EXHIBIT MARKETING PLAN

Instructions

Thank you for purchasing this Exhibit Marketing Plan template. The purpose of this tool is to provide you with a one text document for **identifying** and **attracting enough** of the **right** attendees to your exhibit.

Pre-marketing your exhibit is a *critical success factor* because tradeshow attendee behaviors have changed:

* Spending fewer number of days at shows
* Spending fewer hours in the exhibit hall.
* Looking for more content and useable information.
* Pre-planning their visit: 76% arrive with an agenda.
* Only visits 26-31 exhibits, on average.
* 50% of exhibit stops are pre-planned.

In spite of all these changes, less than 20% of exhibitors execute a well-conceived highly-targeted pre-show marketing plan!

This template marketing plan is your roadmap to address this critical success factor. You must customize it to fit your specific situation.

Instructions:

1. Everything in the template can be edited. **The red colored text requires you to input your specific information.** The Pre- and At-Show Strategies and Tactics section contains samples to assist you in formatting the report.
2. Any calculations are in a Word table and contain formulas to compute the answers for you.

* Please enter your information where the text is colored red.
* Left click your mouse once where the calculation result should be, right click your mouse and select Update Field. (Note that there is a formula in the cell, even if you don’t see a result there yet. If you don’t see Update Field in the menu choices after right clicking your mouse, you left clicked your mouse in the incorrect place. Please try it again.)
* Be sure to verify the calculation’s accuracy.
* If you have difficulty working with the formula function, you can always calculate the result yourself and type over the formula in the cell.

1. **Save frequently.** Use Save As and rename your file so you don’t save over this template.

EXHIBIT MARKETING PLAN

**Company Name**

Conference Brief

|  |  |
| --- | --- |
| Conference | Show Name  Brief description of who attends, how many, from where and why they attend.  Brief description of who exhibits, how many. |
| Date | Show Dates |
| Location | Show Venue |
| Exhibit Size | ## x ##, [In-line, island, peninsula] |
| Exhibiting Hours | Total of xx Cumulative Hours |
| Target Attendees | Target attendee description: specify your ideal visitor profile (copy from Ideal Visitor Profile section below) |

Conference Objectives & Metrics

Overall Objectives

Our objectives for exhibiting at this show are designed to support our company’s business objectives of [insert company objectives].

* Sample: Gather new leads to obtain new business
  + Metrics: [Determine lead goal]
  + Measurement: [How will you measure?]
* Sample: Introduce a new product or service
  + Metrics: [What will you count? Sales, number of samples given, demonstrations, press mentions, etc.]
  + Measurement: [How will you measure?]
* Sample: Build brand awareness
  + Metrics: [What will you count?]
  + Measurement: [How will you measure?]

Situation Analysis

[Show Name] is a gathering of [attendee description] in the field of [describe]. We will be competing for attendees’ time and attention with [# days] days of educational sessions, [# exhibitors] exhibitors in the exhibit hall, and the [show city] venue. Therefore, it is essential that we implement a highly targeted and well-designed pre and at-show marketing strategy to capture the attention of our target audience and communicate the value of visiting our exhibit.

Budget

According to 2014 Center for Exhibition Industry Research, exhibitors spend an average of 13% of their total tradeshow budget on promotion. Based on consultation with [who did you discuss the marketing budget with?], our promotion budget for this event is:

|  |  |
| --- | --- |
| Total Show Budget | 0 |
| Times % Allocated to Exhibit Promotion | 0 |
| Exhibit Promotion Budget | 0 |

Exhibit Interaction

One of the primary benefits of exhibiting at a tradeshow is the opportunity to generate face-to-face interactions in our exhibit with customers, prospective customers, key suppliers, media, and other opinion leaders.

Exhibit Interaction Capacity (EIC)

Exhibit Interaction Capacity is the total number of one-to-one visitor interactions we have the capacity to execute in our exhibit. This number varies for each show depending on the number of exhibiting hours, number of staff on duty, and an estimate of the number of interactions each staffer can execute per hour.

|  |  |
| --- | --- |
| Exhibiting Hours | 0 |
| Times Full-Time Exhibit Staff | 0 |
| Times Interactions per/hr/staffer | 0 |
| *Exhibit Interaction Capacity* | 0 |

Ideal Visitor Profile

Our ideal exhibit visitor is:

* [Organization/Company Type]
* [Job Function/Title]
* [Size]
* [Geography]
* [Relationship with Organization]
* [Other?]

Why Our Ideal Visitor Should Visit Us

We have identified **three compelling reasons** why our ideal visitor has to meet with us. This will form the basis of our marketing messages.

* [What problems and challenges can you help address?]
* [What opportunities can they take advantage of?]
* [What can they see?]
* [What can they learn?]
* [What can they do?]
* [What can they get?]

C/P/S Pre-Show Marketing

The first of two targeted pre-and at marketing campaigns will be focused on existing customers, prospects, and suspects. This part of the plan will be driven by the sales team.

Based on discussions with [sales/marketing/administration/other?], our exhibit marketing efforts will be directed at:

Existing Customers

* [To maintain our existing relationship]
* [To present additional opportunities]
* [To identify change]
* [To promote advocacy and strategic pairing]

Prospects

* [To demonstrate a capability]
* [To resolve an issue]
* [To meet another influencer]
* [To match with an advocate customer]
* [To close the order]

Suspects

* [To open the sales door]
* [To make a strong initial contact]
* [To sell the company]
* [To get a commitment to a next step]

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C/P/S Pre-Show Marketing Plan

Strategy: Generate a Commitment to Interact at the Show

* Six to eight weeks before the show, sales will create a list of customers/prospects/suspects.
* For each name, they will determine where they are in the relationship/sales cycle and set a specific objective/outcome for each interaction.
* They are to have at least three contacts with each name on their list with the goal of acquiring either a Confirmed Appointment or Verbal Commitment to visit with us while at the show.

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Additional Internal and External List Sources

The second of two marketing campaigns will be focused on companies that match our target customer profile of which we have had little or no meaningful contact, or engagement with.

Our goal is to create a compiled list from multiple sources that is approximately 3 to 5 times our Exhibit Interaction Capacity. In addition to C/P/S, we will utilize these additional list sources:

Internal

* [Previous visitors from other shows]
* [Direct inquiries]
* [Website visitors]
* [Departments]
* [Social media]

External

* [Pre-registered attendees]
* [Previous show attendees]
* [Member lists]
* [Professional journal readers]
* [List compilers]

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Pre- and At-Show Strategies & Tactics

Strategies have been designed to support our exhibiting goals. Tactics describe how we plan to accomplish the strategy.

Strategy 1: Generate Qualified Traffic to Our Exhibit

To accomplish our goals, we must drive enough of the right attendees to our exhibit. The show attracts many attendees, but only meaningful interaction with our target audience will help us achieve our goals.

We will use the following media to communicate with our target audience to capture their attention and communicate the value of visiting our exhibit.

Tactics – Pre-Show:

* Direct Mail
  + Mail an over-sized postcard to target audience[describe message, timing and cost]
  + Add sticker with exhibit information to existing outgoing mail, such as letters, invoices, and press releases. [describe message, timing and cost]
  + Send personal invitation to [describe]
* Print/Digital/Mobile Advertising
  + Run a # inch ad in [magazine name], the leading industry journal. [describe reach, message, timing and cost]
  + Place an ad on the show’s mobile app. [describe reach, message, timing and cost]
  + Banner ad on show website
* Email
* Social Media
  + Blog
  + Twitter
  + Facebook
  + LinkedIn
* Web
  + Promote our show participation on our website
  + Maximize our on-line show listing
* Public Relations
  + Obtain show press kit to announce [describe] to support our objective of [describe]. [describe reach, message, timing and cost]
* Voice Broadcast
  + If you have direct dials numbers, consider sending voice messages before the show
* Personal Contact from Sales Team
  + In-person visit
  + Telephone call

Tactics – At-Show:

* City
  + Airport Baggage Claim
  + Taxi Signs
  + Billboard
  + Bus Stops
* Hotel
  + Room Keys
  + Room Drops
  + In-Room TV Ads
  + Signage
* Convention Center
  + Banners – Inside & Outside
  + Stair/Floor Clings
  + Meter Boards
  + Signage
* Attendee Products
  + Show Program
  + Show Daily
  + Badges/Lanyards
  + Official Show Bag
  + Coffee Cups
  + Napkins
  + Pens
  + Notepads
* Sponsorships
  + Educational Sessions
  + Food & Beverage
  + WiFi
  + Shuttle Bus
  + Shoe Shine
  + Massage
  + Social Events
* Your Exhibit
  + Booth Graphics
  + Signs
  + A/V
  + Fliers
  + Crowd Gatherers
  + Giveaways
  + Contests
  + Celebrities
  + Games
  + Theatre Presentations
  + Demonstrations

Key Marketing Message

Given the exhibiting objectives, our primary marketing message is designed to position our company as the best overall solution to their [describe the situations/problems your customer experiences where your product/service is the solution]. We will position our exhibit as a must visit place to see, do, learn and get.

In addition, as a reward for visiting our exhibit, we will offer [describe your reward].

If you are able to use promotion products, be sure to make the product unique, high-quality and useful.

Marketing Controlling Calendar

This calendar summarizes the various tactics and the due date for each. The designated staff will be responsible for developing the steps and allotting their time to implement the tactic by the due date.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Due Date | Tactic | Staff | Media | Message | Reach | Cost |
| xx/xx/xx | Oversized postcard | John Smith | Direct mail | New product solves this problem | Pre-reg target audience of xxx and internal list of xxx | $$ list rental  $$ postcard  $$ postage |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Projected Costs Versus Budget

|  |  |  |  |
| --- | --- | --- | --- |
| Marketing Costs | Budget | Actual | Variance |
| Direct Mail | 0 | 0 | 0 |
| Advertising | 0 | 0 | 0 |
| Sponsorship | 0 | 0 | 0 |
| Staff Training | 0 | 0 | 0 |
| Lead Gathering | 0 | 0 | 0 |
| Other | 0 | 0 | 0 |
| Total Marketing | 0 | 0 | 0 |