

EXHIBITOR ACADEMY

# Building your brand and traffic at your booth

**IFDA 2023 Solutions Conference**

September 11-13, 2023 · Fort Worth TX



# Contents

- Welcome and General Information
- Importance of Pre-Show Marketing
- Why Do Attendees Visit Exhibitions
- Event Planning
- Event Marketing
- Resources

# Welcome/General Information

- **Show dates/hours: September 11 and 12 in Fort Worth, TX**
  - September 11: 11:00 am – 2:30 pm; 5:00 – 6:30 pm
  - September 12: 11:00 am – 2:30 pm
- **Move-in:**
  - September 10: 8:00 am – 6:00 pm
  - September 11: 7:00 am – 9:00 am
- **Move-out:**
  - September 12: 2:30 pm – 7:00 pm
  - September 13: 8:00 am – 12:00 pm
- **Conference agenda:** <https://www.ifdaonline.org/events/solutions-conference/agenda>
- **Exhibitor resources:** <https://www.ifdaonline.org/events/solutions-conference/expo/exhibitor-resources>
- **Exhibitor service manual:**  
[https://drive.shepardes.com/kit/2023/09\\_September/IFDA/T190670923\\_IFDAp.PDF](https://drive.shepardes.com/kit/2023/09_September/IFDA/T190670923_IFDAp.PDF)

# Sponsorship Opportunities

- **Great way to increase brand awareness**
- **Helps drive traffic to your booth**
- **Various investment levels: \$2,000 - \$25,000**
- **Highlighted Opportunities:**
  - Welcome Reception
  - Solutions Celebration Reception
  - Exhibit hall lunch
  - Escalator banners
- **Distributor Dash – New this year, official game of event!**
- **More details: <https://www.ifdaonline.org/events/solutions-conference/sponsorships>**

# Attendee List/Lead Retrieval

- Access to pre and post show list
- Use as tool to drive traffic to booth
- Available approximately 2-3 weeks before show
- Lead retrieval available directly from IFDA
- Deadline for Lead Retrieval: August 21

## Registration/Hotel

- **Exhibitor registration** – 2 complimentary badges per 100 square feet
- **Guest program** – 2 complimentary badges per 100 square feet
- **Hotel reservations** – Tied to individual registration
- **Housing deadline:** August 8
- 3rd Party Scams

# IFDA Exhibitor Information

IMPORTANT DEADLINES
<b>Discount Price Deadline for Custom Shepard Rentals</b> Friday, August 11, 2023
<b>Exhibitor Appointed Contractor Notification Deadline</b> Friday, August 11, 2023
<b>First Day for Warehouse Deliveries Without a Surcharge</b> Friday, August 11, 2023
<b>Discount Price Deadline for Standard Shepard Orders</b> Monday, August 21, 2023
<b>Last Day for Warehouse Deliveries Without a Surcharge</b> Tuesday, September 5, 2023
<b>Last Day for Warehouse Deliveries*</b> Friday, September 8, 2023
<small>*Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.</small>
<b>First Day Freight Can Arrive at Show Site</b> Sunday, September 10, 2023   8:00AM
<i>Please note! Shepard will be closed on September 4 in observance of the Holiday. No shipments will be accepted. Please notify your carrier.</i>

## Booth Package

Items provided in your booth, per exhibitor:

- 8' High Backwall Drape with 3' High Sidewall Drape
- 7" x 44" Cardstock Identification Sign

## Show Colors

Show Drape Color(s): Black  
Aisle Carpet Color: Tuxedo

## Exhibit Show Schedule

### GENERAL EXHIBITOR MOVE-IN

Sunday, September 10, 2023 - 8:00AM to 6:00PM  
Monday, September 11, 2023 - 7:00AM to 9:00AM

### EXHIBIT HOURS

Monday, September 11, 2023 - 11:00AM to 2:30PM  
Monday, September 11, 2023 - 5:00PM to 6:30PM  
Tuesday, September 12, 2023 - 11:00AM to 2:30PM

### EXHIBITOR MOVE OUT

Tuesday, September 12, 2023 - 2:30PM to 7:00PM  
Wednesday, September 13, 2023 - 8:00AM to 12:00PM

### FREIGHT REROUTE BEGINS\*

\*All outbound carriers must be checked in by this time

Wednesday, September 13, 2023 | 10:00AM

## Shipping Addresses

### ADVANCE WAREHOUSE SHIPMENT ADDRESS

Exhibiting Co. Name & Booth Number  
IFDA's Solutions Conference  
YRC c/o Shepard Exposition Services  
12340 East Northwest Highway  
Dallas, TX 75228

Warehouse hours: Monday - Friday 8:00AM - 4:00PM

### DIRECT TO SHOW SITE SHIPMENT ADDRESS

c/o Shepard Exposition Services  
Exhibiting Co. Name & Booth Number  
IFDA's Solutions Conference  
Fort Worth Convention Center  
1201 Houston St  
Ft Worth, TX 76102



## Why is Pre-Show Marketing Essential?



- Generate Awareness
- Attract Qualified Leads
- Drive Traffic to Your Booth
- Build Relationships
- Maximize ROI

**75%** of attendees enter the show floor with an agenda of which exhibitors they plan to visit.\*

- CEIR (Center for Exhibition Industry Research)



# Why Do Attendees Visit?



1. **Discovering New Products/Technologies:** According to the Center for Exhibition Industry Research (CEIR), about 92% of trade show attendees say they are looking for new products. It is often the number one reason people attend these events.
2. **Networking:** Approximately 75% of attendees go to trade shows to meet with current suppliers and to network with industry colleagues and leaders, according to a study by Statista.
3. **Learning about Industry Trends:** According to CEIR, around 73% of trade show attendees cited this as their key reason for participation. They aim to keep up with industry shifts, new techniques, technologies, and practices.
4. **Meeting Existing Suppliers or Partners:** Nearly 67% of attendees go to trade shows to meet face-to-face with their current suppliers or partners, based on a study by CEIR.
5. **Seeking Business Opportunities:** About 60% of attendees visit trade shows to find new suppliers, service providers, or partners, and potentially make purchases or place orders, according to a report by EventMB.

## Event Planning Process



1. **Create** measurable goals and objectives
2. **Identify, develop, and target** the ideal customer attendee
3. **Secure** budget to market your event presence and which tactics will yield the best results
4. **Develop** a content plan, gather marketing assets, and understand and address pain points

Event Planning  
**Event-Related  
Goals & Objectives**



- **Introduce** your company to the market
- **Showcase** existing products or services
- **Launch** new products or services
- **Connect** with existing customers and/or attract new customers
- **Research** the industry market and gather feedback firsthand
- **Build brand** recognition and establish credibility in the market

## Event Planning

# Metrics for Success – Defining Goals & Objectives



- Track measurable metrics that matter
- Goal – an achievable outcome, typically broader and longer term
  - ex., Generate more sales for the company
- Objective – a specific, measurable action taken to achieve a goal
  - ex., Schedule 15 in-person meetings at the event with new customer prospects
- Measurable Metrics - # of leads added to database and contacted, # of booth visits, positive survey responses, sales completed, email open rates, website & social media performance, % of engagement, # of demonstrations, # of information requests, etc.

## Event Planning Metrics for Success – Defining Goals & Objectives (cont.)



- **Return on Investment (ROI)** – Profit of investment as a percentage of investment expense
- **Return on Objective (ROO)** – Success in numerical terms tied to each objective
- **Return on Assets (ROA)** – Profit as a ratio of total income to total assets
- **Return on Event (ROE)** – Success as a measure of the results before, during, and after an event

## Event Planning

### Who Is Your Audience?



- Existing clients – evaluate purchase history, need, referrals
- Buyer personas – attendee profiles provided and defined by the event organizer by industry, title, company size, purchasing power, product or service needs
- Industry influencers – could be an existing customer or a prospective lead
- Competitor customers
- Partner customers



## Event Marketing

# Develop a Content Plan



- 1. Create a Content Strategy:** Determine the type of content you will produce. This should include pre-show marketing tactics (email, social media, customer invites). Show tactics could include; product demonstrations, presentations, videos, brochures, white papers, case studies, or interactive experiences like VR/AR. Your strategy should align with your audience's preferences and expectations.
- 2. Develop a Consistent Message:** Ensure that all your content carries a consistent brand message and aligns with your defined event goals. This might be about the value you offer, your unique selling proposition (USP), or a specific product feature.
- 3. Design Your Booth to Facilitate Content Delivery:** Your booth should be designed in a way that facilitates the delivery of your content. If you're planning a product demonstration, for instance, ensure there's ample space for visitors to comfortably watch. If you're sharing digital content, make sure there's suitable technology in place.
- 4. Plan Interactive Elements:** Interactive content can greatly increase engagement. This might include live product demonstrations, interactive screens, or hands-on experiences with your product or service. Have a shareable content plan to encourage visitors to promote on your behalf.
- 5. Pre-Show Promotion:** Start sharing relevant content with your audience ahead of the show. This could involve email newsletters, blog posts, social media updates, or direct mail that highlights what you'll be showcasing at the trade show.
- 6. Content for During the Show:** Plan for content that will be used during the show, such as live social media updates, videos, and daily newsletters.
- 7. Post-Show Follow-up:** After the show, reach out in a timely manner to leads with tailored content based on their expressed interests. This could involve personalized emails, follow-up materials, or a thank-you message.

## Event Marketing

# Develop a Landing Page



## Create a landing page and point all event promotions to that page

1. **Be actionable** – Create calls to action in your promotions, campaigns and content
2. **Be specific** – Include your booth #, location, and meeting opportunities
3. **Share details** – Highlight demos, appointments, giveaways, and products or services
4. **Be personable** – Share names and photos of staff working the event
5. **Meet up after hours** – Share a calendar of gatherings where you'll be outside of event hours
6. **Set appointments** – Provide links to schedule time with your company
7. **Monitor your site** – Understand where traffic is coming from for your landing page so you can refine as needed



## It's all happening at the NRF Digimarc Store...

Find out how to increase operational efficiencies and engage smart customers by stopping at Digimarc Booth #2875 to discover how packaging and label technology is transforming today's store.

**Schedule a Visit with Digimarc!**

**NRF Registration and Discount Code**



**FRESH**

**Find out how to reduce shrinkage in the perimeter departments.**



**FRONT**

**Discover how easier checkout boosts your front-end ROI.**



**CENTER**

**Revitalize the center store with digital communication.**

# DIGIMARC AT NRF 2018

*The Big Show!*

Find out how to increase operational efficiencies and engage smart customers by stopping at **Digimarc Booth #2875** to discover how packaging and label technology is transforming today's store.

EXPLORE  
OUR  
STORE!

*Digimarc Store*

FRESH

FRONT

CENTER

Find out how to reduce shrinkage  
in the perimeter departments.



# Event Marketing

## Email Outreach



### Before the event, step by step guide:

- Create an email marketing calendar and coordinate it with social outreach based on topics.
- Set campaign goals – opens, sign ups for meetings-special events-demos in booth
- Define Your Target Audience – consider history with your company, interests, demographics, job title
- Create a compelling subject line: Craft attention-grabbing subject lines that entice recipients to open your emails. Use action words, personalization, and a sense of urgency or exclusivity. A/B test different subject lines to optimize open rates.
- Personalize the messaging to improve open rates and audience interests and experience with your company .
- Send message from recognized member of your team or the sales lead
- Recognize veteran event attendees and include first-timers
- Announce your presence – Target current customers, partners, and existing leads in pipeline
- Introduce your team, event-specific offers, special events, booth demos, and any dedicated messaging
- Include a clear call-to-action (CTA): Every email should have a clear and prominent CTA that directs recipients to take the desired action, such as registering for the event, scheduling a meeting, signing up for a booth demo or confirming attendance to a special event or dinner. Use action-oriented language and design the CTA button to stand out.
- Create a series of emails: Develop a series of emails that follow a logical sequence and build momentum towards the event. Start with a teaser or announcement email, then send reminders, early bird offers, speaker spotlights, and agenda highlights. Vary the content and format to keep recipients engaged.

## Guide to Creating an Effective Email Invitation

**Subject:** Don't Miss [Your Company Name] at [Trade Show Name]!

**Header Image:** Use an attractive banner with your company logo, the trade show name, and dates. If available, include a tagline related to the event theme.

**Greeting:** Dear [Recipient's Name],

**Opening Paragraph:** A brief introduction expressing excitement about participating in the trade show and inviting the recipient to your booth.

### **What to Expect Section:**

- Use bullet points or small sections with icons to highlight features of your booth (e.g., product demonstrations, expert talks, exclusive discounts).

### **Booth Details:**

- Clear information about your booth location, number, or any identifiable markers.

**Call-to-Action:** A clear call-to-action button or link (e.g., "Schedule a meeting", "Get your free pass here", "Add to your calendar").

**Social Media Links:** Links to your social media profiles and event-specific hashtags, encouraging recipients to follow along for updates.

**Closing:** A note thanking them in advance for their visit, and expressing eagerness to meet them.

**Signature:** Your Name, Position, and Contact Information.

The visual layout should be clean and intuitive, with a balanced mix of text and visuals. Make sure to use your brand's colors and fonts to maintain brand consistency. And, of course, ensure the email is mobile-responsive as many people check emails on their smartphones. If you are not proficient in graphic design, consider seeking the help of a professional graphic designer or using email marketing platforms that offer customizable templates.



# Email Invitation Sample Template

Subject: Join [Your Company Name] at [Trade Show Name] – Exciting Showcases Await!

Dear [Recipient's Name],

We hope this email finds you well. We're thrilled to announce that [Your Company Name] will be exhibiting at [Trade Show Name] in [City] on [Dates]. This year, we're excited to bring you some groundbreaking products and insights into our industry.

We understand that the world of [Your Industry] can be challenging to navigate, but we're here to guide you through the latest advancements and share our unique solutions that can make a difference in your work. Our stand is a can't-miss stop at the trade show.

Here's a quick peek at what you can look forward to at our booth:

- 1. Live Product Demonstrations:** Get hands-on with our latest products and discover their capabilities in real-time.
- 2. Expert Discussions:** Meet our team of seasoned industry professionals who will be ready to answer your questions and discuss the potential applications of our offerings.
- 3. Exclusive Show Specials:** Visit our booth and take advantage of exclusive discounts and promotional offers available only at the trade show.

We'll be located at Booth #[Booth Number]. We're eager to meet you and show you all that [Your Company Name] has to offer.

Be sure to follow us on [social media platforms] for live updates from the event and sneak peeks into our preparations. Use our special event hashtag [#EventHashtag] to join the conversation!

We're looking forward to meeting you at [Trade Show Name]. [Please reply to this email](#) if you have any questions or if there's anything specific you're interested in learning about at the show.

Please visit our [pre-show web site](#) for a preview of what you'll experience in our booth (plus, schedule a meeting and demo).

See you soon!

Best,

[Your Name] [Your Position] [Your Contact Information]

*Remember to tailor this template to suit your company's tone of voice and the specifics of your offerings or industry. You can modify this to suit pre-show, during-show, and post-show communications.*



# Event Marketing

## Email Outreach



### Before the event, step by step guide:

- Monitor and analyze performance: Track the performance of your email campaign using metrics like open rates, click-through rates, conversions, and registrations. Analyze the data to identify areas for improvement and make data-driven decisions for future campaigns.

### During the event and after, step by step guide:

- Follow up and nurture leads – send same day thank you emails to visitors with relevant information from their visit to the booth.
- After the event, send a post-event email thanking attendees and providing resources or a recap of the event. Continue to nurture leads with follow-up emails, surveys, or exclusive content to maintain engagement and build relationships.

By following these steps and continuously optimizing your campaign based on data and feedback, you can create an effective event email campaign that drives attendance, engages your audience, and maximizes the success of your event.

# Event Marketing **Social Success**



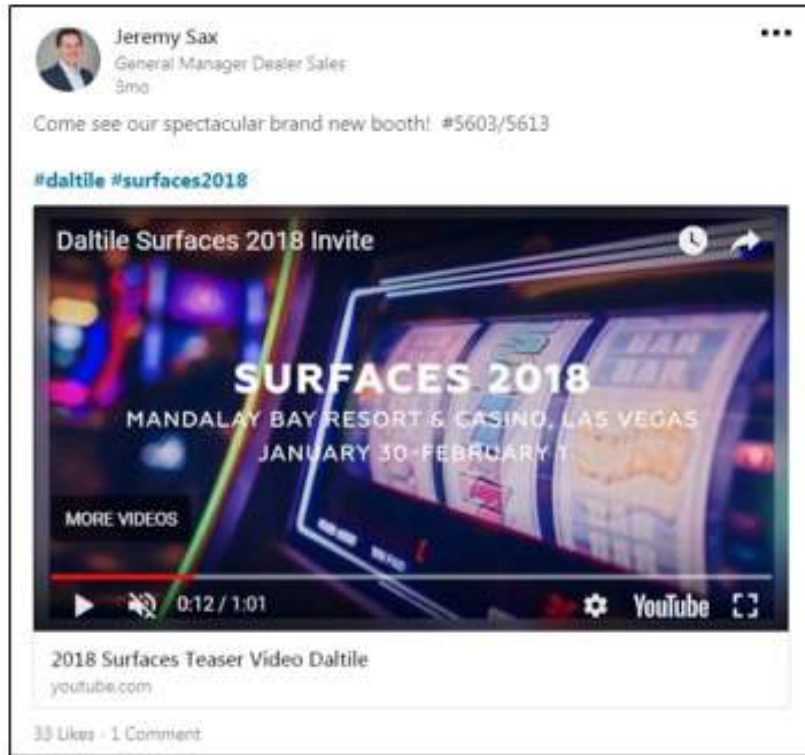
Here are some steps and tips for running an effective event social media campaign:

## Before the event,

- Create a social marketing calendar and coordinate it with email outreach based on topics and ensure all posts are directing people back to your event web site where there are clear calls-to-action
- Create compelling content - Product announcements, booth activities, meet-ups, special events/parties, behind-the-scenes footage, speaker or expert profiles, contests/giveaways, testimonials. Visual elements such as images and videos tend to perform well on social media
- Choose the appropriate platforms for your promotion –Twitter, LinkedIn, Instagram, Facebook. Consider your audience demographics
- Join the conversation with the event’s social media campaign
- Partner with influencers in your industry that can extend your reach
- Create an event-specific hashtag, make it catchy
- Engage with your audience and respond to comments and questions
- Gather input & feedback from prospective attendees and measure engagement

## During the event,

- Post regularly and often, both before and during the event
- Share live content from the event floor if possible
- Share photos, comments, survey results, prize winners
- Give your booth visitors an opportunity for a shareable moment in your booth. Make it fun!



Pre-Show



At-Show



Post-Show

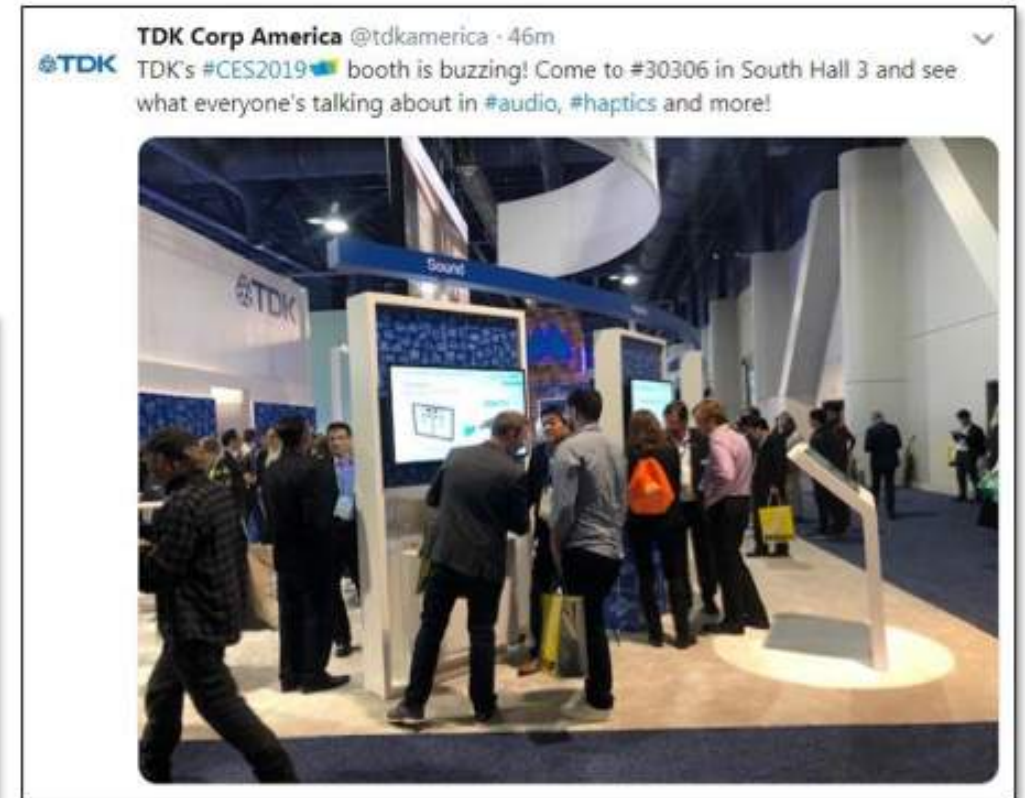


**Tweet has a link to ...**



**... YouTube video showing products they will have at CES**







# EXAMPLES



## Event Marketing

# Onsite Marketing



### During the event,

- Email booth visitors, customers, prospects immediately and thank them for visiting your booth and remind them of the things that were showcased --- include a call to action
- Connect with leads quickly and share next steps or create a call to action
- Survey customers, partners and attendees
- Be personable and helpful, answer questions
- Create content (blog, social, email) to keep the conversation going
- Give customers the opportunity to capture a shareable moment in your booth or special event

## Event Marketing

# Post-Event Marketing



- Create a post-event campaign to highlight all the exciting happenings from the show. Live show content, product announcements, photos/video of your booth and events and post to your event web site
- Meet with your sales team and be strategic with your follow up. Send surveys to booth visitors, personalized follow up from your sales team.
- Track and measure results from event and post event activities



# Preparing for the Event

## Pre-, Onsite, and Post-Event Path to Success



# Resources

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## Research

- Endless Events [2023 Event Industry Trends Guide](#)
- Splash Research [2023 Events Outlook Report](#)
- A2Z Events [2023 Exhibitor Data Research Findings](#)

## Tools

- Lisa Masiello [Free Exhibitor Tools](#)
- Skyline [Tradeshow ROI Calculator](#)
- Skyline [Better Branding & Booth Design eBook](#)
- Skyline [Trade Show Planning – Tips for Success eBook](#)

## Articles & Podcast to Check Out

- [Calculating Value – 6 Metrics to Prove Your Program's Worth](#)
- [Podcast - Tradeshow University](#)
- [New Rules for Attendee Marketing](#)

## Need Event Marketing Done for You?

- [Event Foundry](#)

# Questions?

**Contact- Matthew Sherring with IFDA at  
[msherring@ifdaonline.org](mailto:msherring@ifdaonline.org)**

**Contact- Cory Smith with Shepard at  
[csmith@shepardes.com](mailto:csmith@shepardes.com)**