

# Exhibitor Success Tips

by Marlys K. Arnold  
reprinted with permission

It's a sad statistic, but trade show industry surveys have shown that up to 80% of leads are never followed up! By putting a lead management plan in place, your success rate will increase dramatically.

## 5 Keys to Successful Follow-Up

1. **Timely** (First contact, perhaps a quick e-mail thank you within 48 hours; another more extensive contact within 10 days; hottest leads first)
2. **Personalized** (Take notes as you talk with the person, then use those to customize your follow-up communications)
3. **Reinforces** (Reminds them of your core message in the booth)
4. **Satisfies** (Gives them what they asked! – Demonstrates you listened)
5. **Trackable** (Designate in your CRM system that this lead initiated with the KCMPI 2010 Professional Education Conference so you'll remember when they become a client)

## Tools to Measure Success

Exhibitors always count the number of leads gathered at a show, but there are many other metrics to use:

- Total # of visitors in your booth (regardless of whether or not they are leads right now, they're being exposed to your message for the future; over 50% of trade show attendees maintain a file of material gathered from shows)
- Promotional items handed out (again, it's visibility for you)
- Sales appointments set
- Attendee response (how many people said, "I had no idea you could do that"?)
- % of your goals achieved (If you don't have a goal, how will you define success?)

KCMPI wants you to have a successful show! We'll be stopping by your booth throughout the conference, and you may also be filmed for a video vignette to be posted online. Please let the Pit Crew team know if there's anything else we can do to assist you.

**Thanks for supporting PEC 2010 – Together, we Drive Change!**

# Exhibitor Success Tips

by Marlys K. Arnold  
reprinted with permission

It's a sad statistic, but trade show industry surveys have shown that up to 80% of leads are never followed up! By putting a lead management plan in place, your success rate will increase dramatically.

## 5 Keys to Successful Follow-Up

1. **Timely** (First contact, perhaps a quick e-mail thank you within 48 hours; another more extensive contact within 10 days; hottest leads first)
2. **Personalized** (Take notes as you talk with the person, then use those to customize your follow-up communications)
3. **Reinforces** (Reminds them of your core message in the booth)
4. **Satisfies** (Gives them what they asked! – Demonstrates you listened)
5. **Trackable** (Designate in your CRM system that this lead initiated with the KCMPI 2010 Professional Education Conference so you'll remember when they become a client)

## Tools to Measure Success

Exhibitors always count the number of leads gathered at a show, but there are many other metrics to use:

- Total # of visitors in your booth (regardless of whether or not they are leads right now, they're being exposed to your message for the future; over 50% of trade show attendees maintain a file of material gathered from shows)
- Promotional items handed out (again, it's visibility for you)
- Sales appointments set
- Attendee response (how many people said, "I had no idea you could do that"?)
- % of your goals achieved (If you don't have a goal, how will you define success?)

KCMPI wants you to have a successful show! We'll be stopping by your booth throughout the conference, and you may also be filmed for a video vignette to be posted online. Please let the Pit Crew team know if there's anything else we can do to assist you.

**Thanks for supporting PEC 2010 – Together, we Drive Change!**