



Ensuring Your Exhibit Gets Enough Traffic... *Even If Show Attendance is Down a Little*

By Jefferson Davis, *Competitive Edge*

One of the most important factors influencing your tradeshow success is your ability to attract enough of the right people to your exhibit and your functions.

As live trade shows begin to re-open in the wake of the Covid-19 pandemic, everyone will be concerned about how many people are attending the show.

While overall event attendance is an important issue, here's an important insight every exhibitor needs to understand... it really doesn't matter if a show has 5,000, 15,000 or 50,000 attendees.

Seriously, that is NOT the most important number exhibitors should focus on. I say this because chances are your individual exhibit could not handle any one of those large number of attendees.

If you want to increase your odds of exhibiting success in a post-pandemic environment, now is the time to put your focus on three powerful things you can do to control your success:

1. Calculate your Exhibit Interaction Capacity:

Trade shows are about face-to-face contact with your market. The fact is you have a limited amount of capacity for face-to-face interaction. Use this proven formula to determine how many people you have the capacity to interact with at your next show:

- Exhibit Hours: 21
- (x) Booth staff on duty: x 3
- (x) Interactions per hour/staffer: x 3
- (=)Exhibit Interaction Capacity: 189

In this example, you only have the capacity for face-to-face, one-to-one interaction with 189 people in your exhibit. Now, you see why it doesn't matter if the show has 5,000, 15,000 or 50,000 attendees. For you to win, all you need to do is attract and interact with 189 of the right people.

2. Try to determine if the show will have enough of the right attendees for you:

Take a look at your top ten or twenty customers. Craft a profile of what they have in common. Look at things like;

- type of company
- market or segment
- products they produce
- job functions/titles of influencers and decision-makers

- size of the company based on revenue or number of employee
- geographical location
- and any other information you can use to create your ideal visitor profile

Then, reach out to the show organizer and share your profile. Ask them to let you know based on pre-registration and/or previous event attendance data, how many people attending the show match your profile.

3. Do everything you can before and during the show to attract enough of the right attendees to your exhibit:

Start off by developing a crystal-clear **value proposition** that speaks to the needs, pain points, projects, and opportunities your customers might be experiencing. Then, deliver your value proposition to your target visitors as many times as you can in the days and weeks leading up to show time, and during the show, through as many different media as you have the time, skill set, and budget to execute.

- Start with your exhibitor listing because this is an overlooked, but highly visible opportunity. Many attendees use exhibitor listings on the show website and online floor planner, in the show directory, and on the show mobile app to determine and manage which booths they will visit.
- Post on your social media and the show organizer's social media accounts.
- Post in LinkedIn Groups.
- Send emails using your value proposition as the subject line.
- Mail oversize postcards to your house list and a sorted pre-registered attendee list, if available.
- Do banner and button ads on the show website, if available.
- Evaluate all at-show visibility options like print ads, digital signage, meter boards, banners, floor clings, etc.
- And finally, don't forget to integrate into your exhibit graphics, A/V and in-booth presentations and demonstrations.

Do these three things, and you will not only win at tradeshow in the wake of the pandemic, but you will be positioned to win at every tradeshow you do going forward.



Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30 minute meeting here](#).