As a valued exhibitor, we want to make sure we're doing everything we can to help your company have a productive and profitable exhibiting experience.

We've partnered with America's leading tradeshow productivity expert to create five strategic planning exercises to help you address critical factors that determine the difference between exhibiting success or failure.

We strongly encourage you to not only read each of these documents, but more importantly to gather your exhibit team and do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

CRITICAL SUCCESS FACTOR #1: DEFINE YOUR OUTCOMES

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish. The other half is creating workable action plans and executing to achieve your goals. We recommend that you get together with your marketing and sales management team and work through the four-step process outlined below.

1. **What are your top three reasons for exhibiting?** (Examples: build market visibility /awareness, maintain visibility/presence, introduce new product/service, sales leads, new customers, cross/upsell existing customers, market research, branding, recruiting, media exposure, customer/prospect meetings, find reps/dealers/distributors, other?)
   1._____
   2._____
   3._____

2. **Convert each reason to a S.M.A.R.T. goal** (Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing, we will have opened five new accounts.)
   1._____
   2._____
   3._____

3. **Calculate your Exhibit Interaction Capacity/Potential Leads/Sales Opportunity.**

	Example	Your Company
• Number of exhibiting hours:	29	29
• (x) Average number of booth staff on duty:	x *2	_____
○ Rule of thumb: 50 sq. feet per staffer		
• (x) Target number of interactions per hour/per staffer:	x *4	_____
○ 3 conservative/ 4 moderate / 5 aggressive		
• **(=) Your Exhibit Interaction Capacity:**	232	_____
• (x) Target percent that convert to a LEAD	x 25%	_____%
• **(=) Number of LEADS**	58	_____
• (x) Target percent that convert to a CUSTOMER/ORDER (at/post)	x 20%	_____%
• **(=) Number of CUSTOMERS/ORDERS**	12	_____
• (x) Value of a Customer/Order	$5,000	$ _____
• (=) **Your *Potential Sales Opportunity***	**$60,000**	**$ _____**

4. **For each goal, create a Written Action Plan** detailing the specific steps you must take to achieve the goal, who is responsible for accomplishing the goal, and how you will measure the results.

SMART Goal	Responsibility	Actions	Measurement
Example: By closing time we will capture 25 qualified leads	John Smith	1. Determine qualifying questions. 2. Rent and customize show lead retrieval system or create a hand-held lead form. 3. Train exhibit staff on using lead form and how to ask qualifying questions. 4. Track lead count and the end of each shift/day and end of show.	# of leads with # of qualifying questions answered
1.			
2.			
3.			

Also, be sure to visit the online Exhibitor Success & ROI Center web page. It's your one stop place to access critical knowledge, downloadable tools and resources. We recommend:

- **Downloading**:
  - Tradeshow Planning & Management Tool (Excel Spreadsheet)
  - Exhibit Budgeting & Cost Control Tool (Excel Spreadsheet)
  - Exhibit & Financial Performance Metrics Tool (Excel Spreadsheet)
- **Reading**:
  - How to Prepare to Re-Enter Live Exhibiting Better Than Before
  - Plan for Staff and Visitor Safety in Your Booth
  - Two Important Outcomes Your Exhibit Should Deliver

Remember, we believe if you're not successful, we haven't done our job. Ask us questions… we're here to help you succeed!

Got Questions About Completing this Exercise?
Email your questions to IAAPA's Tradeshow Productivity Expert
Jefferson@tradeshowturnaround.com