6 EFFECTIVE TIPS FOR TRAINING EXPO EXHIBITOR SUCCESS

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Exhibiting at trade shows can be an incredibly effective promotional tool, or it can be a complete waste of time and money. Whether you are wildly successful or a total flop depends a great deal on your advance preparation, and how you determine qualified and unqualified leads.

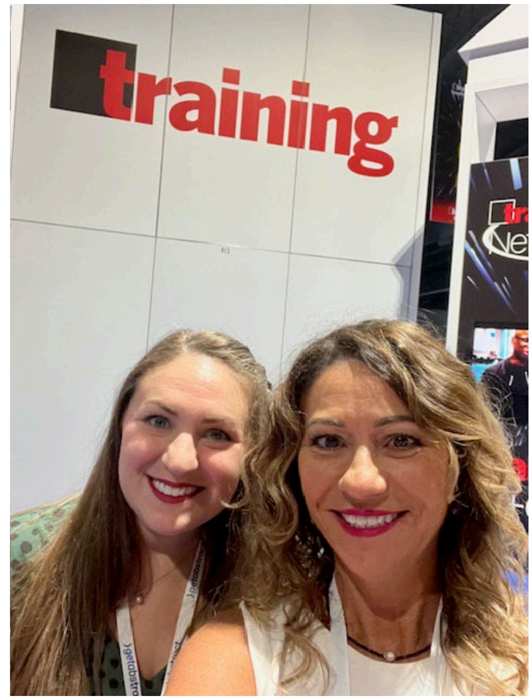
There are several key factors to consider such as pre-show marketing, making the most of your time while at the conference; and post-show outreach. But the number one goal of exhibiting at trade shows is to increase the number of qualified leads, and ultimately sales revenue.

Implement these 6 Steps to lower the cost of your sales process and improved your overall trade show Return On Investment

TIP #1 - Resist the Urge to Scan Everyone Who Walks By your Booth

- Define what is considered a "qualified" lead versus an "unqualified" lead.
- The key is to increase qualified leads, not to create busy work for your sales team to wade through hundreds of unqualified leads after the show.
- Not everyone walking around is a decision-maker so be selective in who you want to spend time following up with.
- Think about quality vs quantity

TIP #2: Increase Quality Traffic to your Booth



Aleshia and her daughter Megan who was voted Emerging Training Leader in 2021

- Take advantage of pre-show direct mailers and email campaigns.
- Send a letter or postcard invitation to select prospects you'd really like to stop by your booth.
- Include a promotional offer they can take advantage of if they stop by the booth. For example, a Starbucks gift card might be incentive enough for your high target prospects, and any unused gift cards can be used at other company events so your investment will not be wasted.
- Get busy on social media. Post, post, and repost about your involvement at the show. Create some buzz!
- Involve your sales team by giving them a "hit list" prior to the show so they reach out directly to promote booth activity.

TIP #3: Make Sure Every Badge Scanned is Assigned a Specific Follow up Action

- "Send info" or "call after the show" is not specific enough.
- Be as detailed as possible with your follow-up requirement so your sales people are not wasting time trying to sell to non-decision makers.
- Have a clear understanding with all your booth workers as to what is considered a qualified lead versus an unqualified lead.

TIP #4: Commit To Sticking Around for 30 Minutes After the Lights go Out

- Before you leave for the day, spend a few minutes going over every lead you got that day to make sure you know exactly what to do with one when you get back to the office.
- You're tired after a long day of smiling and shaking hands, but take time to go over each badge scanned while the info is still fresh in your mind.
- Quickly note any details of each conversation - needs, interests, business challenges, etc.

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TIP #5: Categorize Leads and Customize Follow up.

- Categorize all leads as either qualified or unqualified.
- Every qualified lead should have a specific follow-up action unique to that lead. Be specific.
- Don't lump every prospect into one general category to receive a generic follow up email. Dumping leads into the "send newsletter bucket" is not the best way to follow-up.
- Each contact should have a specific need identified, or "no action". This is where your notes from #4 above will come in handy! This way you avoid the generic "thanks for stopping at our booth" follow-up message.
- Categorized qualified leads into A, B, or C groupings, and have a follow-up action plan for each group.

TIP #6: Know Your Per-Contact Price and Track Your Results

- Know your cost-per-contact. How much do you pay for each contact, both decision-makers and non-decision-maker?
- Do the math. Does your budget support the cost-per-contact for those non-decision makers going into your general email marketing campaigns?
- If you are paying a higher cost per-contact than you anticipated then you might want to consider a more cost-effective way to reach the decision-makers you seek.

Exhibiting at a trade show is expensive.
Each prospect "cost you something" so make sure you do the math

SOURCE	COST		LEADS		COST PER LEAD
TRAINING EXPO COST	$8,000*	÷	200*	=	$40.00 each
CUSTOM LEADS	$ 5,700	÷	2,000	=	$ 2.86 each

**Estimated average. Could be higher or lower depending on your investment and # of leads scanned.*

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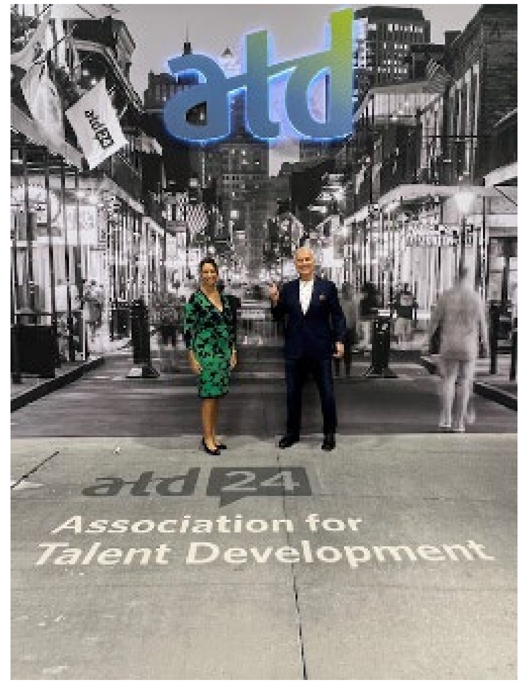
Mentor Tech Group

ABOUT US

Mentor Tech Group is a highly specialized marketing services company, offering "market intelligence" and database services for companies selling and marketing to:

- **Corporate Training**
- **e-Learning, Online, & Mobile Learning**
- **HR, Talent Management**
- **Leadership & Employee Development**



Aleshia Humphries with Pat Ryan, President of Mentor Tech Group

We offer a precisely targeted market intelligence database of the decision-maker contacts you need to supercharge your sales pipeline! All our lead are vetted by us and we guarantee you will have access to L&D decision-makers!

Our goal is to help you accelerate your business:

- **Free up your people's time to do more SELLING instead of digging for leads**
- **Increase the number of qualified leads in your sales pipeline**
- **Reach key decision makers in the shortest possible time**
- **Qualify leads faster**
- **Decrease your sales cycle**

We are proud to offer the BEST Training and HR decision-maker market intelligence in the industry. We strive to consistently exceed client expectations by providing a marketing intelligence solution unlike any other available for companies marketing and selling to Corporate Training and HR.