



Exhibitor Best Practices for ATCA Annual Conference & Exposition

Presenters:

Richard Anderson



Ken Carlisle



The Landscape

81% of trade show attendees have buying authority

67% of all attendees represent a new prospect for exhibitors

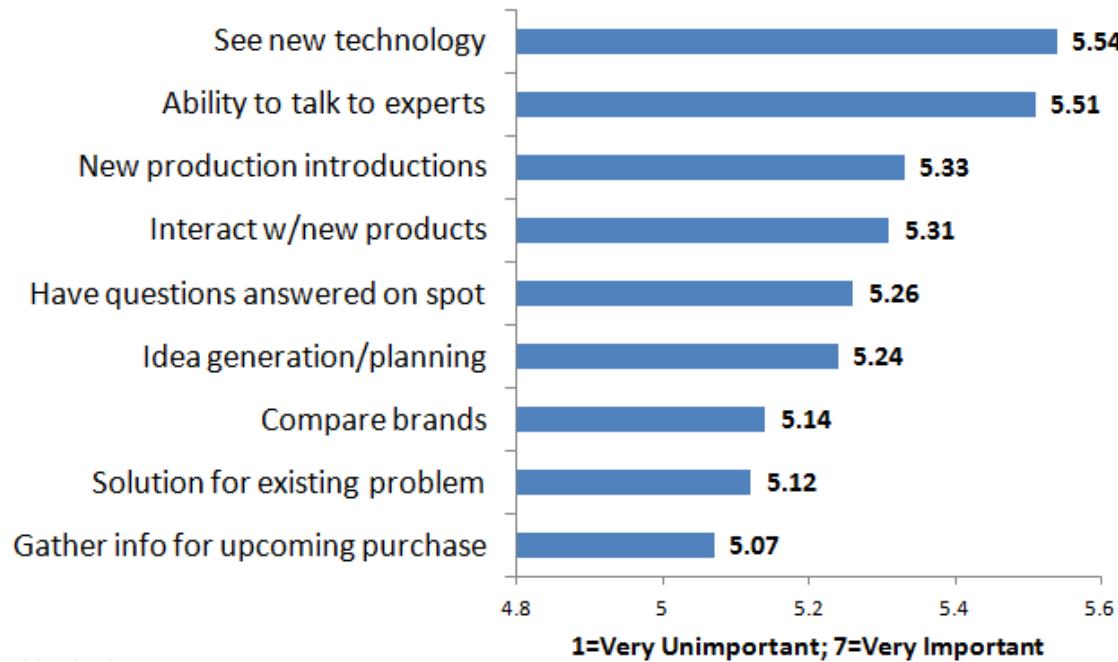
The **#1** reason for attending trade shows is to see new products

48% of attendees say face-to-face interactions are more important than ever

76% of attendees plan their booth visits in advance

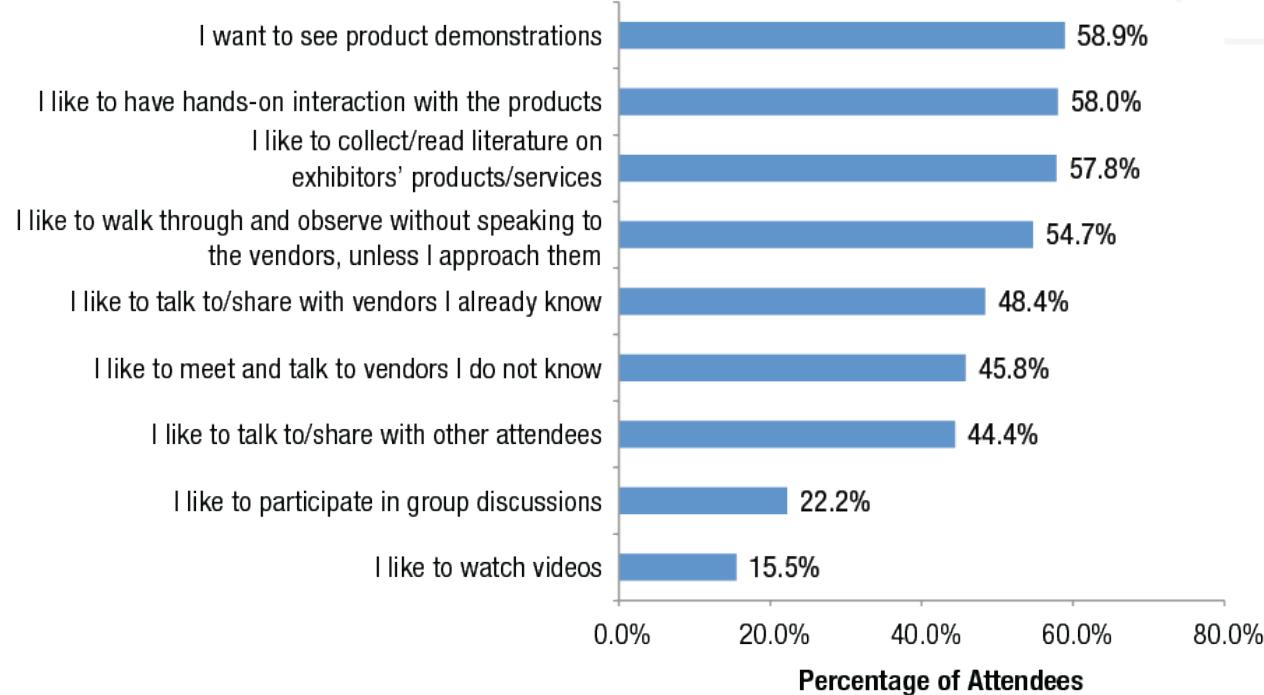
The Landscape

Attendee Top Shopping Needs



Most Popular Ways Attendees Prefer to Interact on an Exhibition Floor

The Landscape



SOURCE: Center for Exhibition Industry Research



Keys to Success

- ◆ A clearly defined picture of what success looks like for your organization's trade show participation
- ◆ An understanding of the goals and needs of your target attendees
- ◆ An experience and environment that aligns your needs and objectives with those of your customers and prospects attending the show
- ◆ A comprehensive plan that includes: strategy & creative sessions, budget, timeline and duty roster



Creating Success

The Right Intelligence

Know your audience and their needs.

Using your own organization's marketing and sales goals, create a set of realistic objectives.



Creating Success

The Right Strategy

Align your plans with the needs of your trade show audience.

Create a simple strategy that will guide the creative development of your booth experience for your audience.

Think in terms of behavior – what do you want your participants to do as a result of having visited your booth?



Creating Success

The Right Experience

Design a booth experience with activities and information that will engage your audience in a meaningful way.

Put yourself in your audience's shoes and ask, "What would I need to know, feel & do to be interested in our product or service?".

It's all about the Engagement!

The Right Actions

Treat your trade show participation as a campaign to communicate with your audience targets before, during and after the show.

Multiple touch-points should be used to tell a compelling story that will drive them to your booth and create a desire to know more about your company's offerings. They need to see themselves in your story.

The Right Measurement

Once you have defined what success looks like for your participation, set measurable objectives for the desired results.

- # of qualified leads
- # of customer meetings
- # of prospect meetings
- # of demonstrations conducted

- # of social media interactions
- # of information requests
- # of new bid opportunities
- # of new sales

The Right Results

Leverage your show success into continued success through follow-up.

Capture learnings and best practices from show – use to plan for next cycle.

The Right Plan

TO BE ADDED



**Make your booth
successful before
you walk in the door!**

Download Email Banner

- ◆ Incorporate into email signatures and printed correspondence
- ◆ Created for Exhibitors, Sponsors & Speakers
- ◆ Instructions included
- ◆ Located on web site under tabs

Email Your Customers

- ◆ Existing clients, prospects, and partners
- ◆ Invite to your booth and/or presentation
- ◆ Include booth number
- ◆ Ask for additional contacts



ATCA Partnership

Send Email Blast

- ◆ To ATCA membership list of almost 5,000

Review Exhibitor List

- ◆ To see if you want to make any appointments or create partnerships
- ◆ Available on web site

Complete Online Exhibitor Profile

ATCA Partnership

EXHIBITOR LIST

Search for Exhibitors

Country

Select 

Product Category

- Aeronautical Information Aeronautical Information Systems (AIS)
- Airfield Operations Antenna
- ATC Towers/Mobile Control Towers Avionics
- Colleges and Universities Communications - Data-Link
- Communications - Voice Communications Control (including voice switching)
- Consoles Consulting

Company Name

Booth Number

Search

Reset

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z [VIEW ALL](#)

Complete Online Exhibitor Profile

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EXHIBITOR DETAIL

[Back to Exhibitor List](#)**ATCA**

Booth: 451

1101 King Street Suite 300
Alexandria
VA
United States
22314
C: Tim Wagner
T:1-703-2992430

[Visit website](#)

COMPANY PROFILE

Established in Washington, D.C., in 1956 by a group of air traffic controllers, the Air Traffic Control Association has been from the outset dedicated to progress in the science of air traffic control and the preservation of a safe flight environment. It provides a forum in which those concerned can address the myriad issues inherent to the development of viable air traffic control systems and aviation infrastructures, and the ever increasing demands on the global navigable airspace environment. Those in the aviation community -- the providers of air traffic control, system architects, manufacturers, suppliers, system operators and users -- join together in ATCA to share their collective experience, knowledge, and efforts in pursuit of common goals.

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Enter your details below and this exhibitor will respond directly to your query. You may want to request a catalogue, ask about their products or find out more about their prices, whatever the question just enter it in the box provided below and someone from that company will be in touch shortly.

Please remember to enter a valid email so the exhibitor can get back to you.

Name:^{*}

Job title:

Company:^{*}

Mobile #:

Email
address:^{*}Query:^{*}

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- Colleges and Universities
- Industry Association/Non-governmental Organization
- Trade Publications/Media Products

KEYWORD

- Air Traffic Management
- Air Traffic Control
- World ATM Congress
- ATCA Annual

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- [CONTRACT TOWER LETTER TO CONGRESS](#)

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- [ATCA MEMBERSHIP BROCHURE 2016](#)

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NEW Profile Features

- ◆ Your booth will be listed under all selected product categories
- ◆ ATCA Comms Team will monitor e-zone and highlight your uploaded press releases



Online Exhibitor Profile

Link:

<https://onlineexhibitormanual.com/62atcaAnnual/exhibitorloginzone.aspx>

Need assistance:

Contact [Sandra Strickland](#) at ATCA.

**Increase visibility and
presence by sponsoring**

Gain worldwide exposure
to over 15,000 email
addresses by advertising
in **ATCA Today** Newspaper

Collect Booth Visitor Information

- ◆ Lead retrieval scanners available
- ◆ Daily distribution of leads vial Excel spreadsheet



VIP Tours

MON: Administrator Michael Huerta, FAA

TUE: Deputy Administrator Dan Elwell, FAA

WED: Teri Bristol, COO, Air Traffic Organization

VIP Tours

- ◆ Key Staff in Booth
- ◆ Newsletter for Tour Updates
- ◆ Signup for Twitter updates and announcements
- ◆ Reach out and connect

Give a Presentation

- ◆ Free presentation opportunity in the presentation theatre
- ◆ Slots still available
- ◆ Invite colleagues, clients & prospects



ATCA Partnership

NextGen Partnership Program

- ◆ Confirmation email to last year's participants coming soon
- ◆ If you wish to participate, go to: <https://www.atca.org/nextgenpartnerprogram>

Content for ATCA Publications

- ◆ Technical Papers
- ◆ Press Releases
- ◆ Interviews
- ◆ Year-round exposure



Questions

Please use raise hand button



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Download our Exhibitor
Guide to Success

<http://bit.ly/ExhibitorAcademy>



Shepard Academy