

Dear Exhibitor,

Thank you for choosing to exhibit with Texas Classic Productions. This exhibitor service kit is a valuable resource in preparing for your upcoming event. Whether it's your first time with Texas Classic Productions or you're an experienced exhibitor, the service kit is an easy-to-use guide to help make exhibiting a smooth process and ensure that you have a successful show.

What to do and when to do it...

This Exhibitor Service Kit provides you with all of the information you need to ensure a smooth exhibiting experience—from Rules and Regulations, and Marketing and Sponsorship Information, to Show Products and Services Order Forms, and more. Please pay special attention to the Important Deadlines as you prepare for the show, and keep in mind that advanced ordering will save you money and ensure a smooth running show.

Increase your exposure...

The service kit also includes a promotion section, which details marketing and sponsorship opportunities to enhance your return on investment. Remember that pre-show and at-show marketing is the key to building your visibility and maximizing booth traffic.

Exhibitor Marketing Guide

We designed this Exhibitors Service Kit to give you information, checklists and strategies that will help you get the most from our shows. This handbook, along with the other program components listed above, will help you:

- maximize your company's participation at the show
- improve the design and setup of your display
- choose and train your staff
- meet with more clients and prospects at the show
- follow up more profitably after the show

Share all these new tools with your sales team, marketing and communications departments, distributors, agents and reps. Contact us at Texas Classic Productions with your questions or ideas on how we can help you be more successful at your next show.

Thank you.

WELCOME TO THE SHOW: Critical Tips for First-Time Exhibitors

You've decided to exhibit with Texas Classic Productions. Congratulations! You've made a wise and prudent decision.

Without question, tradeshow can be one of your most effective sales and marketing efforts, if done properly. You can accomplish more in two days at the right tradeshow than you could in weeks or even months in the field, but only if you are prepared to take advantage of all the opportunities a show presents. Many exhibitors enter their first show unprepared. They end up making expensive appearances that deliver no meaningful or measurable contribution to their company's sales and marketing objectives.

HERE ARE SEVEN CRITICAL TIPS that will help you get off on the right foot and make your next show a highly productive experience and a profitable investment.

Get Clear About What you are Really Buying. Most exhibitors think they are buying floor space, exposure, leads and so on. Successful exhibitors realize they are buying face-to-face contact in an environment strategically designed to facilitate interaction with a highly targeted market.

Give yourself Enough Time to Execute an Effective Exhibit. Many first-time exhibitors sign up for shows too close to show time. Ideally, you should sign up at least six months before the show to give yourself time to plan and prepare for a successful show experience.

Lay a Solid Foundation for Success. Many exhibitors rent space; send the exhibit, people, products and literature; and hope things work out. Successful exhibitors ask this question before the show: "At closing time, and within 90 to 180 days after the show, how we will know we were successful?" By determining in advance the specific outcomes they desire, they can create plans for achieving those outcomes.

Read your Exhibitor Service Manual Carefully. This critical tool, which goes mostly unused, will answer many of your questions and direct you to resources you need to execute your exhibit. A key piece of information you'll find in this manual is order-deadline dates; missing them can increase your costs by 40% or more.

Don't Throw a Party without Inviting Guests. Only 15% of exhibitors use targeted pre-show marketing to identify and attract the right people to their exhibit. Be one of the 15%. The competition for an attendee's time is fierce. Successful exhibitors get on their target attendees' "short" list before the show opens.

Prepare to Start the Real Work when the Show Closes. Exhibition-industry research finds that only 13% of leads are followed up. This costs exhibitors hundreds of millions of dollars in unrealized business. Whatever you get at the show in terms of orders is just the tip of the iceberg. For most companies, the real product of a tradeshow is qualified leads.

Don't Judge a Show from One Attempt: Most shows have thousands of attendees. It is virtually impossible to meet all of your prospective clients at one event. If the attendees at a show match your customer profile, you should commit to at least three consecutive exhibits before making any judgment on the show's value to your company. If you have brought a good-quality product or service to the right show and are doing all the right things, there is no way you can fail.

Increase your Show's Return On Investment with Measurable Objectives

Determine Measurable Objectives

Your first and most important action is to decide what your company wants to accomplish by exhibiting at a Texas Classic Productions Oilfield Expo. Use the list below to develop your own measurable objectives. Be sure your sales force is involved in creating these objectives and that executive management agrees with them.

Measurable objectives must:

- Align with your company's overall marketing plan
- Target attendees: customers, hot/cool prospects and new leads

EXAMPLES OF MEASURABLE OBJECTIVES:

- Booth visitors by target audience (accounts, industry, title, etc.)
- Number of one-on-one meetings with key accounts
- Number of qualified leads
- Lead mix by geography or product interest
- Number and value of sales confirmed
- Number of distribution deals completed
- Number of attendees exposed to your demo or live presentation
- Number and quality of strategic alliances confirmed with other exhibiting companies

Use these measurable objectives to guide your marketing decisions.

Identify and Attract the Right Visitors to your Exhibit

Successful exhibitors use targeted pre-show marketing to get themselves on the right attendees' agendas before the show opens. Use the following tactics to help you fill your booth with qualified buyers:

Attract More Buyers and Prospects to your Booth with Pre-Show Marketing.

The most important aspect of your next Texas Classic Productions show is your pre-show marketing effort. Use a targeted, coordinated pre-show promotion campaign that includes these steps:

1. Clean and update your database.
2. Develop a master schedule and budget for these pre-show marketing efforts.
3. Promote your show participation and booth number aggressively.
4. Create marketing pieces that stress unique benefits.
5. Establish a VIP program with exclusive benefits for your top prospects.
6. Establish a special program for the buying teams that attend the shows.
7. Communicate to the media.
8. Take advantage of your website as well as the show's website
9. Invite key prospects to visit your booth.
10. Schedule appointments with key clients in advance.
11. Create new advertisements that stress the benefits of visiting your booth.
12. Print a flyer with your show's locations and dates, your booth number and a preview of the new-product introduction and/or show specials in your booth.
13. Remind your sales partners to invite potential customers to visit your booth.
14. Promise a giveaway at your booth that will have business value.

Proven Pre-Show Marketing Techniques to Increase your Booth Traffic

ADVERTISING

For Print and Online Ads:

Include your booth number and show logo in your ad.

Run smaller ads in multiple issues starting three months before the show. This will bring more traffic to your booth than running one large ad the month before the show.

Place your ads in the same publications and on the same websites that run ads for your show, and schedule them to run at the same time. Contact your show's marketing department for more information.

Keep your copy concise, benefit-laden and to the point.

Add a response device to help track your ad's effectiveness.

For Web Ads:

Tell readers to "Register Today," "Click here for Show Specials," etc.

Link your ad to the show's website.

DIRECT MAIL

Keep existing mailing lists current or create a new mailing list.

For each piece of direct mail, keep the message simple and focused on your audience.

Send multiple mailings so you'll stand out from your competitors.

Send the first piece to arrive 30 days before the show and the last piece to arrive the week before the show.

Include the show name, dates, location and your company name and booth number. Include a response device, such as the show registration form.

SALES

Remind your salespeople to distribute Custom Tickets to their clients and prospects. Ask your salespeople to call their best clients and prospects to schedule meetings at the show.

Create a "Show Special" available only at your booth and promote it in advance.

INTERNET

One of the best and easiest ways to promote your company's show schedule is on your company's website.

Here's how:

- List all your shows
- Link your site to the show's website
- Add a photo of your display and the staff working the show
- Highlight your exhibit on the show floor plan
- Offer e-VIP registration tickets

Julia O'Connor, Trade Show Training, Inc., www.TradeShowTraining.com

E-MAIL

E-mail, if used wisely, can be an important part of an exhibitor's pre-show promotion, but;

Beware of mass e-mails, which can appear to be spam.

Personalize your e-mails and create subject lines that avoid spam filters.

FAX

Use the fax machine to send out invitations and Custom tickets.

Consider including a fax-back device your customers and prospects can use to set up a meeting with you at the show.

Make your fax no longer than two pages and send it at night.

TELEMARKETING

Telephone calls will increase the chance of getting on your customers' and prospects' agendas before the show.

Starting one month in advance, personally call your top customers and prospects to set up meetings.

Call again to confirm your appointment one week before the show.

EXHIBITING DOLLARS AND SENSE: Budget Guidelines for Controlling your Costs

Tradeshows can be either an investment that offers a solid return or a big expense that gets you little or nothing in return. It all depends on how you view shows and how you manage your exhibiting dollars.

It is wise to view exhibiting as a sales-and-marketing investment, and with any investment you should hope to see a return. How much return should you expect? A nice average ROI target is \$3 to \$5 in return for every \$1 invested.

The first budget area to review is what percentage of your company's total sales-and-marketing budget is allocated to exhibitions. A CEIR/Deloitte & Touche study found that the average company spends 24% of its sales-and-marketing budget on exhibitions. How do you compare?

The second budget area to review is how much to spend on a specific show. To establish a show budget, multiply the cost of floor space cost by 3 if you have a small exhibit without a lot of setup labor costs, material handling or show services. For example, if the floor space costs \$3,000 you should invest at least \$9,000 in the show. However, if you have a larger exhibit with a lot of installation and dismantling labor, material handling and other show services, budget 5 times the cost of floor space.

Following is a list of major exhibit expenses and approximate percentages spent on each. PLEASE NOTE: these are estimates and provided only to give you an idea of where companies typically spend their budget per show. These estimates may vary by industry and by show.

- Exhibit space rental: 32%
- Exhibit design: 20% —including design and construction costs, refurbishment, display materials, graphics, storage, installation and dismantling costs, insurance, etc.
- Show service: 14% — electrical, plumbing, janitorial, security, telephone, carpet, furnishings, wireless access, lead-retrieval system, etc
- Transportation: 9% — freight, material handling, customs (if necessary)
- Travel and entertainment: 18% - airfare, lodging, meals, ground transportation, training, staff attire, hospitality events, client and prospect entertainment

- Advertising and promotion: 6% — print advertising, sponsorships, public relations, direct mail, list rental, literature, promotional giveaways

- Other: 1% — anything that doesn't clearly fall under the previous six categories

To manage your budget, create a spreadsheet with the seven major categories and list specific line items under each. The spreadsheet should include budget versus actual and should indicate the variance. This will provide a clear picture of where money is being spent.

Controlling exhibiting costs can help you improve your return on investment. Always refer to your Exhibitor Service Manual when planning your display. Your manual will provide order forms and cost-saving deadlines. Events not organized by Diversified Business Communications may contract with different vendors — show decorator, labor, electric, plumbing, etc. — for whom different policies may apply. The following tips will help you control costs:

- Read the Exhibitor Service Manual and pay careful attention to order deadlines. Ordering prior to the deadlines will save money.
- Order all exhibit accessories and services in advance, because they will cost more if ordered on-site.
- Request that show labor be done on straight time if possible.
- To minimize labor costs for installation and dismantling, number your crates according to content. Attach a diagram with instructions for exhibit setup, and include electrical requirements and repacking instructions.
- If you exhibit in multiple shows, use the same freight carrier and negotiate volume discounts.

PLANNING YOUR DISPLAY

For your convenience and service, Freeman Decorating Co. is Texas Classic Productions' official general contractor and provides labor and decorations for Texas Classic Productions events.

You will also receive a link for your Freeman Online® Manual, where you will be asked to create your own user name and password. Freeman Online® is a planning guide that allows you quick online access to order Freeman services, receive e-mail confirmations of your orders and retrieve invoices after the show.

To ensure you don't forget anything, try the Freeman Online® "Exhibitor Assistant," which takes you step-by-step through the ordering process.

DESIGNING YOUR DISPLAY

Use your company's measurable objectives for the show to guide you in creating your exhibit. Your Exhibitor Service Manual offers many display and furnishing options; choose what best reflects the image you want for your company at the show.

Keep these things in mind as you design your exhibit:

- What products are being displayed?
- Who are your targeted buyers?
- What do your competitors' displays look like?
- Do you need an area for private meetings?
- What is your corporate image, and is it conveyed in your booth design?
- What are your electrical needs?
- What are your furniture and carpet needs?
- What other services do you require?

The six elements to successful exhibit design:

1. Focus the design on the customer, capture the customer's attention.
2. Understand the exhibit's function:
 - a. Attract attention
 - b. Prioritize impressions
 - c. Establish a mood
 - d. Inform or pre-qualify prospects
 - e. Provoke useful questions
 - f. Create lasting impressions
3. Use the exhibit as a communication tool. It has three seconds to communicate.
4. Use this process to make an effective exhibit:
 - a. Visualize — What kind of image do you want to convey?
 - b. Define — What are you trying to accomplish?
 - c. Identify — Which exhibit sizes are right for you?
 - d. Optimize — How can you stretch your budget?
5. Practical factors to consider are found in the exhibitor's manual.
6. Graphics — The magnet that attracts visitors to your exhibit. Who are you? What is your offer? What is your product?

SOURCE: Skyline Exhibits Seminar, "Designing Effective Trade Show Exhibits."

During Show

There will be important papers in your booth when you arrive each morning that contain show information such as:

- Special events planned for that day
- How to reserve your booth for next year
- Logistical information regarding your move-out

Your service invoice(s) will also be delivered to your booth at some point before the show closes. Review all your invoices at the show. Questions are always easier to resolve while people are still there and memories are fresh.

Confirm the following outbound details during the show:

Schedule your dismantle labor. Leave enough time for your empty containers to be returned to your booth before you order your labor. Ask a Diversified or Freeman staff person for an estimate of when you should schedule labor. Double check shipping arrangements with your carrier. If your carrier doesn't pick up your shipment on time, Freeman will assign your shipment to another carrier or take it back to its warehouse for later shipping. These additional charges are billed to your company. To avoid this, you can have Freeman Transportation ship your freight back to your office or to the next show.

Closing Day

Read the show's move-out bulletin for the most current dismantling instructions and schedule. Do not begin dismantling your display or packing your product until the show officially ends. This is unfair to your neighbors and the buyers who are still at the show; sales are still made the last hour of a show. When you are packed and ready to go, complete your out-bound bill of lading and turn it in at the Freeman Service Desk. Freeman labor will pick up your freight from your booth and load it onto your designated carrier.

Don't Staff Your Booth with Duds: Thirteen Essential Questions You Need To Ask

Booth-staff selection is the single most important factor in your exhibiting success. More than graphics, signage, literature, giveaways or any other variable, the people you put on the show floor influence a visitor's opinion of your organization. They are your ambassadors, representing your company for the whole world to see. It is impossible to stress enough how crucial your team is to your overall success. To ensure a top-notch performance, begin preparing your booth team four to six months prior to the event. While preparing, ask yourself:

1. How many people are needed to staff the booth?

Variables to consider: How big is your exhibit? How long is the show? Will you need employees to give product demonstrations, work the hospitality suite, teach seminars or supervise contests? Ensure you have enough staffing so your booth is manned at all times, while giving your team a break every four to six hours. No one can be "on" for 12 hours at a time.

2. Who are the best people to represent the organization?

Working a show requires a unique mix of skills. You want employees with excellent product knowledge, superlative people skills, killer sales instincts and a warm, engaging personality. These people should be motivated self-starters, able to think on their feet and work with little or no direction.

3. Have you organized staff training?

To ensure success, prepare your team with all the skills and tools they need. Training should cover essentials like assessing visitor types, asking qualifying questions, handling difficult attendees, lead generation and follow-up.

4. Have you scheduled a pre-show meeting?

Pre-show meetings ensure that your team understands their goals, objectives and expected duties and are adequately equipped to handle any unexpected surprises. Use this time to clarify areas of confusion and to address any staff concerns.

5. Is the booth team familiar with the products or services being displayed?

To sell products effectively, you need to have thorough, complete product knowledge. Too many times, organizations send out rookie employees who possess only rudimentary knowledge. This is frustrating for attendees; they won't come back to find another employee who might have an answer — they'll go to the competition instead.

6. Have you arranged for a practice demonstration session?

Never assume that your employees know how to use the products they sell. It is entirely possible that they are not completely familiar with every feature, especially if you are introducing a new product.

Take the time to thoroughly train your team, and have them practice demonstrating the product to become familiar with the show-floor routine.

7. Will a technical representative be available to answer questions?

Depending on your product/service line, it may be entirely appropriate to send a technical representative to handle specific product questions. Train this person in the basics of salesmanship, but keep his or her duties largely relegated to providing technical answers. Make sure this rep is aware of the possibility of tradeshow espionage and won't share too much information.

8. Have you established a dress code?

Well before you arrive at the event, make sure your booth staff is clear about the expected mode of dress. Unless uniforms are appropriate for your company, be specific about what you want your team to wear. "Casual business" gives far too much leeway. Instead, spell it out: e.g., "black trousers or skirt, white shirt, black blazer, red tie."

9. Have all booth personnel ordered exhibitor badges?

Everyone on your team needs a badge to enter the show floor, access hospitality areas and move freely about. Order these badges well ahead of time, so that any errors or omissions can be remedied in a timely fashion.

10. Do booth personnel have enough business cards?

It is amazing how many business cards you can hand out during the course of one trade show. Make sure your team is adequately prepared.

11. Have you planned a booth schedule?

A complete schedule will cover every moment of the show, from arrival to departure. On your duty roster, note who will be staffing the booth and when. Also include break times and assign responsibilities. It may be a good idea to build "check-in" time into the schedule, so sales people manning the booth can check messages at the home office and make needed phone calls. This will alleviate a great deal of staff anxiety.

12. Who will oversee booth installation and dismantling?

Often overlooked, these two jobs can quickly become logistic nightmares if no one is prepared to handle them. Delegate two people to this detail. Many show organizers provide this service for a fee, but you may still want to have staff members on hand to supervise.

LITERATURE AND GIVEAWAYS

“For each show, integrate your company’s entire message in one low-cost, targeted brochure or a one-page flyer,” advises Bob Thomas, founder and president of Exhibit and Event Management and a Certified Manager of Exhibits. “Then have your sales team hand deliver or ship out the more expensive, targeted materials/samples, CDs, etc – no later than seven days after the show.”

Use the checklist below to help plan a cost-effective approach to sales literature and premiums:

14 Guidelines for Handling Literature and Giveaways

GUIDELINES FOR SALES LITERATURE

1. Avoid handing out expensive literature.
2. Know that 64% of literature handed out at shows is thrown away.
3. Consider having an inexpensive piece to give away.
4. Offer to send or e-mail information.
5. Remember to send material in a timely manner — within 48 hours after the show.
6. Limit literature to qualified prospects.
7. Realize that literature doesn’t sell — people do!
8. Use literature to enhance a conversation.
9. Appreciate that just handing out literature is a barrier to conversation with the prospect.

GUIDELINES FOR PREMIUMS

10. Get some qualifying information from the visitor before handing over a gift.
11. Have the visitor do something in exchange for a gift.
12. Use the gift as a “thank you” token for stopping.
13. Avoid leaving gifts out for just any passerby — it lowers the perceived value of the gift.
14. Qualify visitors who bring pre-show mailers in exchange for a gift.

LEAD CARDS AND LEAD RETRIEVAL

As part of our commitment to improving the value of our Expos for everyone involved, Texas Classic Productions utilizes QR Code technology to make lead retrieval available for all exhibitors, sponsors and attendees for absolutely free. No clunky scanners, premium prices or trouble retrieving your data when you need it. Everything you need is already in your pocket.

How does it work? All attendees and exhibitors in our events will have special QR Codes printed on their name badges available to scan with a free app that can be downloaded to your smartphone. Scan codes, and immediately save that person's data to your phone as a contact, or even email or text it to yourself and colleagues. That means no expense and no equipment rental hassle for exhibitors the day of the show. This also opens the benefit of lead retrieval to attendees as well. You own your data as soon as you scan it, and have instant access to it at any time.

Plan for your post-show follow-up and put all the pieces of your plan in place before you leave for the show. Studies reveal that 80% of exhibitors do not follow up, so take your competitors' customers and increase your show's ROI!

Sort your leads according to their business potential (A, B, or C leads) or type of information requested. Hold your staff accountable by requiring a written record of each lead's status.

Research shows that 50% of attendees who passed your booth without stopping nonetheless took away an impression of your exhibit. Keep show information on your internet site for 3 months after the event.

Your Post-Show Evaluation

Within a week after the show, debrief with your show team and discuss ways to improve your company's ROI at the next Texas Classic Productions show. Talk about:

- Prospects' buying needs and plans
- New leads captured
- Sales made
- Effectiveness of advertising
- Effectiveness of special promotions
- Impact of your booth size, layout and staffing

Promotion Schedule and Checklist

Immediately!

- Determine measurable objectives for your next show.
- Clean, update and enlarge your show's prospect and customer database.
- Create a compelling reason — also known as your company's unique selling proposition (USP) — for your target audience to visit your booth.
- Contact your Account Manager with any questions or ideas you have on how to attract more buyers and prospects to your booth.

At least three months before each show:

- Read your Exhibitor Service Kit thoroughly.
- Communicate your USP in a creative way so your company will stand out from your competition before and during the show.
- Design your booth, graphics, marketing pieces and sales collateral to amplify your USP.
- Create a "Show Special" that will be available only at your booth and promote this in all your advance marketing.
- Add the event logo, a link to the show's website and your show booth number to your website.
- Create a show section on your website with photographs of your booth and booth staff; details about what will be displayed in your booth; and any show specials or new information that will be available only in your booth.
- Determine which of Texas Classic Productions' branding opportunities and/or sponsorships work best for your company.
- Finalize your pre-show advertising schedule for publications and websites.
- Create a new ad for the show using your company's USP to entice your audience to visit your booth. Be sure to include your booth number.
- Add to your existing ads "Visit us at (show name) in booth # ___."

At least two months before each show:

- Use the complimentary Custom Digital Tickets from Texas Classic Productions.
- Finalize your pre-show, on-site and post-show marketing plans and budget.
- Add "Visit us at (show name), booth #___" to all your direct mail, including newsletters, invoices and new-product announcements.
- Send Texas Classic Productions contact information for your 10 best clients so they can be included in your show's Key Buyer Program.
- Determine if a promotional prize/giveaway will help attract your target audience. If so, order your prize/giveaway and promote it! NOTE: All giveaways must be approved by show management. Contact your Account Manager for approval.
- Add to your voicemail message "Visit us at (show name) in booth #___."
- Reserve advertising space in your industry's publication.
- Add to your staffs' e-mail signature line "Visit us at (show name) in booth #___."
- Advertise on the show's website.
- Create a document explaining what attendees will get out of visiting your booth and include it in all your direct mail.
- Remind your staff, agents and distributors to give their customers and prospects Custom Tickets and envelope-stuffers about the show.
- Send the first of three e-mails to your prospects and customers, inviting them to visit your booth at your next show. Include a Custom Digital Ticket.
- Mail the first of two personalized letters of invitation to customers and prospects. Include a printed Custom Ticket.
- Ask your partners to promote your booth at the show to their customers and prospects.

Six weeks before each show:

- Encourage your senior staff to present Custom Tickets to key prospects and customers and invite them to your booth.
- Send the first of two broadcast-fax invitations to your booth.
- Send the second of two personalized letters of invitation to your prospects and customers, along with Custom Tickets.

Four weeks before each show:

- Order additional Custom Tickets to allow your best customers and prospects access to the tradeshow as your guest.
- Determine your list of best customers and prospects to telemarket.
- Place the first of two telephone calls to your best prospects and customers inviting them to your booth at the show.
- Promote your participation in the show at all internal company meetings and during all sales calls.
- Send the second of three e-mails to your prospects and customers, inviting them to visit your booth. Stress that they can get the “show special” only if they visit your booth.
- Finalize your exhibitor listing on your show’s website with up-to-date product listings and booth contacts.

Three weeks before each show:

- Place the second telephone call to your top prospects and customers to schedule appointments with them in your booth.
- Fax your customers and prospects another VIP invitation to visit your booth and receive their “show special.”

One week before each show:

- E-mail confirmations to buyers and prospects reminding them of their scheduled meeting in your booth. Follow up with a phone call to each.
- Send the third e-mail to your prospects and customers, inviting them to visit your booth at the show. Include a Custom Digital Ticket.

One week after each show:

- Follow up on your most important leads

Two weeks after each show:

- Complete follow-up on all show leads
- Debrief with staff