

## Exhibitors – Improving ROI

*Understanding True Behaviour on the Exhibition Floor*

## Exhibitor Solutions

- Brand Experiences
- Customer Service
- Marketing Solutions
- Measurement



## Show Organiser Solutions

- Strategy
- Design
- Exhibitor services



## Experiential Environments

- Museums
- World Expositions
- Halls of Fame
- Visitor Centres



## Touring Exhibitions

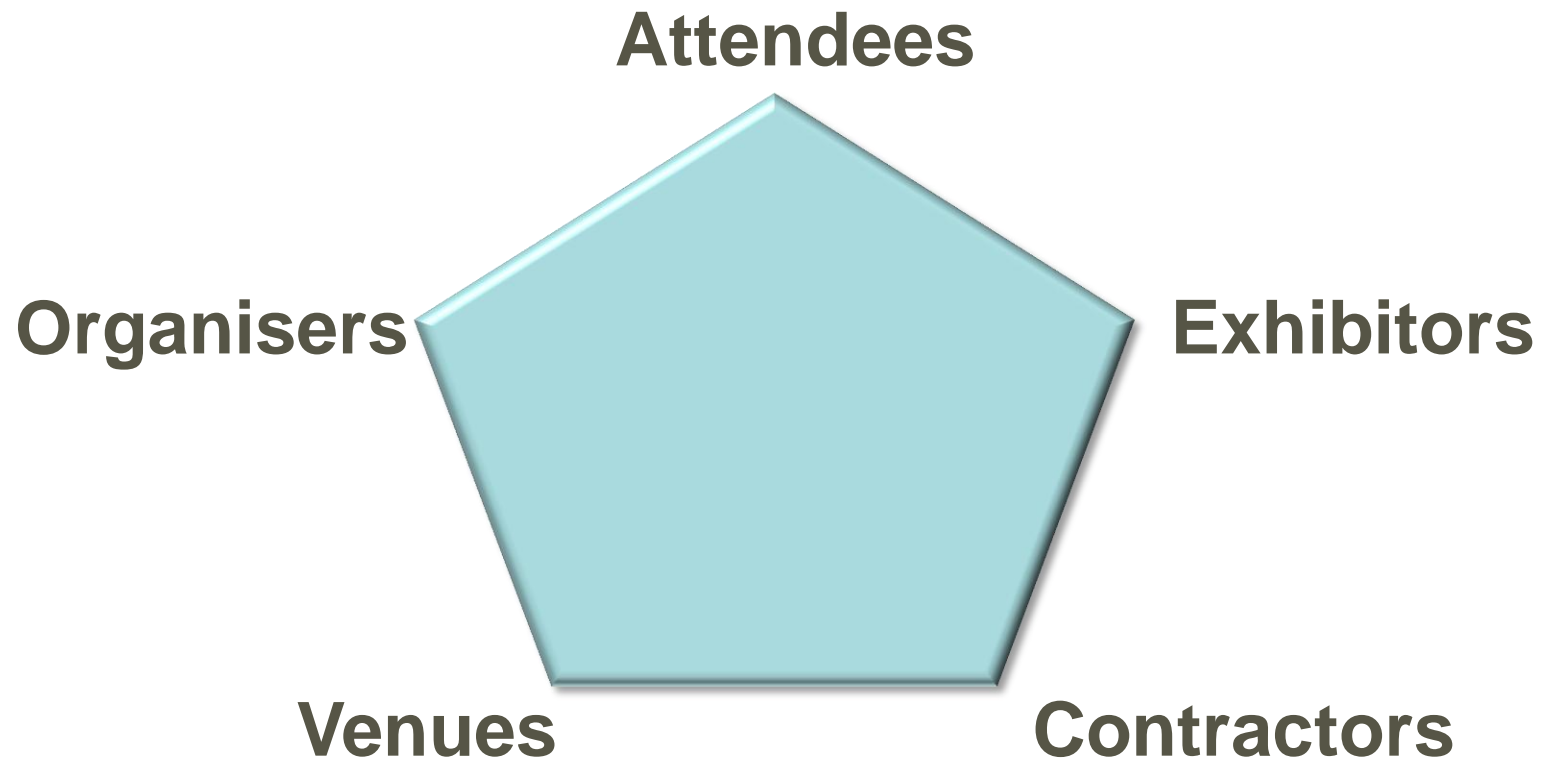
- Promotional partner for studios
- Harry Potter, Narnia, Up



## Retail Solutions

- Shopping Centre Amenities
- Specialty Kiosks
- Turn-Key Services

# Who are the customers in this industry?



# Overview of Video Measurement



**Measurement** - We utilise six sigma techniques to study traffic measurement, timing studies and tracking analysis



**Analysis** - We analyse the data to quantify trends and patterns to improve the event performance



**Exhibit Training and Design** – We utilise years of analysis experience to develop benchmark data that can be used by exhibitors to improve their sales, stand design and return on investment.

# Video Measurement: Target Areas

## Exhibitors

- Entry / exit areas
- Reception area
- Presentation theatres
- Demonstration stations
- Interactive areas
- Hospitality
- Lounges

## Organisers

- Registration
- Entry / exit areas
- Show floor traffic
- Membership areas
- Hospitality areas
- Food & beverage
- Taxi lines
- Poster sessions

# Exhibitor's Challenges in Improving ROI

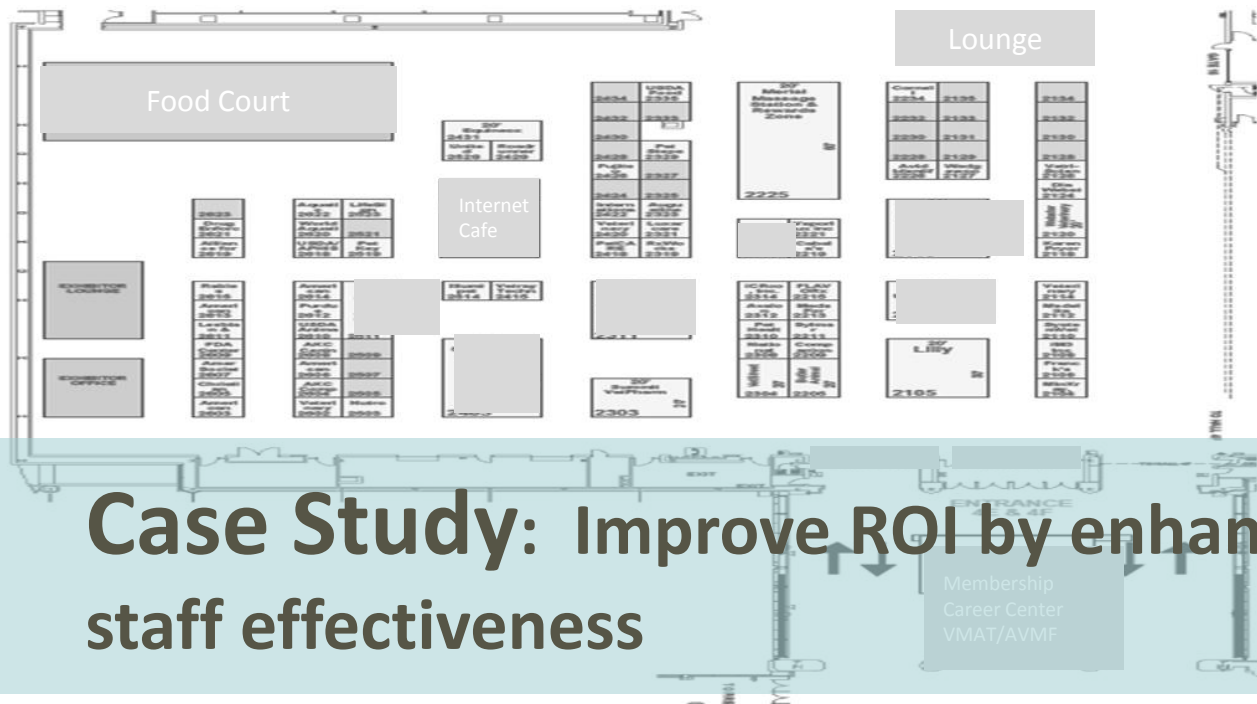
How do I optimise the layout of my exhibit?

Are my show staff helping or hurting?

Is the stand design contributing to my overall objectives?

Is my exhibit presence complemented by the rest of my marketing activities?

Where is my precious budget best spent?



# Case Study: Improve ROI by enhancing show staff effectiveness



# Exhibit Staff: Common Issues

Exhibit Staff:  
Our most  
valuable  
resource



Exhibit Staff:  
Are we  
keeping you  
awake?



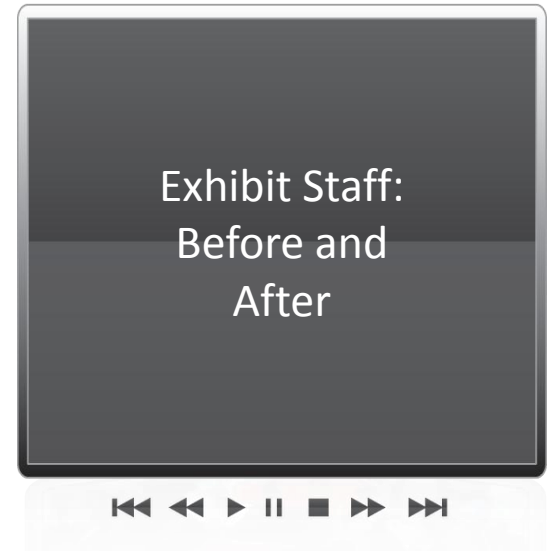
# Exhibit Staff: Before and After

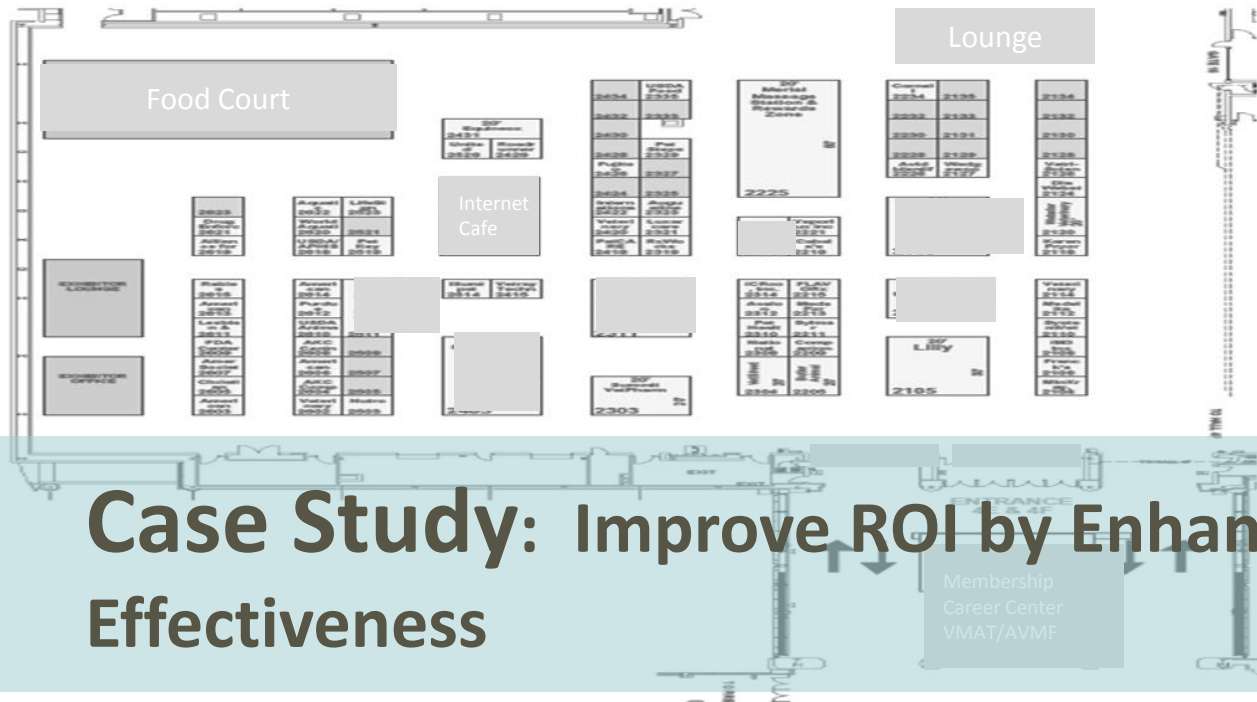
## Background:

- North American printing show
- Exhibitor making a huge investment in the show – strategic importance

## Methodology/Results:

- Using video, analyzed the interaction rate
- Benchmarked attendee attrition rate versus peers
- **Showed the video to the staff**
- Interaction rate exceeded the peer group by day 3





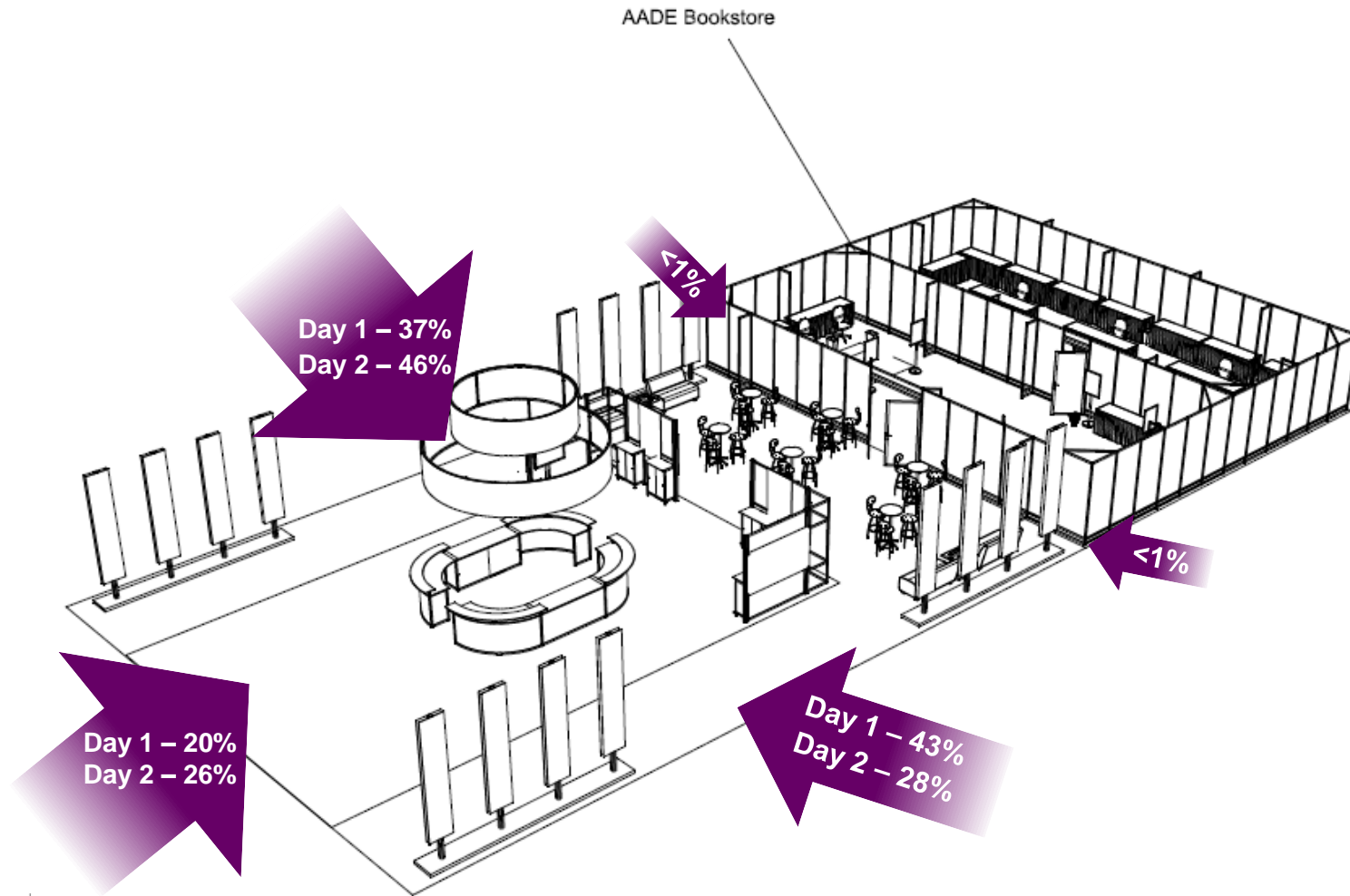
# Case Study: Improve ROI by Enhancing Design Effectiveness



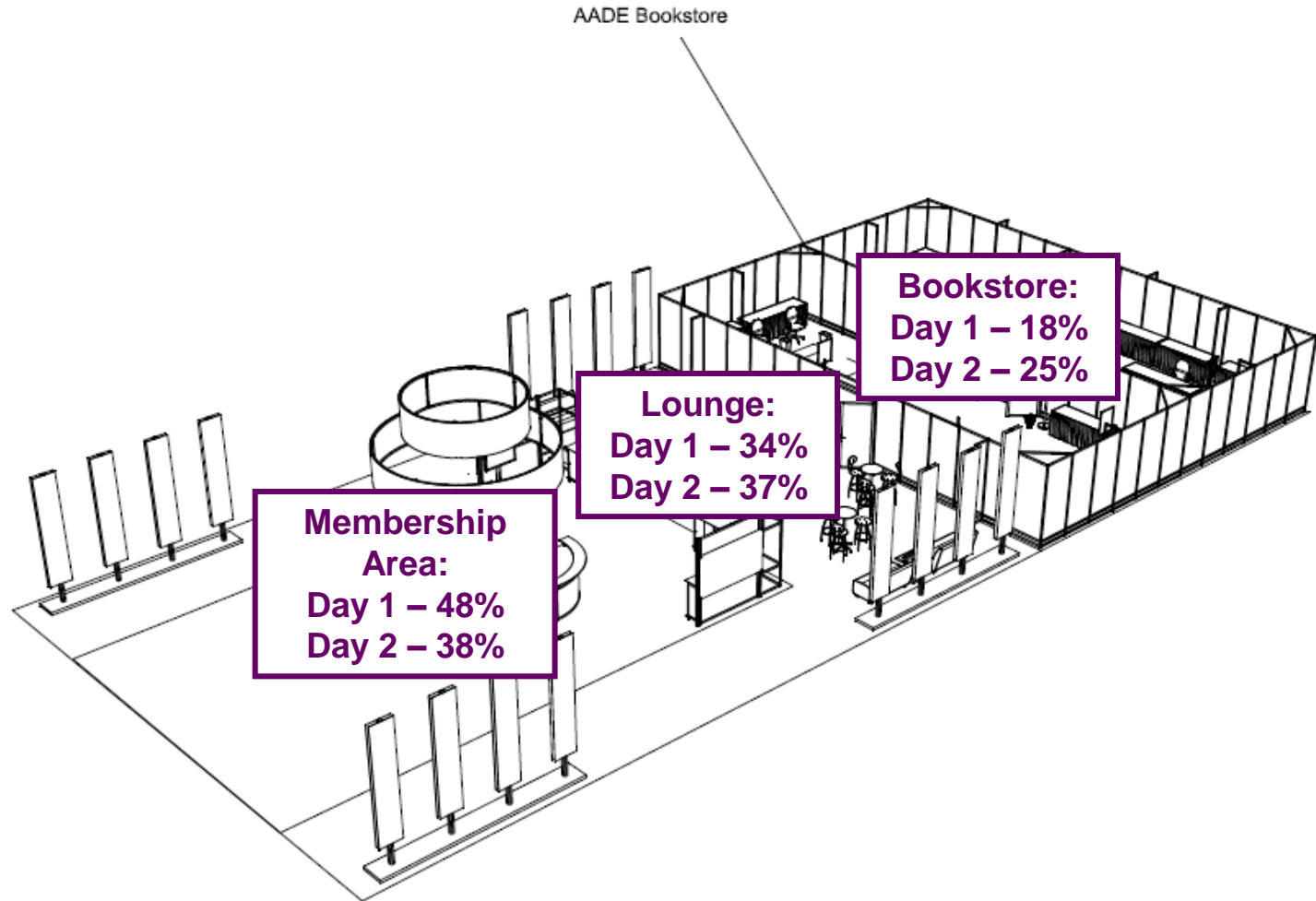
# AADE: Objectives

- Understand effectiveness of AADE exhibit
  - Membership area
  - Lounge
  - Book store
- Assess traffic flow / utilization of registration area
- Assess utilisation and dwell time at Silent Auction stations

# Case Study: AADE Exhibit



# Case Study: AADE Exhibit Traffic



# Attraction, Interaction, Engagement Rates

## Attraction Rate

- Percent of attendees who stop at a stand after walking by

Stand design

## Interaction Rate

- Percent of attendees who “interact” or talk to someone on the stand

Staff

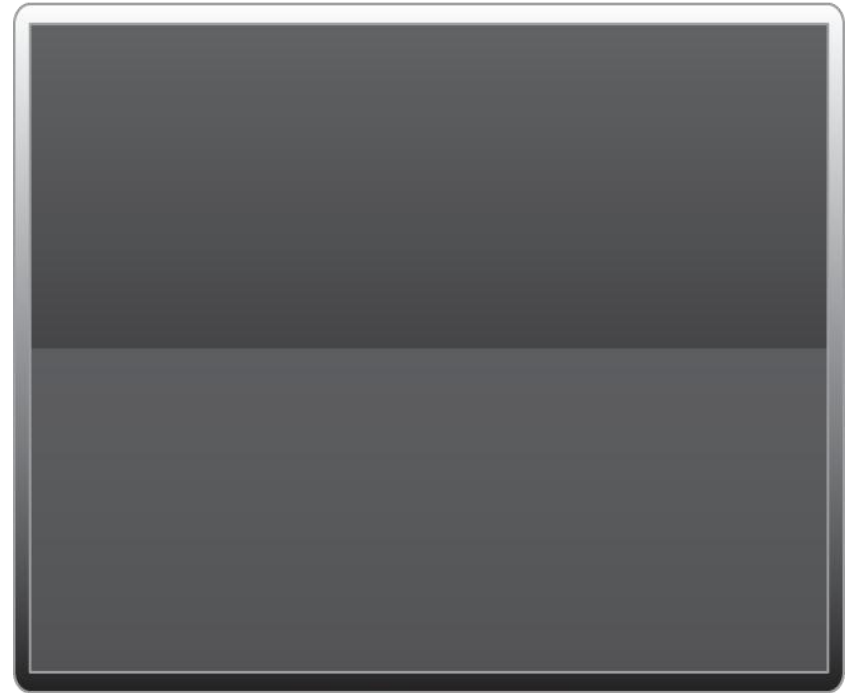
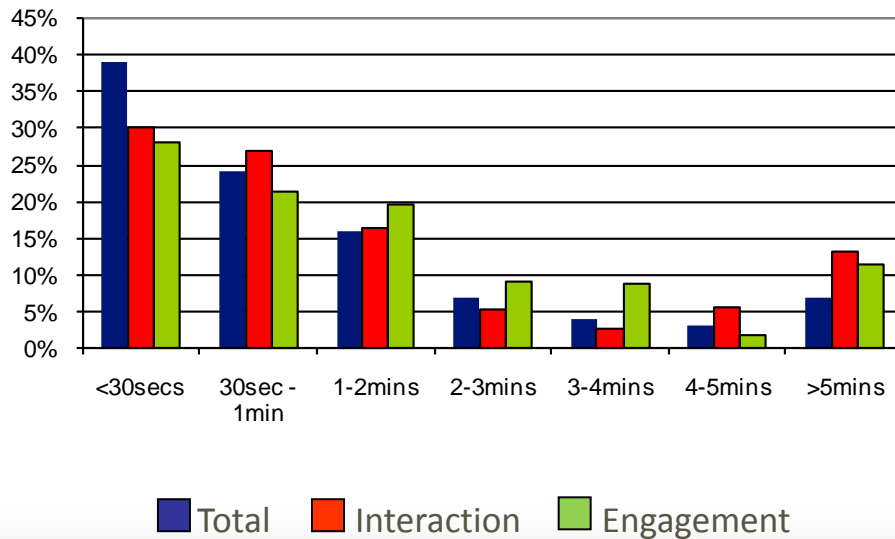
## Engagement Rate

- Percent of attendees who do something other than talk, i.e., pick up a brochure, attend a presentation, do a demonstration

Material

# AADE Exhibit: Membership Area

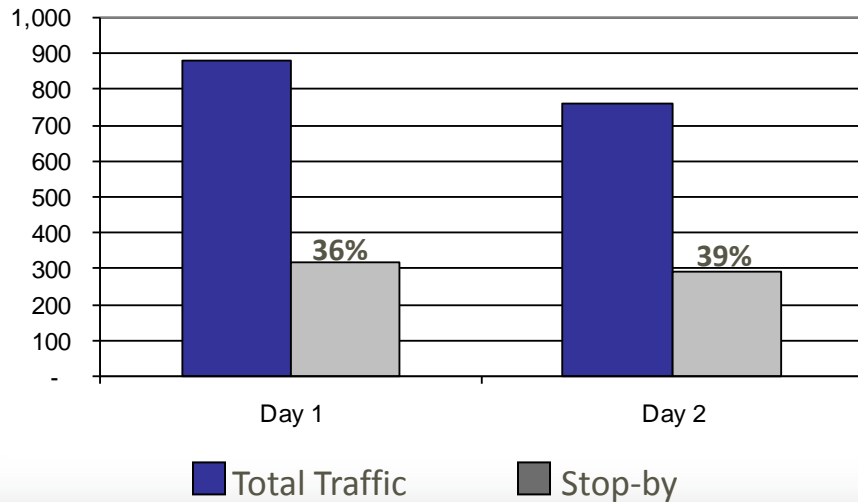
**Membership Area**  
Total, Interaction, & Engagement Timing



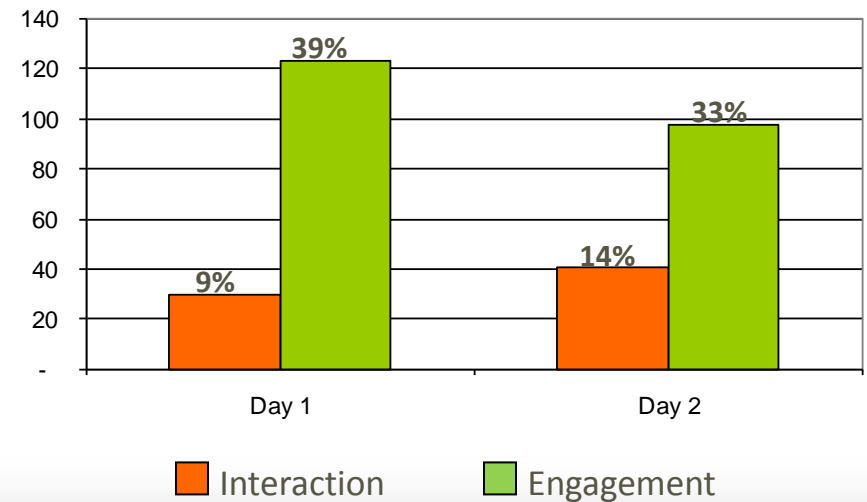
- Presentation participants spent most time in stand
- Attendees that did not attend presentations spent minimal time in stand – ave of 1:40 min
- Attendees that interacted with staff or stand areas spent 35% more time in stand

# AADE Exhibit: Membership Area

Membership Booth Traffic  
Number of People per Hour



Membership Booth Traffic  
Number of People per Hour



- Open layout and carpet colour facilitated attendee stop bys – 306/hr ave.
- Scheduled presentations drew large crowds
- Interaction & engagement rates were below average
- Inadequate signage/branding of key programs being promoted

# AADE Exhibit: Presentations

Day 2: 9:45am



Day 2: 12:45pm



# AADE Exhibit: Presentations

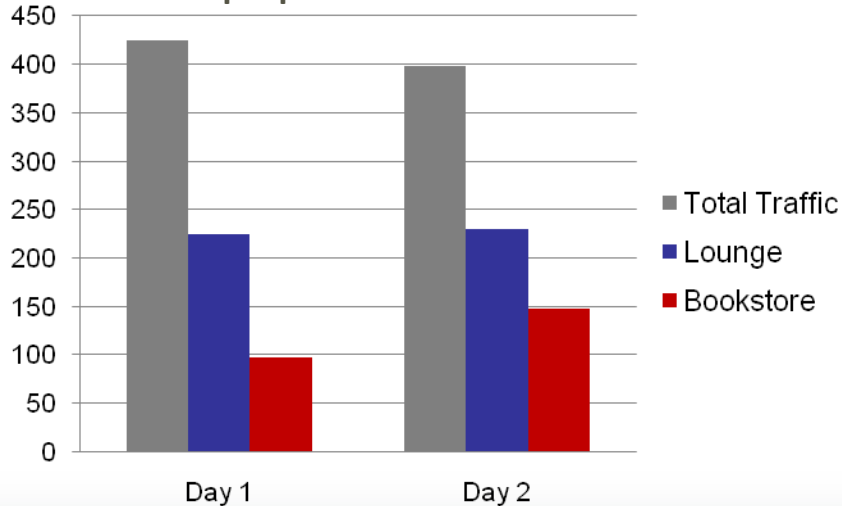
		# People	Drop-out Rate	Average Dwell Time
Day 1	1:00pm	16	81%	24:27
	3:30pm	6	50%	19:56
Day 2	9:45am	76	70%	21:56
	12:45pm	67	61%	14:59
	1:00pm	23	74%	04:01

- Despite limited seating, presentations drew significant crowds
- Significant drop out rate due to difficulty hearing/seeing speaker
- Presentation area too small given audience and attendee interest

# AADE Lounge / Bookstore

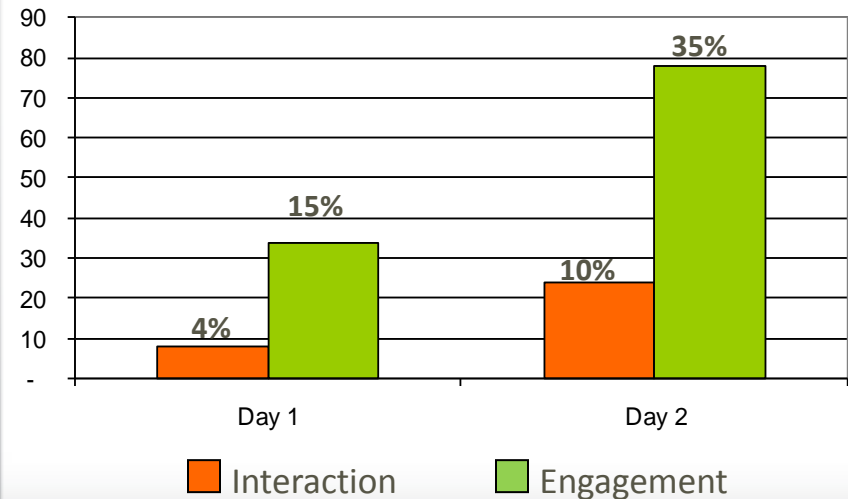
## Attendee Traffic

### Number of People per Hour



## Lounge Traffic

### Number of People per Hour

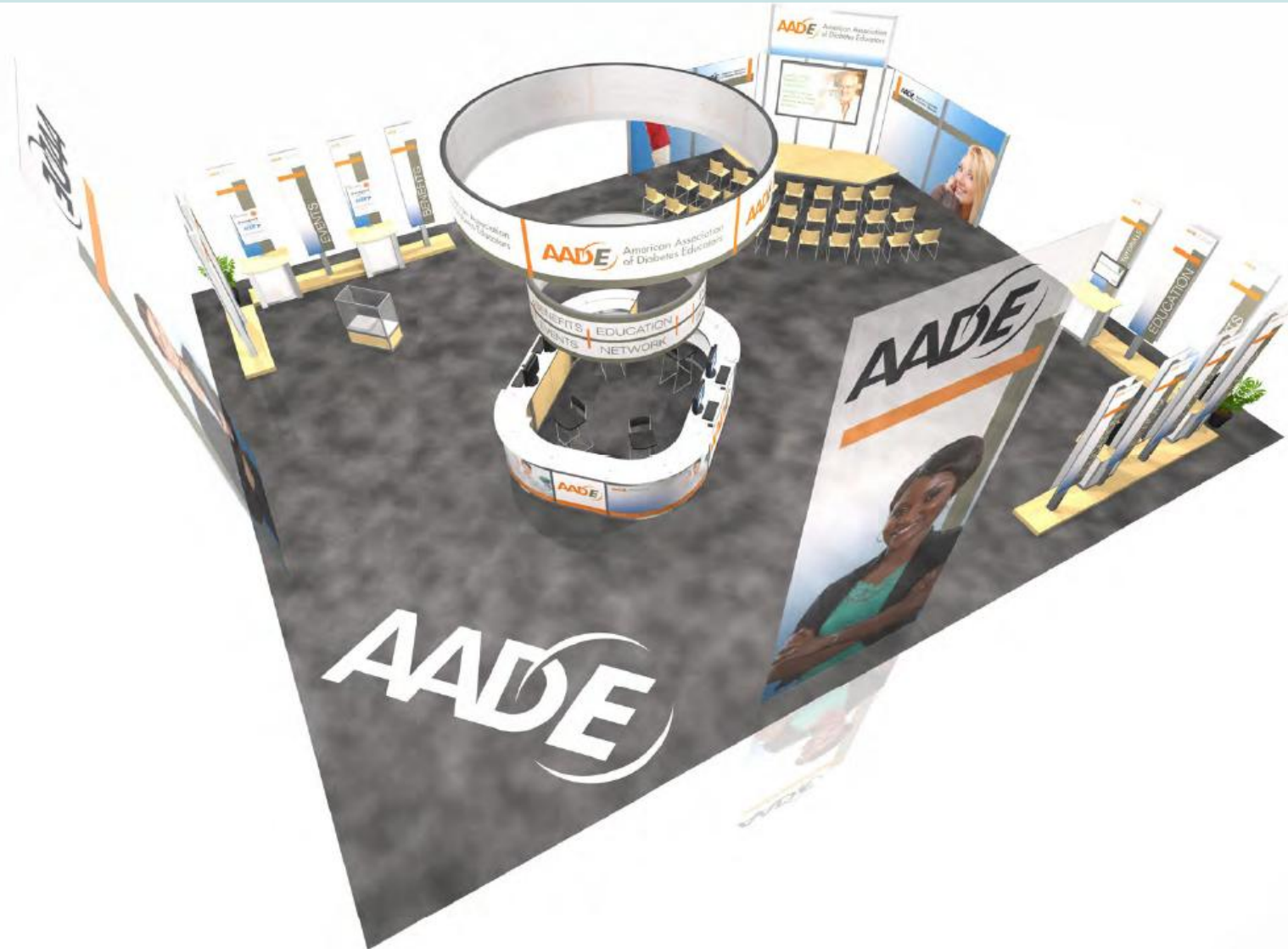


- Lounge area highly consumed, ~231 per hour (56% attraction rate)
- Overall, attendee participation and time spent in lounge area was low and interaction rate was also low
- Bookstore consumption ~122 people per hour, peaked during presentations
- Bookstore could not accommodate increased traffic (~350 people per hour) during peak due to congestion

# 2010 AADE Exhibit Modifications

1. Expanded presentation area and presence
2. Added schedule of presentation times
3. Undertaking detailed staff training to improve interactions
4. Bookstore moved to hallway adjacent to breakout sessions
5. Lounge removed

# 2010 AADE Exhibit Modifications



# Design Considerations: The Exhibit “Force Field”



- Balance design considerations with need to be “inviting”
- Be cautious of building walls
- Sight lines are critical



# Case Study: Create an Integrated Marketing Programme that goes beyond the exhibit



# Integrated Marketing Programme: Going Beyond the Exhibit

## P&G Pet Care

*A show-stopping experience for P&G Pet Care using the theme “The Art & Science of Balance”*

- Integrated pre-, at-, and post-show marketing combined direct mail, email, survey and custom landing pages
- At-show activities included acrobat performances and a theater presentation of the “Art & Science of Balance” video
- Staff training and measurement stations doubled P&G Pet Care’s qualified leads
- Won best booth experience, “Exhibit of the Year,” and the Award For Outstanding Leadership



# Integrated Marketing Programme: Going Beyond the Exhibit

## P&G Pet Care

### Pre-Show: Marketing

Customized direct mail and email:

- Invites attendees to join P&G at the show; provides specific info (city, booth #, etc.)
- Drives traffic to custom landing page, where prospects can prearrange a meeting, take a survey and view a teaser video for the event
- Immerses attendees in the concept before they even arrive at the show
- Direct mail was critical for attendees without emails; effective for vets on their feet working in lab environment vs. Sitting at a desk



# Final Thoughts

- Design of the exhibit is important in improving attraction rates with attendees; increasing interaction and engagement rates requires attention placed on the exhibit *content* and staff training
- To improve return on investment, focus strengthening value on key areas:
  - Feature areas, membership zones, reception areas
  - More effective exhibits – open up exhibit spaces, avoid barriers
- In the end it comes down to people – do not underestimate the importance of exhibit staff both quantity and quality
- Exhibitions are one element in the marketing mix. Strengthen value by integrating the messages on the show floor with other media