



Present

How to Increase Brand Awareness and Attract More Buyers to Your Booth

Agenda Items

1. Why Increasing Your Marketing Activity is Important
2. 5 Key Benefits of Pre-Event Marketing
3. How Much Should You Invest in Pre-Event Marketing?
4. 6 Steps to Building an Effective Pre-Event Marketing Campaign

Why Increasing Your Marketing Activity is Important

INSIGHT: #1 reason why an exhibit fails is the inability to attract enough of the right people.

FACT: Effectively pre-marketing your participation is a critical success factor.

WHY?

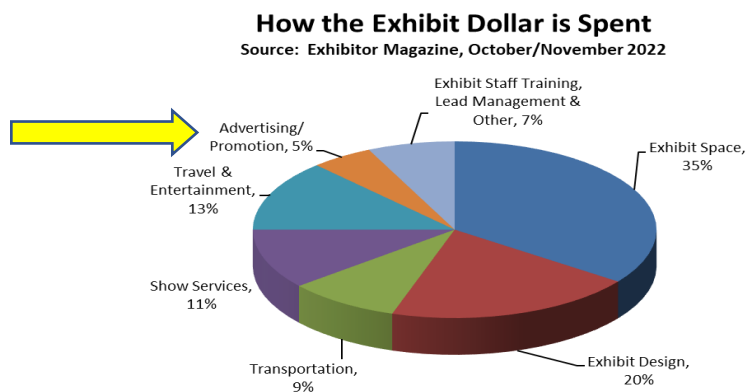
1. _____% of attendees pre-plan their agenda.
2. Average attendee only visits _____ to _____ booths.
3. Half of exhibit stops are pre-planned.

5 Key Benefits of Pre-Event Marketing

1. Attendees pay _____ to marketing media in the weeks and months leading up to a show than at any other time during the year.
2. Pre-marketing helps you get in front of more people at a time when their minds are more open.
3. An effective pre-marketing campaign can establish and/or increase brand awareness and drive pre- and at-show engagement.
4. Pre-event marketing can offset a perceived bad booth location.
5. Pre-event marketing is the closest thing to an insurance policy on all the other money you are spending to execute your exhibit.

How Much Should You Invest in Pre-Event Marketing?

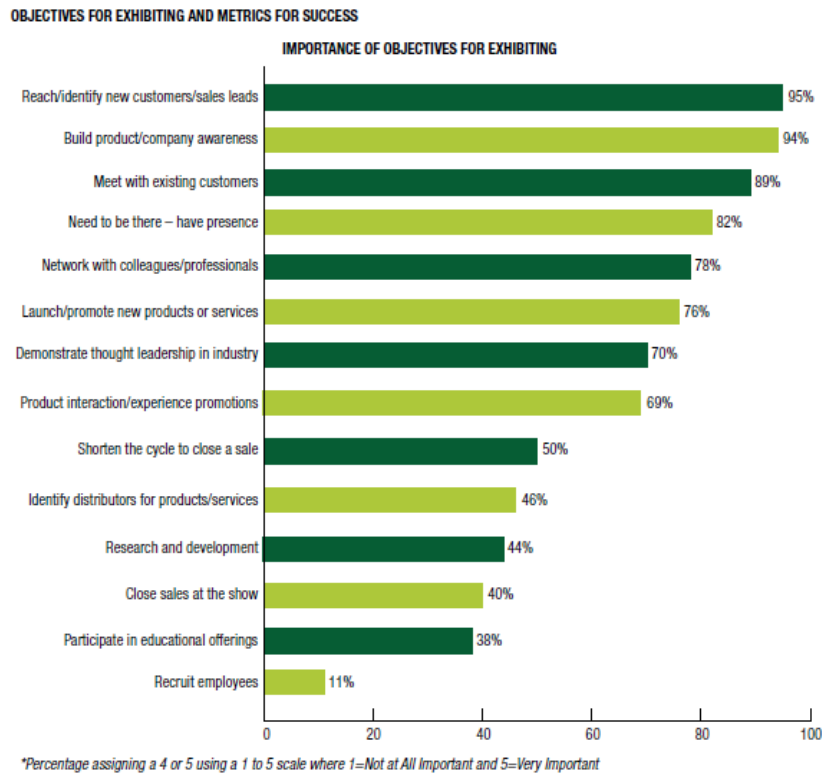
- Average exhibitor invests 5% of their exhibiting budget.
- Recommend at least _____% of total exhibit budget.



6 Steps to Building an Effective Pre-Event Marketing Campaign

1. Define exhibiting objectives.
2. Define target visitor in GPE audience.
3. Analyze products/services to find your value proposition.
4. Communicate value proposition to target visitors through as many marketing channels as possible.
5. Integrate a clear call to action in all relevant channels.
6. Increase response rate by offering a reward for visiting your booth and/or scheduling appointment.

Step 1. Define Exhibiting Objectives



Our Top 3 Exhibiting Objectives:

1. _____
2. _____
3. _____

Step 2. Define Your Target Visitor

- Who do you want to interact with?
 - Type of Retailer
 - Types of Pets Served
 - Job Title/Function
 - Geography
 - Other?
- ACTION: Define your ideal visitor.

- ✓ Pet Superstores
- ✓ Mass-Market Retailers
- ✓ Distributors
- ✓ Independent Retailers
- ✓ Regional Multi-Unit Retailer Chains
- ✓ Specialty Buyers
- ✓ Discount Retailers
- ✓ Farm & Feed Stores
- ✓ Home & Garden
- ✓ E-Commerce
- ✓ International Importers

Step 3. Analyze Products/Services to Find Your Value Proposition

Job 1. Grab attention!

- _____
- Problematic
- Learn



Job 2. Create Interest!

Ask: What situations would prompt pet care retailers to think about what you offer?

- Integrate situations into your pre-show marketing to grab attention!

1. What products/services will you feature?
2. What **problems** can you help them solve?
3. What **opportunities** can you help them seize?
4. How can you _____ them time/money?
5. How can you **improve** customer repeat purchases?
6. How can you **improve** average order value?
7. How can you **reduce** stress and increase staff satisfaction?
8. How can you **increase** revenue or profitability?

Step 3. Value Proposition Template

- **PROBLEM:** Tired of? Worried about? Struggling with?
- **OPPORTUNITY:** Interested in? Curious About? Want to Learn About?
- Give us 5 minutes at GPE Booth #1234
- You will SEE
- You can DO
- You will _____
- Oh, by the way, you'll GET...



Step 4. Communicate Value Proposition to Target Visitors Through as Many Marketing Channels as Possible

Do-It-Yourself Marketing Channels

- ✓ **House lists:** Sort by C/P/S – Recency - Targeted messaging for each type
- ✓ **Website:** Promote show on home page – build anticipation – use teaser content
- ✓ **Social Media:** Posting calendar – short videos - link to landing page
- ✓ **Email:** Subject line: show name – questions work best
- ✓ **Event landing pages:** Show specific – capture emails – scheduling
- ✓ **Direct mail:** Personal invitations – oversize postcard
- ✓ **Telephone:** capture direct dials numbers – rep calls – voice broadcast – cell phone texts

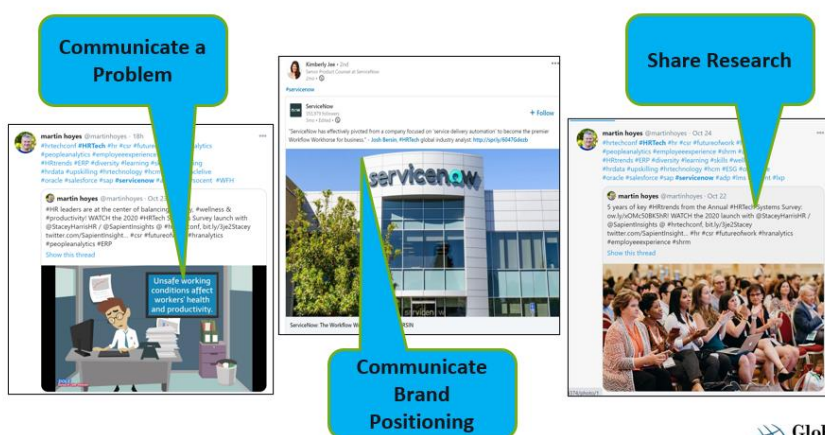
Email Best Practices:

- ✓ Use House & “Opt-In” lists
- ✓ GPE: in subject line
- ✓ _____/Wednesday – 10 am to 12 noon best days/times
- ✓ Compelling subject line - 90% of effectiveness
- ✓ _____ character subject line
- ✓ 120+/- word body copy
- ✓ Clear Call to Action with link
- ✓ Avoid attachments

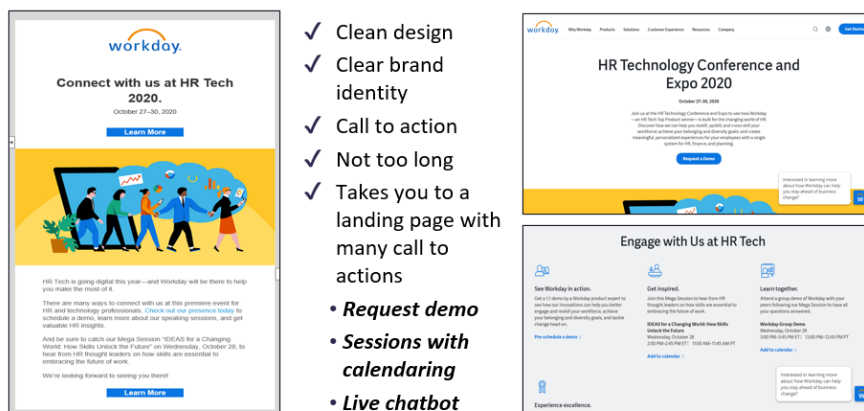
Social Media Best Practices:

- Learn what the show is doing and leverage it. #GLOBALPETEXPO
- Learn what channels your audience are engaging with
- It's about _____ - not selling!
- Link to event landing pages
- Look for customer groups and join
- Start conversations and add to conversations
- Showcase knowledge and expertise
- Provide links to pdfs and videos
- Share other's relevant content

Social Media Examples



Event Landing Page Example



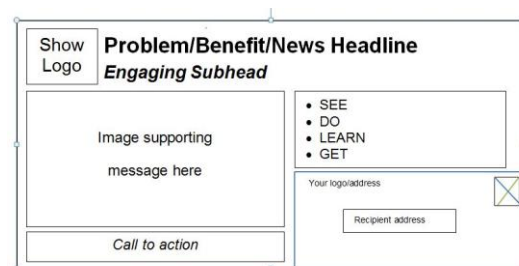
- ✓ Clean design
- ✓ Clear brand identity
- ✓ Call to action
- ✓ Not too long
- ✓ Takes you to a landing page with many call to actions
- Request demo
- Sessions with calendaring
- Live chatbot

Direct Mail Best Practices:

Options: Postcards, Invitations, Letters

Best Practices:

- Insert “I am exhibiting at GPE” logo on envelope or card
- Personalize with variable data fields
- _____ is better!
- Fed-Ex/Priority Mail to important visitors
- Quick read: Headline – Subhead – Bullets – CTA
- Mailing panel is the front of postcard
- Lumpy: put something in the envelope
- Multiple sequenced mailers



GPE Marketing Opportunities

Targeted Marketing & Sponsorship Opportunities:

- Digital Advertising
- Onsite Branding
- Education Sponsorships
- Experiential Opportunities
- Receptions, Networking & Hospitality Events
- Media & Press Opportunities
- 1:1 & Speaking Opportunities



Christine von Steiger
Sponsorship Sales
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Upgrade Your Digital Directory Listing & Stand Out to Buyers in the Show Planner

THINK BEYOND THE BASIC AND MAXIMIZE YOUR DIGITAL COMPANY PROFILE

You're making an important investment by exhibiting at Global Pet Expo, so you want to stand out and reach as many buyers, media, industry professionals and suppliers as possible. Max out your digital company profile well beyond the basic information and leverage the power of an updated digital company listing. Upgrading your digital directory package to build a strong company profile means attendees can effortlessly discover your products and services and add your booth to their list of MUST-SEE destinations.



Customize Your Listing in the Online Directory



Get Discovered via the Interactive Floor Plan



Stand Out as a Sponsor in the Show Planner

Directory Listing Upgrades & Added Exposure in the Buyer Show Planner

Alex Dennis

513-527-8853

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2024 EXHIBITOR PACKAGES ARE AVAILABLE	NO CHARGE AVAILABLE TO ALL EXHIBITORS	Early-bird rates through Jan. 31, 2024: \$495 Regular rates start Feb. 1, 2024: \$750	Early-bird rates through Jan. 31, 2024: \$995 Regular rates start Feb. 1, 2024: \$1,500	Early-bird rates through Jan. 31, 2024: \$1,995 Regular rates start Feb. 1, 2024: \$2,500
	Standard/Basic	Upgrade	Enhanced	Premium
Company Name	✓	✓	✓	✓
Contact Information	✓	✓	✓	✓
Booth Number(s)	✓	✓	✓	✓
Website (link)	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Description	✓	✓	✓	✓
Logo	-	✓	✓	✓
Access to Leads	-	✓	✓	✓
Featured Exhibitor Listing	-	-	✓	✓
Priority Placement in Search Results	-	-	-	✓
Highlighted Booth with Corner Peel	-	-	-	✓
Show Specials	1	4	6	8
Collateral	1	4	6	8
Digital Business Cards	1	4	6	8
Product Gallery with Images/Descriptions	-	4	6	8
Product Gallery with Video	-	4	6	8
The following can be added to the Upgrade, Enhanced and Premium Packages				
Product Spotlight on Directory Homepage	\$500 each	Directory Sponsor	\$5,000	
Product Category Sponsor	\$500 each	Session Sponsor	\$5,000	
Floor Plan Sponsor	\$2,500			

Early-bird rate through 1/31/24



Step 5. Include a Clear Call to Action

- Many pre-show communications lack a clear CTA.
- Do not assume reader knows what you want them to do.
- Tell them exactly what you want them to do:
- CTA's could include:
 - Visit our event landing page
 - Put us on your show planner in the mobile app
 - Bring this to our booth
 - Schedule a demo or brief appointment with us
 - Like or comment on this post
 - Share this on social media



Step 6. Increase Response Rates by Offering a Reward

Reward Selection Tips

- ✓ Unique
- ✓ Useful
- ✓ Quality
- ✓ Supports message or theme
- ✓ Personalized

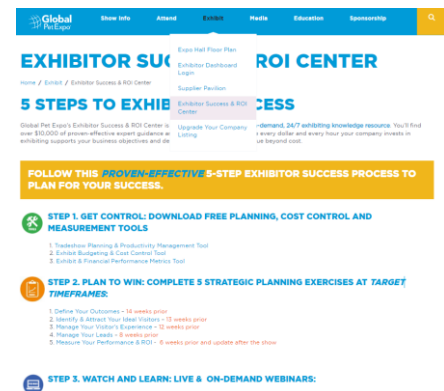
Reward Delivery Strategies

1. Contests
2. Free Gift at Booth
3. Send in Advance
4. Send Half - pick up other half at booth



GPE Exhibitor Success & ROI Center

- Visit often and share with your team!
<https://www.globalpetexpo.org/exhibit/exhibitor-success-roi-center>



Three most important ideas I learned from this session were:

1. _____
2. _____
3. _____

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm**



Jefferson is President of Competitive Edge, a highly specialized consulting and training firm on a mission to **inspire**, **lead** and **direct** businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow appearances to *"productive, profitable investments"*.

**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit
www.tradeshowturnaround.com**