



*Present*

# How to Optimize and Drive Traffic to Your AAP Virtual Exhibit

## **Participant Learning Objectives:**

- 7 benefits & advantages of a virtual exhibit.
- How virtual events differ from face-to-face events.
- Critical success factors for your virtual exhibit and planning guidelines.
- Understanding the virtual attendee journey.
- Overview the key components of your virtual exhibit.
- Provide practical strategies and ideas to take full advantage of the many capabilities.
- Identify do-it-yourself marketing opportunities to drive traffic to your virtual exhibit.
- Leverage AAP virtual exhibitor marketing opportunities.

## 7 Benefits & Advantages of a Virtual Exhibit

- NO TRAVEL: Saves everyone time!
- COSTS LESS: No air, hotel, ground transportation, freight, shipping, show services, I&D, meals and entertainment, etc.
- LONGER EXPOSURE: Event is live 6 days – open through 11/6/21.
- EXPANDED MARKET REACH: Accessible to a larger audience.
- LEVEL PLAYING FIELD: Exhibit size no longer matters!
- DIGITAL FOOTPRINT: Access to more visitor behavioral data.
- ADDRESSES three primary reasons people attend live events:
  1. Learn
  2. Network
  3. \_\_\_\_\_

## How Virtual Events Differ from Face-to-Face Events

- Don't have as much **control** over how much time attendee spends at the virtual event.
- **Distraction** level working on computer at home is magnified 10x.
- **Content** marketing and **rich** media are more important.
- PRO TIP: If you have multiple solutions, do NOT try to promote them all!
  - ✓ Lead with \_\_\_\_\_!
  - ✓ Feature HOT, Trending or Top of Mind Products/Services
  - ✓ Reinforce Pillar Products/Services

## Critical Success Factors for Your Virtual Exhibit

1. Be sure you're listed in correct Product Tags - key navigation point for attendees.
2. You must offer relevant and important content and execute a virtual exhibit experience \_\_\_\_\_ of attendees' time and attention.
3. You must **proactively promote** your participation before, during and after the 2 live days to drive traffic to your exhibit. (LIVE 11/6-8 & 11/13-15 with 12-3 pm POWER HOURS - Virtual Exhibit Hall open through 11/6/21)
  - AAP will do their part to promote the event and drive traffic into the virtual exhibit hall - do not just rely on AAP!
4. You must effectively interact with visitors, **capture** visitor information and follow-up to get them to take whatever post-event action(s) you seek.

## 9 Virtual Event Planning Guidelines

1. Identify **reasons** for exhibiting virtually.
2. Set specific **goals**.
3. Define your **target audience**.
4. Develop your \_\_\_\_\_.
5. Determine your communication **channels**.
6. Define your **content**.
7. **Optimize** your virtual exhibit functions.
8. **Promote** before, during and after with compelling value propositions and clear CTA's (Call to Action).
9. Prepare your **virtual staff** for effectively interacting with visitors.

### REASONS

1. Connect with Customers
2. Generate Leads & New Revenue Ops
3. Brand Presence
4. Speak/Educate
5. Sales
6. Thought Leadership
7. Other?

### GOALS

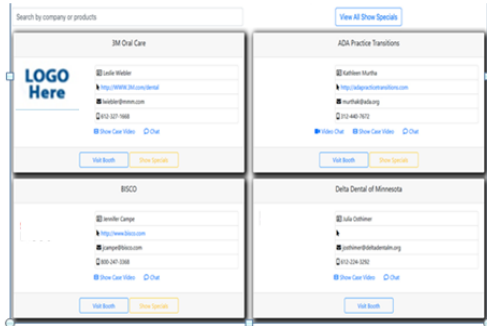
1. Exhibit Visits
2. Chats
3. Meetings
4. Leads
5. Announcements
6. Education
7. Social Connections
8. Brand Impact & Experience

## Understanding the Virtual Attendee Journey



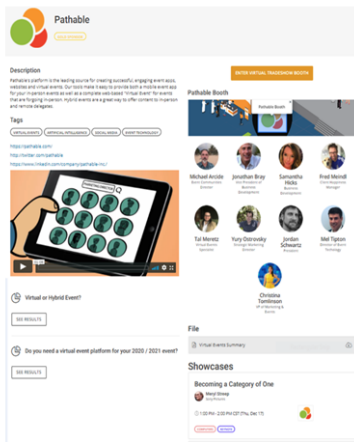
1. Attendees pre-register for the event thru Experient
2. Click on drop down on event home page/virtual event lobby
3. They enter the Exhibit Hall and find exhibitors by:
  - *Alphabetical Listing/Exhibitor Index*
  - *Click on an Exhibit Hall organized by Alphabetical.*
  - *Click on Individual Exhibits*

## Navigational Tiles



- Can search by Company Name or Product Category (TAGS) in alphabetical order.
- Includes company logo, contact name and information and:
  - Sponsor Ribbon
  - Product Tags (no limit to number)
  - Visit Booth link

## Overview of Virtual Exhibit Functionality



1. Exhibitor Description
2. Tags/Product Categories
3. Links
4. Video
5. Polling
6. Exhibit Personnel
7. Chat
8. Files/Uploaded Documents
9. Showcase/Corporate Forum

*Your success will depend on how well you utilize these functions*

## Leverage Your Company Description

### Description

Pathable's platform is the leading source for creating successful, engaging event apps, websites and virtual events. Our tools make it easy to provide both a mobile event app for your in-person events as well as a complete web-based "Virtual Event" for events that are forgoing in-person. Hybrid events are a great way to offer content to in-person and remote delegates.

1. No character limit – *but don't make it too long!*
2. **PRO TIP:** You must write this **differently** than you would for a live exhibition.
  - Primary goal of description is to prompt visitors to want to immediately learn more about your offerings and **engage** with your content, chat with your staff and/or submit an inquiry.
  - Think about what **PROBLEMS** your customers might be experiencing.
  - Think about what your target customers may want or need to **LEARN** about right now.
3. Start your company description with a strong **QUESTION** based hook.
  - Problem to solve?
  - Opportunity to seize?
  - Something to learn?
  - NEW?
4. Be sure to include a **Call To Action** in your description.

## Optimize Your Video

Only pre-recorded video!

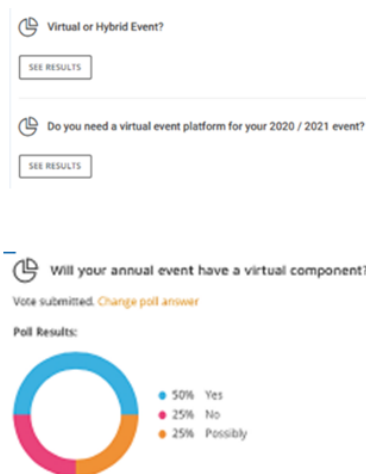
Video topic could include:

- ✓ Short company overview
- ✓ Product/service overviews
- ✓ Meet our team
- ✓ Customer interviews
- ✓ Unique Selling Proposition
- ✓ Tour of your facility

### Video Player Best Practices:

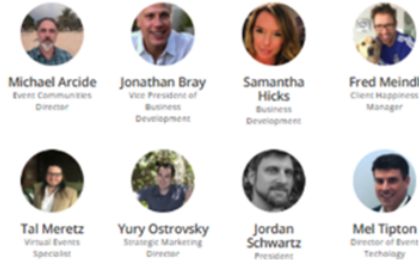
- Keep it short: 3 to 10 minutes – have video length visible, if possible.
- Create and feature a compelling \_\_\_\_\_ - it should make the visitor want to view the video!
- Use sub-titles and captions in video.
- Include people in your videos... people are people watchers!
- Always include a **call to action** at the end of your video telling what you want the viewer to do next, verbally and visually.
- PRO TIP: Use the **hook/story/close** model to script videos.

## Interactive Polling



1. Polls are a powerful way to create **interactivity** and do real time market research.
2. Great way to determine what the most pressing needs and trends are in your marketplace.
3. Can also be used for attitudinal and behavioral research.
4. **PRO TIP: Results can be shared with the industry.**
5. Consider offering a contest/reward for completing the poll.

## Register & Prepare Your Exhibit Staff



1. Your virtual exhibit staff **must be registered** through [Experient](#).
2. Feature your product managers - technical experts - *and promote they will be accessible during the event!*
3. Make sure your personnel are **scheduled** and available 11/6 & 11/13 from 12:00 to 3:00pm during POWER HOURS.
4. **PRO TIP:** *Consider having a set time during Power Hours to engage with your senior executives.*
5. Attendees can chat or request one to one meetings or with your staff.

1. If doing vide meeting, make sure your staff looks and dresses the part for video meetings. Consider lighting and background too!
2. For scheduled meetings, prepare an \_\_\_\_\_.
3. Develop of list of seek to understand questions for chats and meetings.
4. PRO TIP: Develop a FAQ list about company and featured solutions.
5. Script your best answers.
6. Make sure your virtual exhibit staff are \_\_\_\_\_ to quickly and effectively answer your top questions in a consistent, concise and effective manner.

## Upload the Best Documents

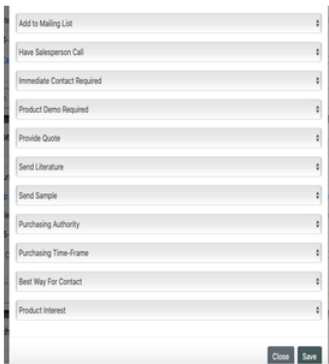


1. Files should be pdfs to avoid modification.
2. Documents to consider uploading:
  - ✓ product/service brochures
  - ✓ press/news releases
  - ✓ white papers
  - ✓ case studies
  - ✓ posters
  - ✓ useful checklists
  - ✓ article reprints
  - ✓ awards and recognition
  - ✓ client list and/or testimonials

## Two Resources Best Practices:

- Create a quick-read one page overview document that concisely presents:
  - Who you are and who you serve
  - What your core products and services are
  - What your \_\_\_\_\_ proposition to your market is
  - What makes your company and your products/services different and better than your competition
  - How to engage with your virtual staff and contact you
- Create a checklist of primary \_\_\_\_\_ criteria and key questions a customer should ask when evaluating your type of product/service
  - Make it three columns
  - Fill in the answers for your offering in first column
  - Leave the other two blank - most buyers typically shortlist to three potential vendors

## How to Capture Leads



- 4 types of leads:
  - ✓ Brand Inquiry
  - ✓ Request Information
  - ✓ Visitors who request 1 to 1 meeting
  - ✓ Chat transcripts
- **PROMO IDEA:** Use one of your hyperlinks to run a contest! Use a giveaway as a lead capture device and include an information capture form.
- **VISITOR REPORT:** Platform will provide a report of who and how many visitors you had including contact information, and answers to brand inquiry questions.
- **PRO TIP:** Be sure to check into your virtual exhibit at least 1x per week after live event – visitors can click on your exhibit and leave messages.

### **Following Up With Leads:**

- Import visitors into your Customer Relationship Management (CRM) quickly
  - Source or tag them to AAP
  - Enter activity in contact record of existing contacts
  - Manage 1 to 1 follow-up through your CRM
- Define various follow-up actions.
- Develop follow-up plan in advance.
- Ask visitors how they would like to be followed up with.
- Follow-up fast – do what you say you will!
- Deliver value on each touch point.
- PRO TIP: Don't stop short – it takes an average of \_\_\_\_\_ touches to convert a lead.

### **Marketing Your Virtual Exhibit**

- Promoting Your Virtual Exhibit is a MUST!
- Defining and communicating your value proposition to the right people helps you draw traffic.
  - What is the single biggest \_\_\_\_\_ your customers face that you can help them solve?
  - What will they gain, save, achieve or avoid by visiting your virtual exhibit?
  - What is one thing you can quickly teach them that will add value to their world?

### **Do It Yourself Marketing**

1. Work your warm circle: Encourage them to register!
  - Customers: active and inactive
  - Prospects in your sales pipeline
  - Recent inquiries about your product/services
  - Website visitors
  - People who have downloaded documents you've offered, etc.
  - Visitors to your past live tradeshow exhibits
  - Social media connections
2. Create segmented lists, design messaging/content specific to each list type.
3. Start marketing \_\_\_\_\_ weeks before the virtual event.
4. Use email, social media, web landing pages and phone as your primary media.



**Do It Yourself Marketing**

5. Plan for at least \_\_\_\_\_ direct touch points, ideally through multiple media.
6. PRO TIP: Give a clear and compelling reason to attend the virtual event and to visit your exhibit.  
See – Do – Learn - Get
7. PRO TIP: Review sessions being held and determine which sessions relate to your products /services – promote those sessions and suggest they visit you after viewing the session.
8. Offer a reward/contest for attending the event and visiting your virtual exhibit.
9. Consider increasing the reward for completing one to one scheduled meetings.

**Leverage AAP Marketing Opportunities**

1. Advertisements:
  - Scrolling ad in lobby
  - Welcome lobby video screen ad
  - Exhibit hall page
  - Entrance to CE hall
  - Floor logo
2. Dedicated Sponsor Page
3. Exhibitors hosting a Corporate Forum can highlight under the Showcase option
4. Request a post-event mailing list

**For More Information, Please Contact:**  
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- What are the three most important ideas you learned and will apply to improve your virtual exhibit program over the next two weeks?

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## 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)**