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*Serving the Pet Industry Since 1976*

# Congratulations\* - - - .

. . On Your Decision to Invest in Trade Show Marketing!

Trade shows offer powerful marketing and selling opportunities that are unmatched in any other venue.

Properly planned and managed, you'll discover that there is no such thing as a 'bad show'. *We know . . . we've been actively involved with trade show exhibiting for well over 30 years.*

You will meet important customers and prospects, learn more about your industry, and uncover new business opportunities like never before . . . . benefits that will pay back for years to come. You will truly appreciate the value of professional trade showmanship.

Follow the guidelines you are about to read and use the trade show planning worksheets to reap the rewards that can only be achieved in trade show marketing. You have our permission to copy and circulate these worksheets unaltered.

And, if you want more information, simply call us any time. We provide counseling and coaching services designed to meet your needs and your checkbook!

*Vicki Lynne Morgan,*  
President, Animal Brands®

*\*Good Luck . . . It's Almost Showtime*

## **51 REASONS TO EXHIBIT AT PET TRADE SHOWS & EXPOS**

1. Accelerate your products into new markets
2. Get qualified leads for fast follow-up
3. Attract new sales representation
4. Augment & strengthen distribution chain
5. Build positive brand identity
6. Communicate technical benefits & data
7. Identify customer problems
8. Continue customer contact at all levels
9. Coordinate post-show factory visits
10. Demonstrate new products
11. Develop leads
12. Get feedback from booth visitors
13. Distribute product samples and 'swag'
14. Dramatize and demonstrate your message of features and benefits
15. Enhance word of mouth marketing
16. Establish distribution networks
17. Evaluate competitors' products and marketing
18. Seek leads for joint ventures and licensing agreements
19. Extend your reach to unknown prospects
20. Generate more prospects in target markets
21. Identify new product applications
22. Improve salesperson efficiency and techniques
23. Integrate your exhibit into your total marketing plan
24. Introduce your product into foreign markets
25. Support channel partners
26. Invite special customers to increase business rapport
27. Launch new products / services
28. Maximize your sales effectiveness
29. Meet potential customers for new product applications
30. Network with customers not normally called upon
31. Overcome unfavorable publicity
32. Perform market research
33. Present to buyers face-to-face
34. Produce a positive and lasting impression
35. Provide for immediate sales and sales follow-up
36. Qualify buyers and prospects
37. Reflect an image of growth and customer support
38. Reinforce direct mail programs
39. Reposition your company in a market
40. Understand customer attitude
41. Network at show-sponsored programs
42. Host hospitality event

43. Solidify relationships with decision makers and influencers.
44. Attend education programs
45. Support online marketing program
46. Find OEM suppliers
47. Reinforce benefits of older products
48. Tell your story
49. Get media exposure
50. Seek opportunities to participate in the industry
51. Discover new industry trends & fads

***ADD YOUR OWN REASONS!***

## **SETTING GOALS & MEASURABLE RESULTS**

### **Why are you exhibiting?**

- Lead Generating
- Creating or Increasing Awareness (Product, Service, Organizational)
- Developing New Customers
- Maintaining or Extending Relationships with Existing Customers
- Introducing a New Product to Current Markets
- Introducing a New Product to New Markets or Market Segments
- Introducing an Organization to a New Market
- Introducing New Applications to Existing Markets
- Recruiting New Distributors, Dealers or Representatives
- Recruiting Personnel with Specialized Skills
- Attracting Press Attention to Company, Products or Services
- Teaching or Learning - Informing and learning from others
- Supporting the Industry Association
- Counteracting Competitor Claims
- Maintaining Pressure and Market Viability
- Other: \_\_\_\_\_

### **What are your GOALS?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **How will you measure your results?**

- Number of leads
- Investment per lead
- Sales generated in specific period of time  
(6 months after the show)
- Return on investment (ROI)
- Number of visitors viewing live presentation
- Pre- or post-show surveys for perception or memorability
- Exit interviews

# BUDGET ESTIMATOR

Exhibiting involves many different expenditures. Because of the numerous components involved, it is easy to overlook an area and have unexpected expenses. The following is a budgeting guideline: Space 24%, Exhibit Expenses (including furnishings & equipment) 33%, Show Services 22%, Transportation 13%, Advertising, promotional & special activities 4%, AND Personnel (including travel, hotel & expenses) 4%. (Source: Trade Show bureau Research Report on Cost Analysis)

	<u>Estimated</u>	<u>COST</u>	<u>Actual</u>		<u>Estimated</u>	<u>COST</u>	<u>Actual</u>
<b>1. Space</b>				<b>6. Advertising the Promotion</b>			
<input type="checkbox"/> Exhibit				<input type="checkbox"/> Pre-show promotion			
<input type="checkbox"/> Hotel Suite				<input type="checkbox"/> On-site promotion			
<b>2. Display</b>				<input type="checkbox"/> Post-show promotion			
<input type="checkbox"/> Design and Construction				<input type="checkbox"/> Direct mail			
<input type="checkbox"/> Graphics				<input type="checkbox"/> Public relations activities			
<input type="checkbox"/> Refurbishing				<input type="checkbox"/> Premium incentives			
<input type="checkbox"/> Products for display				<input type="checkbox"/> Special showliterature			
<input type="checkbox"/> Rental Fee				<input type="checkbox"/> Telemarketing activity			
<input type="checkbox"/> Used display purchase							
<input type="checkbox"/> Literature <u>holders</u>							
<input type="checkbox"/> Toolkit							
<input type="checkbox"/> Lighting fixtures							
<b>3. Furnishing the Display</b>							
<input type="checkbox"/> Tables							
<input type="checkbox"/> Chairs							
<input type="checkbox"/> Ashtrays/trash cans/rubbish bins							
<input type="checkbox"/> Floral arrangements							
<input type="checkbox"/> Lead printerental							
<input type="checkbox"/> Audio-visual equipment rental							
<b>4. Show Services</b>							
<input type="checkbox"/> Set-up/Take down							
<input type="checkbox"/> Electricity							
<input type="checkbox"/> Water, gas, air							
<input type="checkbox"/> Telephone, fax							
<input type="checkbox"/> Cleaning							
<input type="checkbox"/> Photography							
<input type="checkbox"/> Security							
<input type="checkbox"/> Overnight Services							
<b>5. Shipping and Storage</b>							
<input type="checkbox"/> Shipping							
<input type="checkbox"/> Drayage							
<input type="checkbox"/> Storage							
<input type="checkbox"/> Insurance							
				<b>7. Personnel</b>			
				<input type="checkbox"/> Travel expenses			
				<input type="checkbox"/> Hotel accommodations			
				<input type="checkbox"/> Show registrations			
				<input type="checkbox"/> Meals			
				<input type="checkbox"/> Out-of-pocket expenses			
				<input type="checkbox"/> Special uniforms			
				<b>8. Special Activities</b>			
				<input type="checkbox"/> Guest Entertainment			
				<input type="checkbox"/> Receptions			
				<input type="checkbox"/> Sales meetings			
				<input type="checkbox"/> Speaker expenses			
				<input type="checkbox"/> Presenters/live talent			
				<input type="checkbox"/> Training Expenses			
				<b>9. Hospitality</b>			
				<input type="checkbox"/> Meeting room			
				<input type="checkbox"/> Food/drink			
				<input type="checkbox"/> Gifts			
				<input type="checkbox"/> Audiovisual equipment rental			
				<b>10. Other</b>			
				<input type="checkbox"/>			
				<input type="checkbox"/>			
				<input type="checkbox"/>			
				<input type="checkbox"/>			
				<input type="checkbox"/>			
				<b>TOTAL BUDGET</b>			

# COUNTDOWN TO SHOW TIME

## **12 MONTHS**

- Determine purpose for participating in Show. Set goals.
- Select Space: Study floor plans, traffic patterns, services, audience makeup.
- Read contract carefully.
- Understand terms, show rules, payment schedule, space assignment method (category, seniority, membership, etc.).
- Submit space application and first payment.
- Prepare budget.

## **6 MONTHS**

- Determine exhibit objectives. Select primary vendors (exhibit house, transportation company, installation/dismantle supplier).
- Decide if new exhibits needed; if so, begin design process. (Portable units may not require this much lead time.)
- Plan show advertising.

## **4 MONTHS**

- Select staff.
- Make airline, hotel and car reservations.
- Determine exhibit needs (if using existing properties): refurbishments, additions, changes.
- Select display products.
- Plan inquiry processing procedures.
- Contact primary vendors (exhibit house, shipping, installation/dismantle) regarding services and dates.
- Develop floor plan for exhibit.
- Finalize new exhibit design.
- Execute show-related advertising.

## **3 MONTHS**

- Carefully read/review exhibitor manual.
- Select portable exhibit supplier.
- Review exhibit floor plan. Note target dates and restrictions.
- Plan in-booth presentations/demos.
- Create list of required services, noting deadlines for 'early-bird' discounts.
- Distribute show plan to staff.
- Reserve additional meeting rooms (hospitality events, press conferences).
  
- Select catering menus (for hospitality events, press events, etc.).

- Meet deadlines for free publicity in the exhibitor guide/preview.
- Submit authorization form if you are using an exhibitor-appointed contractor.
- Plan pre-show meeting.

## **2 MONTHS**

- Preview new custom exhibit. Finalize graphics art/copy.
- Order staff badges.
- Send information to other departments exhibiting in booth.
- Create and print lead forms. Finalize inquiry processing procedures.
- Prepare orders for: drayage, electrical, cleaning, floral, etc. Take advantage of any pre-pay discounts.
- Follow up on all promotions, making sure everything is ready to ship by target date.
- Prepare press kits.
- Check with staff on airline and hotel reservations and travel dates. Make needed changes.
- Develop briefing packet for booth staff.
- Schedule training for booth staff at show.
- Remind upper management about briefing meetings (in office and at show; include agenda).

## **1 MONTH**

- Confirm shipping orders.
- Confirm installation/dismantle schedule; get an estimate on costs.
- Reconfirm airline, hotel and car reservations. Change as needed.
- Confirm target dates with all vendors.
- Confirm availability of display products/literature.
- Preview new portable display.
- Send all needed materials by target shipping date to avoid express mail.
- Distribute briefing packet, including training materials, to all booth staffers.
- Schedule and hold pre-show briefing meeting in office.

- Set up in-booth conference schedule for pre-arranged meetings at show.
- Send follow-up reminder to upper management about briefing meeting.

include agenda.

- Determine date and time for briefing staff at the exhibit. Review agenda, purpose of show, demonstrations, rehearsals, show specials, etc.
- Assemble before leaving for the show: traveler's checks, credit cards, copies of all orders and checks for services paid in advance, phone numbers and addresses of all vendors, engineering and fire safety certificate for exhibit, shipping manifest, return shipping labels, and additional badge forms.

## **UPON ARRIVAL**

- Check on freight arrival.
- Check with hotel about reservations for staff, as well as any meeting rooms and catering orders.
- Find service area. Meet electrician and confirm date and time for installations.
- Supervise booth setup.
- Hold pre-show briefing and training for staff the day before the show.

## **DURING SHOW**

- Reserve next year's space.
- Conduct daily meetings with staff.
- Arrange booth dismantle and shipping.
- Arrange for lead forms to be shipped back to office daily for processing.

## **AFTER SHOW**

- Supervise booth dismantle.
- Handle leads.
- Debrief staff.
- Send thank-you notes.
- Handle show-related invoicing.

# TRADE SHOW SUPPLIES

## TOOLBOX INVENTORY

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### ESSENTIAL

- Ø Exhibit
- Ø Banners/Signs
- Ø Lighting Fixtures
- Ø Power Strip/Surge Protector
- Ø Exhibitor Kit/Contract
- Ø Blueprint of Booth
- Ø Business Cards
- Ø Admission Badges
- Ø Appointment Book
- Ø Booth Duty Roster
- Ø Calendar
- Ø Literature Displays
- Ø Literature/Catalogs/ Manuals
- Ø Price Lists
- Ø Pop Displays
- Ø Product Samples
- Ø Product Displays
- Ø Computer & Cables
- Ø Pens, Black Ink
- Ø Order Forms
- Ø Markers, Highlighters
- Ø Lead sheets, Log Book, Scanner
- Ø Container For Business Cards
- Ø Envelopes (#10 & 9"X12")
- Ø File Folders
- Ø Notepads or Paper
- Ø Stapler, Staples
- Ø Staple Remover
- Ø Paper Clips
- Ø Give Away Items
- Ø Camera/Film

Ø Invitations

Ø Keys

Ø Presentations

Ø Press Releases/Kits

Ø Referral Lists/Labels

Ø Rubber Bands

Ø Show Budget/  
Objectives

Ø Tables/Accessories

Ø Telephone

Ø Extension Cords

Ø Fire Extinguisher

Ø Flashlight

Ø Extra Batteries

Ø Gloves

Ø Glue Stick

Ø Hammer/Nails

Ø Measuring Tape

Ø Padlock

Ø Paper Punch

Ø Paper Towels

Ø Plastic Sheeting

Ø Display Covers

Ø Plexiglass Polish

Ø Pliers w/Wire Cutter

Ø Scissors

Ø Screw Driver/Screws

Ø Sewing Kit

Ø Shims

Ø Spare Light Bulbs

Ø Spare Parts

Ø Super Glue

Ø Tools for Booth  
Assembly

Ø Touch-Up Paints/  
Small Brushes

Ø Velcro/Fabric  
Fasteners

Ø Vacuum/Hand Held

Ø Wastebasket/Liners

Ø Wire

### GENERAL TRAVEL

- Ø Hotel & Travel Info
- Ø ID, Credit Cards
- Ø Cash
- Ø Show Attire
- Ø Extra Checks

### REPAIR & CLEANUP

- Ø Adhesive Tape
- Ø Allen Wrench Set
- Ø Anti-static Wipes
- Ø Artist's Spray Mount
- Ø Baggies for Parts
- Ø 'C' Clamps
- Ø Cable Ties
- Ø Carpet Tape/Cleaner
- Ø Cleaning Supplies

### SHIPPING

- Ø Shipping Instructions
- Ø Shipping Labels
- Ø Packing Tape

Ø Electrical Tape

# MEASURING TRADE SHOW SUCCESS

## **METHOD #1**

1.   # of show hours x # of staff  
= **# of selling hours.**
2.   # of selling hours x # of qualified prospects you expect to find per hour  
= **# of qualified prospects you expect to find per show.**
3.   # of qualified prospects x average closing percentage  
= **# of new customers you can expect to attract.**
4.   # of new customers x average annual sales per customer  
= **total projected annual revenue.**
5.   Total projected annual revenue x average life of customer  
= **expected return-on-investment from the show.**

## **METHOD #2**

- Step 1:** **For each show, prospects/leads are qualified:**  
Highly influential – 3 points; Influential – 2 points; Everyone else – 1 point.
- Step 2:** **Leads are collected and ranked immediately during the show, then totaled.**  
Multiply the number of leads in each category x point value.
- Step 3:** **Lead points are measured against total show costs.**  
Total show costs divided by total number of lead points = cost per point.
- Step 4:** **Highly influential lead totals are measured against total show costs.**  
Total show costs divided by total number of highly influential leads = cost per highly influential contact.

**Summary:** Cost per total lead point and cost per highly influential lead can be compared from show to show to measure each event's success. This method helps to determine if the target audience has been reached.

**Note:** In pre-show planning, these methods serve as valuable guidelines for booth design, promotions, appointment planning, pro-active on-the-floor strategy, and follow-up.

# CLIENT ~ PROSPECT SURVEY

Name: \_\_\_\_\_ (staple business card here) STATUS:  Suspect  Current Client  
 New Prospect  Former Client

Decision Maker  
 Recommender

Influencer  
 Information Gatherer

## TRADE CLASS:

Title: \_\_\_\_\_

Retailer # Stores

Company: \_\_\_\_\_

Preferred Distributors: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Wholesaler/Distributor: # Reps

Phone: \_\_\_\_\_

\_\_\_\_\_ # Accounts / Territory: \_\_\_\_\_

Fax: \_\_\_\_\_

Service: \_\_\_\_\_

Email: \_\_\_\_\_

Manufacturer/Importer  
Product Line(s): \_\_\_\_\_

Website: \_\_\_\_\_

## PURCHASING TIME FRAME:

6 months  12 months

18 months  more

DECISION MAKER: (If different than above)

Name: \_\_\_\_\_

COMPETITIVE BRANDS: \_\_\_\_\_

### PROMPTS:

- Concerns
- Expertise
- Other Players
- Opinion of Current Supplier
- Internal Politics
- Buying Fears
- Buying Scenario
- Opinion of Our Product

### PROFILE:

### STRATEGY:

ACTION:  Hot/Urgent  Sales Rep Call  Literature  Samples  No Action

Report By: \_\_\_\_\_ Trade Event: \_\_\_\_\_ Date: \_\_\_\_\_

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