

Attendee Acquisition and Exhibit Sales Success Strategies


Sam Lippman
President, Lippman Connects



ATTENDEE ACQUISITION ROUNDTABLE		EXHIBIT SALES ROUNDTABLE	
<i>Facilitated by Sam Lippman</i>			
Who Attends	20-25 Attendee Marketing, List Development, and Program Professionals		20-25 Exhibit and Sponsorship Sales Professionals
Content	<ul style="list-style-type: none"> • Sharing Best Practices • Discovering Fresh Techniques • Comparing Acquisition Strategies • Exploring Exclusive Research 		<ul style="list-style-type: none"> • Sharing Best Practices • Exchanging Sales Tactics • Unique Sponsorships • Exploring Exclusive Research



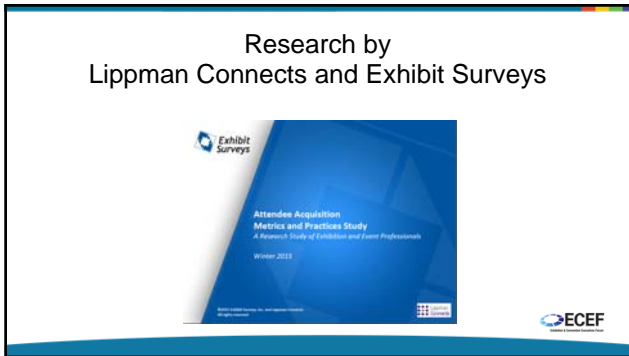
Trending Now

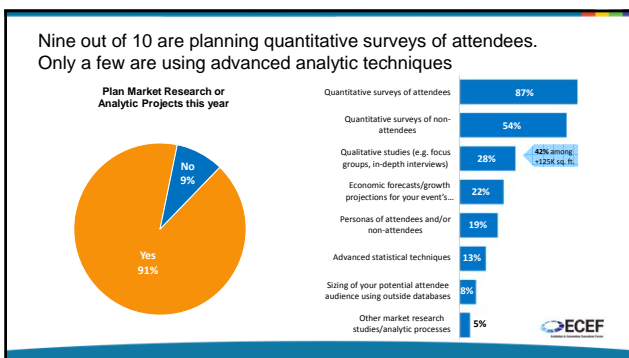


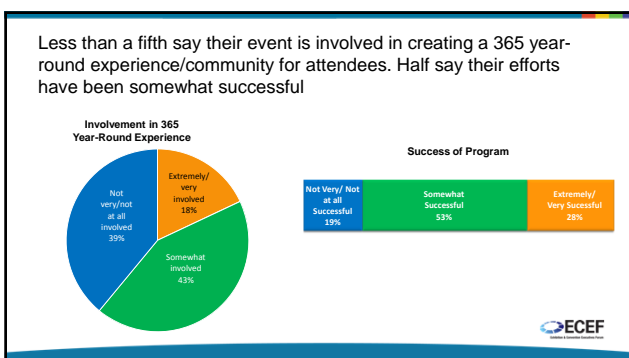
- Storytelling
- Integrated Marketing Communications
- Community
- One-to-One Marketing



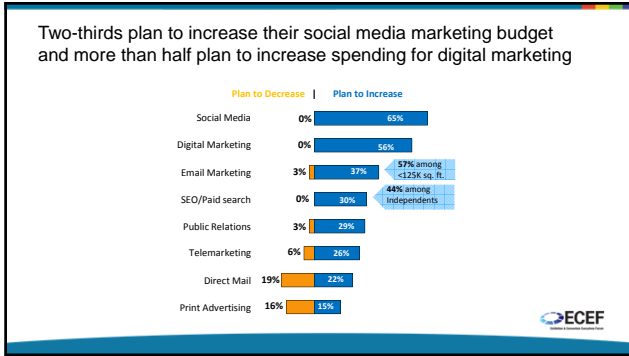








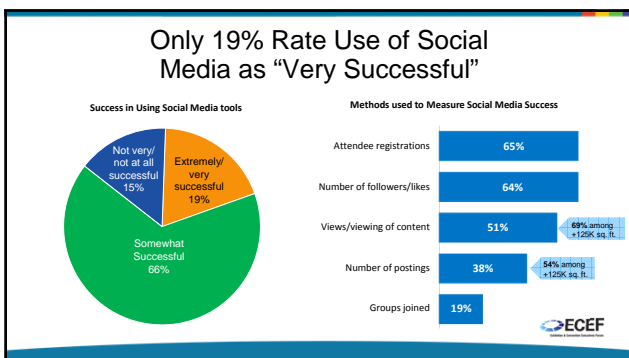




Rate Your Event's Success Using Social Media Tools

A. Very Successful
B. Somewhat Successful
C. Not Successful





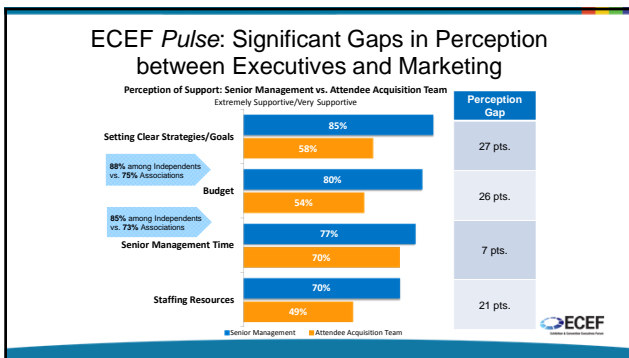


Attendees' Favorite Take-Aways





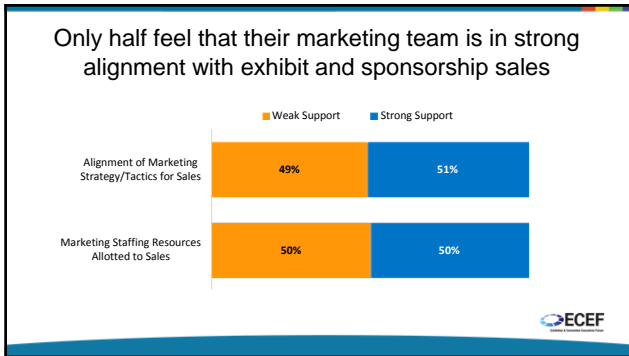
- Attendee Sales Associate
- Exhibitor Co-Marketing Programs
- Digital Re-Marketing
- Wider Use of Video
 - Rock-Star Speakers
 - Association Leadership
 - Local Ambassadors

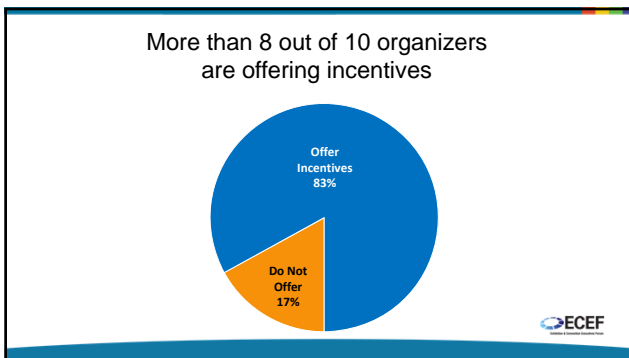


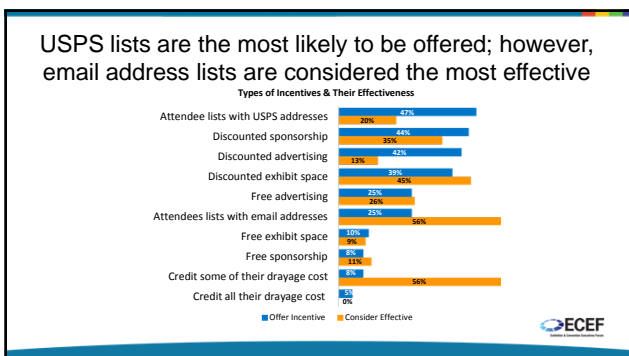


Research by Lippman Connects and Exhibit Surveys










To what degree does your exhibit and sponsorship sales staff need training?


- A. Very Strong Need
- B. Strong Need
- C. Some Need
- D. No Need



6 in 10:
Sales Staff
Need Training

Type of Sales Training Needed

Using audience demographics and event data to sell	62%
Training in consultative selling	44%
Training to understand face-to-face marketing from the exhibitor's perspective	43%
Sales training specifically for the exhibition industry	41%
Knowledge of the industry represented by the event	38%
Training in sales basics	22%






Attendees' Favorite Take-Aways

- Use space application for market intel
 - What is your marketing objective?
- Ready process in place if a major account cancels
- Display photos of sales team in advance and onsite
- Identify companies that buy sponsorships on website
- Ask prospects how they want to be contacted








Trending Now

- Turnkey packages
- Exclusivity & access to niche audiences
- Personal relationships
- Post-event sponsorship report



Sponsorship Benefits 2013

General Education Sponsor:

- Sponsor print recognition daily schedule signs, directional signs, session surveys
- Giveaway utilized in healthcare sessions (6)
- Exhibit Guide & Program sponsor listing

In the Numbers

- Print Impressions: 8,800 printed copies distributed
- Giveaway Impressions: opportunity to reach up to 800*

*Giveaways were distributed by United Healthcare and no impression information is able to be provided

Exhibit Guide

- Distributed onsite: 40,000
- Utilized as year-round buyer's guide




ECEF PULSE: Significant Gaps in Perception between Executives and Sales Managers

Perception of Support: Senior Management vs. Exhibit Sales Team
Extremely Supportive/Very Supportive

Category	Senior Management	Exhibit Sales Team	Perception Gap
Setting Clear Strategies/Goals	89%	58%	31 pts.
Senior Management Time	83%	54%	29 pts.
Budget	81%	69%	12 pts.
Staffing Resources	72%	55%	17 pts.

89% among Independents vs. 77% Associations
81% among Independents vs. 69% Associations

