



Present

How to Make Your ATS Exhibit STAND OUT From the Crowd

Webinar Discussion Points Include...

1. Three primary reasons people attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. Accessibility and ease of navigation
5. Four ways to create meaningful interactive experiences
6. Improving the attendee comfort factor
7. Six key factors impact exhibit memorability and recall

3 Primary Reasons People Attend Tradeshows

1. _____ /Continuing Education/Accrediting
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers
 - How well is your exhibit serving these needs? (Score Yourself 1-10) _____
 - What specifically are you doing to meet these needs?

3 Most Important Things to Booth Visitors

1. Overall Booth Appearance
2. _____ of Information Received
3. Relevance to their Practice

Source: Exhibit Surveys

5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & _____ Communicate What You Do and Give Attendees a Reason to Stop & Engage
3. Be Approachable, Easy to Enter & Navigate
4. Provide _____, But Meaningful & Engaging Interactivity
5. Inform or Teach Something Useful & _____

For Businesses Providing Services

1. Service presentations require more thought and creativity.
2. Identify problems you solve, opportunities you create, _____, efficiencies and improvements you can deliver.
3. Engagement Strategies:
 - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
 - Gamification: Take the 60 second (problem) challenge or quiz.
 - Use a physical prop to hook and engage.
 - Case studies: Problem/Approach/Result
 - White paper or Industry Intelligence report
 - Client testimonials in exhibit graphics and/or A/V

6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V
5. Interactivity & Engagement
6. Proactive Booth Staff

Accessibility & Ease of Navigation

1. Avoid _____ to entry or exit
2. Make it easy to visually discern what is where
3. Logical order and placement of solutions
4. Zones
 - Meet & greet area
 - Information seeker area
 - Interactive solution areas
 - _____ areas
 - Relax and recharge areas



Notes from Slides:

6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations
2. Hands-On Demonstrations
3. One-to-Many Demonstrations/Presentations
4. Recreating _____
5. Gamification/Quizzes
6. Self-Guided Demonstrations/Information Access

Improving Attendee Comfort and Dwell Time

1. **Flooring:** Carpet and _____
2. **Space:** Not cramped or overcrowded
3. **Accessibility:** Easy to Enter & Exit – Products can be interacted with
4. **Seating:** Comfortable seating increases dwell time
5. **Staff Behaviors:** Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge
6. **Food & Beverage:** Putting food or a beverage in their hand increases dwell time

6 Key Factors Impacting Exhibit Memorability & Recall

1. _____
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Booth Staff
6. Exhibit Design/Color

Source: Exhibit Surveys

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What will you do to make your exhibit stand out?

ATS Commitment to Exhibitor Education & Success

- Exhibitor Success & ROI Center on-line:
 - New and re-playable webinars
 - “How to” exhibiting article series
 - Downloadable tools
 - Ask the tradeshow expert email Q&A
- New Exhibitor On-Boarding
- Bookmark, Share and Access at:

➤ <http://conference.thoracic.org/exhibitors/tools/exhibitor-success-roi.php>



About Your Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround 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.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "*expensive appearances*" to "*productive, profitable investments.*"

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

No other tradeshow consulting or training firm can speak to results like this.

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 20,000 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

**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**