Hitting the Sweet Spot of the Power of B2B Exhibitions

Stories and Insights on How to Meet Attendee and Brand Marketer Needs

• CEIR Webinar
• August 22, 2019
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<tr>
<th>Nancy Drapeau, PRC</th>
<th>Paul Kirchmann, Chief of Security</th>
<th>Victor Torregroza, Events Program &amp; Production Mgr.</th>
<th>Leana Salamah, Vice President of Marketing, International Housewares Association</th>
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<tr>
<td>VP of Research CEIR</td>
<td>Defense Media Riverside</td>
<td>Global Event Marketing, Intel Corporation</td>
<td>International Housewares Association</td>
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<td>A devout research geek, a 26-year market research veteran, most spent in the B2B exhibition industry. At CEIR, she conducts industry wide studies and reports on industry trends. She holds a BA in Government from Georgetown University, a Master’s in Advanced European and International Studies from l’IEHEI and is a focus group moderator trained by AC Nielsen Burke Institute. She is a well-respected industry speaker and is an active member of the Industry Insights Association and the Event Industry Council’s (EIC) Research Committee. She lives in Maine with her husband, 18-year-old son and border collie, Moxie.</td>
<td>Security manager for the Defense Media Activity Riverside, March Air Reserve Base, California, a Department of Defense organization of 270 Air Force, Army, Navy and civilian personnel. He plans, manages and coordinates a comprehensive range of security programs and services. He serves as the functional manager for the Information Security Program, Physical Security Program, Antiterrorism Program, Communication Security Program, Operation Security Program, the Government Purchase Card and Fuels expenditure Billing Official, and is the Emergency Manager. He is a member of the ASIS International and the Security500.</td>
<td>After 12 years in the Chicago advertising agency scene, Leana found her calling in event marketing, spending six years leading marketing and content efforts for the National Restaurant Association Show – where she directed multiple years of record registration growth – before moving on to launch the Chicago office of event marketing agency mdg. At mdg, Leana guided efforts to build event brands, develop compelling positioning and messaging for relevant audience segments and plan effective tactical communications that generated attendee acquisition results for events of all shapes and sizes, and across multiple industries. Today, as VP of Marketing of the International Housewares Association, she is part of the team that is re-launching the International Home + Housewares Show as The Inspired Home Show in 2020.</td>
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<td>Victor is responsible for the strategic definition and implementation of Intel's most dynamic events and trade shows. Victor is a passionate pioneer of experiential marketing at Intel and the architect of Intel's enhanced face-to-face experiential marketing programs. He believes in keeping these experiences simple, authentic, and shareable. While it’s important to deliver experiences that support the business and brand strategy, he’s a strong believer in delivering experiences that delight the event visitor on a sincerely human level, regardless of their title. His mantra, 'we eat with our eyes', informs his passion for bold, simple, breathtaking experience design. Intel's CES programs have received Sizzle and Exhibitor Design Awards in recent years from Exhibitor Magazine.</td>
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Today’s Agenda

- Snapshot of CEIR data
- Attendee Experience
- Exhibitor Approach
- Organizer Examples
- Look to the Future
Attendee Perspective
VALUE RANKING OF PRIMARY INFORMATION SOURCES IN MEETING ATTENDEE BUSINESS INFORMATION AND PURCHASING DECISION NEEDS

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<th>Source</th>
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<tr>
<td>B2B exhibitions</td>
<td>24%</td>
<td>33%</td>
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<td>Communications with vendors, suppliers</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Communications with peer network</td>
<td>19%</td>
<td>16%</td>
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<td>Online, Internet searches, emedia, social media, etc.</td>
<td>16%</td>
<td>15%</td>
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<td>Conferences, in-person event without trade show floor</td>
<td>9%</td>
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<td>Trade publications – print</td>
<td>8%</td>
<td>9%</td>
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Align with Attendee Wants

**Shop 97%**
- See New Technology, 84%
- New Product Introductions, 82%
- See, Touch, Interact with New Products, 81%
- Ability to Talk to Experts, 79%
- Idea Generation/Planning, 75%
- Build/Maintain Relationships with Suppliers, 71%
- Brand Comparisons, 66%
- Gather information for Upcoming Purchase, 65%
- Prospecting for Suppliers, 61%
- Find a Solution for an Existing Problem, 60%

**Learn 96%**
- Keep up-to-date with Industry/Trends, 87%
- Professional Networking, 76%
- Personal Development, 75%
- Better Job Performance, 68%
- Seminars, Speakers, 60%

**Experience, 73%**
- To Get Inspiration/Motivation 66%
Areas of Strength and Weakness of B2B Channel

Strong Net Promoter Score (NPS) 50%

Strengths
- Ability to complete multiple goals
- Serendipity – Unexpected, Valuable Discoveries
- Inspiration/Motivation Experienced
- New Products/Tech Identified
- New Ideas to address current business challenges
- Identifying New Suppliers
- Meetings with Suppliers

Weaknesses
- Expense to Overall Value
- Ability to Engage in Interactive Education Sessions

Based on Most Popular Metrics used by 40%+
Strengths: largest % of metric users and 70%+ metrics say needs met and 60%+ metric ID it as where B2B exhibitions deliver best value/ROI
Weakness: fewer than 50% identify as where deliver B2B exhibitions best value/ROI
Paul’s Story

Paul Kirchmann
Chief of Security

Defense Media Activity Riverside
Trade Shows Attended

- Armed Forces Communications & Electronics Association (AFCEA)
- ASIS International
- Consumer Electronics Show (CES)
- International Security Conference & Exposition (ISC West)
- Southern California Facilities Expo
- National Association of Broadcasters (NAB)
Reasons and Benefits for Attending

• Market research for possible future purchases
• Product demonstration
• Future of current products
• New technologies
• Face-to-face communications about products
• Networking
Downfalls of Attending

• Poor booth setup
• Lack of knowledgeable personnel who know the products
• Lack of attention to potential customers
• Failure to realize no matter what the show/event is setup for, the end user is always in attendance
• Fabrication of products
• Fabrication of time lines
North American Head of Marketing Study Results – NPS Solid Scores – Strongest with Exhibitors

Overall Image Assessment – the Net Promoter Score (NPS)

NET PROMOTER SCORE (NPS) FOR B2B EXHIBITION CHANNEL

Promoters (9 or 10) - 49%
Passives (8 or 7) - 35%
Detractors (6 through 0) - 17%
NPS - 32%

All Heads of Marketing N=382
Non-Exhibitors N=185
Exhibitors N=185

Yellow shading signifies a statistically significant, higher result at the 95 percent confidence level.

Rate of Detractors Highest Among Boomers
The rate of Detractors is highest among Boomers, 42%, while Gen Xers and Millennials are in line with the overall results. Does this signal a stronger brand image for the channel in the future?
USE OF CHANNEL – POSITIVE OUTCOMES TO MOST URGENT GOALS

Among heads of marketing that use the B2B exhibition channel, they find it is highly effective in helping them achieve their high priority marketing and sales goals:

**MARKETING OBJECTIVES**
- Building, expanding, reinforcing brand awareness
- Target business sector and geographic region promotions
- New product promotions, launches
- Target audience interaction with product, service

**SALES OBJECTIVES**
- Sales lead generation
- Customer, key account, prospect relationship management/engagement
Where Metric Users Say Exhibitions Perform Best

**Most Mentioned**
- ROI metrics: cost per lead, cost compared to sales generation, F2F meetings with customers
- Sales lead generation
- Advancing leads through purchase process
- Shortening sales cycle with customers and prospects.
- Supporting brand awareness and image efforts.

**Least Mentioned**
- Quantifying impact on media, social media
- Volume of F2F engagement with customers and prospects
- Volume of attendee interactions with product
Insights From the Exhibitor: Intel at CES

Victor M. Torregroza
Events Program/Production Manager, Global Events Marketing
Intel Corporation

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Screens: Changed the FTF Experience
They are instant detractors, interrupters, connectors
Connected?
Social?
Experiences: Festivals
Experiences: Sporting Events
The Championships Wimbledon
Experiences: Trade Shows
Screen Time Fuels Need for Quality B2B Face-to-Face Time

Organizer
- Quality attendees & speakers
- Purposeful agenda & content
- Modern, easy, FOMO
- Seamless, trouble-free reg
- Flexible, collaborative
- Enforce rules: lower decibels

Exhibitors
- Strategically aligned program
- Thoughtful content & products
- Expert employees
- Innovative presence
- Approachable
- Engage, satisfy, delight
The Guest Experience
We Eat With Our Eyes
CES 2018 Blackout
11:41 A.M., PST
The human spirit never loses its power. #CESblackout @thisishaana
Immersive Experiences
1:Many  

1:1
Pure Delight
Staff Engaged In the Moment

- Eye contact, first names
- Welcome, listen
- Deliver web-based trainings
- Etiquette for our screen age
- Take BKMs from the restaurant industry
- Customer-first approach
Define the Program’s Measurement Plan

Evolio Marketing & Freeman measure Intel’s tier-1 programs
Contact: joe.federbush@evoliomarketing.com
Intel’s Research Objectives
Measurement by Evolio Marketing & Freeman

Visitor Experience
- Identify reasons for visiting the Intel booth at CES
- Understand areas of the booth visited and value of information received in each area
- Staff interaction %
- Measure the effectiveness of staff in meeting visitors’ needs

Brand Perception
- Measure impact of booth on perception of Intel

Competition
- Obtain competitive information (exhibits visited, level of interaction at competitive booths, quality of competitive staff)

Visitor Profile & Quality
- Understand visitor profile and quality

Impact of Meeting
- Determine success and potential outcomes of meetings held at CES 2019
Exhibitor’s Perspective: In summary

• Build the foundation of your program including KPIs.
• A collaborative, year-round effort between Organizer & Exhibitor
• Maintain laser focus on showcasing content aligned to audiences.
• Build your program, no matter how small or large to be:
  • Approachable: Access to employees, products
  • Substantial: Ability to touch products, deep dives with tech experts
  • Shareable: Social media amplifies--the show, your brand, exhibit, products
• Measure your program, share the results, apply the learnings
• Equip staff w/skillsets for the age of illuminated screes & distraction
  • Good etiquette is appreciated on the show floor
Bringing It All Together – Organizer Challenge

Leana’s Story

Throughout her career, Leana has been a champion for developing attendee experiences that deliver on brand promises, increase engagement, and keep face-to-face marketing relevant in a digital world.
Successful Attendee Experiences

• Know your audience
  • No, really know them
    • Why do they come?
    • What do they need?
    • What can’t they do at home?
    • Who are they in real life?
Successful Attendee Experiences

• Hands-on
• Celebrity encounters
• Skills enhancement
• Gamification
• Product demos on steroids
• New industry concepts
• Audience driven
National Restaurant Association

• The Experience: Foodamental Studio
National Restaurant Association

• The Experience: Near Chef Experience
AAPEX

• Hands-on training
AAPEX

• Virtual Vehicle Challenge
• Experience: WWETT Live at Lucas Oil Field
WWETT

• Experience: Row-D-Hoe Competition
International Home + Housewares Show

• Experience: Cooking Theater
International Home + Housewares Show

• Experience: b8ta
PCMA Convening Leaders

• Experience: Attempt at World Record
FUTURE OUTLOOK
Plans to Add Elements to B2B Exhibit Programs in Next Several Years

1+ Enhancements Mentioned: 77%

- Adjust B2B exhibiting objectives to align with changes in our sales processes: 29%
- Enhance engagement with product experts: 29%
- Integrate B2B exhibition efforts more tightly with our organization’s other channel marketing efforts: 28%
- Enhance engagement with product – via demos, user testing, etc.: 28%
- Offer Voice of the Customer activities: 25%
- Enhance interactivity via digital tactics, e.g. games, interactive screens: 24%
- Enhance engagement with other staff: 3%
- Other: 1%
- None anticipated: 21%
Looking to the Future

• Premium engagement with customers, press, influencers
• Quality experience
  • Curated proof points experiences
  • Quality over quantity
  • Easy access to our employees
  • Upgraded services
  • Inform, engage, delight
Insights from Leana & Paul
Wrap Up

- Attendees highly value B2B exhibitions
- Exhibitors –
  - To maximize success, position approach to meet attendee needs
  - Tie back to exhibit goals, evaluate outcome, evolve!
- Organizers
  - Know your audience, keep what works, evolve where needed
  - Do this for BOTH attendee and exhibitor audiences
  - Keep it affordable
  - Integrate digital to enhance power and extend life of the experience
QUESTIONS?
How to Reach Panelists

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Paul Kirchmann, paul.m.kirchmann.civ@mail.mil
Nancy Drapeau, ndrapeau@ceir.org
CEIR Research to Support Your Business Needs

- [2019 CEIR Index Report](#)
- Attendee-Focused Studies
  - [2018 Attendee ROI Playbook Series](#)
  - [2018 How to Grow Attendance](#)
  - [2017 Cost to Attract Attendees Report](#)
  - [2016 Attendee Retention Insights Study Series](#)
- Exhibitor-Focused Studies:
  - [2019 Head of Marketing Insights Series](#)
  - [2018 Marketing Spend Decision](#)
  - [2017 How the Exhibit Dollar is Spent](#)
  - [2016 Changing Environment of Exhibitions Study Series](#)
- Other Trend Studies:
  - [2017 Attendee Floor Engagement Study Series](#)
  - [2016 Digital Toolkit to Enhance the Attendee Experience Study Series](#)
  - [Cultivating an Innovative Culture and Mindset - Even in Mature Industries](#)
  - Industry Insight Series Reports to Share with Your Exhibitors
    - How Exhibitors Can Improve Lead Quality and Sales Conversion
    - Designed to Engage – How to Build Elements of Engagement in Booth Design
    - How Exhibitors Can Use Games and Contests To Drive Greater Trade Show Success
    - Steps to Build a Client-Centric Speaker Bureau for Your Exhibit Program
    - 99 Cost-Savings Tips and Tricks for Exhibit Managers
    - Managing for Results: Benchmarks for Exhibit Growth
    - Best Practices for Exhibit Booth Design – for Companies of All Sizes

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