 7,800</u>	\$ _____
Net Exhibit Profit	\$ 7,200	\$ _____
 Net Exhibit Profit	 \$ 7,200	 \$ _____
Divided by Show Investment	\$ 7,800	\$ _____
Multiplied by 100	x 100	x 100
<i>Return on Investment</i>	92% ROI	_____ %

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

9. Learn from Every Show and Stay Committed

- Make time to walk the floor and _____ successful exhibitors.
- Attend educational sessions and social/networking events.
- Do a post-show report and identify _____ learned so you can do even better at your next show.
- Be patient! It takes time to build a masterpiece. Learn, apply, and stay committed and success will come.

10. Success Rule for Exhibitors New to a Tradeshow

- If the people attending CAMEX influence/make buying decisions for what you sell,
- You cannot judge the ultimate _____ of the show from one attempt.
- You must commit to at least _____ consecutive shows,
- Applying more of what you learn to each show.

Get Ready for a Positive & Profitable CAMEX Exhibiting Experience...

- CAMEX is one of your most effective marketing and sales media, when done properly.
- CAMEX gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this briefing and take advantage of all of the knowledge resources on the Exhibitor Resource Center website.

➤ Website Link:

<http://2015.camex.org/Exhibitor/ExhibitorInfo/ExhibitorResourceCenter.aspx>

Three most important ideas I learned from this session were:

1. _____

2. _____

3. _____

CAMEX Commitment to Exhibitor Education & Success

- Exhibitor Resource Center
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - Ask the Tradeshow Expert Email Q&A

- Bookmark, Share and Access at:
<http://2015.camex.org/Exhibitor/ExhibitorInfo/ExhibitorResourceCenter.aspx>