

The Exhibitor Institute

Successful Exhibitors = Successful Shows

Exhibitor Success Center On-Line Program



ESC EXHIBITOR SUCCESS CENTERS

Exhibitor Success Center

The Complete Success Sales Training Program For Exhibitors

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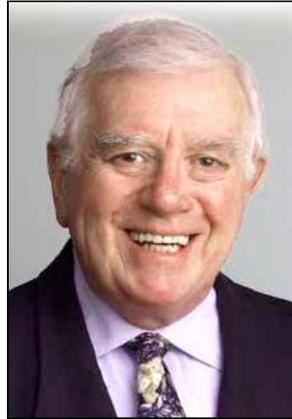


Welcome!

The Complete Success Sales Training Program for Exhibitors

‘Our Strategy Is To Make Your Exhibitors Successful, Our Objective Is To Make Your Show More Profitable’

About Us



The Exhibitor Institute is a global leader in the development and implementation of programs devoted to the success of those companies and organizations that exhibit in trade and consumer shows.

The Institute was founded in 1980 by Fred Fox, an internationally renowned exhibit marketing consultant and trainer. Mr. Fox recognized the need for exhibitor education early in his exhibit industry career and has been instrumental in expanding this need into an industry of its own. The Institute has developed and implemented an array of exhibit marketing, consulting and training programs for both private and public sector exhibitors. The programs are delivered as live seminars, webinars, audio/video and DVD presentations, as well as our on-line Exhibitor Success Center program described in this document.

Exhibitor Success Center Components

1 Success Center Overview

The *Exhibitor Success Center* is a web-based multi-functional destination for the training and support of your exhibitors. The Center has been developed by the Exhibitor Institute and utilizes content created by the Institute's founder, Fred Fox, internationally recognized exhibit marketing consultant & trainer. The Center is customized for your organization.

Your exhibitors are able to access over 70 minutes of powerful exhibitor training video content. They will have direct unlimited access to Fred Fox through our unique 'eCoach-On-Line' program, as well as having access to a comprehensive 'Exhibit Planning Guide', 'How to Succeed at Trade & Consumer Shows eBook', a 'Video InfoTips' section and the ability to download pre-show marketing information.

The *Exhibitor Success Center* has been developed to maximize the participation of the exhibitors in your show. Our objective is to improve your exhibitor's success thereby improving your retention rate and reducing your cost of sales.

2 Video Training

The videos presented on the Exhibitor Success Center Site are divided into six topics of approximately 10 minutes each, ideally formatted for viewing on-line. All of the information your exhibitors need to maximize their opportunities at your show is contained in these videos. Topics covered include:

- Managing Expectations
- Setting Objectives
- Accountability
- Boothmanship
- Engagement Strategies
- Pre-Show Marketing
- Post Show Evaluation

3 Exhibit Planning Guide (*Downloadable*)

A huge component of exhibiting is the management of logistics and decisions involved in getting their booth to the show floor. Whether your exhibitor has a single booth or a double-decker, this guide gives them a place to store and review all this vital information. A 'first-timer' or an experienced exhibitor will find this Planning Guide a valuable resource for all their shows.

Very often in exhibiting, the exhibitor gets lost in the endless logistical details and they tend to overlook that the real goal is to ultimately make sales and qualify leads that convert to sales. So in addition to the logistical information pages, we have provided a page for them to record their quantifiable objectives. Committing this information to paper is the first step in achieving their goals.

4 Exhibitor Institute eBook (*Downloadable*)

The *How to Succeed at Trade & Consumer Shows* eBook is written by Fred Fox and is filled with tips and strategies sure to improve the performance of any exhibitor, large or small.

Topics covered include: Show Selection, Purchasing or Renting an Exhibit Booth, Developing Your Exhibit Marketing Program, Setting achievable, quantifiable objectives, Pre-show Marketing, Booth Staff Training and much, much more.

5 Video InfoTips

Our Exhibitor Video InfoTips Program contains a variety of 30 – 60 second video clips covering exhibiting strategies, tips, and best practices from all areas of exhibit marketing.

The Video InfoTips will be archived, allowing the user to access the entire data base of information. A number of the topics will be derived from questions submitted to our eCoach -On-Line program. We will also invite the users to submit tips based on their own experiences. As producers of exhibitor training programs on DVD and Video, we are constantly faced with the reality of not being able to include all the pertinent information we would like in a given presentation. The use of Video InfoTips will allow us to constantly update our content.

6 eCoach-On-Line

The Exhibitor Institute eCoach program puts your exhibitors together with Fred Fox, North America's leading exhibit marketing consultant. For the past 30 years, Fred has been consulting on exhibiting issues and strategies for many clients in the Fortune 500.

Now, through email, Fred's advice is available at no cost to your exhibitors.

Your exhibitor will have unlimited direct access to Fred, with responses scheduled to be returned within 48 hours.

7 Pre-Show Marketing Strategies *(Downloadable)*

Allow your exhibitors to help you build your attendance and at the same time, improve their own performance.

This document shows your exhibitors how to set realistic objectives, develop a budget and implement pre-show strategies through the use of; direct mail, email, telemarketing, fax, web sites and individual prospecting

It's your job to get the visitors to the show, but it's the exhibitor's job to get them to their booth, yet most exhibitors don't have any kind of a pre-show marketing program. With effective pre-show marketing, your exhibitor not only enhances their exhibiting opportunity, they also can significantly increase your attendance. Everybody wins!

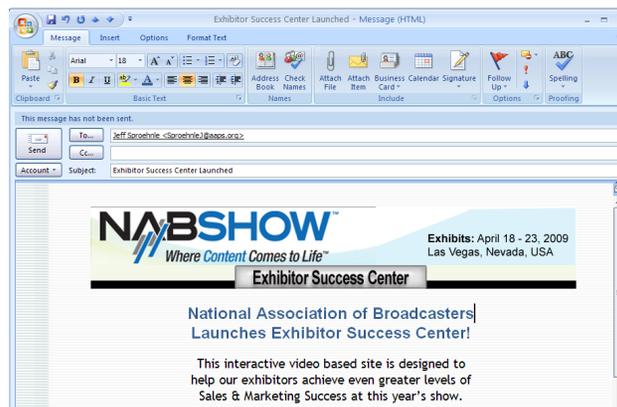
Here's how the program works:



1

At no charge to you, we design, program and host an Exhibitor Success Center web site customized for your show. You simply pay a cost effective monthly access fee that allows all your exhibitors unlimited use of the site!

3



You promote your Exhibitor Success Center to your exhibitors!

2



You place a link to your Exhibitor Success Center on your web site!

4



Your exhibitors can access this powerful information when they want & from where they want!

Features

- Customized Home Page for Your Show
- Powerful Exhibitor Training Videos
- Downloadable Pre-Show Marketing Strategies
- Distribution of Exhibitor Information
- Exhibitor Sales Tools
- Comprehensive Exhibit Planning Guide
- Exhibitor Video InfoTips Section
- Access to Fred Fox via eCoach-On-Line
- 24 / 7 access for your exhibitors
- Personal Video Message from Show Organizer

Benefits

- Value Added Component for Your Exhibitors
- Enhance Your Exhibitor Relationship
- Increased Exhibitor Retention
- Increased Pre-Show Marketing
- Increased Attendance
- Distribution of Exhibitor Information
- Increased Sponsorship Opportunities
- Provides Consultive Positioning for Your Salespeople
- Reduce Your Cost of Sales
- Sets Realistic Expectations for Your Exhibitors

Clients/References

Partial Client List

National Association of Broadcasters
National Association of Home Builders
California Dental Association
Ontario Dental Association
International Association of Amusement Parks & Attractions
Cattlemen's Beef Association
Construct Canada
Canadian Institute of Plumbing & Heating
Las Vegas Art Expo
Décor Expo
Cygnus Business Media
Canadian Health Food Association
National Golf Course Owners Association
National Association of Chiefs of Police

References

We are extremely proud of the results of our Exhibitor Success Center concept. Please feel free to contact the clients listed below to hear their opinions.

Sue Gardner
Exhibits Manager
California Dental Association
Direct Line: 916-554-4952
eMail: sue.gardner@cda.org

Judy Sharpe
Director of Tradeshows
Canadian Health Food Association
Phone: 800-661-4510 x224
eMail: jsharpe@chfa.ca

Contact Us

Fred Fox
Executive Director
613-799-5586

fredfox@exhibitorinstitute.com

[Exhibitor Success Center Demo Site](#)