While branding, visibility and awareness are core benefits of exhibiting, the real payoff will come from getting face-to-face contact with <u>enough</u> of the <u>right</u> people during the show.

<u>CRITICAL SUCCESS FACTOR #2:</u> IDENTIFY & ATTRACT YOUR IDEAL VISITORS
When it comes to tradeshows, it's important to understand two things: 1. you have a limited amount of capacity for face-to-face interaction, 2. not everybody attending CORROSION are the right people for you.

The principle of **Selective Attraction** is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

1. **Who are the right people for you?**

   - Relationship with company? Customers/Prospects in Sales Funnel/New Contacts/Other?
     _____
   - Industry/Sector? _____
   - Geography? _____
   - Job Title/Function? _____
   - Size? _____
   - Other? _____

2. **How much is enough?** Calculate your **Exhibit Interaction Capacity** using the formula below**:**

	Example	Your Company
Number of exhibiting hours:	19	19
(x) Average number of booth staff on duty:	x *2	_____
○ Rule of thumb: 50 sq. feet per staffer		
(x) Target number of interactions per hour/per staffer:	x *3	_____
○ 3 conservative/ 4 moderate / 5 aggressive		
(=) **Your Exhibit Interaction Capacity:**	**114**	_____

3. **What specifically are you going to do between now and show time to make sure your company is "in their mind" and "on their agenda"?**

   - What list sources will you use? Consider internal and external sources.
   - What is your message or **reason why they should visit you**?
   - What will they SEE – DO – LEARN – GET by visiting your booth?
   - What media will you use and when?
     - Pre- and At-Show: Email, Social Media, Direct Mail, Phone Calls, Print Ads, Web Ads, Public Relations, Banners/Signs
     - In-Booth: Literature, Giveaways

4. **Create a marketing calendar to help you manage your marketing program.**
   Example:

Media	Subject/Message	Product/Service	Send Date	Cost
Email 1	Learn how to solve…	Product 1	8 weeks prior-1/1/XX	$
Postcard	Free sample of our new…	Product 1	6 weeks prior-1/15/XX	
Email 2	See our new widget in action..	Product 2	4 weeks prior-2/1/XX	
Facebook	Operate our new widget…	Product 2	4 weeks prior-2/1/XX	

For a deeper dive on this critical exhibiting topic, please be sure to view and read these educational materials on the [Exhibitor ROI Center web page:](#)

- • View this webinar replay:
    - ➢ Driving Qualified Booth Traffic
- • Read:
    - ➢ How to Rewrite Your Exhibitor Listing to Drive Booth Traffic
    - ➢ Going Social with Exhibit Marketing
    - ➢ How to Use Event Marketing Sponsorships to Support Business Objectives and Deliver Real Value

The [Exhibitor ROI Center](#) is your one stop place to access critical knowledge tools and resources. Please be sure to visit and share the link with everyone involved with your exhibit program.