

EXHIBITOR ACADEMY

Enhance your expo experience

National Comp

September 20-21, 2023



Content

- Welcome and Introduction
- Show Information
- Preparing for the Event
- Event Marketing
- Staffing the Booth
- Enhancing & Detracting from the Experience
- Recap
- Questions?

Show Information

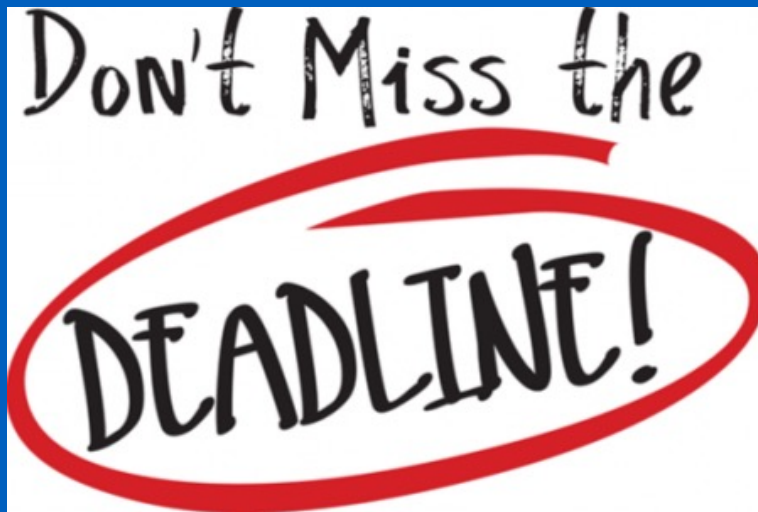
Exhibit Hall Hours



- **Move-In**
 - Monday, Sept. 18 @ 10:00 AM – 2:00 PM
Island Booths ONLY
 - Monday, Sept. 18 @ 2:00 PM – 5:00 PM
 - Tuesday, Sept. 19 @ 8:00 AM – 5:00 PM
- **Show Hours**
 - Wednesday, Sept. 20 @ 10:00 AM – 5:00 PM
 - Thursday, Sept. 21 @ 9:30 AM – 4:30 PM
- **Move-Out**
 - Thursday, Sept. 21 @ 4:30 PM – 10:00 PM
 - Friday, Sept. 22 @ 8:00 AM – 12:00 PM

Show Information

Deadlines



- **August 18**
 - Advance Rate
 - LeadCapture Licenses
- **August 21**
 - Submit EAC/COI forms
 - Shepard Custom Orders
- **August 24**
 - Hotel Reservations Discount Deadline
- **August 30**
 - Shepard Booth Furnishings and Services
 - Mandalay Bay Services – electrical, catering, cleaning, Internet, AV, rigging, etc

Show Information

Exhibitor Registration Portal

- Main exhibitor contacts should have received an invitation email to Cvent registration portal
 - Register Booth Staff (by Sept. 15)
 - Purchase LeadCapture licenses
 - Update Exhibitor Profile for Mobile App
- Exhibitor Portal Instructions can be found within your **Tasks** under the **Need Help?** task
 - Make sure you mark your tasks complete

Hi Exhibitor Admin,

Welcome to the **National Comp 2023 Exhibitor Portal!** We are excited to have you exhibiting!

When you log into your account, you'll be able to:

- Register and manage members of your onsite team
- Manage assigned tasks prior to the event
- Purchase your LeadCapture licenses - *note this can be purchased during the registration of any of your Premium Exhibitor Passes or Exhibit Booth Passes*
- Customize Lead Qualification Questions
- Export lead information from your event

Log in to get started. Enjoy the event!

[Exhibitor Portal Login](#)

If another person should be managing your account, you can add that person as a new user after you log in. This invitation is unique to your email address and won't work for anyone else.

Need some extra guidance?

Check out the links below for assistance. If you have questions please contact us at Conferences@TheInstitutes.org.

[Portal Help Guide](#)

[Register Staff Guide](#)

[Click here](#) if you need to modify, transfer, or cancel any of the attendees you have registered.

Let's Get Started!

1. Click [here](#) to log in and get started!

Need Help?

Use these links for help in the portal if needed.

Use the link [here](#) post registration of attendees if you need to make changes.

Welcome to Your Portal Home Page!



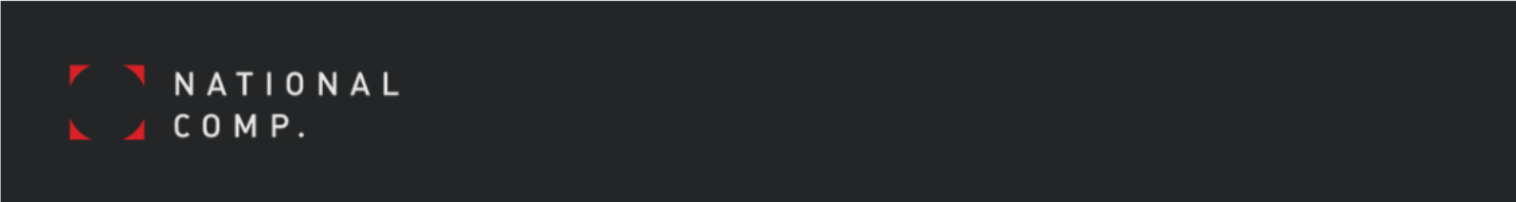
National Comp 2023
Sep 19 - 22, 2023

Test Exhibitor

Welcome to National Comp 2023

September 19, 2023 at 8:00 AM - September 22, 2023 at 11:00 AM | Mandalay Bay

- Overview
- Tasks
- Profile
- Team
- Reports



Tasks

Exhibitor Tasks
You have **4** tasks to complete

[View tasks](#)

Exhibitor Profile
Create an exhibitor profile to share with the event planners and to populate your virtual booth

[Finish profile](#)

Booth Staff
Right now, you have **3** booth staff. Finish creating your booth staff.

[Find booth staff](#)

Recommended to start HERE!



Update your profile for our Mobile App!



This is where you will find your included passes!



CONFERENCE REGISTRATION



LeadCapture Purchase:

- Available on the 2nd page of registration for any of your included passes.
- Please connect with your team before purchasing as to ensure you are not over purchasing.
- You **MUST** select to purchase the Initial License **FIRST** before adding on the discounted additional Licenses.

LeadCapture License

Select if you would like to purchase LeadCapture License for your booth.
Please confirm with your admin or team to ensure licenses have not already been purchased for your booth.

No LeadCapture License

Free

Please select this option if you do not wish to purchase a LeadCapture License for the conference.

Select ▾

Initial LeadCapture License

\$350.00 each

Please select this option **FIRST** before selecting your additional licenses if you choose to purchase multiple.

Select ▾

Additional LeadCapture License

\$250.00 each

You **must** purchase the initial LeadCapture License above to receive the discounted rate for the additional licenses.

Select ▾

Edit Profile – Page 2



National Comp 2023

Sep 19 – 22, 2023

Test Exhibitor

Overview

Tasks

Profile

Team

Exhibitor Profile

Profile Content

Click here to get started.

Options

Edit profile

Address

1234 Street
Test City, NY 10215

Event/Booth Location

Booth #1 - TEST

Edit Profile

Company Logo

We recommend square images larger than 300x300 pixels.



Upload

Delete

Virtual Booth Banner

This banner will appear on virtual booths in Attendee Hub. We recommend images that are 1872x320 pixels with an aspect ratio of 936x160 pixels.



Upload

Delete

Save

Edit Profile

Exhibitor Information

Company Name Required

Test Exhibitor

Description

5,000 character count description.....

4,962 remaining

Tagline

120 character count tagline...

90 remaining

Event/Booth Location

Booth #1 - TEST

Tax ID/VAT Number

Save

Show Information

Hotel Information

- Group Discount Rate deadline is August 24th
 - Mandalay Bay
 - Luxor
 - Delano
- Availability is First-Come First-Served



Luxor Las Vegas



Mandalay Bay Resort & Casino



Delano Las Vegas

Show Information
**SCAM Warnings –
Hotels**



- National Comp is NOT utilizing the services of any housing service for National Comp 2023.
- Hotel reservations for National Comp should be made directly with the hotel, either by phone or via our web reservation link.

Show Information **SCAM Warnings – Lists**



- Please be aware that National COMP **does not sell or distribute** our attendee lists to any third-party vendor.
- If a third-party vendor has approached you to purchase a list, **it is a scam.**
- See Something...Say Something!

Show Information

Reception



- I Love the 80's
- Food, Drinks, Music, and More
- Wednesday, Sept. 20 @ 5:00 PM – 7:00 PM
in Bayside A
- All Exhibitors and Sponsors are welcome
to attend

Show Information

FAQS

- Have Questions?
 - Exhibitor FAQs page
<https://wconference.com/2023-exhibitor-faqs/>
 - ChatBot
 - Specific for general attendee related questions
 - Located at the bottom of each page of the conference website

Have Questions? Chat with NatCompBot!

Show Information

Sponsorships



Contact: Nancy Calabrese
Trade Show Sales Manager
(702) 228-3293 (PST)

Calabrese@theinstitutes.org

Show Information

COMP 2024

A 3D rendered logo for '2024+' in a gold, metallic finish. The numbers are thick and blocky, with a slight shadow underneath. The plus sign is a simple cross shape, also in the same gold finish.

- Don't Risk Missing National Comp In The Future
- October 15 – 17, 2024
 - Tuesday – Thursday
- Mandalay Bay – Las Vegas
- Booth Sales will take place during show hours
- Appointments will be sent in September

Preparing for the Event

Pre-, Onsite, and Post-Event Path to Success



Preparing for the Event

Collect Pre-Event Details



Share the following information with Shepard
before the event

- Contact Information
- Orders
- Method of Payment
- Outbound Shipping

Preparing for the Event

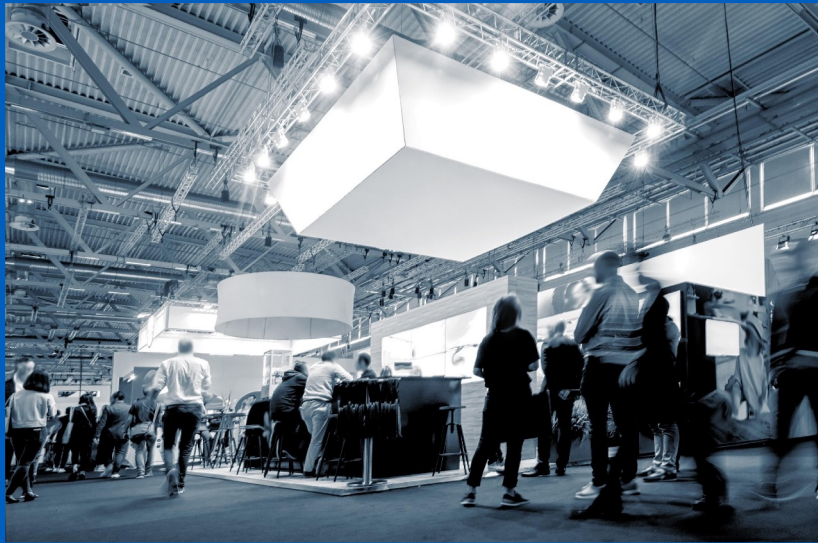
On-Site Information



Bring with you

- Copies of your orders and layouts (hard copy or digital)
- Freight tracking information
 - Carrier and assigned tracking numbers
 - The items (and quantity) shipped
 - Address you used to ship from and date of shipment
 - Address you shipped to (advance warehouse or direct to event)

Understand Why Attendees Visit?



- 1. Discovering New Products/Technologies:** According to the Center for Exhibition Industry Research (CEIR), about 92% of trade show attendees say they are looking for new products. It is often the number one reason people attend these events.
- 2. Networking:** Approximately 75% of attendees go to trade shows to meet with current suppliers and to network with industry colleagues and leaders, according to a study by Statista.
- 3. Learning about Industry Trends:** According to CEIR, around 73% of trade show attendees cited this as their key reason for participation. They aim to keep up with industry shifts, new techniques, technologies, and practices.
- 4. Meeting Existing Suppliers or Partners:** Nearly 67% of attendees go to trade shows to meet face-to-face with their current suppliers or partners, based on a study by CEIR.
- 5. Seeking Business Opportunities:** About 60% of attendees visit trade shows to find new suppliers, service providers, or partners, and potentially make purchases or place orders, according to a report by EventMB.

**Define YOUR
Success First**

**Then Create
Effective
Tactics to
Achieve It**

Goals

Broad, overarching targets or desired outcomes:

- Intangible
- Qualitative
- Long-Term

Objectives

Specific, measurable steps needed to achieve a goal:

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound

Tactics

Actionable strategies or tasks that will be employed to meet objectives. Specific actions or methods used to achieve the desired results.

Define YOUR Success & Create Effective Tactics to Achieve It

- 1. Define Clear Goals:** Understand the long-term visions and outcomes desired from the event. Is it brand exposure, lead generation, networking, or product sales?
- 2. Set Measurable Objectives:** Ensure that objectives are SMART – Specific, Measurable, Achievable, Relevant, and Time-bound. This makes it easier to track progress and measure success.
- 3. Develop Effective Tactics:** Once objectives are set, brainstorm tactics that can help meet these objectives. It could range from digital strategies like social media campaigns to physical ones like engaging booth designs.
- 4. Monitor and Adjust:** Throughout the trade show, monitor the effectiveness of the tactics. Collect feedback, observe attendee behavior, and be ready to adjust tactics if they aren't meeting the set objectives.
- 5. Post-Event Analysis:** After the event, conduct a thorough analysis to see if the objectives were met and, by extension, if the overarching goal was achieved. This analysis will provide insights for future events.

When exhibitors align their goals, objectives, and tactics, they create a synergistic strategy that can yield impactful results. This alignment ensures that every action taken at a trade show or event is purposeful and contributes to the larger vision of the company.

Preparing for the event

Metrics for Success – Defining Goals & Objectives



- Track measurable metrics that matter
 - Example Goal: Generate more sales for the company
 - Example Objective – Schedule 15 in-person meetings at the event with new customer prospects
- Measurable Metrics - # of leads added to database and contacted, # of booth visits, positive survey responses, sales completed, email open rates, website & social media performance, % of engagement, # of demonstrations, # of information requests, etc.
- Tactics: Customer invites, new product demos, solution sessions with experts, promotional incentive, immediate (relevant) contact

Event Marketing

Develop a Content Plan



- 1. Create a Content Strategy:** Determine the type of content you will produce. This should include pre-show marketing tactics (email, social media, customer invites).
- 2. Develop a Consistent Message:** Ensure that all your content carries a consistent brand message and aligns with your defined event goals. Each message should Include: 1) Brand Message 2) Event Goal and 3) Consistent Message
- 3. Pre-Show Promotion:** Start sharing relevant content with your audience ahead of the show.
- 4. Content for During the Show:** Plan for content that will be used during the show, such as live social media updates, videos, and daily newsletters.
- 5. Post-Show Follow-up:** After the show, reach out in a timely manner to leads with tailored content based on their expressed interests. This could involve personalized emails, follow-up materials, or a thank-you message.

Event Marketing

Develop a Landing Page



Create a landing page and point all event promotions to that page

1. **Be actionable** – Create calls to action in your promotions, campaigns and content
2. **Be specific** – Include your booth #, location, and meeting opportunities
3. **Share details** – Highlight demos, appointments, giveaways, and products or services
4. **Be personable** – Share names and photos of staff working the event
5. **Meet up after hours** – Share a calendar of gatherings where you'll be outside of event hours
6. **Set appointments** – Provide links to schedule time with your company
7. **Monitor your site** – Understand where traffic is coming from for your landing page so you can refine as needed

It's all happening at the NRF Digimarc Store...

Find out how to increase operational efficiencies and engage smart customers by stopping at Digimarc Booth #2875 to discover how packaging and label technology is transforming today's store.

[Schedule a Visit with Digimarc!](#)

[NRF Registration and Discount Code](#)



FRESH

Find out how to reduce shrinkage in the perimeter departments.



FRONT

Discover how easier checkout boosts your front-end ROI.



CENTER

Revitalize the center store with digital communication.

DIGIMARC AT NRF 2018

The Big Show!

Find out how to increase operational efficiencies and engage smart customers by stopping at **Digimarc Booth #2875** to discover how packaging and label technology is transforming today's store.



Digimarc Store

FRESH FRONT CENTER

Find out how to reduce shrinkage in the perimeter departments.



Event Marketing

Email Outreach



Before the event, step by step guide:

- Create an email marketing calendar and coordinate it with social outreach based on topics.
- Set campaign goals – opens, sign ups for meetings-special events-demos in booth
- Define Your Target Audience – consider history with your company, interests, demographics, job title
- Create a compelling subject line: Craft attention-grabbing subject lines that entice recipients to open your emails. Use action words, personalization, and a sense of urgency or exclusivity. A/B test different subject lines to optimize open rates.
- Personalize the messaging to improve open rates and audience interests and experience with your company .
- Send message from recognized member of your team or the sales lead
- Recognize veteran event attendees and include first-timers
- Announce your presence – Target current customers, partners, and existing leads in pipeline
- Introduce your team, event-specific offers, special events, booth demos, and any dedicated messaging
- Include a clear call-to-action (CTA): Every email should have a clear and prominent CTA that directs recipients to take the desired action, such as registering for the event, scheduling a meeting, signing up for a booth demo or confirming attendance to a special event or dinner. Use action-oriented language and design the CTA button to stand out.
- Create a series of emails: Develop a series of emails that follow a logical sequence and build momentum towards the event. Start with a teaser or announcement email, then send reminders, early bird offers, speaker spotlights, and agenda highlights. Vary the content and format to keep recipients engaged.

Guide to Creating an Effective Email Invitation

Subject: Don't Miss [Your Company Name] at [Trade Show Name]!

Header Image: Use an attractive banner with your company logo, the trade show name, and dates. If available, include a tagline related to the event theme.

Greeting: Dear [Recipient's Name],

Opening Paragraph: A brief introduction expressing excitement about participating in the trade show and inviting the recipient to your booth.

What to Expect Section:

Use bullet points or small sections with icons to highlight features of your booth (e.g., product demonstrations, expert talks, exclusive discounts).

Booth Details:

Clear information about your booth location, number, or any identifiable markers.

Call-to-Action: A clear call-to-action button or link (e.g., "Schedule a meeting", "Get your free pass here", "Add to your calendar").

Social Media Links: Links to your social media profiles and event-specific hashtags, encouraging recipients to follow along for updates.

Closing: A note thanking them in advance for their visit, and expressing eagerness to meet them.

Signature: Your Name, Position, and Contact Information.

The visual layout should be clean and intuitive, with a balanced mix of text and visuals. Make sure to use your brand's colors and fonts to maintain brand consistency. And, of course, ensure the email is mobile-responsive as many people check emails on their smartphones. If you are not proficient in graphic design, consider seeking the help of a professional graphic designer or using email marketing platforms that offer customizable templates.

Email Invitation Sample Template

Subject: Join [Your Company Name] at [Trade Show Name] – Exciting Showcases Await!

Dear [Recipient's Name],

We hope this email finds you well. We're thrilled to announce that [Your Company Name] will be exhibiting at [Trade Show Name] in [City] on [Dates]. This year, we're excited to bring you some groundbreaking products and insights into our industry.

We understand that the world of [Your Industry] can be challenging to navigate, but we're here to guide you through the latest advancements and share our unique solutions that can make a difference in your work. Our stand is a can't-miss stop at the trade show.

Here's a quick peek at what you can look forward to at our booth:

- 1. Live Product Demonstrations:** Get hands-on with our latest products and discover their capabilities in real-time.
- 2. Expert Discussions:** Meet our team of seasoned industry professionals who will be ready to answer your questions and discuss the potential applications of our offerings.
- 3. Exclusive Show Specials:** Visit our booth and take advantage of exclusive discounts and promotional offers available only at the trade show.

We'll be located at Booth #[Booth Number]. We're eager to meet you and show you all that [Your Company Name] has to offer.

Be sure to follow us on [social media platforms] for live updates from the event and sneak peeks into our preparations. Use our special event hashtag [#EventHashtag] to join the conversation!

We're looking forward to meeting you at [Trade Show Name]. [Please reply to this email](#) if you have any questions or if there's anything specific you're interested in learning about at the show.

Please visit our [pre-show web site](#) for a preview of what you'll experience in our booth (plus, schedule a meeting and demo).

See you soon!

Best,

[Your Name] [Your Position] [Your Contact Information]

Remember to tailor this template to suit your company's tone of voice and the specifics of your offerings or industry. You can modify this to suit pre-show, during-show, and post-show communications.



Event Marketing

Email Outreach



Before the event, step by step guide:

- Monitor and analyze performance: Track the performance of your email campaign using metrics like open rates, click-through rates, conversions, and registrations. Analyze the data to identify areas for improvement and make data-driven decisions for future campaigns.

During the event and after, step by step guide:

- Follow up and nurture leads – send same day thank you emails to visitors with relevant information from their visit to the booth.
- After the event, send a post-event email thanking attendees and providing resources or a recap of the event. Continue to nurture leads with follow-up emails, surveys, or exclusive content to maintain engagement and build relationships.

By following these steps and continuously optimizing your campaign based on data and feedback, you can create an effective event email campaign that drives attendance, engages your audience, and maximizes the success of your event.

Event Marketing Social Success




Here are some steps and tips for running an effective event social media campaign:

Before the event,

- Create a social marketing calendar and coordinate it with email outreach based on topics and ensure all posts are directing people back to your event web site where there are clear calls-to-action
- Create compelling content - Product announcements, booth activities, meet-ups, special events/parties, behind-the-scenes footage, speaker or expert profiles, contests/giveaways, testimonials. Visual elements such as images and videos tend to perform well on social media
- Choose the appropriate platforms for your promotion –Twitter, LinkedIn, Instagram, Facebook. Consider your audience demographics
- Join the conversation with the event’s social media campaign
- Partner with influencers in your industry that can extend your reach
- Create an event-specific hashtag, make it catchy
- Engage with your audience and respond to comments and questions
- Gather input & feedback from prospective attendees and measure engagement


During the event,

- Post regularly and often, both before and during the event
- Share live content from the event floor if possible
- Share photos, comments, survey results, prize winners
- Give your booth visitors an opportunity for a shareable moment in your booth. Make it fun!

 **Jeremy Sax**
General Manager Dealer Sales
3mo

Come see our spectacular brand new booth! #5603/5613

#daltile #surfaces2018



2018 Surfaces Teaser Video Daltile
youtube.com

33 Likes · 1 Comment

Pre-Show


 **Christina Wiese**
Dedicated and enthusiastic marketing specialist
2mo

Ken Steury and I are at the #RentalShow, and YOU should be too! Stop by booth #2437 to see the latest from **Western Global** and learn how to make #easymoney with fuel tanks.




34 Likes · 3 Comments

At-Show

 **ADS, Inc.** + Follow

Did you miss #SHOTShow2018? We compiled a list of what had the media buzzing in the ADS booth. Get caught up by reading our recent blog. Featuring: @Phokus Research Group, Raptor Products, Sarcos Robotics, and more! #SHOTShow #ICYMI <https://lnkd.in/eRfeGR9>



SHOT Show Recap: Industry-Leading Technology in the Spotlight
adsinc.com

Post-Show


Tweet has a link to ...




... YouTube video showing products they will have at CES



EXAMPLES

 **TAPit** @TAPitTalk · Dec 11
Hey Minneapolis-we're coming your way Dec 13-15! Come **see us** @ **Booth#212** @TIESlearntech #edtech #assistivetech #specialneeds @STAMPEDEglobal

👤 🔄 ❤️ 2 ⋮

 **TDK Corp America** @tdkamerica · 46m
TDK's #CES2019 booth is buzzing! Come to #30306 in South Hall 3 and see what everyone's talking about in #audio, #haptics and more!



 **mywalit**
at
Atlanta International Gift Show

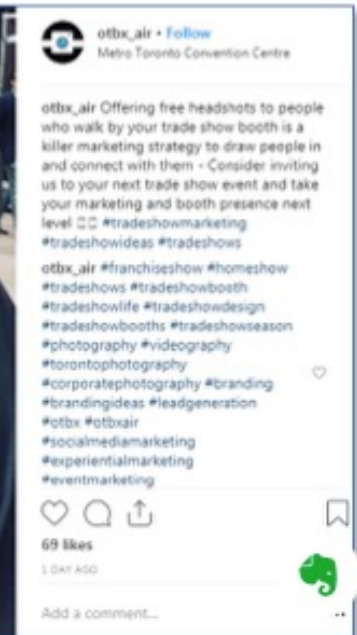
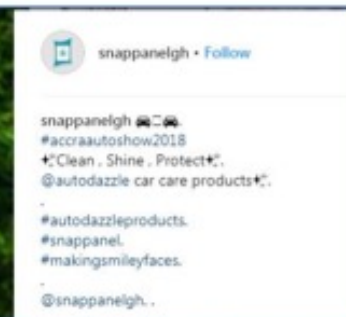
 **mywalitusa** · Follow

mywalitusa mywalit is currently showing at the Atlanta International Gift Show, now through January 13th. Stop by booth 511 to see our newest color for the Spring/Summer 2019 Season: Ruby! .

#mywalit #mywalitUS #leather #color #tradeshow #Atlanta #AmericasMart #AtlantaInternationalGiftShow

❤️ 💬 📤 📌
4 likes
1 HOUR AGO
Add a comment... ⋮

EXAMPLES



Event Marketing

Onsite Marketing



During the event,

- Email booth visitors, customers, prospects immediately and thank them for visiting your booth and remind them of the things that were showcased --- include a call to action
- Connect with leads quickly and share next steps or create a call to action
- Survey customers, partners and attendees
- Be personable and helpful, answer questions
- Create content (blog, social, email) to keep the conversation going
- Give customers the opportunity to capture a shareable moment in your booth or special event

Event Marketing

Post-Event Marketing



- Create a post-event campaign to highlight all the exciting happenings from the show. Live show content, product announcements, photos/video of your booth and events and post to your event web site
- Meet with your sales team and be strategic with your follow up. Send surveys to booth visitors, personalized follow up from your sales team.
- Track and measure results from event and post event activities



Staffing the Booth

Staffing the Booth

Building the Team



Who?

- Energetic and personable
- Positive and engaged
- Responsible and motivated
- Helpful and caring

Numbers?

- 2 booth staff minimum
- Match your staffing to your booth objectives

Staffing the Booth

Roles & Responsibilities



- **Booth Captain/Lead** – responsible for the experience, answering questions, making final decisions
- **Greeter/Host** – friendly, welcoming person to draw in booth traffic
- **Demonstrator/Presenter** – product or service expert, technical lead
- **Lead Qualifier** – sales team member to follow up and meet customer expectations

Staffing the Booth **Team Briefing**



- Hold an internal strategy meeting before the event to define roles, goals and objectives
- Regroup after each day to assess and adjust the event to optimize, ensure follow up, measure ROI

A decorative graphic consisting of several light blue diamond shapes. One large diamond is centered behind the text. Four smaller diamonds are positioned around it, pointing towards the center: one above, one below, one to the left, and one to the right.

Enhancing & Detracting from the Experience

Enhancing & Detracting from the Experience

Do's & Don'ts



- **DO** stand in the booth, **DON'T** sit unless an attendee wishes to sit
- **DO** take breaks, **DON'T** eat or drink in the booth
- **DO** keep your breath fresh, **DON'T** chew gum in the booth
- **DO** stand straight, **DON'T** lean or fidget
- **DO** stay focused, **DON'T** disrupt other booths

Enhancing & Detracting
from the Experience

Invest & Be Present



- Staffing a booth takes time, talent, and resources.
- Don't cut corners in designing your booth or training your staff.
- Create a well-designed, strategic, and most important, eye-catching booth to stand apart.
- Invest in the event so attendees will invest in you.

Recap

- Have a plan and be prepared from the start
- ✓ Set measurable goals and objectives
- ✓ Design your space to meet your objective
- ✓ Build and train a great team and assign roles
- ✓ Give attendees a reason to seek you out
- ✓ Be authentic to your brand and look the part
- ✓ Understand the event audience
- ✓ Follow up during and after the event

A decorative graphic consisting of several light blue diamond shapes. One diamond is centered in the middle, with four other diamonds positioned around it (top, bottom, left, and right), creating a cross-like arrangement. The diamonds are semi-transparent and have a soft glow.

Questions?