

# Unlocking Trade Show Success

Defining, Measuring, and  
Achieving ROI

MAPP Benchmarking and  
Best Practices Conference  
Breakout Session  
October 5, 2024



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# Hello there!

We're happy to meet you!

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PTA Plastics

# What this breakout session contains:

01	Setting Goals
02	Defining and Measuring ROI
03	Training your Booth Staff
04	Attracting High-Quality Booth Traffic
05	If you do nothing else...
06	Tips and Tricks
07	Q & A and Resources

# Why is goal setting important?

- Ability to measure ROI depends on good objectives and goals out of the gate
- Measurement is important for justification of spend, future shows, and continuous improvement
- Meet with your team early in the process to determine individual/team goals
- Do they really want to be there?
- Goals may affect booth design, staff you are sending, activities at booth, (machinery, demonstrations, technology, education, games, etc.) and budget
- Set goals based on what can be measured and reported (quantitative)
- Make sure everyone is on the same page before the show begins



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# Unraveling the Art of Defining and Measuring ROI



## Quantitative Measuring

Increased sales/revenue

Number of new customers

Total number of leads collected

Number of qualified leads

Sales meetings at show

Demo/training attendance numbers

Pre-registrations

Social media follows

Website traffic



## Qualitative Measuring

Deeper relationships

Visitor journey and ROX (return on experience)

Finding new customers you didn't know existed

Brand recognition

Changes in awareness/perception

Product diversity awareness

Net Promoter Score

Competitive assessment

Old adage, "You say more by not being there than by being there"

# Training your booth staff

Why?

01

Booth selling  
is different

02

To avoid  
confusion

03

Proactively  
resolve  
issues

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## Before the Show

- How is selling different at trade shows?
- Do training before the show (webinar) and on the floor
- Include those not attending to learn how to promote your presence at the show
- Review goals and objectives
- Dress code
- Do's and Don'ts
- Booth schedule
- Game instructions
- Educational seminar/demonstration details
- Safety
- Booth traffic flow – who stands where / roles
- Lead retrieval training (extend to events, floor, etc.)

## At & After the Show

- Watch traffic flow
  - Attendee interactions – where are they happening?
  - Booth design changes
  - Staff behaviors
- Post-show survey / lessons learned meeting
  - What worked and what didn't?
  - What should we do differently next time?
- Goals report card
- Thank your booth workers!



# 3 Steps to Attract High Quality Booth Traffic



## 1. Promote Early and Often

- 8-6-4-2 Rule
- Product releases/news teases
- Who will be there from your company?
- Machinery or demonstrations on the floor
- Educational seminars
- Games
- Events (during or after show)
- Appointment setting

## 2. Free Registration Code

- Ads
- Google Ads
- Social media
- Mailers
- Signature line
- Targeted emails
- Invoices
- Sales calls
- Leads from registrations

## 3. Have a Theme



# Case Study – Before & At the Show



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Redefining Resin Distribution®

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the Show**

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What is the single most vital element that can make or break your trade show success?



*If and how* you follow-up  
on your Leads!

# 5 Ways to Ensure Lead Follow-Up Success

According to a study by the Center for Exhibition Industry Research (CEIR), 80 percent of leads generated on the trade show floor go unfulfilled. Essentially, 8 out of every 10 leads you painstakingly collect at shows might just as well go directly into the trash along with 80 percent of your program's value.



1. Speed of follow-up matters
  - How quickly should you follow-up on leads?
2. Plan ahead
  - Have a plan for who will follow-up, when, and how
  - A point person for loading into CRM
  - Be sure to include pre-registration leads
  - Emails created and approved
  - Stock literature if mailing
  - Have mailers ready to go
  - Webinar promotion
3. Follow-up more than once
4. CRM documentation
  - Pre-call planning
  - Events attended
  - What did they win?
5. Get creative!
  - Tie in your theme so attendees connect the dots



# Case Study — After the Show



**CHASE PLASTICS**  
— AND —  
**YOU**  
THE PERFECT BLEND

**ChasePlastics®**  
*Redefining Resin Distribution\**

Thanks for meeting me over a cup of joe at NPE — now it's time to put a jolt in your profitability! We're ready to meet your needs with insight, industry expertise, technical support on the floor or on the phone — and even same-day shipping of in-stock materials. Whatever it is, you can count on us to rise above the grind to take your products from resin to reality...to success.

Give me a call today to see how we can give your business a boost!

800-23-CHASE   info@chaseplastics.com

www.chaseplastics.com

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A hand-drawn graphic on a dark wooden background. The text reads: "CHASE PLASTICS — AND — YOU THE PERFECT BLEND". The Chase logo is visible on the cup. Below the text is a lightbulb sketch on a napkin with a pen. To the right is a white cup of coffee on a saucer with a spoon. The Chase logo is visible on the cup.



# Case Study #2 – Theming

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# Matt's Tricks and Tips



1. Renting vs. Owning
  - Installation & dismantle ease
  - Risk mitigation
2. Choose your shows
  - Walk the show
  - Competitors
3. Look approachable
  - Staff on the floor
  - Eliminate barriers and bottlenecks
4. Stick to the booth schedule
  - Visitors from your own company
  - Offer to give them a break
  - If visitors pass by, they may not return
5. Tie in your giveaway
  - Wine example



# Sherry's Tricks and Tips



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## 1. Booth Design

- Think “billboard”, not “brochure”
- 7 seconds of attention when people decide

## 2. “Move On” form

- “I really want to get your information to the right person. Would you mind filling out this form and giving it to \_\_\_\_ when you’re done?”

## 3. ADA Compliance

- Anything you have upstairs, you must offer downstairs
- If you have double padding, taper it off
- Raised floors must be wheelchair accessible

## 4. Exhibitor badge allocation

- I&D supervision
- Morning shift
- NPE exhibitor badge is different than free registration badge (package)

## 5. Literature at the show

- How much to bring / QR code cards
- Add to lead retrieval
- Shipping weight / additional costs



# Resources

Here are some great online resources for trade show planners and exhibitors:

<https://www.exhibitoronline.com>

EXHIBITOR Magazine – Publication responsible for the EXHIBITORLIVE program (Certified Trade Show Marketer - CTSM Program)

<https://www.iaee.com/tradeshow-calendar/>

IAEE (International Association of Exhibitions and Events). Great resources for finding shows.

<http://www.ceir.org>

CEIR (Center for Exhibition Industry Research). This is a non-profit organization that provides independent research and data for those in the industry.

Thank you for your  
attending today!  
What questions do you  
have?

**i** Feel free to stay after with questions or  
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