



Present

First-Time Exhibitor Web-Briefing

**How to Get Off to a
Positive & Productive Start
in the NACS Show**

Participant Learning Objectives

This web-briefing will...

1. Provide first-time NACS Show exhibiting companies with important exhibiting information.
2. Inform exhibitors about the range of resources and support available.
3. Guide new exhibitors on where to focus their efforts to execute a successful exhibit.

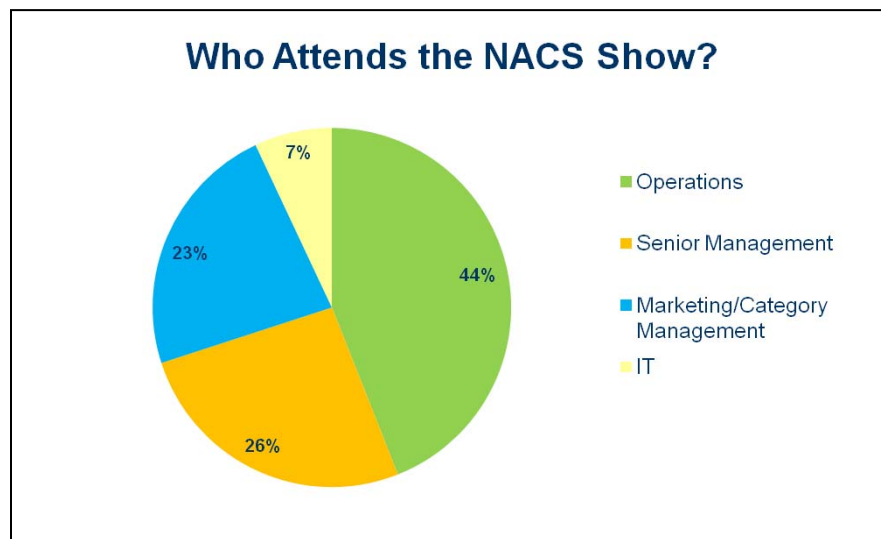
About NACS & the NACS Show

- Founded in 1961 as the National Association of Convenience Stores, NACS is the international association for convenience and petroleum retailing.
- Our Mission: Provide the knowledge, connections, and advocacy necessary to assist our members in maximizing their effectiveness and profitability.
- Represent 2,100 retail and 1,500 supplier member companies.
- U.S. C-store Industry - 145,000 stores, \$511 billion 2009 sales (\$328 billion motor fuels)
- NACS Show #1 Buying Power in U.S. (2008-2009)

As a First-Time Exhibitor, You are Very Important to Us!

- Post-show surveys indicate that attendees rank seeing new products and suppliers among the top reasons for attending
- New companies keep the exhibit hall interesting
- New exhibitors reflect a growing and dynamic part of our industry

NACS Show Attendees



Retailers Come to the NACS Show to:

#1 See new products and developments

#2 Make business contacts

#3 Attend educational sessions

#4 Network - meet new people in the industry

NACS Exhibits Team: At Your Service

Alison Daniels (NACS) –703.518.4287 - adaniels@nacsonline.com
(Facility Operations, Foodservice, Technology areas)

Donovan Woods (NACS) –703.518.4226-dwoods@nacsonline.com
(Merchandise, Candy & Snacks area)

Leigh Walls (NACS) – 703.518.4215 or lwalls@nacsonline.com
(Petroleum Equipment & Services area)

Bob Young (PEI) – 918.494.9696 or byoung@pei.org
(Petroleum Equipment & Services area)

RESOURCES AVAILABLE TO YOU

1. Bookmark It! The Exhibitor Resource Center – www.nacsshow.com/erc
2. Exhibitor Knowledge Center – www.nacsshow.com/ExhibitorEd
3. Marketing Opportunities (not OSFA) – www.nacsshow.com/marketing
 - *High-Impact Exhibitor Marketing webinar replay*
4. Online/print directories and mobile app – update your free company listing! www.nacsshow.com/exhibitorportal
 - *Leverage Social Media and the NACS Show Mobile App*
 - *August 12 live webinar*
5. Exhibitor Support Team – contact names at www.nacsshow.com/erc
6. Optional: Mystery Shopper Program
7. Comprehensive Online Exhibitor Service Kit with tutorial

Exhibitor Service Kit

- **Contents:** General Information, Freeman Services, Shipping/Material Handling, Facility Information & Order Forms, Additional Services, Exhibitor Appointed Contractors, NACS Forms, Marketing & Promotion Information
- **Pay Careful Attention to:**
 - deadline checklist
 - target move-in date
 - booth display guidelines
 - booth conduct rules/regulations
 - food/beverage sampling guidelines (Levy)
- **Online Access:** www.nacsshow.com/erc – select “Exhibitor Service Kit”

Exhibitor Success Program **Live and Re-playable Web Programs**

- **Live & Re-playable Webcasts**
 - July 22 – Mystery Shopper Findings- Tips & Tricks for Experienced Exhibitors
 - August 12 - Social Media and NACS Mobile App
 - September 15 - Strategies for Post-Show Success
- **Exhibiting Success E-Courses**
 - State-of-the-Art Exhibit Marketing
 - Moving From Logistics to Strategy
 - Moving From Leads to Sales
 - What Gets Measured Gets You Noticed
- **Short Video Clips of NACS Show Buyers Discussing What They Want and Need From Exhibitors**
- **Online Access:** www.nacsshow.com/ExhibitorEd

10 KEYS TO SUCCESS FOR FIRST-TIME EXHIBITORS

With Jefferson Davis, President Competitive Edge

1. Be Clear About What You Are Really Buying

Face-to-Face Contact

Your ultimate exhibiting RESULTS will come from putting your company identity, staff and products/services face-to-face with enough of the right people - *people who influence and make buying decisions for what you sell.*

2. Success Rule for Exhibitors New to a Tradeshow

- If the people attending the NACS Show make/influence buying decisions for what you sell
- You cannot _____ the ultimate value of the show from one attempt
- You must commit to at least _____ consecutive shows
- Applying more of what you learn to each show

3. Know Why You Are Exhibiting & Set SMART Goals

Top Four Reasons for Exhibiting:

- Market awareness, presence and visibility
- Branding
- Lead generation and sales
- New product introduction

Set SMART Goals

- Specific, Measurable, Actionable, Realistic, Time-bound
- Create _____ action plans for achieving goals

- **View Moving From Logistics to Strategy e-course at the NACS Show Exhibitor Knowledge Center**

4. Invest *Enough* Resources

The budgeting rule of thumb is to multiply your floor space cost _____ times minimally to determine your total show budget.

5. Get “In The Mind” and “On The Agenda” of Enough of the Right Attendees

- Show attendee _____ have changed.
- You cannot just rent space show-up and _____ the right buyers find you.
- You **MUST** use targeted pre and at-show marketing.
- **View the State-of-the-Art Exhibit Marketing Webcast at NACS Show Exhibitor Knowledge Center**

6. Make Sure Your Exhibit Communicates Effectively

- Visually answer the three questions in the mind of show attendees.
 - What do you do?
 - Why should I care?
 - Who are you?
- Have a ultra professional looking exhibit.
- Display your products and services in their best light and try to engage the visitor with the products.

7. Staff & Work The Show Properly

- **Put effective staffers in your exhibit**
 - Friendly and engaging
 - Proactive versus _____
 - Knowledgeable
 - Asks good questions and listens well
 - Can communicate _____ and persuasively
 - Takes good lead information and gains commitment to the next step
- **Power tips for effectively working the show:**
 - Be in your booth and available - the entire show
 - Smile and greet people in the aisle
 - Effectively _____ visitors to your booth
 - Know what _____ you need to ask

- Know what makes your products or services unique and saleable
- Talk about what the visitor wants to talk about
- Take good _____ leads

8. Take Quality Leads & Follow-up Effectively

- The quality of a lead is in direct proportion to the clarity of the next step and the visitor's _____ to take that step
- Follow-up fast or in-line with the visitors request
- Place "here's the information you requested" on all post-show follow-up
- Vary your follow-up media: email, mail, telephone, in-person, etc.
- Determine your follow-up plan _____ the show
- **View From Leads to Sales e-course at NACS Show Exhibitor Knowledge Center.**

9. Measure Results

- Don't just count _____ – count _____ over time!
- Develop a closed loop lead management system
- Develop a simple and consistent set of performance metrics.
 - (CPL) Cost Per Lead
 - (CPI) Cost Per Interaction
 - Total Number of leads, quality by priority, potential value
 - (ROI) Return On Investment
- **View What Gets Measured Gets You Noticed at NACS Show Exhibitor Knowledge Center**

10. Learn from Every Show and Stay Committed

- During the show, make time to walk the floor and _____ from other exhibitors.
- After each show do a brief post-show report and identify the top 1 _____ learned so you can do even better at your next show.
- It takes time to build a masterpiece. Learn, apply and stay committed and success will come.

Get Ready for a Positive & Productive NACS Show Experience...

- NACS Show is one of your most effective marketing and sales media, when done properly.
- NACS gives you the resources, support and access to be as successful as you want to be.
- Use what you learned in this web-briefing and take advantage of all of the knowledge on the [NACS Show Exhibitor Knowledge Center](#)

Want to Make it BIG in Show Business?

The "Tradeshow Turnaround Artist" Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approaches to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales. Over 100,000 exhibitors have attended his exhibiting success live seminars, workshops and webcasts. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

Visit www.tradeshowturnaround.com.

Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

2211 Houston Branch Road
Charlotte, NC 28270
Phone: 800-700-6174
Fax: 704-814-7366
www.tradeshowturnaround.com