

# Exhibitor Workshop



FAST TRACK to  
Condo & HOA  
Exhibiting \$ucce\$\$

## All NEW Format - Streamline Actionable Content

**Where:** Holiday Inn Express - Clearwater, 2580 Gulf to Bay Blvd., Clearwater, Florida 33765

**When:** Friday, June 10, 2016 - 8:30am to 1:30pm - *Lunch Included*

**Who Should Attend:** All sales, marketing, and exhibit management staff wanting more productivity and profitability from your Expo investment. A "can't miss" for every exhibitor – even those who've attended before – who wants a fast track to their exhibiting success.

### What You'll Learn:

- Exercise to calculate potential financial value of the Expo and activity you'll need to achieve this revenue.
- Step 1: How to Attract ENOUGH of the RIGHT Attendees to Your Booth
  - Low-Cost, High-Impact Pre-show Marketing
  - Attention Grabbing Exhibit Communicating your Value Proposition
- Step 2: Execute Quality Interactions that Get COMMITMENTS to Next Actions
  - Booth staff mistake role plays
  - Techniques to get more visitors to stop
  - 4 things your staff must do in the first 30 seconds
  - How to get out of time-wasting interactions
  - Skills for effectively presenting products and services
  - Two-step technique to get buyers to commit
- Step 3. Follow-up to Convert Commitments to Action
  - How to improve lead quality quickly and easily
  - Follow-up techniques to be there when buyer is ready to buy
- BONUS: Inside the Mind of the Condo & HOA Buyer Panel Discussion - Q&A session with real buyers!

### About Your Workshop Leader...

*Jefferson Davis* is known as the "Tradeshow Turnaround Artist." Since 1991, his Results Focused Exhibiting strategies have helped clients turn tradeshow from "expensive appearances" into "profit centers." Come learn for FREE the advice that companies pay thousands of dollars for.

Completely redesigned event with true workshop format.

Streamlined into three action steps.

Added more in-depth material with examples.

Walk out with a three step written plan!

### The Cooperator Expo West Central Florida Exhibitor Workshop Form

# of people to attend\*: \_\_\_\_\_ (Please attach names if more than one.)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

Credit Card: Visa – Mastercard – AmEx # \_\_\_\_\_ cvv# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

FAX this completed form NOW to (212) 545-0764 or call (786) 404-1701 • [tampa-expo.com/ex](http://tampa-expo.com/ex)

**\*Important Note:** Registration confirmations will be sent prior to the program. This workshop is offered as a FREE event. You must pre-register with a credit card. If registrant does not show up for the event, your credit card will be charged \$100. Registration is limited to two persons per company. Additional reservations are available at \$199 per person.

# Workshop Agenda



“ALL NEW” FAST TRACK to  
Exhibiting Success Workshop  
June 10, 2016 – 8:30 am to 1:30 pm

<b>Check- in</b>	<b>8:30am - 8:55am</b>
<b>Welcome &amp; Show Update – Henry Robbins</b>	<b>8:55am - 9:00am</b>
<b>Step 1: Attract ENOUGH of the RIGHT Attendees to Your Booth</b>	<b>9:00am - 10:00am</b>
<ul style="list-style-type: none"><li>• Execute a Low-Cost, High-Impact Targeted Pre-show Marketing Campaign<ul style="list-style-type: none"><li>◦ Define who the right buyers are for your company</li><li>◦ Calculate how many buyers you need to see to succeed</li><li>◦ Assemble your buyer lists from internal and external sources</li><li>◦ Learn best practices for integrating the right combination of low-cost, high-impact marketing media: (with examples of good and bad) - direct mail, email, telephone, in-person visits, print advertising, web advertising, at-show advertising,</li><li>◦ Craft compelling messages that interrupt and engage potential buyers</li><li>◦ Offer rewards for visiting your exhibit</li></ul></li><li>• Bring An Attention Grabbing Exhibit That Tells Your Story<ul style="list-style-type: none"><li>◦ The billboard approach: How does your exhibit match up?</li><li>◦ Exhibit elements that grab attention: How many are you using?</li><li>◦ Three questions in the mind of the attendee: Does your exhibit answer them?</li><li>◦ Strategies for presenting and demonstrating your products/services in the booth</li></ul></li></ul>	
<b>Step 2: Execute Quality Interactions that Get COMMITMENTS to Next Actions</b>	<b>10:00am - 10:45am</b>
<ul style="list-style-type: none"><li>• Attributes of an effective booth staffer - FREE Tool to Rate Your Staff</li><li>• Biggest mistakes booth staffers make demonstrated through role plays</li><li>• Simple techniques to get more visitors to notice and stop at your booth</li><li>• 4 things your staff must do with a visitor in the first 30 seconds</li><li>• How to get out of time-wasting interactions</li><li>• Scripting your question flow to engage and quickly qualify visitors</li><li>• Crafting a short company story that impresses buyers</li><li>• Powerful skills for quickly and effectively presenting your products and services</li><li>• An easy-to-apply two step technique that gets buyers to commit to the next action</li></ul>	
<b>Break</b>	<b>10:45am - 11:00am</b>
<b>Step 3. Follow-up to Convert Commitments to Purchasing Action</b>	<b>11:00am - 11:30am</b>
<ul style="list-style-type: none"><li>• Identify your next actions in order of priority</li><li>• Determine what information you need to capture to truly qualify a lead</li><li>• Improve lead quality quickly and easily through better lead capture</li><li>• Develop a simple lead grading process</li><li>• Use follow-up techniques that wow buyers and help you be there when they are ready to buy</li><li>• Measure your cost per lead and contrast with your average sale amount</li></ul>	
<b>Inside the Mind of the Condo &amp; HOA Buyer Panel Discussion</b>	<b>11:30am - 12:15pm</b>
<b>Question &amp; Answer/Workshop Wrap-Up</b>	<b>12:15pm - 12:30pm</b>
<b>Lunch</b>	<b>12:30pm - 1:30pm</b>