Present

Enhancing Brand Awareness & Driving Qualified Booth Traffic at the AAOS Annual Meeting

How to Create & Deliver Relevant Content Through Integrated Marketing Media

Participant Learning Objectives:

*By the end of this webinar, we will...*

1. Discuss how attendee behaviors have changed and why you MUST market your exhibit to be successful.
2. Walk through a proven-effective exhibit marketing planning process.
3. Overview AAOS Annual Meeting exhibitor marketing resources available.
4. Review an example of an integrated exhibit marketing campaign in action.
What Really Drives Business Growth?

Peter Drucker said…

1. M__________________
2. Innovation
   ➢ Everything else is an expense!

What is the Key to Marketing Success?

Jim Rohn said…

1. Have Something GOOD to Say
2. Say it WELL
3. Say it OFTEN
   And I will add…
4. Say it through ________________ Media
• Attendees have over choice about where to spend their time and are very selective about which exhibits they visit…

• Is YOUR exhibit a worthy destination?

• Are you effectively promoting your exhibit to be “in the mind” and “on the agenda” of enough of the right people before the show?

3 Primary Reasons Healthcare Professionals Attend Medical Meetings

1. Learning/Continuing Education/Accrediting
2. Networking/Interacting with Colleagues/Suppliers
3. Sourcing/Purchasing/Revalidating

5 Primary Reasons Orthopaedic Surgeons Attend the AAOS Annual Meeting Exhibit Hall

1. Education
2. See new products
3. Evaluate and compare products
4. Find solutions to specific problems
5. Visit specific exhibitors

Principle of Selective Exhibit Attraction
Create Your Ideal Visitor Profile

• Who do you want to interact with?
  • Focus
  • Practice Setting
  • Job Title/Function
  • Size
  • Other?

• ACTION: Identify what specific types of attendee you want to see.

Focus on Your C/P/S Triangle

Suspects
Open the Door

Prospects:
Advance to Next Step

Customers
Relationship Management - Opportunity – Change – Advocacy

Implementing the C/P/S Marketing Program

1. Ask each member of your sales team to build a list of Customers, Prospects and Suspects.
2. Set a specific ____________ for each name on the list.
3. Contact them _______ times before the show using various media: email, phone, in person.
4. Try to get a Confirmed Appointment or Verbal Commitment to meet during the show.
5. Consider creating a contest to reward the person getting the most of their list to the shows.
Combine Multiple Resources
to Build High Value Target Visitor Lists

Best Tradeshow List Sources:

- *Pre-registered attendee list
- Company database (C/P/S model)
- Previous show(s) booth visitor lists
- Recent inquiries
- Distribution channel partner lists
- Trade publication readership lists

*Pre-registrant mailing list available for a fee.

How Much Exhibit Traffic is Enough?
Calculate Exhibit Interaction Capacity

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting Hours</td>
<td>24</td>
</tr>
<tr>
<td>Booth Staff on Duty (100 sq ft)</td>
<td>x 2</td>
</tr>
<tr>
<td>Total Staff Hours</td>
<td>= 48</td>
</tr>
<tr>
<td>Interactions/Hour/Staffer</td>
<td>x 3-5</td>
</tr>
<tr>
<td>Exhibit Interaction Capacity</td>
<td>= 144-240</td>
</tr>
</tbody>
</table>

➢ Success Tip:
   ○ Try to make your list at least _______ times your Exhibit Interaction Capacity.
Step 4. Budget Enough Promotion Resources

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Show Investment (20x20)</td>
<td>$45,000</td>
</tr>
<tr>
<td>% for Exhibit Promotion</td>
<td>x .15 at least</td>
</tr>
<tr>
<td>Exhibit Promotion Budget</td>
<td>$6,750</td>
</tr>
</tbody>
</table>

When to increase? Big show, small booth, location concern, importance of show – allocate more!

Craft Compelling Messages that Interrupt and Engage

* ________________ and Importance are the keys!

* Job #1: Interrupt!
  - ______
  - Problematic
  - Learn
  - Familiar
  - Unusual

* Ask: What situations would prompt them to think about what you offer?
  - …dangle situations!

* Position visiting exhibit as the place to ________, ________, ___________ and ___________.

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Analyze & Select Marketing Media

Four “C’s” to marketing success:

1. Captivating message and ____________ design theme.
2. Combination of show, industry and direct marketing media.
3. Communicate four specific messages:
   1. What you do
   2. Why they should care
   3. Who you are
   4. Where and how to find you
4. Creative Frequency: Land at least _____ direct hits leading up to show time.

Use a Combination of Low-Cost High-Impact Marketing Media

1. Email
2. Telephone
3. Mail
4. Social Media
5. Internet/Website
6. Print Advertising
7. At-show Advertising

Email Best Practices:

- Use “Opt-In” lists
- Immediate linkage to show
- Subject line is 90% of the effectiveness
- 75 character subject line
- Avoid spam trigger words in subject line
- 90-120 word body copy
- No attachments
- Only one hyperlink in body copy
Improving Email Subject Lines:

**WEAK:**
- Visit Jones Instrument Company Booth 240

**STRONG:**
- Try out 6 NEW Surgical Instruments - Booth 240
- Learn 3 Ways to Reduce Trauma of Invasive Procedures – Booth 240
- See the New Instrument Surgeons are Raving About - Booth 240

**Direct Mail:** *Be Where the Competition Isn’t*

**Options:** Postcards, Invitations, Letters

**Best Practices:**
- Immediate linkage to show
- Bigger is better
- Fed-Ex/Priority Mail
- Quick read
- Personalize
- Mailing panel is the front of postcard
- Lumpy
- Multiple mailers

**Example of a Great Tradeshow Mailer:**
Social Media Best Practices:
- Learn what channels audience is paying attention to
- It’s about conversation – not selling!
- Create event pages for shows you exhibit at
- Look for customer groups and join
- Start conversations; add to conversations
- Showcase knowledge and expertise
- Provide links, pdfs and videos
- Share other’s relevant content

Evaluate Exhibitor Marketing Opportunities

FREE Exhibitor Marketing Opportunities
1. Company name, booth number and product information on the AAOS web site and the MyAcademy meeting app
2. Company information and 25 word exhibit description in the Exhibitor Directory
3. Company name, address, booth number and product information in the Final Program
4. “U R Here” signs with exhibitor names and booth numbers on large floor plans at the entrances to the exhibit hall
5. Printed exhibit hall maps available at the entrance to the exhibit hall that include exhibitor names and booth numbers
6. Use AAOS social media:
7. Facebook: AAOS Annual Meeting www.facebook.com/aaosannual
8. Twitter: @AAOSAnnual www.twitter.com/aaosannual

For questions or help, please contact:
Ken Schott
(847)384-4186 schott@aaos.org
PAID Show Advertising & Sponsorship Opportunities

Advertising:
- Expanded Exhibitor Listing
- AAOS Attendee Mail List
- AAOS Orthopaedist’s Bag Inserts
- AAOS Now, AAOS Now Meeting Dailies, Headline News Now
- aaos.org Annual Meeting landing page
- MyAcademy App

Sponsorships:
1. **Items:** Beverage Breaks/Java Jackets, Hotel Confirmation Email, Hotel Keycards, Preliminary Program, Exhibitor Guide, Exhibitor Floor Plan, Final Program
2. **Special Events:** Resident Bowl
3. **Show Floor/Convention Center:** Lobby Banners, Info Centers, Table Top Graphics, Charging Stations, Internet Connections Stations, Escalator Runners, Shuttle Bus Schedules & Signs, Wi-Fi Access

For questions or help, please contact:
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(847)384-4186 schott@aaos.org

Execute Marketing Campaign

Sample Exhibit Marketing Campaign: *Small Exhibitor*

- **Booth Size/Space Cost:** 10 x 10 in-line/$3,800
- **Show Budget:** $14,400 to $19,000 (3-5x floor space)
- **Goals:** Market Visibility/Awareness, Lead Generation/Sales
- **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail postcard to C/P/S list and pre-registered attendee list
  - Send email to C/P/S list with compelling reason to visit
  - Promote show participation in relevant social media and use show’s channels
  - Place booth promo on your company website, email signatures, all outgoing correspondence
  - Create a robust listing and submit Enhanced Exhibitor Listing
  - Place ads in Orthopaedic publications like AAOS Now, journals, etc.
Sample Exhibit Marketing Campaign: *Medium-Large Exhibitor*

- **Booth Size/Space Cost:** 20 x 20/$15,200
- **Show Budget:** $45,600 to $76,000 (3-5x floor space)
- **Goals:** Thought Leadership, Brand Visibility, Lead Gen/Sales
- **Media:**
  - Execute C/P/S strategy with sales reps
  - Mail high-level invitations to C/P/S list and pre-registered attendee list with compelling reward for responding
  - Send email to C/P/S list with compelling reason to visit
  - Promote show participation in relevant social media/ use show’s channels
  - Place booth promo on your company website, email signatures, all outgoing correspondence
  - Enhanced Exhibitor Listing
  - Orthopaedist’s Bag insert
  - Place ads in Orthopaedic publications like AAOS Now, journals, etc.
  - Utilize meeting promotional opportunities - banners, charging stations, or escalator runners – to gain visibility and drive traffic to your booth

**Pre-Show Marketing Plan Example**

**Pre-Show Print Advertisement**

**Personalized Postcard Mailer**
Personalized Pre-show Emails to House List

Internet Landing Page

What were the three most important ideas you learned in this webinar?

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________

What specifically will you do to better promote your participation in the show?
AAOS Commitment to Exhibitor Education & Success

* Online Exhibitor Resources & Education Center:
  ➢ Live and Re-playable Webinars
  ➢ Effective Exhibiting Tips
  ➢ “How To” Exhibiting Articles
  ➢ Downloadable Cost Control & ROI Calculator
  ➢ Ask the Tradeshow Expert Email Q&A

* Bookmark, Share and Access at: www.aaos.org/exhibits
and select Resources and Education for Exhibitors

We Need Your Feedback!

AAOS wants to make sure these webinars are delivering value and giving you the information you need. After the webinar, you will receive an email with a short survey. You can also complete the survey by clicking this link:
https://www.surveymonkey.com/r/JWJ7T6G

We appreciate your taking the time to complete the survey. Thank you!