Present

Experiential Marketing

How to Create & Promote Exhibit Demonstrations & Presentations

Participant Learning Objectives

_By the end of this webinar, you will..._

1. Hear why people attend tradeshows.
2. Discover 8 steps to creating a worthy destination.
3. Learn the elements of an effective demonstration.
4. Identify key planning questions to ask.
5. Overview five types of demonstrations & presentations.
6. Learn to develop compelling messaging to promote demonstrations & presentations.
7. Hear an exhibitor case story.
Why Do Medical Professionals Attend Tradeshows?

- ESCAPE! Get Out of Their Environment and Into Yours.
- Find SOLUTIONS to Current and Future Problems.
- Benchmark Current Practices.
- Learn __________ Practices.
- Learn NEXT Practices.
- INTERACT with Companies, People and Products.
- SEE, HEAR, TOUCH, ENGAGE, IMMERSE.
- Do MORE Than What They Can Do On Your Website!!!

8 Steps to Create a Worthy Exhibit Destination

1. Commit to **effectively** addressing the reasons why they attend.
2. Realize you’re competing with ALL exhibitors, educational sessions, events, and sometimes the event city.
3. Identify precisely the type of visitors you want to interact with.
4. Determine what ______________ you can help them solve.
5. Determine what **opportunities** you can help them seize.
6. Create an engaging, ______________, educational experience.
7. **Relentlessly** promote what they will SEE, DO, and LEARN in your exhibit.
8. Offer **compelling educational rewards** for visiting and participating in presentations & demonstrations.
Research on the Impact of Demonstrations & Presentations

- Experiential marketing drives purchase consideration across age, gender, and ethnicity.
- _____% say participating in experiential marketing increases purchase consideration.
- _____% say experiential marketing is extremely/very effective on influencing brand/product opinions.
- _____% say experiential marketing results in quicker purchase.
- _____% say participating in a live experience makes them more receptive to the brand’s marketing.
- _____% who participated told others about it.

Source: Jack Morton Worldwide

A well-planned presentation/demonstration can:
- Increase qualified leads by 2 to 4 times.
- Increase awareness by _____ to _____ times.
- Positively influence opinions and purchasing intentions.

Source: Live Marketing Statistics

- 51% of tradeshow attendees say product demos increase their recall of exhibits visited.

Source: Exhibit Surveys

An Effective Demonstration…

- Attracts the right Audience.
- Presents a clear, memorable _________________.
- Interacts with participants.
- Dramatizes ______________and differentiators.
- Incites action during and after.
- Captures information about participants.
Time Considerations

• **Length:**
  – Short enough to hold interest.
  – Long enough to ____________.
  – 20 minute cycles:
    • Demonstration: 5 to 8 minutes
    • Qualifying participants: 2 minutes
    • Resetting & Crowd Gathering: 10-13 minutes

• **Timing:**
  – Hold at consistent intervals throughout the day.
  – Increase ______________ during unopposed exhibiting hours.

Key Planning Questions to Ask

• Who precisely is my target audience?
• Relative to what we offer, what are their biggest concerns, problems, bottlenecks, and frustrations? What keeps them awake at night?
• What key ______________ of our products address these issues?
• What one to three main points do we want to convey?
• What about these main points can be quantified or measured?
• What is the single most important idea they need to know to see our product or service as a solution?
• How can we get visitors to physically and ______________ interact with our products? How can we blow them away?
• What do we want them to do, know, and remember after participating in our demonstration/presentation?
Demonstration/Presentation Strategies

• Prove your claims.
• Demonstrate your key ____________.
• Recreate a scenario, experience or situation.
• Make them guess to learn and win.
• Show before and after.
• Show old way versus new way.
• Present to multiple ____________ influences.
• Challenge attendees’ knowledge and skill.
• Provide unique or comfortable place for the demo.
• Integrate technology.

5 Types of Demonstrations & Presentations

1. Product Demonstration
   • Applications:
     - New product introductions
     - Showcase existing products
     - Differentiate
   • Appeals to ____________ audiences who don’t want marketing pitches, but want to see how things work.
   • Product Demo Examples
     - Glass tableware wants to demonstrate durability.
     - Oxygen mask wants to demo speed and ease of putting mask on in flight.
     - EMS wants to demo ease of using EMS evacuation chair.
     - Baby stroller wants to demo maneuverability in tight spaces.
     - Soundproofing product wants to demonstrate sound transference reduction.
     - Hydraulic lift wants to demonstrate heavy duty lifting ability.
     - Data collection pipe wants to demonstrate ruggedness.
5 Types of Demonstrations & Presentations

2. Game or Game Show
   • Applications:
     - Create buzz on the show floor while still presenting important information.
     - Designed for participant interaction & _____________.
     - Energizes, engages and educates audience.
   • Game or Game Show Examples
     - Pallet rack frame manufacturer wants to differentiate benefits of bolted frame racks versus welded frame racks.
     - Veterinary pharmaceutical company educates people with “Jeopawdy” game show.

3. Parody
   • Application:
     - Takes an element of pop culture, TV, movies or books and weaves it together with product or _____________ messaging.
   • Creates immediate connection with audience.
   • Don’t overplay the parody, 20% parody/80% product or company info.
   • Parody Examples
     - Mack Trucks wanted to re-enter market, introduce new truck, and convey toughness.
       o American Gladiators
       o Announcer Michael Buffer
     - Wastewater technology provider uses Mythbuster parody to educate visitors.

4. Role Play
   • Application:
     - Convey product information in a _____________ environment.
     - Communicate information by taking on various roles.
     - Address questions and preconceived ideas or misconceptions.
   • Big Benefit: people can see themselves and identify with challenges.
5 Types of Demonstrations & Presentations

5. Corporate Overview
   • Applications:
     − Focus on company’s value proposition and why attendees should consider them.
     − Talk about breadth of ______________.
     − Best use: companies who consider their brand as their biggest strength or have gone through mergers or acquisitions.

Developing Compelling Messaging to Promote Demonstrations & Presentations

• Dangle Problems.
• Agitate the Impact of the Problems.
• Position Visiting Exhibit as Place to Find Solutions.
• Emphasize…
  − See
  − Do
  − ______________
  − Get

Utilize Multiple Media to Promote Your Demonstrations & Presentations

• Pre-Show
  − Mail
  − Email
  − Phone
  − Print
  − Web
  − Social Media

• At-Show
  − Exhibit Graphics
  − Signage Within Exhibit
  − Banners
  − Orthopaedist’s Bags
  − Mobile App
  − Print Media – Daily AAOS Now distributed onsite
Case Study- Notes

What three actions will you take from this session?

1. __________________________________________
2. __________________________________________
3. __________________________________________

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