

# Exhibitor Workshop



FAST TRACK to

## Condo, HOA, Co-op & Apt. Exhibiting \$ucce\$\$

### All NEW Format - Streamline Actionable Content

**Where:** Hyatt Regency Schaumburg, 1800 E. Golf Road, Schaumburg, IL 60173

**When:** Tuesday, July 9, 2019 - 8:30am to 1:30pm - Lunch Included

**Who Should Attend:** All sales, marketing and exhibit management staff wanting more productivity and profitability from your Expo investment. A "can't miss" for every exhibitor – even those who've attended before – who wants a fast track to their exhibiting success.

#### What You'll Learn:

- The POWER of exhibiting – when viewed and execute properly
- 7 Perspectives of High-Performing Exhibitors
- The Trade Show Success Formula
- Budgeting & Money Management - *with Cost Control Tool*
- 5 Critical Success Factors
  - Factor 1 – Define Your Outcomes – *with 16-week planning tool*
  - Factor 2 – Design & Manage Your Visitor Experience
  - Factor 3 – Selectively Attract the Right Attendees
  - Factor 4 – Manage Your Leads
  - Factor 5 – Measure Performance & Results - *with Exhibit Performance & ROI measurement tool*
- BONUS: Inside the Mind of the Condo, HOA, Co-op & Apt. Buyer Panel Discussion - Q&A session with real buyers!

#### About Your Workshop Leader...

Jefferson Davis is known as the "Trade show Turnaround Artist." Since 1991, his Results Focused Exhibiting strategies have helped clients turn trade shows from "expensive appearances" into "profit centers." Come learn for FREE the advice that companies pay thousands of dollars for.

Completely redesigned event with true workshop format.

Added more in-depth material with examples.

Walk out with a step-by-step written plan!

#### The Cooperator Expo Chicagoland Exhibitor Workshop Form

# of people to attend\*: \_\_\_\_\_ (Please attach names if more than one.)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

Credit Card: Visa – Mastercard – AmEx # \_\_\_\_\_ cvv# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

**FAX this completed form NOW to (212) 545-0764, or call Peter Chase (312) 899-6301 x348 • [il-expo.com/ex](http://il-expo.com/ex)**

**\*Important Note:** Registration confirmations will be sent prior to the program. This workshop is offered as a FREE event. You must pre-register with a credit card. The credit card will be charged \$100 per attendee who doesn't show up for the live event. Registration is limited to two persons per company. Additional reservations are available at \$199 per person.

# Workshop Agenda



“ALL NEW” FAST TRACK to  
Exhibiting Success Workshop  
July 9, 2019 – 8:30 am to 1:30 pm

<b>Check-In &amp; Networking</b>	<b>8:15am - 8:55am</b>
<b>Welcome &amp; Show Update – Henry Robbins</b>	<b>8:55am - 9:00am</b>
<b>Using Trade Shows to Grow Your Business</b>	<b>9:00am - 11:30am</b>
<ul style="list-style-type: none"><li>○ How to calculate your Potential Sales Opportunity</li><li>○ Your 16-week ACTION PLAN for success</li><li>○ Importance of face-to-face contact/the unique opportunity trade shows present</li><li>○ 2 major outcomes your exhibit must deliver<ul style="list-style-type: none"><li>▪ 7 behaviors limiting most exhibitor’s results</li><li>▪ 7 perspectives of high-performing exhibitors</li></ul></li><li>○ Trade show Success Formula<ul style="list-style-type: none"><li>▪ Using your FREE Trade Show Productivity Tools</li></ul></li><li>○ Budgeting &amp; Money Management<ul style="list-style-type: none"><li>▪ Research on where the trade show dollar goes</li></ul></li></ul>	
<b>5 Power Steps to Exhibiting Success</b>	
<ul style="list-style-type: none"><li>○ <b>Power Step 1 - Define &amp; Reverse Engineer Your Outcomes</b><ul style="list-style-type: none"><li>▪ The Exhibiting By Objectives process</li><li>▪ Using the Productivity Tool to set &amp; track goals</li></ul></li><li>○ <b>Power Step 2 – Make Your Exhibit a Worthy Destination</b><ul style="list-style-type: none"><li>▪ 5 things your exhibit must do</li><li>▪ 6 ways to get noticed</li><li>▪ How to analyze your products/services and develop power presentations</li></ul></li><li>○ <b>Power Step 3 – Win the Game Before Kickoff With Pre-Show Marketing</b><ul style="list-style-type: none"><li>▪ Get in the mind and on the agenda</li><li>▪ Attendee behaviors</li><li>▪ The 5-step Selective Attraction Process</li><li>▪ How to discover and deliver your value proposition</li><li>▪ Overview of marketing opportunities available</li></ul></li><li>○ <b>Power Step 4 – Leverage Your Most Important Asset</b><ul style="list-style-type: none"><li>▪ Put effective staffers in your booth – what makes a great staffer</li><li>▪ Train them on how to work a booth – key skills</li></ul></li><li>○ <b>Power Step 5 – The Real Work Begins – Manage Your Leads &amp; Measure Results</b><ul style="list-style-type: none"><li>▪ Define what is and isn’t a lead</li><li>▪ How to set achievable leads goals</li><li>▪ Be sure to get more information than just a business card</li><li>▪ How to use The Cooperator’s super low-cost lead capture system</li><li>▪ How to follow up and increase sales conversion</li><li>▪ 7 simple things every exhibitor can and should measure</li></ul></li></ul>	
<b>Inside the Mind of the Condo, HOA, Co-op &amp; Apt. Buyer Panel Discussion</b>	<b>11:30am - 12:15pm</b>
<b>Q&amp;A/Workshop Wrap-Up</b>	<b>12:15pm - 12:30pm</b>
<b>Hosted Lunch and Networking</b>	<b>12:30pm - 1:30pm</b>