



Co-operative Promotion -- Your Best Guests

The success of a focused event, such as the Real-Time & Embedded Computing Conference (RTECC), depends of several factors including an active promotional effort by each exhibitor. Based on a recent study commissioned by the BIAS Group concerning exhibitor behavior, it brought out an interesting paradox:

- Only 30% of exhibitors invite their customers to the exhibition to which their company is taking part.
- Yet 70% of the attendees are invited by such 30% of exhibitors.

Reason: Exhibitors which are not inviting their own customers are primarily concerned that they might have the competition make contact with their customer.

Outcome: Yet the study clearly found the best success in the event was achieved by those companies that did invite their own guests.

Why... Customer Loyalty

Customer that are directly invited by the companies feel they are getting attention and care, and even feel they are more “spoiled”.

By inviting customers to visit the event, exhibitors may get *new* contacts since many of the attendees are usually accompanied by a colleague, a manager or a friend who usually is in the same business. If an exhibitor does not invite their customers, competitors surely will.

Crowded room

Whoever has the most crowded and lively exhibit has, in fact, attracted more attendees. Being crowded reassures about quality and intrigues and attracts more new guests.

“Please meet my friend”

Attendees meet each other -- the person in the hallway who does not know you, may be a contact of one of your customers.

The more attendees at an exhibit, the higher this possibility will be and the more crowded, the more crowded your exhibit will appear with customers and potential customers.

Which exhibitors are most satisfied about their participation at an event? The study found that:

- Exhibitors which usually *direct mail* lots of invitations to customers (and prospects) or send personal e-mails, are said to be “very satisfied” with an event.
- Exhibitor’s satisfaction is *tightly* proportional to the promotion activities; the stronger is the boost to pre-registration, the use of personal e-mails and invitations, and ultimately, the better the outcome of the event is for good sales lead opportunities and great customer management.
- 90% of final unsatisfactory considerations come from exhibitors which carried out a late, poor or non-existent invitation and/or promotional campaign.

Recommendations

Exhibitors -- Contact your customers and your prospects, let them know about your participation in the event and invite them to visit you approximately 25-30 days in advance of the event date.

The more customers that visit you during the event, the fewer need to be contacted thereafter, and the more people will be glad of your personal attention.

Customer retention is a key part of everyone's future success.

Finally, at the Event

"Best" care for your exhibit

Too much care is sometimes devoted to the logistics, while the pre-show marketing strategies to attract attendees are not sufficiently carried out.

The display table may contain too many products while consideration as to what the *distinctiveness* your company really offers is not clear. A few even overlook having their company's name in sizable, easily-read graphic representation on their exhibit (don't get passed by).

Mis-guided attention to checking e-mails or taking cell phone calls during the event hours deflects the attention that should be paid to attendees.

Motivate on-site Staff

Personal contact is substantial; it allows transmitting moods, energy, ideas and initiatives to current and future customers.

The strength of personal contact lies in the look, which must be attentive and welcoming. Motivate your on-site team since they are the people who will ultimately make the final sale actually occur.

Make Your Company Name Easily Visible

Again, often times too many products displayed may hinder or even hide the exhibiting company name. Guests usually ask at the registration table where a certain company is located in the room. Make sure you're company is easily identified – it's your company reputation not just products, that are of great value.



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