



Visitor promotion: tools & timing

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Warming up: shop windows of the world





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Getting visitors to the stand

- A. Understanding visitor motives
- B. The visibility challenge
- C. Audience interest factor
- D. Showside solutions
- E. Direct mail – matchmaking
- F. Backoffice - aftercare



A. Understanding visitor motives

Scientific research: Dutch trade fair visitors (1999-2001)

New paradigm: visitor motives first

information on buying potential and authority

information on time spent and satisfaction

6 archetypes, based on company size, hierarchic position and buying plans.



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A. Understanding visitor motives





A. Understanding visitor motives

1. Targeted information seeker
2. Orientating wanderer
3. Transaction focused visitor
4. Networker
5. Anti-tradeshow visitor
6. Seminar attendee



A. Understanding visitor motives

1. Targeted information seeker

21.1 %



- looks for new suppliers / solutions
- prepares visit intensively
- specific short & medium term buying plans
- decision maker / management position
- relatively satisfied with visit



A. Understanding visitor motives

2. Orientating wanderer

23.8 %



- Largest group
- Focus on trends and developments
- Unprejudiced – very receptive and openminded
- Little preparation
- No short term buying plans
- Non-executive management in larger corporations



A. Understanding visitor motives

3. Transaction focused visitor

12.1 %



- *Asks for quotations, offers, terms and conditions*
- *Selects suppliers and places orders*
- *Intensive preparation of visit (appointments)*
- *Managers/owners of SME*



A. Understanding visitor motives

4. Networker

19.5 %



- Focus on personal contacts
- Average presence 6 hours / 8.2 conversations
- Service industry
- Non-executive from larger corporations
- No specific buying plans



A. Understanding visitor motives

5. Anti-tradeshaw visitor

9.1 %



- No specific targets or interests
- Low motivation / little preparation
- No systematic follow-up
- High ranking public services officers
- Few conversations / booth visits



A. Understanding visitor motives

6. Seminar attendee

4.3 %



- Smallest segment
- 40% of time spent at workshops
- Focus on content and knowledge
- Relatively intense preparation
- Internal follow-up
- Executives from large corporations



A. Understanding visitor motives

Combine visitors' expectations and booth activity:

- | | |
|----------------|--|
| 1. Information | competences
brochures
demo's / workshops |
| 2. Trends | novelties / special shows
contests |
| 3. Transaction | special offers
back-office |
| 4. Recognition | hospitality
booth staff briefing |



B. The visibility challenge

Visitors decide within a 4' timeframe whether they will enter a booth or not.

Decision is a complex process based on:

- Perceiving (potential) advantages
- Recognising elements (name, location, visual element)
- Subconscious perception of pleasing elements (colour...)
- Perception of hospitality (people)
- Social instinct & social pressure



C. Audience Interest Factor

Not all visitors are relevant to all exhibitors and vice-versa.

The Audience Interest Factor lets you determine what the visitor potential of a show really is.

Number of visitors \times AIF = visitor potential for the **entire** show

e.g.: AIF = 52 % (cross-industry average)

Number of visitors = 45,000

Visitor potential = 23,400



C. Audience Interest Factor

The visitor potential for the entire show is NOT the visitor potential for my specific range of products or services! If 1 out of 6 visitors is interested in my offer:

Number of visitors \times AIF \times Specific Interest =
visitor potential for my products

e.g.:

AIF = 52 %

Number of visitors = 45,000

Visitor potential = 23,400

Specific potential = 3,744



C. Audience Interest Factor

How do I find those 3,744 Big Fish in a pond of 45,000 fish?

- 1) Booth design and message serve as filters
- 2) Fast and reliable profiling of visitors: open questions
- 3) By letting **them** find **you!**
 - Direct mail
 - Press release
 - Call center
 - Advertising



D. Showside solutions

Every trade fair organizer offers a range of products and services exhibitors may use to develop their visitor promotion campaign.

Some of these products and services are free of charge, quantities being determined by the size of the stand.

- Free entrance tickets (hard copy/electronic)
- Discount vouchers
- Parking & catering vouchers
- Stickers - posters - flyers
- Banners - buttons - animated GIF's



E. Direct marketing - matchmaking

Aim:

- Making potential visitors aware of our presence at a trade fair.
- Stimulate them to actually visit the stand and/or to make an appointment.

What:

- Free entrance ticket (*or discount voucher*)
- Invitation letter
 - Brief description of activities
 - What will be on display
 - Who will be at the booth
 - + make an appointment

When: +/- 1 month before the show (hard copy)



Exercise: One message, several tools

Aim: - Discover the free Visprom tools for CBI Fair 2010 and create adequate input for them.

How: - Login at www.expodoc.com, reply to the messages the show organizer sent you and put your orders.



What have we learned from this presentation?

- 1) I need to be proactive in order to get (the right) visitors to the stand.
- 2) The show organizer offers several free and paying tools for visitor promotion.
- 3) The final objective of visitor promotion is matchmaking on the stand.



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