



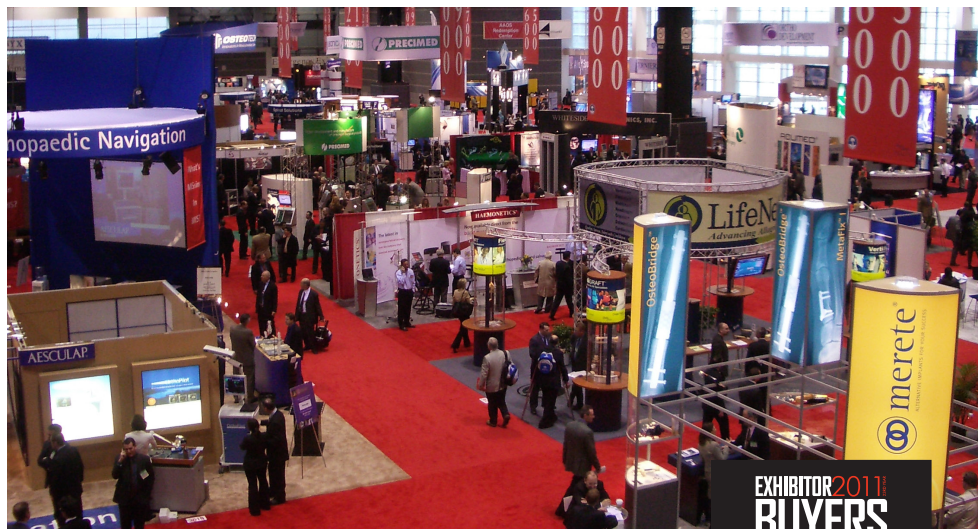
Trade Show Marketing Dollars: What's At Stake?

By John Hasbrouck, President
NewLeads, Inc.

Trade show marketing is a bigger business than ever. If you are like most large companies, your exhibit marketing budget has increased over the past ten years to the point that it is your second largest marketing expense. You know that trade shows uniquely create an atmosphere where excellent face-to-face meetings happen in rapid succession in your booth and many more positive impressions are made on casual visitors.

Such a huge investment and enormous opportunity must be taken seriously in all aspects: pre-show promotions, exhibit design, placement of your booth, staff selection to work the booth, signage, presentations, demos, collateral, staff appearance—the list is exhaustive and the stakes are high.

Take a moment to consider your largest booth at your most important show. If your booth space is 80 x 60, that's 4,800 square feet and an average of \$35 per square foot. Total space cost is \$168,000. With a booth that large, you might be a platinum sponsor hosting an event and doing everything you can to maximize the trade show. Your total expense could easily be five times the booth space: \$800,000. Many of you are spending more than \$2 million on your largest events, and done right, they are worth



every bit of it. But never forget what is at stake: a big expenditure and a big opportunity. If you are like most, your main goal is to gather “qualified” sales leads. (Please read the free article, “Be A Hero: Deliver Sales Ready Leads, Not Just Scanned Names”)

What it all boils down to is your small “storefront” open for a short amount of time. How many meaningful exhibiting hours are available to you over three days? Most consider 20 hours to be a good estimate. Divide the 20 hours into the \$800,000 and the brutal reality is that your investment costs you \$40,000 per hour, every hour, for the duration of the show. If you have 10 reps working your booth per shift, that means you believe each one is worthy of maximizing \$4,000 per hour of your investment.

Booth Space:	4,800 sq ft
Cost @ \$35/s.f.:	\$168,000
Total Show Budget @ 5x the space	\$800,000
Total Exhibit Hours:	20
Total Cost Per Hour:	\$40,000
Reps Per Shift:	10
Rep Value Per Hour:	\$4,000
“A” Leads Per Hour:	2
Cost Per “A” Lead:	\$2,000

Stop and think for a moment: What is your greatest asset, once the show starts? Is it your beautiful exhibit? Is it the position of the booth on the floor? Is it your sponsorship? Or is it your booth staff, those people you have entrusted to engage and educate visitors about your products and services in hopes of guiding them toward your brand as their preference for purchase?

It’s your staff to which you have entrusted that \$40,000 per hour investment, and your hope is that each one will engage and capture one or two sales-ready leads per hour. Are they properly trained? Do they know the 20-second description of what you offer (the elevator speech?) Do they know how to qualify an attendee in one minute so they don’t waste 30 minutes to find out that the person is not shopping for what you are offering? And if they are trained

and good at engaging, educating and discovering the sales-ready leads in your booth, do they have a system that allows them to detail the leads in a way that works in your business process—one that asks the specific questions your sales team requires and then is compatible with your sales database?

NewLeads creates lead detailing systems that consider all of these factors so that the engagement time is maximized, the attendee interest is deepened, and the number of sales-ready leads is increased. All of this data is collected on iPads in a standard data set that is customized for your company and ready to integrate with your CRM and lead nurturing programs. For more information and a discussion with one of our problem-solving specialists, please call 805-604-4444 ext. 106 or email sales@newleads.com.

Other articles you might find helpful:

“What Questions Should Be On My Lead Form?”

“What’s the Difference Between an Attendee Badge Scan and a Lead?”

“Be A Hero: Deliver Sales Ready Leads, Not Just Scanned Names”

“How Do I Measure Trade Show Success?”

“How Do I Avoid Gathering a Doctor’s Home Address?”

“Can Wireless Be Guaranteed to Work in a Trade Show Exhibit Hall?”

For more information or to speak with a consultant about your needs, please call 805-604-4444 ext. 106 or email sales@newleads.com.