

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

Today's Webinar Presenters



Nancy Drapeau, PRC
VP of Research
CEIR



Paul Kirchmann,
Chief of Security
Defense Media Riverside



Victor Torregroza,
Events Program & Production Mgr.
Global Event Marketing,
Intel Corporation



Leana Salamah,
Vice President of Marketing,
International Housewares
Association

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.

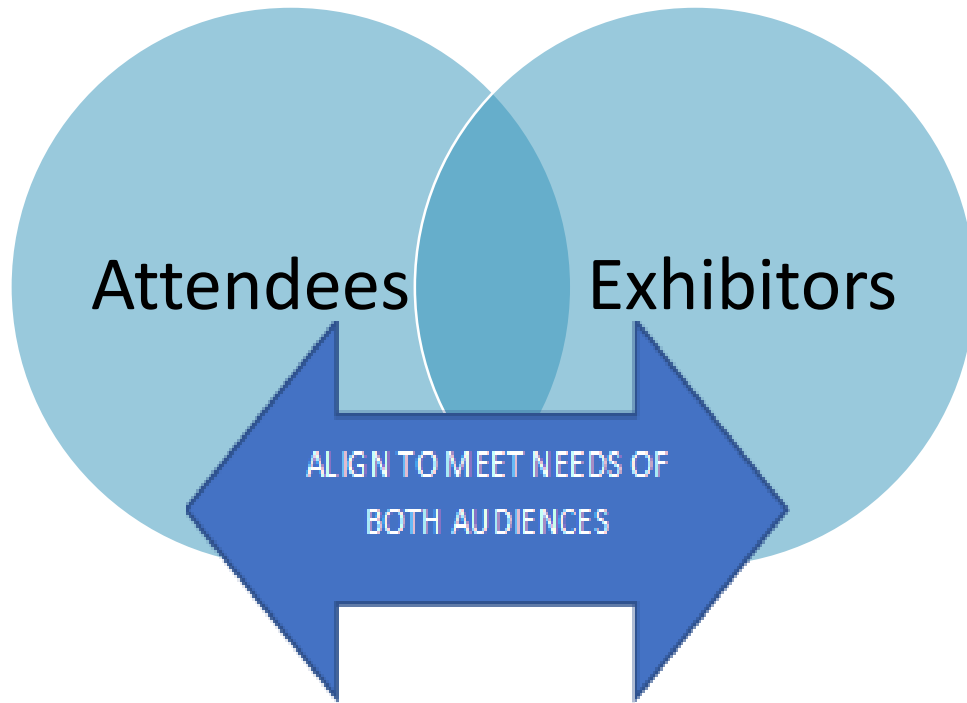
Security manager for the Defense Media Activity Riverside, March Air Reserve Base, California, a Department of Defense organization of 270 Air Force, Army, Navy and civilian personnel. He plans, manages and coordinates a comprehensive range of security programs and services. He serves as the functional 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.

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.

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.

Today's Agenda



- Snapshot of CEIR data
- Attendee Experience
- Exhibitor Approach
- Organizer Examples
- Look to the Future

Attendee ROI Insights Series, sponsored by



Head of Marketing Insights Series, sponsored by:



Attendee Perspective

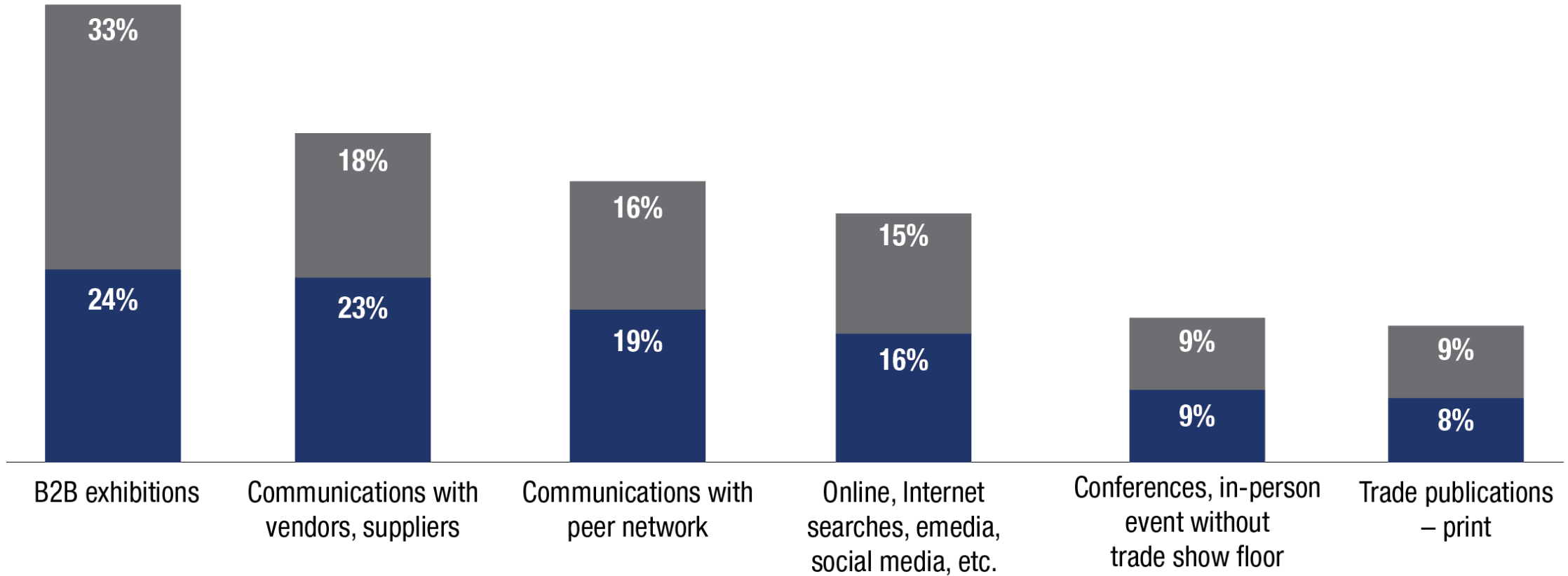
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#1

VALUE RANKING OF PRIMARY INFORMATION SOURCES IN MEETING ATTENDEE BUSINESS INFORMATION AND PURCHASING DECISION NEEDS

■ 1st ■ 2nd



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

Exhibitor Perspective

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Exhibitor Magazine

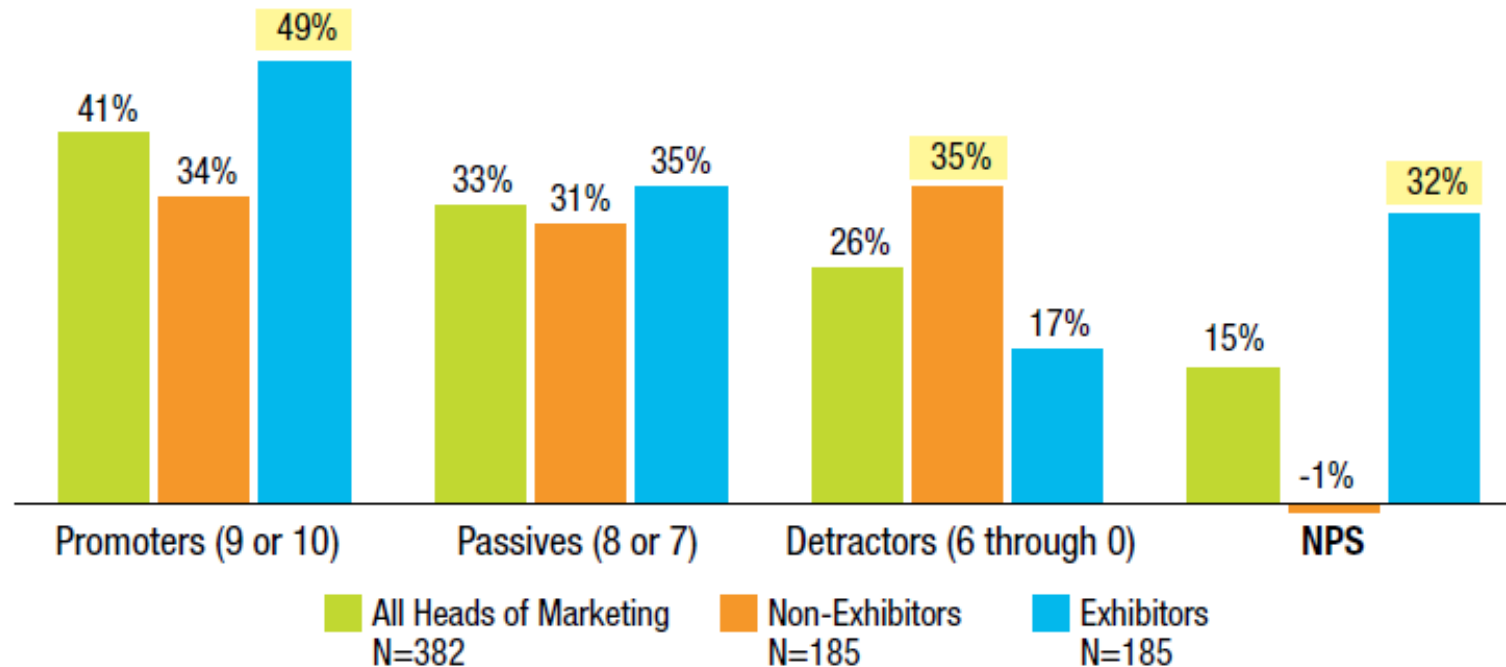


David Adler, BizBash

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



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?

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

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

80%+ identifying as urgent goal

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

SALES OBJECTIVES

72%+ identifying as urgent goal

- 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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[@dapper5](https://www.instagram.com/dapper5)



Screens: Changed the FTF Experience

They are instant detractors, interrupters, connectors



Connected? Social?



Experiences: Festivals



A high-angle, wide shot of a massive crowd of people, mostly men, filling a large outdoor stadium or arena. The crowd is densely packed, extending from the foreground into the background. Many people are wearing hats, sunglasses, and casual summer clothing. The scene is brightly lit, suggesting a sunny day. In the upper right, there are green trees and a white structure, possibly part of the stadium's architecture. The overall atmosphere is one of a major sporting event.

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





Plan Scale Amplify

CES 2018 Blackout

11:41 A.M., PST

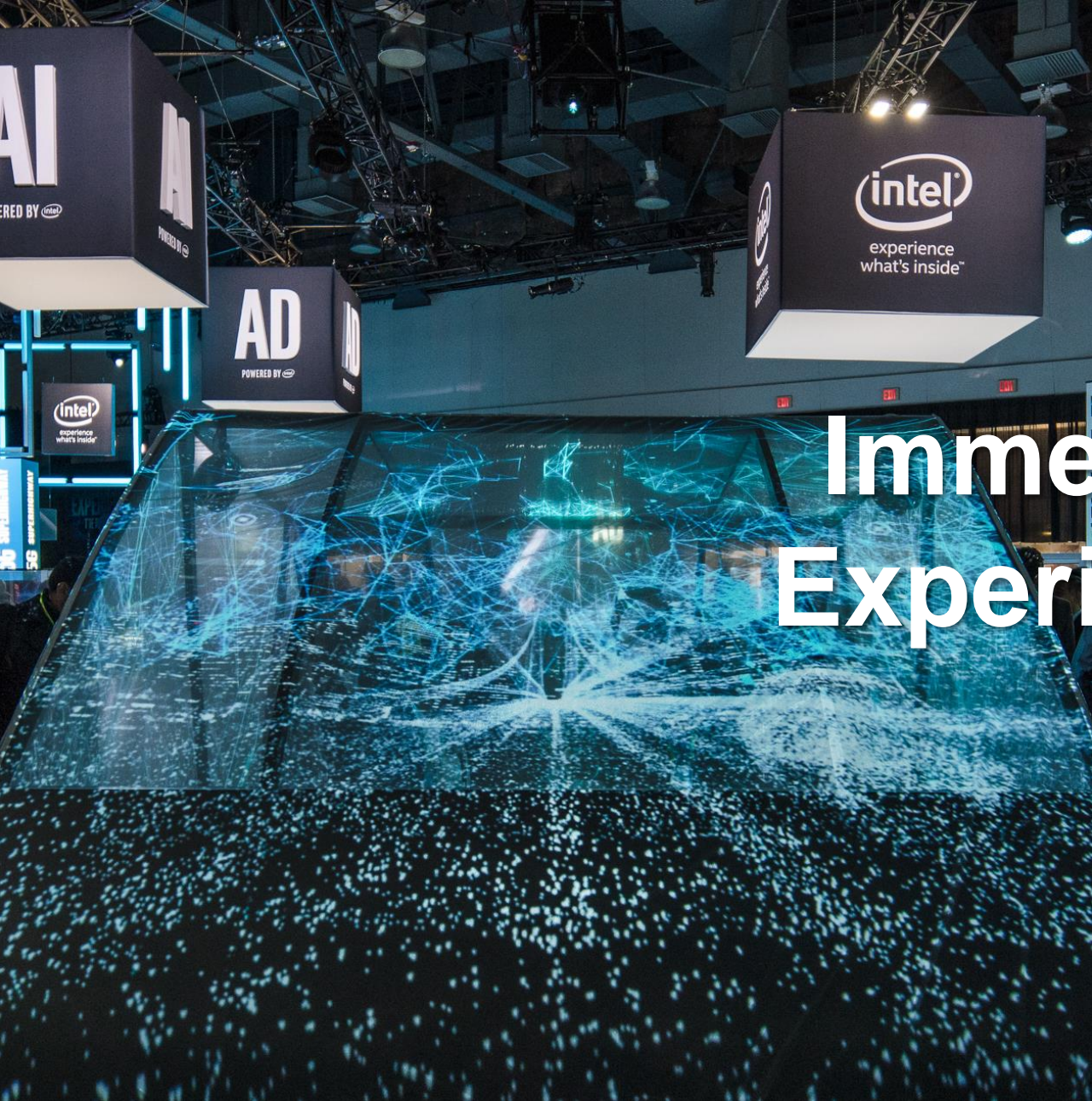




Intel @intel · Jan 10

The human spirit never loses its power. #CESblackout @thisishaana





Immersive Experiences



1:Many



1:1



A woman with long dark hair is smiling and looking upwards towards a large, colorful light display. The display consists of a grid of small, circular lights in various colors (red, green, blue, yellow) that are illuminated. The background is dark, and the overall atmosphere is vibrant and festive.

Pure Delight

Staff Engaged In the Moment

- Eye contact, first names
- Welcome, listen
- Deliver web-based trainings
- Etiquette for our screen age
- Take BKM's from the restaurant industry
- Customer-first approach

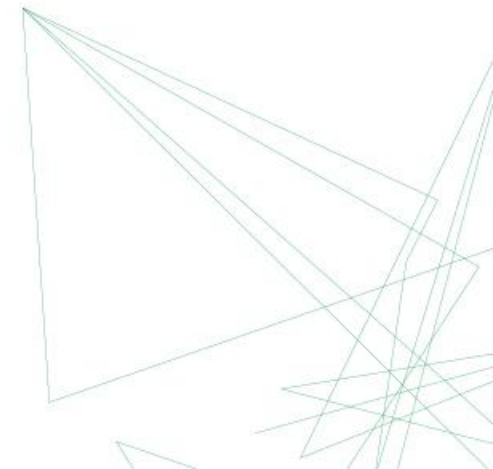


Define the Program's Measurement Plan



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 screens & 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.



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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



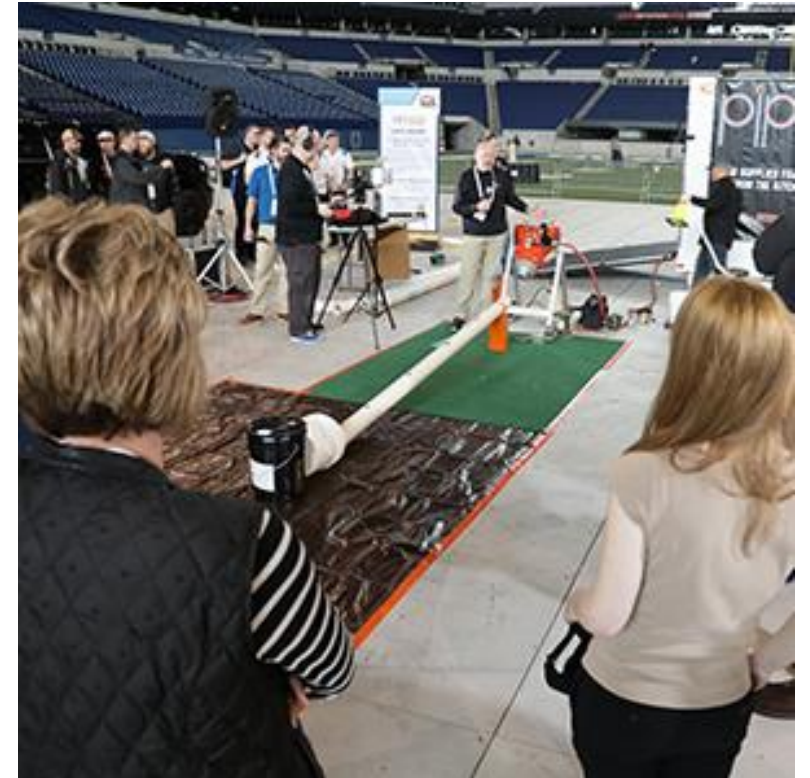
WWETT

- Experience: WWETT Live at Lucas Oil Field



WWETT

- Experience: Row-D-Hoe Competition



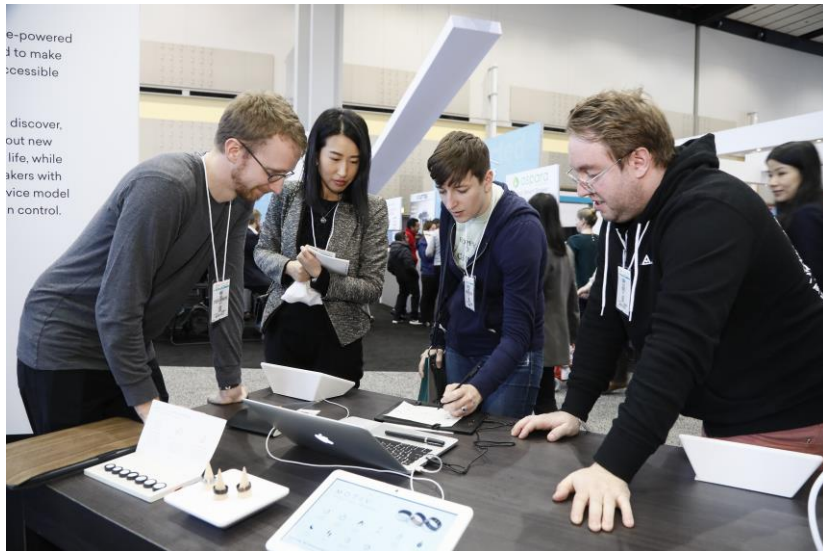
International Home + Housewares Show

- Experience: Cooking Theater



International Home + Housewares Show

- Experience: b8ta



PCMA Convening Leaders

- Experience: Attempt at World Record



FUTURE OUTLOOK



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Plans to Add Elements to B2B Exhibit Programs in Next Several Years



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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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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<https://www.ceir.org/2019-Predict/>

The logo features the word "ceir" in blue lowercase letters with a small bar chart icon above the "i". To its right is a stylized line graph with four segments in orange, red, purple, and red, showing a fluctuating upward trend. Below these elements is the word "Predict" in a large, bold, dark blue sans-serif font.

ceir Predict

ANNUAL EXHIBITION INDUSTRY OUTLOOK CONFERENCE

16-17 SEPTEMBER 2019

APPLY NOW



Live like a VIP! CEIR is holding a raffle for a VIP Expo! Expo! Experience, brought to you by Las Vegas CVA & MGM Mandalay Bay Resort, to include:

- 1 Complimentary Expo! Expo! Full Meeting Registration
- Complimentary VIP Airport Transfers to/from Mandalay Bay
- 3 Night Comp Suite at Mandalay Bay
- 4 tickets to Humanity Rocks
- 4 Lip Smacking Foodie Tours
- 4 Comp Show Tickets to see a fabulous production show in Las Vegas!

Visit ceir.org/raffle for more information or to purchase your tickets.

Proceeds from the raffle will benefit the research conducted by CEIR.

Pricing is \$10 for 1 ticket or \$50 for 6 tickets.

Drawing will be held 1 November via Facebook Live.