



*Present*

# **THRIVE LIVE!**

## **How to Safely & Successfully Re-Enter the Live INTEX Expo Exhibiting Arena**

### **Topics Include:**

- Where We've Been & Where We're Going
- Health & Safety Measures as of 6/3/21
- How the INTEX Expo Will Look & Feel Different
- Top 4 Health & Safety Areas to Integrate Into Your Exhibit
- How to Request a Corporate Travel Restriction Exception, If Appropriate
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- Overview the Exhibit Marketing Process
- Quick Tips for Improving Your Execution of the Exhibit Marketing Process

## Health & Safety Measures as of 6/3/21

### WHAT TO EXPECT FROM US



#### CLEAN ENVIRONMENT

We are disinfecting surfaces regularly for your safety.



#### WEARING MASKS

We are wearing masks for the protection of ourselves and others.



#### SANITATION STATIONS

We are providing hand sanitation stations throughout the convention center.



#### HEALTHY STAFF

We only attend when feeling healthy to ensure a safe environment.



#### CONTACTLESS PAYMENTS

We only accept card payments for all transactions. No cash payments are accepted.

### WHAT WE EXPECT FROM YOU



#### SOCIAL DISTANCING

We ask you keep a safe distance from one another to maintain a healthy environment.



#### WEAR A MASK

We ask attendees to wear a mask for the protection of yourself and others.



#### HAND SANITATION

We ask that you use hand sanitizer and wash your hands frequently.



#### COUGHING & SNEEZING

We ask that you cover your mouth and nose with your elbow or tissue when coughing or sneezing.



#### STAY HOME IF FEELING SICK

We ask that you please stay home if you are feeling unwell or are experiencing COVID-19 symptoms.

## How the INTEX Expo Will Look & Feel Different

- ✓ Mask will be required and will be available to those who need them.
- ✓ Hand Sanitizer Stations will be accessible through the venue.
- ✓ Self-serve registration kiosks for contactless retrieval of your badge. (Bring QR code from your online registration to scan.)
- ✓ Food will be prepackaged and portioned for individuals to reduce unnecessary contact.

## Top 4 Health & Safety Areas to Integrate Into Your Exhibit

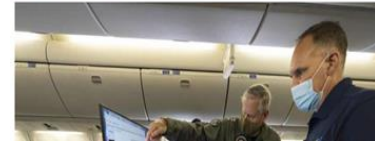
1. **Crowds:** Reduce staffing, eliminate crowd gathering tactics, eliminate lines/queues, have more open space.
2. **Social Distancing:** Wear mask, keep 3 to 6 feet apart, consider floor decals to remind staff and visitors.
3. **Exhibit Sanitation:** Have PPE and hand sanitizer available, identify high-touch surfaces, clean often, post signage in exhibit to inform visitors of safety protocols.
4. **Touch Free Interactions:** Reduce touch points, use digital literature, use packaged samples & giveaways, no food or beverages allowed in exhibit.

## How to Request a Corporate Travel Restriction Exception, If Appropriate

1. May or may not be flexible?
2. It doesn't hurt to ask!
3. To provide justification, you must address...
  - Health & Safety Precautions
  - Solid \_\_\_\_\_ Reason
  - Sound Economic Reason

Military News

It's Almost Impossible to Get COVID-19 on an Airplane, New Military Study Suggests



### TSA checkpoint travel numbers (current year(s) versus prior year/same weekday)


This page will be updated by 9 a.m. daily. (Back to Coronavirus (COVID-19) information)

Date	2021 Traveler Throughput	2020 Traveler Throughput	2019 Traveler Throughput
5/16/2021	1,850,531	253,807	2,620,276
5/15/2021	1,453,267	193,340	2,091,116
5/14/2021	1,716,561	250,467	2,664,549
5/13/2021	1,743,515	234,928	2,611,324
5/12/2021	1,424,664	176,667	2,343,675

## How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost revenue due to the pandemic?
  - What does your business need right now?
  - How important is \_\_\_\_\_ contact in acquiring customers and sales?
  - How does NOT exhibiting help you get it?
2. Use floor space cost x 3 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of one customer or sale
6. Divide by total exhibiting investment
  - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Show Budget (Floor space cost x3)	\$3,685 x 3 = \$11,055	\$_____
• Exhibiting Hours	7.5	7.5
• (X) Exhibit Staff	2	x_____
➤ 50 sf per staffer		
• (X) Ints./hour/staffer	3	x_____
• Total Interactions	45	=_____
• Cost Per Interaction	\$246	\$_____
➤ \$598-\$1,114 avg. field call cost		
• Value of Customer/Sale	\$5,000	\$_____
• Exhibiting Investment	\$11,055	\$_____
• # Customers/Sales to ROI	2.2 (4.9%)	=_____

<h1>Exhibit Marketing Process™</h1>							
<p><i>Exhibit Marketing Process™</i> is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to to design and execute an effective exhibit program that visibly supports core business objectives and delivers measurable financial value beyond cost.</p>							
PRE-EVENT		DURING EVENT			AFTER EVENT		
<b>1. Select</b>	<b>2. Align</b>	<b>3. Design</b>	<b>4. Attract</b>	<b>5. Engage</b>	<b>6. Capture</b>	<b>7. Follow-up</b>	<b>8. Measure</b>
the right and best events	exhibiting reasons w/business goals	a valuable interactive visitor experience	enough of the right people	visitors impress and discover opportunity	information rich leads w/committed next actions	convert visitor commitments to actions	performance, value, ROI & key lessons to improve

## **Quick Tips for Improving Your Execution of the Exhibit Marketing Process**

1. Reasons are NOT enough!
2. Goals should address the big 3 value areas:
  - \_\_\_\_\_
  - Sales
  - Customer Relationship Management
3. With \$\$\$... Keep Strict Accounts!
4. Clarity is Power! – Who specifically is your target visitor?
5. Less is More! – What solutions should you feature?
6. People attend to \_\_\_\_\_, SOLVE PROBLEMS and SEIZE OPPORTUNITIES.
7. #1 way attendees want to engage with exhibits is through presentations and demonstrations.
8. Two BIG questions in customers' minds you must address:
  - Why at all?
  - Why you?
9. WIN the game before kickoff with highly-targeted and well-designed pre-show marketing.
10. Don't let your exhibit get lost in the crowd - Make it STAND OUT!
11. The exhibiting environment is different and challenging.
12. Your \_\_\_\_\_ make or break your success!
13. If you're not writing orders at the event, the REAL product is leads!
14. What gets measured - gets done and gets improved!
15. Learning from every event is what puts you in the top 10% of exhibitors.



## INTEX Expo Key Action Dates

**You still have time to sponsor for October and be recognized in the convention brochure and on website before July 1!**

### July 1

**Final 2021 booth payments due. Reminders will be emailed June 17.**

### July 19

**Registration and hotel reservations open at [awci.org/convention](http://awci.org/convention). Watch for an email. Exhibitor Service Manual emailed from GES.**

### August 2

**Booth selection opens for INTEX Expo 22. Watch for an email.**

## Sponsorship Opportunities

**GET MORE EXPOSURE FOR YOUR COMPANY!**

Price Points to Fit Every Budget

All INTEX Expo 2021 Sponsorships include these value benefits:

- Recognition in AWCI'S Construction Dimensions
- Recognition in the on-site program guide
- Recognition list on the INTEX Expo official web site
- Recognition in the pre-show mailings
- Recognition via signage at the expo
- Recognition with targeted signage at specific events
- When selecting 2021 sponsorships, 2020 sponsors will be given "right of first refusal" for events/items/programs
- Increase in your priority points ranking. Sponsors of the AWCI Convention, CISCA Convention, and/or INTEX Expo in 2021 will receive sponsorship credit increasing their priority points ranking for booth placement at the 2022 INTEX Expo.

<https://www.intexconstructionexpo.com/sponsors/sponsorship-opportunities/>

What are the three most important ideas you learned and will apply to improve your exhibit program?

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## AWCI Exhibitor Success & ROI Center

Visit and share with your team:

- <https://www.intexconstructionexpo.com/exhibitors/success-roi-center/>

## About Your Expert Presenter

### **Jefferson Davis, President, Competitive Edge The Tradeshow Productivity Expert <sup>tm</sup>**

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.



His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the  
Tradeshow Turnaround philosophy and practices.**

**Call 800-700-6174 in the US or 704-814-7355 and visit [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**