

Tips for Success

Making the most of your participation at
100% Design Shanghai & IHDD



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Tips for **Success**

Making the most of your participation at 100% Design Shanghai & IHDD

Introduction

Year after year, the number of companies participating in trade shows continues to increase. Companies are finding trade shows a viable and cost-effective tool to:

- introduce new products;
- meet with quality trade visitors;
- perform informal market research;
- enhance their image to the trade and
- generate sales.

Trade shows are an extremely effective marketing activity for selling to highly targeted buyers with significant purchasing power. But, like any other marketing activity, these shows require skilful planning and execution in order to produce the desired results. It is no longer enough to just set up a stand, hand out company literature and hope for the best.

For ease of navigation, and to help you plan your activities at 100% Design Shanghai & IHDD, this booklet is made up of three sections: **Pre-Show**, **In-Show** and **Post-Show**. Let us know if there is anything we can do to make your exhibition experience as straightforward and profitable as possible.

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Pre-show Planning



1. Pre-Show Planning

Setting Objectives

Having objectives is a necessary part of giving direction to your show strategy. Objectives help to establish budget requirements, stimulate sales performance, measure results and quantify value.

They must be:

- measurable in quantity and quality;
- achievable within a defined period of time and
- consistent with your company's goals, policies and marketing plan.

Consider What You Want to Achieve

- Generate leads.
- Close sales.
- Introduce or test a new product or new product features.
- Source new distribution channels.
- Gather intelligence on competitors.
- Enhance existing customer relationships.
- Demonstrate the use of a technically complex product.
- Enhance your corporate image.
- Develop an awareness of your products.
- Penetrate a new market or industry.
- Outshine the competition.
- Perform market research.
- Gain media coverage and exposure.
- Establish your staff as experts in the industry.
- Increase market share

Set Specific Objectives

- Why are you participating?
- What products/services do you plan to promote?
- What features and benefits of these products and services are key?
- What results do you intend to achieve?
- How will you achieve these results?
- What is the message you want to promote about your company and its products?

For exhibitors who know how to get the most out of them, trade shows are a great place to do business!

8 Steps to Trade Show Success

1. Set realistic objectives.
2. Plan a strategy and set a budget.
3. Determine the resources necessary to achieve your objectives.
4. Establish methods for evaluating results.
5. Train staff who will participate in the exhibition
6. Integrate publicity and promotion plans.
7. Use the Reed Exhibitions team and their resources effectively.
8. Prepare a post-show strategy and follow up new leads after the show.

Each component is integral to creating synergy and success!

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The Value of Pre-Selling Your Exhibit

You've invested time and resources to developing an effective stand. Don't now leave attracting visitors to your stand to chance. By pre-selling your presence, offering special promotions and setting up in-show sales appointments in advance, you can guarantee success before the show even begins! The walk-in traffic will be a bonus!

Benefits of Promotion & Publicity

- It encourages visitors to put you on their list of must-see companies.
- It gives your sales personnel a reason to make contact with prospective visitors and a timeframe within which to get a response.
- It helps promote the prospects of the exhibition.
- It distinguishes your company and products from your competitors' and gives a preview of new features and applications you'll be launching.
- It enhances existing client relationships and engenders customer loyalty.
- It gets you free editorial coverage.
- It generates enthusiasm and anticipation for the event.
- It creates, or heightens, awareness of your Company



Complimentary Electronic

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Tailor-Made Invitations

Because business today is increasingly reliant on the Internet, we will provide an electronic tailor-made invitation for you to email to your customers. Be sure to include your stand number in the email and use this opportunity to announce the launch of any new products, demonstrations or promotions that you will offer at the exhibition.



Complimentary Invitation Flyers

The visitor invitation flyers we print for you are one of the most effective tools in your campaign. We will provide you with 100 complimentary flyers, together with a sample direct mail letter. Additional copies are available upon request.



Ways to use the invitation flyers:

- Send invitations to trade visitors and

prospective customers with a customized letter highlighting why they should come to the show, what they'll see at your stand, where you'll be located and how they can get more information. Send an extra invitation for them to pass on to a colleague or associate.

- Include a printed announcement of what products you'll be demonstrating at the exhibition.
- Deliver the invitations in person. They are a great way to cultivate new prospects.
- Order extra invitations for distributors, regional offices and suppliers to hand out to prospects on your behalf.
- Fax prospects information on the show with a reply form they can use to order extra trade invitations for their colleagues.
- Offer invitations during phone conversations.
- Insert invitations into invoices, completed order forms and other business correspondence.

A carefully thought-out campaign, run in tandem with existing advertising, PR and direct mail campaigns, will deliver excellent results!

Show Websites

Providing a 365-day marketing platform without geographical boundaries to design industry, property developers and high end buyers.



Contact your Reed sales executive today to find out about on-line advertising opportunities through website

Invitations and Appointments Over the Phone

Telemarketing is an essential part of any effective promotional campaign.

Don't be satisfied with a mere verbal confirmation that visitors will come to your stand. Go one step further and ask to set up an appointment for a specific date and time during the show. That way visitors are more likely to show up and spend extra time with you.

Direct Mail

Plan a campaign of phased mail shots, set about three weeks apart.

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An Example of a Direct Mail Strategy:

- A letter of invitation from your MD
- A letter with a floor plan attached, highlighting your stand location (floor plans are freely available from Reed Exhibitions)
- An invitation to trade visitors
- A reminder postcard
- A copy of your trade journal advertisement
- An article on your company
- A formal invitation to your company's special event, product launch, demonstration or seminar.

Special Offers and Contests

Use contests and giveaways to motivate only qualified prospects to visit your stand. To do this, promote special offers in all advance publicity and promotional materials. In so doing, you ensure that prospects come to your stand for fulfillment. Try to make incentives specific to your business to reinforce your message. Consider price discounts, gifts or premiums for orders placed at the show.

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Logos

100% Design Shanghai & IHDD logos are available electronically.

Print your company's logo, together with the 100% Design Shanghai & IHDD one, onto your website, ads, T-shirts, stickers, flyers and customer newsletters. Or insert it into your email signature to solidify your association with the show.

Contact Gloria (Tel: +86 21 5153 5101, Email: gloria.zhang@reedexpo.com.cn) to get a high resolution exhibition logo.

Creative Marketing Opportunities

Reed Exhibitions has a variety of creative marketing opportunities available to assist you in obtaining maximum exposure for your stand in the run up to the exhibition.

If you have yet to receive the CMO brochure, let Grace know. (Tel: +86 21 5153 5139, Email:

grace.zhang@reedexpo.com.cn)

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How To Attract Visitors to Your Stand

Listed below are eight tried and tested methods for attracting visitors to an exhibition stand. The key to success is communicating what you have to offer to as many people as possible **before** the show.

1. Personal Invitations – Most visitors attend trade exhibitions to see what's new. If you are launching a new product or service, personally invite your customers and prospects to your stand for refreshments and a presentation on the new innovation. For key prospects, encourage them to make an appointment for a specific date and time.

2. Hold a Reception – Trade exhibitions are an extremely time-efficient way of keeping up with existing customers. Why not hold a reception at your stand, as a way of thanking them for their continued custom?

3. Competitions – Hold a prize draw at your stand to win a magnum of champagne, a

weekend break, or a free sample of one of your products. These are all great giveaways. Not only do prize draws attract passing visitors, if you notify key customers and prospects in advance, the draws act as a strong incentive for them to head for your stand as soon as they arrive.

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4. Free Gifts – Invite customers and prospects to claim a free gift when they visit your stand.

5. Discounts – Offer a discount on goods or services purchased at the exhibition.

6. Celebrities – Hire an entertainer or a celebrity to attract attention. The best acts are the ones that reinforce your message.

7. E-mail – Have your sales team email your clients to let them know you'll be exhibiting and invite them along. The email also serves to let your clients know what your stand number will be.

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PRE-SHOW PLANNING CHECKLIST

As with any kind of promotional activity, it's not only *what* you do that is important, it's also *how well* you do it!

ACTIVITY	√	ALLOCATED TO	DATE STARTED	TO BE COMPLETED	DATE COMPLETED
Set exhibition objectives					
Decide on promotional strategy					
Brief your PR agency					
Prepare press release(s) and photograph(s)					
Distribute press release(s) to: <ul style="list-style-type: none"> • Reed Exhibitions' PR Contract • Trade, business, regional press 					
Prepare press pack and send					
Book photographer					
Prepare artwork for trade press advertising – mentioning exhibition and stand number or prepare "flash" for existing artwork					
Order giveaways and competition prizes					
Order additional visitor invitations if required					
Submit VIP nominations					
Book promotional staff (celebrities, comperes, magicians)					
Book sponsorship (banners, street signs, social functions, carrier bags)					
Prepare mailout/letter for customers and prospects					
Prepare and submit free exhibition directory listing					
Prepare staff exhibition briefing session					
Mail out visitor invitations to customers and prospects					
Prepare post-show promotional activity plan					
Call top clients to arrange appointments					
Mail out press invitations					
Contact press for confirmation of attendance before the show					
Complete compulsory forms in the exhibitor manual					

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At the Exhibition



2. At the Exhibition

At-Show Exposure Opportunities

At-Show Press Coverage

Make sure you have a press kit available at your stand.

A typical press kit folder contains:

- News and feature articles about your company and products
- Fact sheets about your products
- Background information on the company founder, company history, patented processes, current CEO or other important issues
- Photographs of your product in use with a caption
- Case studies or testimonials from clients

Include only information which would be helpful to writing an article. Try not to include too much information – a press kit is not a sales kit. At your stand, arrange for one person to act as media spokesperson to greet editors, answer questions and provide information.

Visit trade journal stands and invite writers to come to your stand for a demonstration. Also invite them to any special event you may be running.

Press Conferences

A press conference at-show can be an effective

The event may include:

- Brief speeches from top executives or technical experts
- An AV presentation
- A demonstration
- Samples
- Hand-out materials
- A Q&A period
- Refreshments

You can hold the media event at your stand or in a room at the exhibition centre.

Special Signage and Exposure Opportunities

Reed Exhibitions offers special signage and exclusive customised sponsorship opportunities. These can include banners, locator street signs, light boxes, floor plans, new product showcase and other high exposure opportunities.

Should you have other ideas to enhance your exposure from your participation please contact us on (86) 21 5153 5101.

“Staff training and briefing are essential to exhibition success. If you are to get the best from your stand staff they must know why they are at the exhibition, who they will meet and what they’re expected to do.”

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Selecting the Right Staff

The more visible your presence at the show, the more visitors you attract to your stand, BUT, your success depends largely on the collective talent, product knowledge and energy level of the sales staff at your stand. Take the time to select the right exhibition team, and then train them on what the company hopes to accomplish at the show.

Staff Selection Factors:

1. Personality
2. Attitude towards exhibitions
3. Previous performance and experience
4. Product/industry knowledge
5. Territory: national vs. regional

Once you've selected your trade show team, you must plan

how to schedule and motivate them for peak performance

and to obtain excellent results.

Staff Briefing

In addition to general sales training, all stand staff should be fully briefed before the event on what they'll be required to sell or communicate and to whom at the show.

The exhibition briefing should cover your Exhibition

Objectives:

1. Target audience
2. Personal responsibilities
3. Personal targets
4. Products/services on display
5. Equipment to be demonstrated
6. Inquiry handling procedures
7. Sales literature
8. Competitions/incentives/giveaways
9. Dress code
10. List of other stand staff
11. Duty schedule

12. Stand location
13. Show Hours
14. Accommodation arrangements
15. Transport arrangements
16. Catering arrangements
17. Details of off-stand activities

Manage & Motivate Staff for Positive Results

Plan Staff Utilisation & Avoid Burnout

- Prepare a stand duty roster to avoid fatigue.

Allow staff to take short breaks each hour to sit down away from the stand. Shifts should be a maximum of two or three hours followed by an hour break.

- Consider after-show entertaining responsibilities – don't schedule a rep for evening hospitality and first shift in the stand the next morning.

- Plan to split staff time into 50% stand prospecting and 50% working with current customers in attendance. Personnel should schedule advance appointments with customers around this duty schedule. Other break time can be used to check out the competition and generate future trade show ideas.

- Consider some specific assignments – demonstrations, maintenance, media.

- Have beverages on hand and encourage your staff to drink plenty of fluids to avoid dehydration.

Enhance Staff Motivation

- Instil a belief in the product, the company, the effectiveness of exhibitions, and staff sales ability.

This will translate to pride, sincerity, enthusiasm and ultimately sales.

- Correlate company show objectives with specific goals for each stand staff member.

Consider your staff's personal goals – increasing sales, corporate visibility, financial rewards, etc.

Design incentives to motivate staff to accomplish

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the stated sales goals or their personal goals. This could include a sales competition and awards for the most leads or biggest purchase order, bonuses or commissions based on individual or group performance; and company recognition for great performance in your employee newsletter.

- Provide staff with the environment, tools, promotional vehicles and training needed to motivate customers, and achieve personal and show objectives.
- Give feedback during the day with positive ideas and compliments included with suggestions for improvement.
- Schedule staff meetings daily at the show to get their feedback on what's working and to share their experiences.

Consider a Team Approach to Staffing

With a variety of professionals and expertise represented, you'll be able to accommodate a diversity of questions asked by prospects.

Stand members can include:

- Sales Force
- Customer Service Reps
- Technical Personnel
- Management
- A Financial Expert
- Your Key Customers
- New Employees

Ensure Show Success with Stand Sales Techniques

Effective stand skills include how to:

- Approach strangers
- Qualify prospects
- Give just enough information to entice action
- Gain commitment all in a time-efficient manner

By using a team selling approach, staff can be assigned to intercept, qualify and demonstrate; managers can assist in overcoming resistance and closing.

The exhibition objectives should dictate what you want your stand staff to do. If you are concerned with gathering leads, train on welcoming skills and how to qualify potential decision-makers. If you want to cement existing relationships, have staff sit down with clients in a conference room and discuss needs. If you want to educate or enhance corporate image, have technical people demonstrate the product, give valuable information and answer questions.

Critically evaluate leads

Agree in advance on what constitutes a qualified lead.

This is typically a contact that could generate a significant purchase within 24 months of the show.

Set specific criteria for warm and hot leads.

Maximise time

Depending on your product and exhibition objectives, train staff to only spend a limited amount of time with each prospect. Quickly qualify prospects – a lot of time can be wasted talking to someone who has no budget or no plans to buy.

Limit the time spent with even qualified prospects. Your primary purpose is to collect leads and information for later follow-up – save the selling for after the show.

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Recognising the Needs and Motivations of Visitors

Visitors are likely to fall into one of the following categories:

• THE GO-GETTER

These visitors have a clear agenda of what they want to achieve, they are happy to be approached, keen to discuss their requirements in the knowledge that the information they obtain will help them to make an informed purchasing decision.

• THE RELUCTANT INTERVIEWEE

These visitors don't like being sold to. They are wary of giving away too much about themselves for fear that they are handing over control. These visitors require careful handling. They mustn't be pushed too hard for information, but gently encouraged to volunteer it.

• THE INTROVERT

Many people are introverted by nature and feel self-conscious stepping on to an exhibition stand. Introverts will often hover on the edges of a stand, reluctant to commit themselves to stepping in, but when engaged in conversation will be only too happy to discuss their needs.

The staff member, however, will need to be careful not to scare off the visitor with their initial approach.

• THE TIME-WASTER

Time-wasters are more than willing to discuss just about anything – in long, drawn-out detail. Unfortunately, they usually have no authority to buy and no money to spend. It is a good idea to pre-arrange with other staff members some methods of extracting yourselves, or each other, from the clutches of such visitors – politely!

• THE FREE-LOADER

These visitors are more interested in your food or

drink cabinet and free giveaways than your displays, and take up valuable space that may be required for serious business discussions. You should have a firm policy on how to handle such visitors.

• THE OLD FRIEND

Exhibitions are great places for bumping into old friends and acquaintances. As a result, precious sales time that should be spent forging and developing new business is all too easily frittered away catching up on old times. Socialising should be saved for the evenings.

Your Key to Successful At-Show Sales

Attitude

- Be inviting – make sure visitors know they're welcome
- Be enthusiastic about your product and Company

Professionalism

- Dress professionally with comfortable shoes
- Use breath fresheners
- Keep the stand clean
- Remember, you represent the company
- Be professional even after hours – if you are near the exhibition area

Non-Verbal Skills

- Have approachable body language – good posture, hands out of pockets, a smile
- Keep moving in the stand
- Don't sit in the stand
- Don't cluster around with other staff
- Don't pounce immediately – give visitors time to focus on a particular item and yourself time to plan a suitable opening question
- Don't look bored or uninterested
- Don't "stand guard" on the edge of your stand

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with your arms folded – passers-by will be reluctant to step into your stand if they feel they have to “get past” someone to do so

- Don't read, eat, drink, smoke or talk on the phone in the stand. Take breaks elsewhere

Knowledge

- Know your product – applications, specs, features, benefits, availability, price
- Know how it compares to the competition
- Keep a reduced, pocket-sized product price list for easy reference
- Know the locations of restrooms, lounges and eating areas

Ability to Engage Visitors

- Use keen observation skills
- Welcome visitors in the aisle who make eye contact, look intensely at your product or exhibit, or watch your demonstration
- Be quick with engaging comments and don't say “can I help you?” ask open ended questions that demand an informed response and which will enable you to pursue the conversation further
- Call prospects by name
- Invite attendees to watch a demonstration, or meet with them after a demonstration

Ability to Qualify

- Use the lead management/tracker system
- Qualify quickly and efficiently
- Ask informational questions and keep notes
- Probe with moderate aggressiveness

Remember to observe the visitor's badge colour as it distinguishes their job function.

Good Customer Relations

- Match the speech rate, volume and body language of the prospect
- Adjust vocabulary for level of technical expertise
- Be a good listener
- Never say “I don't know”. Instead say, “That's a good question. Let me see if I can find out for

you.”

- State things in a positive way
- Use literature, samples, contents, selling tools and audio visuals correctly

Always go the extra mile to satisfy customers

Ability to Present Solutions

- Qualify first before doing the demo
- Keep the presentation benefits-orientated
- Review the product applications
- Overcome resistances; isolate and handle objections
- Monitor and limit the time spent on the interaction
- Talk to two or three visitors at once if necessary
- Don't get distracted

Ability to Close and Capture

- Lead prospect to an action step
- Use trial closes
- Get commitment for action or follow-up
- Obtain names of other decision-makers and referrals
- Take the time to write down as much information as possible after the interaction for follow-up efforts. Don't trust your memory

Other Activities for Stand Staff

- Arrange to meet with existing customers
- Plan to entertain hot prospects
- Coordinate press interviews and coverage
- Gather market research information
- See the rest of the show for good exhibit ideas for the future
- Keep traffic counts
- Talk to other exhibitors about their show experiences/success

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After the Show



3. After the Show

“Industry Statistics report that less than 20% of all of show leads are ever followed up, over 80% wasted!”*. Don’t fall into this trap. Make a point of calling back each one of your qualified leads, or the entire effort could have been worthless.

Steps to Effective Follow-up

If sales leads are to be followed up efficiently and converted successfully you will need to take the following four steps:

1. Prioritise leads according to urgency
2. Follow up leads immediately
3. Pursue leads on an ongoing basis
4. Track leads to provide a measure of return on Investment

Convert Leads to Sales After the Show

Research shows that leads from exhibitions are more likely to be converted into sales than from any other media, but, remarkably, many exhibitors never follow-up with prospects, according to Centre for Exhibition Industry Research (CEIR).

In addition, often qualified leads are followed up on TOO LATE. This defeats the primary purpose of participating in the event, and ruins potential results.

Don’t allow those leads to grow cold and stale. Your after-show efforts will cement sales and maximise your return-on-investment.

Separate “HOT” & “WARM” Leads

Don’t sabotage your efforts by giving unqualified leads to the sales force. Give your sales people only the qualified “HOT” leads RIGHT AWAY! Get someone from your staff to call your “WARM” leads right away for further qualification and evaluation.

Remember to thank them for visiting your stand, and offer to send information.

Follow Up All Leads Immediately!

Follow up leads formally within a week after the exhibition, even if it’s just an email or a simple thank you letter to keep the lines of communication open. This makes your company look more responsive and professional. You can be sure your competitors will be doing the same thing.

Within two weeks of your first round of letters or emails contact prospects personally. Say you are calling to make sure they received your information, ask if they looked through it; answer any questions; try to set up an appointment or close a sale. This is when the sales will be made and the investment in the exhibition justified.

Ensure Continuous Follow-up

Make sure sales people continue to follow up on leads, inquiries and requests for information for at least 12 months after the show. Sales within the first three to four weeks represent only one-third of the potential response from a trade show, according to CEIR (Centre for Exhibition Industry Research US).

Most exhibition leads take anything between three and eight months to come to fruition – those involving the purchase of capital equipment, high tech or other high cost items can take much

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longer. Thus, in many cases, it is not enough just to follow up immediately. You have to follow through until such time as a sale is concluded or the lead dries up.

Keep Your Prospects LIVE

While “warm” prospects may have no immediate need for your product or service, many of them will have indicated a specific time later in the year, or the following year, when a purchasing budget will become available. It is important to keep these prospects live, contacting them on a regular basis with details of new products that may be of interest, or tickets to next years event – that way you can keep their interest until such time as they are ready to buy.

The Value of Post–Show Promotions

While you cannot rely on prospects to call you, you can increase the chances of their doing so by remaining visible within the market place after the event. Advertising in trade magazines will remind prospects of your products and services in the weeks and months after the show, and help to ensure that when they are in a position to purchase, they purchase from YOU. This will include all prospects who visited your stand but failed to leave their details – no matter how efficient your stand staff are, there will always be some visitors who slip through the net. Keep reminding your prospects with advertisements, direct mail, phone calls and appointments.

Track Sales to Evaluate Show Effectiveness

Build deadlines into your lead tracking system. Set a date for final review, and issue a report with results and analysis. You can do everything else perfectly but without this, your efforts will fall far short of your objectives and return on investment.

The Final Analysis

When you have time to analyse results, and allow for sales follow–up, you should prepare a final

exhibition report or audit.

This should document:

- What was achieved, against set objectives
- Detailed breakdown of costs

It should draw conclusions and make

Recommendations on:

- Viability of set objectives
- Choice of event
- Choice of exhibits
- Proficiency of planning and budgeting procedures
- Effectiveness of stand brief and resulting design/layout
- Proficiency of stand designer/contractor
- Effectiveness of show–linked promotions
- Performance of stand personnel, as a group and individually
- Efficiency and follow-up of leads

It should contain samples of any promotions undertaken in connection with the event (direct mail, email, advertisement, etc.) and photographs of the stand. This will help you to raise standards for next year.

Thank you

Thank you for taking the time to read our ‘Tips for Success’ brochure.

We have endeavoured to document relevant information to assist you in achieving return on your exhibition investment. We hope that both the content and format has been easy to navigate and valuable.

Please call **(86) 21 5153 5101** if you require additional copies of the brochure or if you have feedback regarding the document or any aspect of your exhibition experience.

Thank you once again. We wish you success at your exhibition and we look forward to working with you.

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Reed Exhibition China

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