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# Exhibition and Event Sales

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# ABOUT THE CEM LEARNING PROGRAM

This workbook is intended to serve as the student's guide for the CEM Learning Program on Exhibition and Event Sales. It is based upon the Curriculum Blueprint approved by the CEM Commission and much of the content is based on Chapter 19 of *The Art of the Show*, 5TH Edition (AOS). While the AOS is not an obligatory CEM Learning Program textbook, it is an additional resource and optional reference for this and other CEM Learning Program courses.

The CEM Learning Program is not a basic introductory course of study. It is designed for adult learners who have accrued at least three years of full-time work experience in the exhibitions and events industry. Its goal is to provide students with enhanced knowledge, skills and insights derived from their interactions with peers who are also learners, from CEM faculty who serve as subject matter experts, and from the readings and exercises that are assigned.

CEM Learning Program courses are available for in-person, virtual and on-demand classes. The content and final exams for each course are the same for all learning options. In-person and virtual students are expected to read the CEM workbook prior to class. Students taking a CEM on-demand course will read the workbook throughout the length of the course.

Students will be tested on the knowledge they acquire from this course. It is important to understand that the information provided in this workbook may differ from the practices and experiences of each student.

The examination is made up of 40 multiple-choice and true/false questions. To pass the examination, a student must achieve a score of at least 30 out of 40. CEM faculty do not have access to the CEM exams, nor are they aware of any questions that may appear on each examination. Exam questions are based only on information contained in this course workbook (Appendix is not included).

Throughout this workbook, the terms "exhibition manager" and "show organizer" are used interchangeably. Their meanings are the same - the individual who is responsible for overseeing the planning, management and execution of an exhibition.

Since general business fundamentals apply to multiple aspects of exhibition management, core concepts relevant to more than one course topic may appear in several learning courses. Students with little or no foundation in marketing and finance are encouraged to take the Event Marketing and/or Finance, Budgeting and Contracts courses early in their CEM Learning Program studies.

Key terms are identified in this module by bold face type and accompanied by a definition. Those noted with an asterisk (*) are from the *Events Industry Glossary* developed by the Events Industry Council (https://insights.eventscouncil.org/Industry-glossary).

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## LEARNING OBJECTIVES

After completing this course, the student should be able to:

- Describe the exhibition sales process
- Identify and describe the key steps in the sales cycle
- Explain the importance of relationship selling in the sales process
- Identify different pricing strategies
- Understand partnership and sponsorship sale processes
- Explain the importance of providing stakeholders with measurable Return on Investment (ROI)
- Explain what is involved in creating an international sales strategy

# INTRODUCTION

Exhibition and event sales involve many vital elements which are conducted throughout the planning process. No matter how successful or well respected an exhibition may be, it should be presented as if it were a first-time event – the marketing and selling equivalent of zero-based budgeting.

## THE DIFFERENCE BETWEEN MARKETING AND SALES

The lines between event marketing and event sales are often blurred, leading to the terms being misused. They are very different though.

Marketing is the 365-day-per-year process of communicating the value of the face-to-face channel through branding, promotion, experience, and consumer confirmation. According to the American Marketing Association (AMA) and various experts in the field, marketing:

- Identifies unfulfilled needs and desires
- Defines, measures, and quantifies the size of the identified market and the profit potential
- Pinpoints which segment the company can serve best
- Designs and promotes the appropriate products and services
- Focuses on strategic intentions

On the other hand, and contrasted to marketing, sales is:

- Driven by tactical challenges and customer relations
- Consists of activities designed to promote customers' purchase of a product or service
- Can be done in person, over the phone, through email, or other communication media

Simply put, marketing is building awareness about the brand and products to attract customers whiles sales convert these potential customers into prospective buyers.

## POSITIONING THE EXHIBITION

An important first step in organizing an exhibition is considering its position in the marketplace. For example, how will the event be perceived in relation to competing or similar shows, and will it meet the needs of the industry? Creating an image in the target market's mind about the exhibition's quality and the value of participating as an exhibitor and visiting as an attendee is crucial.

Exhibitors look for more than attendance numbers to decide which events to exhibit in that best fit their objectives. Achieving sales goals is a top objective. Therefore, exhibition managers need to focus on effectively conveying the buying power of the event to the exhibitors. The exhibition manager can convey buying power through the **position statement**, which clearly identifies the direct benefits of an event to buyers, who are the exhibitors as well as the attendees. The exhibition manager should review the position statement frequently to adapt to changing conditions in the marketplace.

## WHY EXHIBITORS PARTICIPATE IN EXHIBITIONS

There are many reasons why exhibitors participate in exhibitions. Not all exhibitors share the same reasons, but most would agree that trade shows continue to offer value. Among the reasons a company might decide to participate are to:

- Generate sales leads from new prospects or existing customers (buyers)
- Enter new markets (markets that could be based upon geography and/or product type)
- Assist dealers and distributors in selling effectively
- Educate customers on existing or new products and services
- Build brand awareness and improve brand image
- Conduct business with other exhibitors
- Gather market and/or competitive research
- Increase visibility or generate publicity and media attention
- Meet key customers and/or prospects for purposes other than selling
- Create an opportunity to participate in the community

## FEATURES VERSUS BENEFITS

Before discussing how exhibit space is marketed and sold, it is important to understand the distinctions between features and benefits.

A **feature** is what a product, service, or event has or does. Features are characteristics of the show that are quantifiable and measurable, such as the presence of key buyers with purchasing authority, analysts, and media; a new industry products pavilion; or hands-on demonstrations of show-cased products.

A **benefit** is something of value or usefulness. Benefits explain the value of features. If a feature, such as a new product pavilion, provides an attendee with a solution, it holds great value and is a significant benefit.

Features gain the prospect's attention, and benefits address the prospect's needs. Targeted features and benefit statements should be the focal point of sales and marketing materials.

# THE SALES PROCESS

Given the high media profile and prominence of exhibitions in business-to-business marketing and communications channels to achieve sustainable growth, exhibit space must be sold as part of a **sales management** process. Sales management involves the planning, implementing, and controlling of a large, organized sales effort.

The priority in managing sales is to detail where, how, and at what cost sales must be made to meet the organization's exhibit sales goals. To measure sales success, revenue goals and objectives must be clearly outlined in the sales plan and incorporated into the overall marketing plan for the exhibition.

## SALES PLAN

Typically, a sales plan will include:

- A SWOT analysis (strengths, weaknesses, opportunities, and threats) of the event
- Exhibitor growth strategies (how to increase the number of, and space taken, by exhibitors)
- Sales incentive concepts
- Targets for net square space sold
- Revenue goals
- Programs that will attract new exhibitors
- Strategies to retain existing exhibitors
- Pricing plans and incentives
- Value-added programs

## APPROACHES TO SELLING

Inside and outside sales are two different approaches to selling, but both approaches aim to identify companies, prospects, or returning exhibitors, who align with the show's target audience and industry focus.

### INSIDE SALES

Many organizations employ **inside sales** personnel who work remotely and use various communication channels, such as the telephone, email, social media platforms, and video conferencing, to reach out to potential and existing exhibitors. Inside sales are more cost-effective than outside sales because they eliminate travel expenses, but they are less personal.

### OUTSIDE SALES

Some organizations engage the services of **outside sales** personnel who travel to face-to-face meetings and build relationships through personal connections. This sales model can be a focused, effective approach to contacting potential and returning exhibitors. The advantage of outside sales is that it can be very effective, especially when dealing with brand leaders or **bellwether** companies because it can be highly targeted to the prospect's marketing objectives. Due to travel, outside sales can be time-consuming and have a higher cost.

A combination of inside and outside sales seems to be the best way to approach the sales process. A great way to foster personal relationships is to allow inside sales personnel to visit customers at their offices or at other exhibitions or events.

Most companies use a **customer relationship management (CRM) system** to manage the sales process and keep records of their conversations, show history, and other data. A CRM system is a computerized system for identifying, targeting, acquiring, and retaining the best mix of customers.

## PLANNING A SALES CAMPAIGN

Sales campaigns require careful planning, implementation, and continuous monitoring to achieve an exhibition organizer's sales objectives. Sales campaigns are designed to generate leads, build relationships with prospects, and ultimately close deals.

The key elements of a sales campaign are included below.

### SET CLEAR OBJECTIVES

A sales campaign starts with a clear objective, for example, increasing sales by 10%. The exhibition organizer should establish a sales goal, which usually includes exceeding the previous event's sales. Objectives should reflect a sound balance between the size of the exhibit and total attendance. Aisle traffic alone is not beneficial to the exhibitor because attendees in the aisles do not necessarily stop at the exhibitor's booth/stand.

Another objective could be to maintain the show's status. An event may not be able to accommodate all exhibitors who desire to participate, so a wait list could be created. As a result, unfulfilled exhibitors may decide to support another event. The organizer should be prepared to recommend strategies, such as new exhibitions or the creation of new events within the current exhibition to accommodate demand. If the event is stable with a slow or no-growth pattern, determine why. An industry that is in a flat or declining growth position requires the development of innovative strategies to maintain an event's status.

### IDENTIFY THE TARGET AUDIENCE

Another step in planning a sales campaign is identifying the target audience for both attendees and exhibitors. Understanding the target market's needs, preferences, and characteristics helps develop the campaign's messaging and create relevant sales offerings. An exhibition is a platform to inform and educate the target market, ultimately generating revenue for the organizer.

Within the target market, one can also identify **buyer personas,** which are fictional representations of an ideal customer.

Gathering data from exhibitors and attendees during registration is a simple way to get demographic information that provides valuable insights. Identify five or six mandatory key questions to be completed to help understand the attendee profile.

### DEVELOP A COMPELLING UNIQUE VALUE PROPOSITION (UVP)

A **unique value proposition (UVP)** is a business or marketing statement that summarizes why a consumer should buy a product or use a service. It should clearly communicate the strengths and product differentiation between the event and competing events. The benefits of attending or exhibiting should be highlighted. Examples include the event offering solutions to urgent challenges, seeing new and innovative products, access to key decision-makers, the power of face-to-face meetings, and educational offerings. Persuasive messaging that resonates with the target market should be crafted. The UVP should be reviewed annually, and adjustments made to changing conditions, if necessary.

## CREATE MARKETING COLLATERAL

Marketing collateral includes the exhibitor prospectus, sponsorship packages, pricing sheets, and other promotional materials that highlight the value of participating in the exhibition.

## PRE-SHOW MARKETING

To reach the target audience, a marketing plan uses various channels such as email, **direct mail**, telemarketing, social media, trade publications, radio, television, websites, and webinars. Marketing channels can be used to educate and engage the target audience, generate leads, and develop brand awareness. Excitement can be generated while promoting the benefits of a face-to-face exhibition, including networking opportunities, educational sessions, and seeing new product showcases.

Even in an era of increasing digital distribution of information, direct mail is still an effective marketing channel. It can be used for direct mail promotions, VIP invitations, and show passes offered by the show to attendees. Many events will rent the attendee list to exhibitors so they can conduct pre-show marketing campaigns. Most show organizers will outsource this function to a mail house to preserve the confidentiality of attendees' email addresses.

Trade publications can serve as a medium for selling exhibition space by using advertisements and editorials to reach the target audience. Each publication targets a specific audience. The exhibition manager should review the publication's circulation demographics to ensure that the publication's readers are among those targeted for booth/stand or sponsorship sales.

## WEBSITE OPTIMIZATION

The event website landing page should contain the information that exhibitors and sponsors need to make informed decisions. This includes how to access the booth/stand options, sponsorship packages, floor plans, and registration information.

## PERSONALIZED OUTREACH

Marketing messages must be personalized, tailored, and targeted to reach audiences where they are digitally active. Informed messaging should, for example, be targeted to a job title, a specific persona, or another demographic that can enable crafting of messaging that speak directly to the target audience.

## PROVIDE EXHIBITOR SUPPORT

The organizer should offer resources to exhibitors to use in their promotional efforts. Provide them with support materials such as social media templates and pre-written promotional content to help maximize their exposure.

## LEVERAGE PARTNERSHIPS AND SPONSORSHIPS

The organizer should collaborate with industry partners and sponsors to enhance the reach and impact of the sales campaign. They should also seek strategic alliances with associations, media partners, or key industry players who can help promote the trade show. Opportunities should be explored for cross-promotion, content sharing, or joint marketing initiatives.

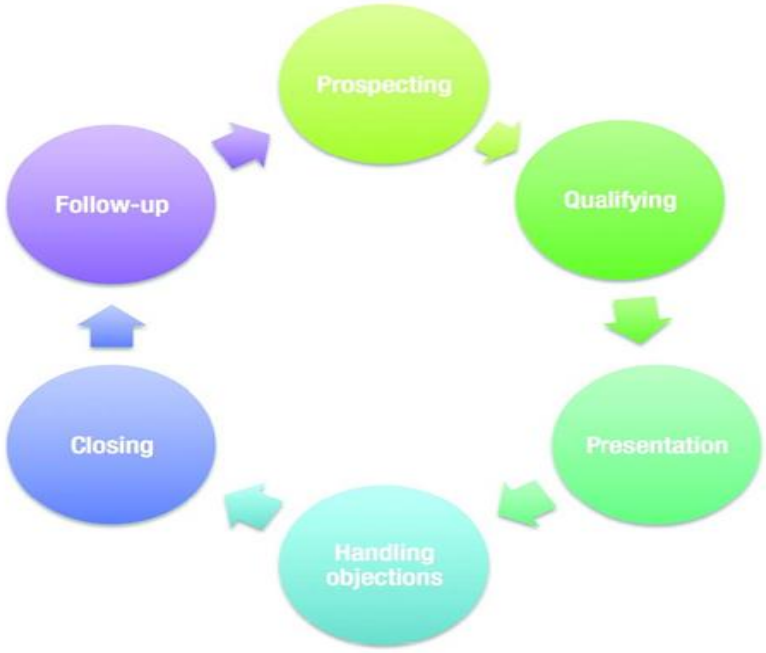
## POST-EVENT EVALUATION

A post-event evaluation should be undertaken to assess the success of the sales campaign. Feedback can be gathered from exhibitors and attendees and used to identify areas for improvement in future events.

## ELEMENTS OF THE SALES CYCLE

The sales campaign aims to convert prospects into exhibitors. This involves effective sales techniques such as those detailed in the **sales cycle**. The sales cycle can differ from one exhibition to another based on the exhibition's products or the industry of each exhibition. The graphic below shows the steps that are common when selling booth/stand space to potential exhibitors.

***The Sales Cycle***




It is important to understand that while there are six phases in the **sales cycle**, beginning with **prospecting** and concluding with follow-up, progressing through the phases does not necessarily always follow a linear path. Certain circumstances, like the failure to overcome a buyer's objections may make it necessary to repeat one or more earlier phases. Before moving from one phase to the next, the goals that are an important part of a phase must be achieved.

### *PROSPECTING*

Prospecting identifies potential exhibitors from referrals, industry publications, the Internet, direct mail programs, telemarketing lists, research about similar exhibitions, social media tools, and other channels. The prospector must identify the key contact who makes decisions on exhibitions. This contact can range from the marketing manager to a product manager, to the president of a company. Key contact acquisition is a time-consuming process because it can be a challenge to find the key decision maker and obtain their contact information.

The information collected from prospecting becomes the basis of a sales database. An updated database facilitates the selling of exhibit space and sponsorships and should include the following information:

- Exact company name (including acronym, if applicable)

- Company address of primary and secondary locations
- Website address
- Name, title, phone number and email of the primary contact as week as the sales/marketing contacts
- Social media contact information
- Level of buying authority and decision-making authority
- Trade association memberships
- The product category
- Position in supply chain (for example manufacturer, distributor, etc.)
- Budget cycles (annual, quarterly, monthly)
- Participation in competitive shows (both domestic or international)

### *QUALIFYING PROSPECTS*

Qualifying is the second phase of the sales cycle. Here, research takes place to ascertain the business nature of the prospect and what the needs of that organization might be. Some show organizers employ sales research coordinators who find leads, identify the prospect's needs, and share the information with sales personnel. In many organizations, however, sales personnel also will perform the functions of research coordinators. Some of the research will probe the products and services that have been offered by the prospect as well as any new offerings that have been, or will be, introduced to the market. To really understand a prospect's needs, the salesperson must discuss the exhibition and the prospect's expectation via phone or email.

While **qualifying** a prospect, it may become apparent that the exhibitor is not a good match for various reasons. Adequate preparation for a sales call or introductory email helps to ensure a more productive discussion. If a sales research coordinator is utilized, that person and the sales representative work together to develop the **sales presentation**.

### *PRESENTATION*

After qualifying, the next step in the sales cycle is the presentation. Here a salesperson can begin creating a long-term relationship with the prospect based upon the establishment of trust. By probing the prospect's needs, and illustrating the benefits of exhibiting using examples, and then sharing the key features of the event that seem to align with the prospect's objectives, trust begins to develop.

Presentations typically take place over the phone or by video conference. The salesperson must provide quality and accurate information. A follow-up email should be sent to the prospect outlining the specifics of what was presented and discussed. It is important to get information in front of the customer in multiple formats. In some cases, a face-to-face meeting may follow but, generally, only for special or bellwether exhibitors due to the significantly higher investments of time and expense.

### *HANDLING OBJECTIONS*

During or after a presentation, the prospect may raise questions or concerns. This phase is identified as **handling objections**. Many are common concerns that have been raised earlier by other prospects. A capable salesperson will know the common and unique objections regarding the event. An effective sales strategy includes communicating the **unique selling proposition (USP)**, which differentiates the exhibition from others in the marketplace. The features and benefits of the show help the exhibition manager, and salespeople, communicate the event's strengths to potential exhibitors.

A key differentiator of events often rests with the demographics of the audience. If the composition of

the audience aligns closely with the products, services, and objectives of the prospect, an event may offer significant benefits to the potential exhibitor.

The Center for Exhibition Industry Research (CEIR) offers many resources that sales personnel will find valuable for preparing sales presentations. These resources are available at www.ceir.org.

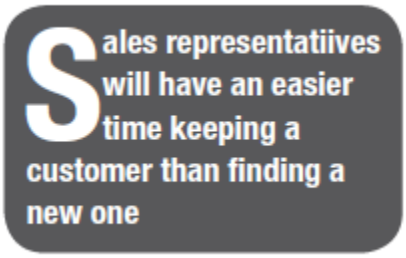
### *CLOSING*

The object of the sales call is to get a commitment from the prospect to agree to exhibit. Once the prospect has been identified and their needs ascertained, the salesperson will provide solutions and handle any objections. When those processes are completed, the sales representative should know whether a commitment is forthcoming. At this point, the salesperson must ask for a commitment; this is called the **closing**. When a negative response is given, it may be necessary to return to an earlier step in the sales process or to respond to objections with solutions effectively.

### *FOLLOW-UP*

According to Invesp, a company that focuses on conversion optimization, 60% of customers say 'no' four times before saying yes and 48% of salespeople never even make a single **follow-up** attempt (https://www.invespcro.com/blog/sale-follow-ups). That is why it is important to effectively follow up with the prospect or exhibitor, which is the final step in the sales cycle. The relationship with the exhibitor must be fostered. Keep the exhibitor informed of new services or changes, handle any complaints, and sell or cross-sell additional services such as sponsorship or advertising opportunities that meet their objectives.

The sales representatives should confirm their satisfaction and always remember to thank the exhibitor for the business and the commitment made to the exhibition.




Not only is it easier to keep a customer than find a new one, Invesp has also found that existing customers are more likely to spend 30% more on a new product than a first-time customer. A higher customer retention increases profits and lifetime customer value (LCV).

## RELATIONSHIP SELLING

All of the elements in the sales cycle involve **relationship selling**. Relationship selling is building a personal relationship with potential and current exhibitors to understand their needs and desires better. It is a sales technique that focuses on the interaction between the buyer and salesperson rather than the price or details of the product.

If exhibitors feel a salesperson is sincere and concerned about their business, a level of trust is built that can open new opportunities for selling added value, such as sponsorships and advertising, which can help bolster the exhibitor's **return on investment (ROI)**. Many exhibition organizers provide exhibitors with opportunities to promote their presence to attendees prior to the opening of the exhibition, through exhibitor invitation programs, advertisements in trade publications, online opportunities through the event's website, and sponsoring education and awards programs. Additional opportunities for attendee contact are available during the post-exhibition period through lead follow-up programs.

### EXHIBITOR INVITATION PROGRAMS

As mentioned previously, exhibitor invitation programs are a way for exhibitors to promote their presence to attendees before the show. According to CIER's 2023 Attendee Acquisition Survey, exhibitor invitation programs are the most popular relationship selling and collaborating tactic used to generate registration. Exhibitor invitation offerings include:

- Providing a code to participating exhibitors to share with those they invite to attend
- Providing a banner ad with a link to register that exhibitors can post on their website
- Providing a link for invitees to register that exhibitors can use in their email signatures
- Offering exhibitors a full range of marketing support services to help promote participation in the show, including free passes to invite their target audiences

## EXHIBITOR COMMUNICATION TOUCH POINTS

Maintaining a regular flow of information to exhibitors is important for logistical reasons, but it also helps to reinforce the relationship between show management and exhibitors. Providing regular updates, tips, and reminders about key deadlines eases what can be a complex process for all parties. Many organizations will publish periodic exhibitor newsletters, issue customized email messages to exhibitors from sales associates, and publish photographs of key personnel online, all of which help to connect the parties and enhance relationships.

### PERSONAL SALES CALLS OR VISITS

While most of a sales team's interaction with customers can be via telemarketing, the team should take advantage of opportunities to personally visit customers. This is called outside sales, which was discussed earlier in the workbook. Visiting an exhibitor's place of business is a good way to strengthen the sales relationship. Touring their facility and visiting with important team members, from sales to accounting personnel, makes a strong statement to the exhibitor. These exhibitors typically understand the time commitment and expenses incurred by the sales team during personal visits.

### SALES MANAGEMENT SYSTEMS

Proper communication tools enhance communication with customers. Many organizations use a customer relationship management (CRM) system. As mentioned earlier, these tools aid in managing an organization's interaction with customers and prospects. The tracking of conversations between sales personnel and customers is documented as well as the amount of customer spending with the organization, the booth/stand size for previous exhibitions, and other important information that can be used for future analysis and reference. Many of these systems include lead-generation tools to assist with qualifying leads.

Many organizations also employ commercial software programs as **floor plan management tools** to assist in assigning booth/stand spaces. Typically, these are Internet-based programs that feature a floor

plan schematic displaying those spaces that have been sold, who they have been sold to, and which spaces remain available. If necessary, the floor plan can also be modified by show management to rearrange space to accommodate additional space, or to open a new section of available space.

## EXHIBITION BOOTH/STAND SALES PROCESSES

There are several ways to sell exhibit space. These include on-site sales, space draw sales, space assignment by show organizer, and post-draw sales. Regardless of the method, the goal is to sell booths/stands until all the space is sold. Each sales process will be described in detail below.

### ON-SITE SALES

Sometimes exhibition organizers offer future booths/stands for sale during the current exhibition. This is called **on-site** or **advance sales**. When this strategy is used, the organizer often has specific staff assigned to handle the process, which may include using the housing company that concurrently takes requests for a future block of hotel rooms (but usually only for large shows).

Exhibitions in high demand often schedule specific appointments for exhibitors on a seniority or other priority basis. In this case, an exhibitor must appear at the appointed time to select the following year's space or that exhibitor will fall to the bottom of the priority list. Other exhibitions simply make the following year's floor plan available by posting it in the exhibition management office or exhibitor lounge. Interested exhibitors come to the exhibition organizer with questions or submit applications for future booth/stand space.

#### *ON-SITE SALES OFFICE*

Exhibitions that have formal, on-site sales may conduct the process in a sales office typically located on or near the show floor. This sales office could be inside a room at the convention center or built on the show floor by the contractor. Some organizers have large floor plans on display for exhibitors to view and make their selections, while others use computers and other technology to do everything from printing and scanning contracts to collecting deposits. Exhibit floor sales offices are a great place to host exhibitors during the on-site process and throughout the show by providing them with comfortable seating, refreshments, complimentary Wi-Fi, and charging stations.

### SPACE-DRAW SALES PROCESS

Some exhibition organizers conduct a **space-draw process** in which exhibitors select booths/stands based on a **priority-point system**. A priority-point system is where exhibiting companies are assigned points to determine the order in which they will be allowed to select booth/stand space for the next exhibition. The priority-point system is designed to create a fair and balanced system that allows for impartiality in booth/stand selection while rewarding exhibitors with the highest priority points.

This process generally occurs three to four months after the conclusion of the current exhibition. The floor plans are made available in advance, usually online, for exhibitors to view and make booth/stand selections. Booth/stand assignments secured on-site are usually highlighted in some manner. Based on the priority points assigned to each exhibitor, they are given an appointment day and time during space draw where their booth/stand selection will be made typically by phone. Exhibitors must select their booth/stand space, sign a contract, and provide the required deposit at their scheduled time.

Exhibition organizers expect to assign a significant amount of the booth/stand space during the space-draw process. However, this is not always the case. Before and during the process, sales personnel should be in contact with all eligible exhibitors.

Depending on the size of the show, some space draw sales processes may occur on-site at a specified location, possibly the venue where the show is being held.

### SPACE ASSIGNMENT BY SHOW ORGANIZER

Some show organizers confirm all exhibitors with a signed contract. After the show sales are closed, space is assigned by the show organizer. Their criteria vary from industry sector to product sectors, etc.

### POST-DRAW SALES PROCESS

The most challenging sales period in exhibit space sales occurs in the **post-draw process**. These sales come from new exhibitors and previous exhibitors that did not secure space on-site or during the space draw. This space is typically assigned on a first-come, first-served basis. The post-draw process usually lasts about eight to nine months and generates the remaining 30 to 35 percent of booth/stand space. Sales personnel contact prospects and previous exhibitors until all the space is sold.

## ELEMENTS IMPACTING EXHIBIT SPACE PRICING

Many factors should be considered when pricing exhibit space. For example, the exhibition organizer will consider the market value of the exhibition, the competitor's exhibition rates, the size of the exhibition, the exhibition history, the exhibition's success, and overall economic conditions. In addition, knowing what the market will bear is an important consideration in pricing. A price beyond the budget of potential exhibitors could mean the difference between making sales goals or falling short of those goals.

### INCENTIVES

Pricing strategies that encourage the purchase of exhibit space early in the sales cycle can be very effective to increase sales, and many show organizers will use incentives such as discounting the price of space for those who purchase it in advance. As the sales cycle advances, the price of exhibit space generally increases. The sales manager will also consider offering savings or discounts when an exhibitor increases the booth/stand space over the prior year's reservation.

### TIERED PRICING

**Tiered pricing** aims to motivate exhibitors to purchase additional space by offering reduced rates as more space is secured. The additional space secured reduces the overall **net square feet/meters (NSF/NSM)** cost.

Typically, the objective of tiered pricing is to advance exhibitors to the next level while taking advantage of the savings. This is how international pavilions are typically sold.

As another example, the exhibition organizer at a national tourism exhibition might offer a special price for reserving an entire row or both sides of an aisle. In the agreement, the organization purchases the space and re-sells individual booth/stand space to individual tourism organizations or local destination marketing organizations. This way, the individual organizations get a lower rate based on volume, and the regional tourism organization can promote the entire region as a tourist destination. The whole aisle, for example, could be decorated in a common theme. The sales manager also benefits by selling a large section of the exhibition floor to one customer instead of selling each individual booth/stand.

### SPECIAL SECTION OR AREA PRICING

Some exhibitions and events establish specific pricing for specialty areas or sections with similar products (also described as product segments or clusters). Examples include a "publication" or "cruise lines" section or a "professional apparel" area. Pricing is based on the types of products displayed.

### ALTERNATE BOOTH/STAND LOCATIONS

Not all exhibit booths/stands are located within the exhibit hall. Often lobby spaces are used for special types of exhibitors who may be willing to accept space apart from the main exhibition, such as associations that are present within a marketplace or publishers of trade magazines or other publications.

Some exhibitions provide different pricing structures for lobby or outdoor booths/stands. Lobby booths/stands typically have exhibiting restrictions, and space is provided either as an accommodation or at substantially reduced pricing.

Outdoor exhibit space is common when exhibitors' products include heavy equipment that can be best

displayed and demonstrated outdoors, or that is prohibited from operating indoors due to restrictions on the operation of gasoline or diesel engines. The cost of outdoor exhibit space is usually lower because of the required space and because HVAC is not provided. Outdoor exhibitors will often build temporary structures or erect tents to provide some shelter from the elements.

## FIRST-TIME EXHIBITORS

Another strategy is to include cost savings for first-time exhibitors in the pricing structure. For example, some organizers create a first-timer's booth/stand pavilion or other creative alternatives. Other common ways to support first-time exhibitors include:

- Using special notations and graphics that identify first-time exhibitors
- Providing training and orientation programs that help booth/stand staff learn exhibition marketing techniques
- Providing tips and training about proper booth/stand etiquette, emphasizing attire, greetings, attention to attendees, and in-booth/stand conduct

## VARIABLE PRICING

Some organizers have implemented variable pricing, where the price differs based on the location of the booth/stand selected. With variable pricing, booths/stands near entrances and/or on main aisles of the show floor cost more than those toward the back of the hall.

## PRIORITY POINT SYSTEMS

As previously discussed, most exhibition organizers have developed a priority point system that is used as a guideline for assigning space. Most point systems reward exhibitors with points for participation. These systems can be as simple as receiving one point per year of participation to complicated formulas considering consecutive years of participation, booth/stand size, sponsorships purchased, and advertising in the organization's publications. Exhibitors with the highest number of priority points are given first access to the available space.

If space is limited and demand is high, the priority point system can determine which exhibitors get booth/stand space at the exhibition. If, on the other hand, the demand is for premium locations at the exhibition, only these could be allocated based on a priority point system. Locations that face attendees as they enter the exhibit hall, corner spaces, or space immediately adjacent to an attractive location, for example right across from a food station, could be worth paying premium fees (using a variable pricing model) to the experienced exhibitor. These priority point systems should be transparent and communicated clearly to all exhibitors, including first-time exhibitors.

# INTEGRATED MARKETING

Selling exhibit space can be challenging because the marketplace is filled with competitors, and exhibit-based marketing budgets are limited. One method used to increase leverage is to offer bundled marketing services to exhibitors that focus on pre-show, at-show and post-show strategies designed to capture the attention of prospective clients. The bundle approach, also known as **integrated marketing**, offers a range of different marketing opportunities to a common target group. The integrated approach helps exhibitors realize a tangible exhibiting return on their investment.

## UTILIZING ADVERTISING FOR EXHIBITION SALES

Consumers are estimated to receive anywhere from 4,000 to 10,000 advertising-related messages daily. It is important to know where the prospective exhibitor retrieves most of the information that is used to make decisions regarding exhibitions. Three sources provide most of the information for exhibitions and related industries.

**Trade publications** – Trade publications can serve as a medium for selling exhibition space by using advertisements and editorials to reach targeted audiences. Each publication targets a specific audience. The exhibition manager should review the publication's circulation demographics to ensure that the publication's readers are among those targeted for booth/stand sales.

The companies that own publications may purchase existing events, or launch new events, because it is relatively easy to penetrate specific markets. Publications can target advertisers and readers of magazines and persuade them to participate in industry events.

Exhibition managers of association-sponsored exhibitions should take advantage of low-cost advertising in association publications to reach target markets. Trade-out and bartering advertisements in key industry publications are often used to increase the reach to target audiences.

**Radio and Television Advertising** – Radio and television exposure support exhibit space sales in circumstances where the event appeals to a broad spectrum of potential exhibitors. Radio can be especially effective. Listener demographics should be reviewed before including this medium in the advertising plan.

**Digital Tools and Online Interaction** – These tools and interaction are prevalent in today's digital age and include everything from email, instant messaging, and social media platforms to online communities and virtual reality (VR) websites. These are all used to promote events and create and build communities. Digital tools and online interaction allow attendees and exhibitors to be engaged before, during, and after an event.

## MARKETING OPPORTUNITIES

Marketing opportunities can be organized into pre-show, at-show, and post-show. Examples of each are listed below.

### Pre-show

- Pre-show product previews

- Attendance promotion brochures
- Press list rentals
- Pre-registered attendee lists
- Invitations/VIP passes
- Magazine advertising
- Banners on event web page
- Email marketing links

### At-show

- Show dailies
- Program guide
- Sponsorships, such as press rooms, general sessions, main stage, feature areas, lounges, Wi-Fi, break-out sessions, refreshment breaks, badge inserts and holders
- Virtual programming
- Banner advertising
- On-site entranceways and registration areas, registration packages, and handouts
- Push notifications

### Post-show

- Post-show attendee lists
- Banner advertising on event web page
- Logos on event post-show mailers, such as direct mail and email
- Evaluations and surveys

## SPONSORSHIPS

**Sponsorships** play a crucial role in trade shows, benefiting both the event organizer and sponsoring company. Sponsors provide financial support, resources, and expertise while gaining valuable exposure and brand recognition. Sponsorships often account for approximately 20% of the total exhibitor revenue for a trade show.

Sponsorships allow exhibitors to showcase their brands. Customizing or tailoring sponsorship deliverables creatively allows the opportunity to meet the sponsors needs, helps them meet their ROI, and further develops relationships and trust building.

Trade show sponsorships come in various forms, with many corporate sponsors seeking opportunities to engage with key customers and prospects. Formerly sponsors were generally content with securing added exposure to the event's general audience. This change in thinking is the result of the adoption of the practice of measuring the Return on Investment (ROI) [or the **Return on Objective (ROO)** if sales is not the goal]. Event organizers should consult with prospective sponsors to develop an understanding of the prospect's specific objectives in attending the exhibition. Once this has been determined, the organizer can tailor a sponsorship aligning with the exhibitor's principal event goals.

The process should begin by identifying the **salable assets** of the exhibition, which are those elements of an event that exhibitors can underwrite. Examples of pre-show assets are inserts into badges mailed to attendees, show preview magazine or newspaper, online directories, and emails to attendees. At-show assets include registration bags, opening reception, bus seat headrest covers, electronic product locator kiosks, hanging banners, information and registration kiosks, name badge lanyards, international

business center, media room, show directory and lunch and coffee breaks. Post-show assets include emails to attendees, mailing lists, evaluations, and surveys.

Sponsorship marketing materials must align with the image conveyed by the sponsor. The exhibition manager must ensure the information is presented in ways that will promote sales. The features and benefits of sponsorship should be the focus rather than the price. Sponsorship opportunities should highlight the following:

- **Brand visibility and recognition:** Sponsors receive prominent branding and exposure throughout the trade show, for example, logo placement in marketing materials, signage, websites, and digital platforms.
- **Targeted audience reach:** Sponsors can connect with industry professionals, decision-makers, and prospects.
- **Networking opportunities:** Sponsors may be invited to networking events, VIP lounges. or meetings with stakeholders that can help to facilitate relationships.
- **Thought leadership and expertise:** Sponsors can show they are industry leaders by serving on panel discussions and educational sessions.
- **Lead generation:** Sponsors could generate business opportunities if show organizers grant them access to attendee data and leads.

As mentioned previously, the revenue potential of sponsorship can be significant. Exhibition managers must ensure that the organization meets and exceeds the sponsors' expectations. Communicating effectively with sponsors is crucial.

## MEDIA KIT

A **media kit**, also known as a press kit or media press kit, is a comprehensive package of promotional materials and information that is distributed to the media attending a trade show. The primary purpose of a media kit is to provide journalists and reporters with information to help them write about the exhibition and what products or services will be offered. It should include a press release, company overview, and detailed information about products and services including features, benefits, and unique selling points. Attendee demographics, sponsorship, and advertising opportunities with specifications and deadlines and statistical data about the event should also be included in the media kit.

Many exhibitors (and sponsors) make purchasing decisions based on data that can be confirmed rather than solely relying on an organizer's self-reported data. Independent third-party audits that verify attendance and demographic information, such as breakdowns of attendance by job types and/or title and geographic location, purchasing authority, etc., can be provided and included in the media kit.

The media kit should be professionally designed and available in print and digitally. Electronic media kits can be posted on an event's website and made available to exhibitors and other interested parties, including media relations (or "PR") companies prominent in the industry. Many shows provide a media room on-site for the convenience of attending media.

## PROMOTIONAL OPPORTUNITIES USING INTEGRATED MARKETING

Including various marketing opportunities in a promotional opportunities kit makes it easy for the exhibitor to see the potential of an integrated marketing program. The kit can serve as a road map that can expand an exhibitor's exposure to defined audiences. Sales efforts will be more effective if the show

organizer can precisely define the characteristics of the audience because, as was stated earlier, exhibitors now want to engage with their target audiences and are less interested in gaining general exposure.

If an exhibitor's objective is to introduce new products and obtain press coverage for those products, the following elements might be incorporated into an integrated marketing program:

- Advertising in pre-show product preview sent to attendees
- Banner advertisements and other online opportunities within the organization's website
- Advertising in show daily distributed on-site during show
- Press list rental available before show
- Post-show attendee list

Companies with larger marketing budgets typically move more quickly to take advantage of integrated marketing opportunities than will small- and medium-sized companies. Attractively priced integrated marketing options should be available to the companies.

## CUSTOMER RETURN ON INVESTMENT

As mentioned previously, exhibitors will want to know their return on investment (ROI) from exhibiting. ROI is a financial ratio indicating the degree of profitability. Organizers cannot rely only on attendance numbers. Exhibitors require qualified leads and sponsorships that provide value. Many exhibitors are keenly focused on metrics that reveal how effectively they have been able to engage with key customers and prospects. The total number of attendees at an event is not a critical measure for many exhibitors. Instead, the question revolves around attendee demographics and lead generation. It comes down to quality over quantity.

### LEAD GENERATION

Many organizers offer matchmaking products that allow attendees and exhibitors to schedule appointments with each other. These online services capture the product demographics of registering attendees and then match them with exhibitors who offer products of interest. In most cases, attendees are provided lists of these exhibitors and the ability to set up appointments via email or text during the exhibition. Some exhibition organizers also permit the exhibitors to make appointments with attendees who are matched to their product offerings in advance of the exhibition.

### LEAD CAPTURE

Many methods exist to help exhibitors capture leads at an exhibition. Most exhibitors prefer to utilize the **lead-retrieval systems** offered by the exhibition organizer. When entering an exhibitor's booth, these systems capture the attendees' badge identification (ID). Typically, the attendee's badge is scanned via a barcode, or the badge contains a strip read by **radio frequency identification (RFID)** or **near-field communication (NFC)** devices. The lead retrieval devices are usually provided for a rental fee from the exhibition organizer's registration company. Smart phones and tablets give exhibitors even more flexibility in capturing leads. In addition, many lead retrieval systems allow exhibitors to use their own lead-capture devices.

### LEAD ENGAGEMENT TECHNOLOGY

Lead engagement technology uses proximity sensors strategically placed on the show floor, in exhibit booths/stands, and throughout the venue. Wearable beacons are attached to attendees' lanyards or

badges. The technology has the potential to provide exhibitors, organizers, and attendees with real-time analytics for actionable insights from the data that is being gathered on behaviors occurring during the event. Exhibitors with sensors in their booths/stands can receive proximity alerts when visitors who match a predefined set of criteria approach their booth/stand, and the attendee's profile information is immediately made available. Exhibitors may get updates on booth/stand and aisle traffic during and post-event to help with developing a strategy for the next event.

## EXHIBITOR EDUCATION

Organizers can assist with improving an exhibitor's exhibiting experience and ROI by providing them with exhibitor education via webinars or on-demand content in the months leading up to the event. There are many professional trade show experts that organizers can hire to conduct webinars or seminars on a variety of topics that may be important to the exhibitors for the event.

Sample topics can range from improving impact, performance, and results for exhibitors; building brand visibility, and driving qualified booth/stand traffic; to improving trade show lead management. These webinars can provide exhibitors with a toolbox for exhibiting by providing tips on managing costs, booth/stand staffing, product signage, and messaging, as well as pre-show and post-show marketing ideas like renting pre-registration lists, qualifying leads using lead retrieval systems, and managing leads. Some organizers provide an exhibitor toolbox page on their website that highlights tips and useful information, lists the schedule of upcoming webinars, and has links to on-demand content.

# TELEMARKETING

Telemarketing is a personalized mass marketing medium used to engage with prospects and customers over the phone. According to CEIR's *2023 Attendee Acquisition Survey*, telemarketing remains the most notable 'traditional' marketing tactic to generate solid results. This ties to CEIR's *Omnichannel Study* results, which found a notable percentage of attendees rely on telemarketing to meet their business informational needs.

## TELEMARKETING PURPOSES

Telemarketing can be used for different purposes, such as:

- Prospecting and lead generation
- Selling exhibit space
- Market research
- Setting appointments for sales presentation meetings
- Following up with potential and current exhibitors
- Driving attendance

A telemarketing sales campaign can be very effective if properly executed. It may be less personal than the inside sales approach, but it offers immediate contact to prospects and customers at a fraction of the cost of an in-person visit. It offers personal contact and can reach customers at their offices, on their cell phones, or whenever it is most convenient for the customer.

Because it is labor intensive, the cost can be significant compared to other mass marketing media such as direct mail or email, but certainly less than the cost of an in-person visit. Telemarketing can be a very powerful enhancement to direct mail or email, and it can be deployed and stopped quickly.

## TELEMARKETER QUALIFICATIONS

Experienced, qualified individuals or companies who are trained and familiar with the exhibition, the offer, the attendees, and the industry, should handle telemarketing. Telemarketing would not be suitable for part-time employees or students. Sales managers often work with a service bureau who have trained personnel in using a formal script.

## COMBINED APPROACH

Telemarketing works best in combination with direct mail and timing is critical. Calling prospects following a direct mail campaign can help reinforce the original contact. This is especially important in terms of exhibit sales. Telemarketing is also useful to follow up on personal visits. Research conducted by the Direct Marketing Association has indicated that the return on investment (ROI) is substantially higher for email than for direct mail. Thus, integrating the digital component along with telemarketing and direct mail may yield even greater results.

## REPORTING REQUIREMENTS

Sales managers expect and demand cumulative reporting of results throughout the telemarketing campaign. The details of each call should include:

- Time spent on call
- Contacts made

- Incorrect information revealed
- Sales completed
- Refusals
- Potential leads

Checking this information regularly during the campaign helps the sales manager determine the need for personnel, the effectiveness of the sales message, and results from other forms of marketing.

## FOLLOW-UP

Follow-up to a marketing or sales campaign is necessary for success. Lack of attention to follow-up may result in missed potential sales. An interested exhibitor should be contacted within 24 hours of the initial contact, whether this is by phone, in person, or by other advertising means.

## TELEMARKETING REGULATIONS

While a telemarketing sales campaign can be a very effective marketing medium, telemarketing has faced some challenges and criticism. Some organizations and individuals find unsolicited telemarketing calls to be intrusive or unethical. As a result, many countries have enacted laws and regulations to govern telemarketing practices and ensure that telemarketing is conducted responsibly, and that consumers' privacy and preferences are respected.

Regulations vary from country to country, but common requirements include:

- **Do not call list**: Many countries maintain a national or regional "do not call" list where consumers can add phone numbers to indicate they do not want unsolicited calls.
- **Consent requirements**: Some jurisdictions require telemarketers to receive explicit consumer consent before making unsolicited calls. A written or recorded consent demonstrates that the consumer has agreed to receive telemarketing calls.
- **Time restrictions**: Some regulations restrict when telemarketing calls can be made, such as limited calls to weekdays during business hours and avoiding calls on weekends and public holidays.
- **Opt-out requirements:** Telemarketers must provide an opt-out option during the call, allowing consumers to request that they are removed from the calling list.

Adhering to best practices and following regulations is vital to maintaining a positive image reputation and building lasting relationships with exhibitors.

# INTERNATIONAL SALES

Exhibition organizers wanting to expand their event's global reach will need to create an international sales strategy. This involves a comprehensive approach considering various factors to effectively target and engage potential international exhibitors.

## INTERNATIONAL AGENTS

Because selling exhibit space to international exhibitors can be more complex than domestic booth/stand sales due to language barriers, time changes, cultural differences, legal requirements, and logistical challenges, international agents are often used. These agents are generally compensated through booth/stand commission.

Some organizers will extend an exclusive contract to the agent for sales in a region or country. Other organizers prefer to hire many agents in a region to obtain greater coverage. For example, in China, an agent may be hired who oversees the whole country and contracts sub-agents covering Shanghai, while other sub-agents cover Beijing.

## INTERNATIONAL PAVILIONS

Creating international pavilions is an innovative strategy to attract international exhibitors. An international pavilion is a designated area on the trade show floor that showcases exhibitors from various countries or regions. Companies from different countries can come together to showcase their products and services.

International pavilions provide networking and foster global business opportunities to exhibitors and attendees around the world. Attendees are drawn to these pavilions to explore products and services from different countries, increasing foot traffic to the booths/stands in the pavilion.

These pavilions usually provide international exhibitors with a customized hard walled booth/stand standard in most countries around the world. Exhibition organizers may provide on-site support to the international exhibitors in the pavilions, for example, assistance with travel logistics and interpreters.

## INTERNATIONAL EXPOSURE

Participating in international exhibitions and events is an opportunity to gain international exposure. Many organizers secure exhibit space in industry events outside of the United States, often trading exhibit space with other organizers. These **barter arrangements** provide each organizer with a fully furnished booth/stand to showcase each other's exhibitions and events. This is another form of advertising by holding an event in front of international exhibitors. With this promotion opportunity, the sales manager might consider distributing brochures and other collateral pieces translated into key languages. International agents can also use these materials for promotional purposes.

## SUPPORT SERVICES

The organizer should provide comprehensive support services to international exhibitors before and after the exhibition. This includes assistance with:

- Visa applications

- Shipping
- Booth/stand construction
- Travel arrangements
- Translation services – verbal and written materials
- Customs clearance
- Shipping logistics
- International regulations and compliance – what legal, safety, and regulatory requirements may international exhibitors encounter?

The exhibition organizer should be sensitive to cultural differences and have multilingual staff or interpreters available during the event to facilitate communication.

# THE EXHIBITOR PROSPECTUS

An **exhibitor prospectus** is a promotional document provided to current and prospective exhibitors that promotes the benefits of exhibiting in a specific exhibition. Its goal is to sell exhibit space.

Historically, the exhibitor prospectus was a printed piece; however, many show organizers now distribute it electronically because of the significant cost savings compared to printing and postage.

The prospectus should only contain information that would be of interest to help convince a VP of marketing, president, marketing manager, or other decision maker to arrive at an informed decision based upon the nature of the audience. It should not, for example, contain the show's rules and regulations or anything else that might distract from its principal objective, which is describing the features of the event to sell exhibit space.

The prospectus should be designed anew each year and should be subject to input from exhibitors before it is finalized and made available.

## BENEFITS STATEMENT IN THE EXHIBITOR PROSPECTUS

A **benefits statement** is an important element in a prospectus. It contains a series of brief statements that explain the benefits an exhibitor will derive from participating in the exhibition. These could include:

- Access to industry professionals including how many will attend
- Complimentary exhibitor badges, including how many are received per space and if the badge includes access to other events
- Listing in the show daily
- Listing in the online interactive floor plan and directory
- Access to the exhibitor business lounge
- New benefits that have been added since the last event

## SALES ELEMENTS OF THE EXHIBITOR PROSPECTUS

The exhibitor prospectus should also cover important sales elements.

While the design, and ultimately the content, of every prospectus will vary greatly depending upon the nature of the exhibition, the business culture of the sponsoring organization, the size and complexity of the event, and attendance size, certain core elements of information should be included to establish the facts about the event.

Core sales elements should include the following:

- The name of the show, including logo
- The sponsor of the show, including logo
- The exhibition dates, which should include conference dates and any pre-events or post-events
- The venue and city

The following sales element contact information should be included:

- Exhibition manager
- Sponsorship and advertising
- The official service contractor
- The housing and registration contractor
- Contact information for sales and operations

Including the exhibition dates and hours and the booth/stand sizes and fees in the prospectus is important. Exhibition dates and hours information should include the:

- Move-in days and hours
- Show days and hours
- Move-out days and hours

Booth/stand sizes may be expressed as units, such as 10'x10' (3x3 meters) or 20'x20' (6x6 meters) or presented per square foot/meter. Special space locations (inside, corner, single level island, multiple level island), that command premium pricing, should be noted. Also mention what is included with the fee, such as space may include:

- Exhibit space
- Back drape and side rails
- Carpet
- 9" x 44" (22.5 cm x 110 cm) identification sign
- Skirted table
- Wastebasket
- Two chairs

Security and demographic information are important elements to include in the prospectus. For security, provide the contractor's name and days and hours that coverage is provided.

Audience demographics are essential to the prospectus because how the information is presented will often determine if an exhibitor will participate. Demographic data about the audience could include:

- Level of influence to make purchases and buying influences should be defined (such as final say, specify, or recommend) with accompanying percentages of those who attended the most recent event
- Where attendees are from - regions, cities, and nations may be important

The exhibitor prospectus should also include the following milestones:

- The exhibitor registration open date
- For exhibit space:
  - The priority points deadline (last date points can be earned for early selection)
  - The last day to submit an application to be listed in printed program
  - The last day for booth/stand renderings for islands are due
  - Deposit due dates
  - Exhibit space balance due dates

Milestones should also include:

- The last day to request approval for mailing labels for marketing pieces
- The cancellation policy for a full refund
- The cancellation policy for a 50% refund
- Exhibitor housing options

# ADDITIONAL INFORMATION

## SUPPORTING SUSTAINABILITY SHOW INITIATIVES

IAEE proudly partners with the Events Industry Council to raise awareness and promote more sustainable exhibitions and reduce the carbon footprint of the exhibitions and events industry.

In collaboration with the Centre for Sustainability and Social Impact, an initiative of the Events Industry Council, IAEE is following the guiding principles for sustainable exhibitions:

- Minimize carbon emissions with a sustainable freight, shipping and transportation strategy
- Focus on materials resource management
- Select suppliers and partners with sustainable practices, policies and infrastructure
- Develop policies for exhibitors and vendors
- Ensure that the exhibition is accessible
- Adopt a sustainable food and beverage policy
- Measure, report, and share stories

It is key to contract with the proper partners who will assist the show organizer in carrying out any sustainability initiatives. All such initiatives should be built into the RFP (request for proposal) process in selecting service contractors. This is addressed in detail in the Selecting Service Contractors CEM course.

## CREATING INCLUSIVE EXPERIENCES

In planning exhibitions and events, it is also important to value diversity and inclusiveness. An experience should provide opportunities for all persons who wish to participate without regard, including but not limited to age, color, disability, family responsibility, gender, gender identity, national origin, political affiliation, race, religion, or sexual orientation.

Working hand in hand with partners and vendors who share similar visions can ensure the experience is a success for all.

## SUMMARY

An organized sales effort, with goals and objectives is a critical component of the sales process. The sales strategies implemented should be incorporated into the exhibition's marketing plan with careful deliberation and goal setting. Exhibition organizers must be knowledgeable and creative and have sales processes in place to be successful. They must be proficient with the steps in the sales cycle and should sell booth/stand space at appropriate times, using thoughtful strategies and follow-up techniques. Monitoring progress and adapting are key to success. Exhibition organizers must build strong customer relations and maintain excellent communication with exhibitors and potential exhibitors, which requires technology and other tools.

## KEY TERMS

The following key terms are identified in this module by bold face type and accompanied by a definition. Those noted with an asterisk (*) are from the Events Industry Glossary developed by the Events Industry Council (https://insights.eventscouncil.org/Industry-glossary).

**Barter Arrangement** - A barter arrangement, also known as barter trade or bartering, is a method of exchanging goods or services directly without using money as a medium of exchange.

**Bellwether -** Person or thing that assumes the leadership or forefront, as in a profession or industry.

**Benefit** - Something of value or usefulness; explains why features are valuable.

**Benefits Statement** – Statements that convey valuable benefits an exhibitor would derive from participating in an exhibition.

**Buyer Personas –** Fictional representations of an ideal customer.

**Closing** - During a sales call, the point when the salesperson asks for a commitment.

**Customer Relationship Management (CRM) –**A computerized system for identifying, targeting, acquiring, and retaining the best mix of customers.

**Direct Mail -** Promotional communication that is transmitted through traditional mail.

**Exhibitor Prospectus*** - Promotional materials sent to current and prospective exhibitors to encourage participation. It promotes the value of exhibiting in a specific show and contains information about technical points, cost of exhibition space, a floor plan of the exhibition and an application for participation.

**Feature** - What a product, service or event has or does. Characteristics that are quantifiable and measurable.

**Floor Plan Management Tool -** Commercial software programs that assist in assigning booth spaces.

**Follow Up -** To maintain contact with prospects on a regular basis, once every ninety days at minimum.

**Handling Objections** - Phase of the sales cycle where the salesperson must overcome sales resistance or unwillingness to make a decision by providing additional information and addressing specific concerns.

**Inside Sales -** Conducting sales activities by means of electronic communications such as email, websites, and social media to identify prospects, with selling and follow up by telephone.

**Integrated Marketing -** A bundle of marketing services offered to exhibitors that includes a range of different marketing opportunities to a common target group.

**Lead Retrieval*** - 1) The process whereby exhibitors receive a potential customer's contact information in a standardized manner. 2) A system for capturing and following-up on leads generated at an exhibition.

**Media Kit –** A comprehensive package of promotional materials and information distributed to the media attending a trade show.

**Near Field Communication (NFC)* -** Protocols that enable data transfer between wireless devices that are within very close proximity (less than 10 cm).

**Net Square Feet/Meters (NSF/NSM)*** – Actual amount of salable space used by exhibit booths/stands which excludes aisles, lounges, registration areas, etc.

**On-Site/Advance** - When the sale of space for a future exhibition takes place during the current show.

**Outside Sales** - Conducting sales activities in person, traveling meetings and exhibitions to engage in face-to-face communication with potential or existing clients.

**Position Statement** - A statement clearly identifying the direct benefits of an event to buyers (exhibitors and attendees).

**Post-Draw Process** - The most challenging period exhibition sales process where sales come from new exhibitors and previous exhibitors that did not secure space during the space draw; typically assigned on a first-come, first-served basis.

**Priority-Point System*** - System of assigning points to exhibiting companies to determine the order in which firms will be allowed to select booth/stand space first for the next event. Primarily used in North America.

**Prospecting** - To identify and qualify potential attendees, guests, buyers or exhibitors through referrals, advertising, direct mail, telemarketing, and other tactics.

**Qualifying** - Phase of the sales cycle in which research takes place to ascertain the business nature of the prospect and what the needs of that organization might be.

**Radio Frequency Identification (RFID)** - A tracking system that uses bar codes to track attendees.

**Relationship Selling** - Building a personal relationship with potential and current exhibitors to better understand their needs and desires; the sales technique which focuses on the interaction between the buyer and the salesperson rather than the price or details of the product.

**Return on Investment (ROI)* -** A financial ratio indicating the degree of profitability. Calculated as net monetary benefits/meeting costs x 100. Meeting costs may also be referred to as expenses.

**Return on Objective (ROO) –** Measurement of the benefit received for participating at an event based on pre-set objectives for success.

**Salable Assets –** Those elements of an event than can be underwritten by exhibitors.

**Sales Cycle** - The course of time between the initial contact being made with a customer, the identification of services or goods to be obtained, the acceptance of the intended purchase, and the transaction that completes the sale.

**Sales Management** - Involves planning, implementation, and control of a large, organized sales effort.

**Sales Presentation -** Phase of the sales cycle in which the salesperson establishes rapport with the prospect to help build trust, determine needs, illustrate benefits through specific examples, and explain and translate the features of the exhibition.

**Space Draw Process*** - The process of assigning exhibit space for the next event based on the exhibitors' active involvement in the process.

**Sponsorship -** A mutual business relationship between two parties, where one party (the sponsor) provides financial support, resources, or other benefits to another party (the sponsored) in exchange for various promotional opportunities, brand exposure, or specific rights.

**Tiered Pricing** - A rate structure in prices is packaged into separate pricing tiers.

**Unique Selling Proposition (USP)** - A brief statement to the consumer by the seller stating why the consumer should buy the seller's product or service.

**Unique Value Proposition (UVP) -** Business or marketing statement that summarizes why a consumer should buy a product or use a service.