



A Freeman Company

# 5 Steps to Securing New Exhibitor Leads

Lippman Connects | Exhibit Sales Roundtable

# 1. Let's Talk Goals

Move beyond "As many as we can get!"



## Is your team prepared to nurture new leads?

Consider the team's bandwidth for taking on new relationships while managing existing.

## How can you narrow your target audience?

Consider which verticals have the largest growth potential within the industry.



# 1. Let's Talk Goals

Move beyond "As many as we can get!"



## **Is your team prepared to nurture new leads?**

Consider the team's bandwidth for taking on new relationships while managing existing.

## **How can you narrow your target audience?**

Consider which verticals have the largest growth potential within the industry.

## **How do you determine the quality of a company?**

Not every company in your industry is a valid target for exhibiting.



## 2. Adjust Your Value Proposition

Put your best foot forward.

# Self-Reflection: Is Your Show Messaging ...

**Approachable**

**Focused on  
WIFM**

**Using  
Data-backed  
Reasoning**

### Cold Numbers

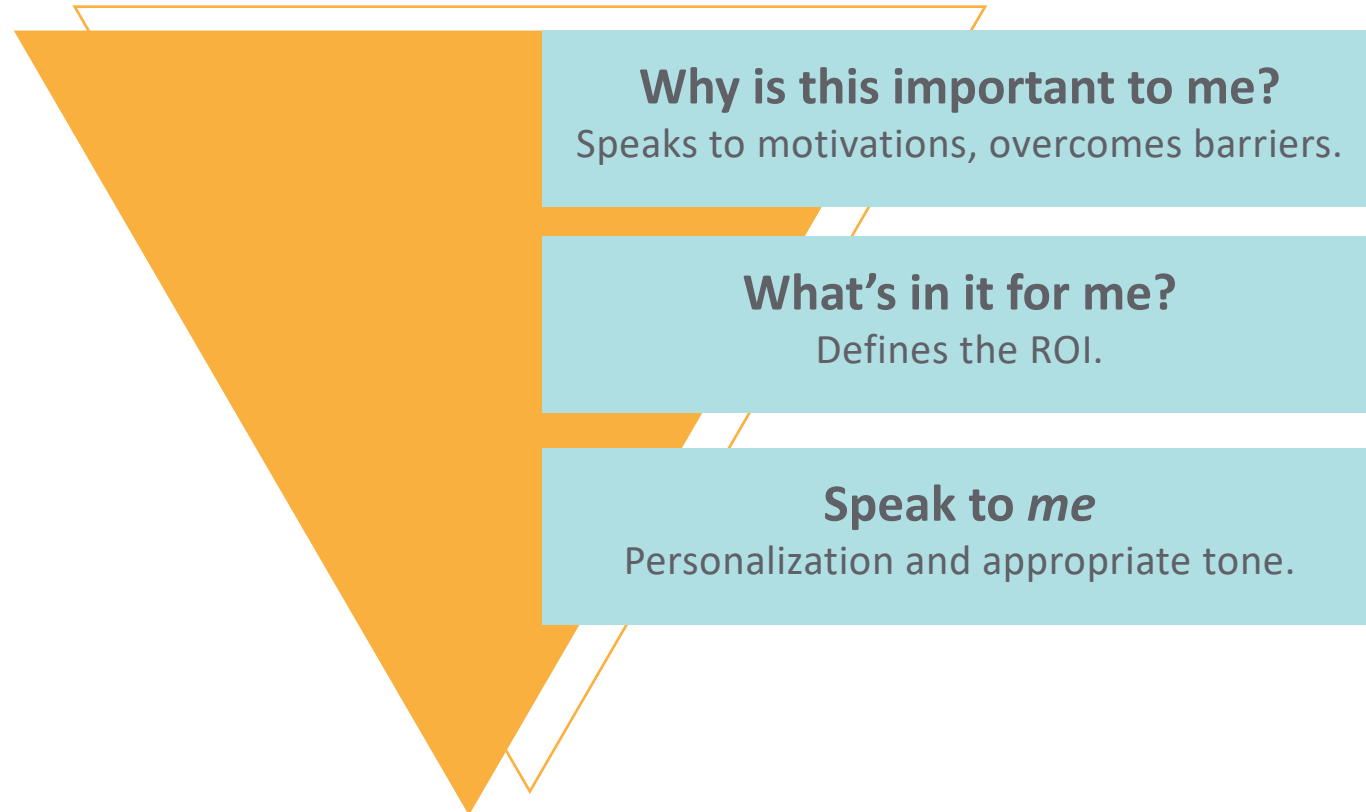
80% of show attendees spend an average of five hours on the trade show floor.

### Data-backed Reasoning

Connect with buyers actively seeking solutions, devoting on average five hours to exploring the trade show floor.

# Aligned Teams, Aligned Brand

Marketing and sales teams collaborate to define:







## Lead the Conversation

Whether you host a talk-show style discussion or develop a dynamic working session, buyers will discover more than just your products through activations. They'll understand who you are as a brand and why it matters to their conscious consumers.

Thought Leadership Opportunities



## Share a Multisensory Experience

Sampling at Newtopia Now brings your products to life, offering attendees a taste that goes beyond sight and sound. With opportunities at our tasting bar, registration area, press zone, and fitness events, your brand can create memorable experiences. This direct engagement not only boosts visibility but also builds a lasting connection with your audience, making your brand a memorable part of their Newtopia Now journey.

Sampling Opportunities

Discover Elevated  
Brand-to-Buyer  
Matching

**newtopia**  
now

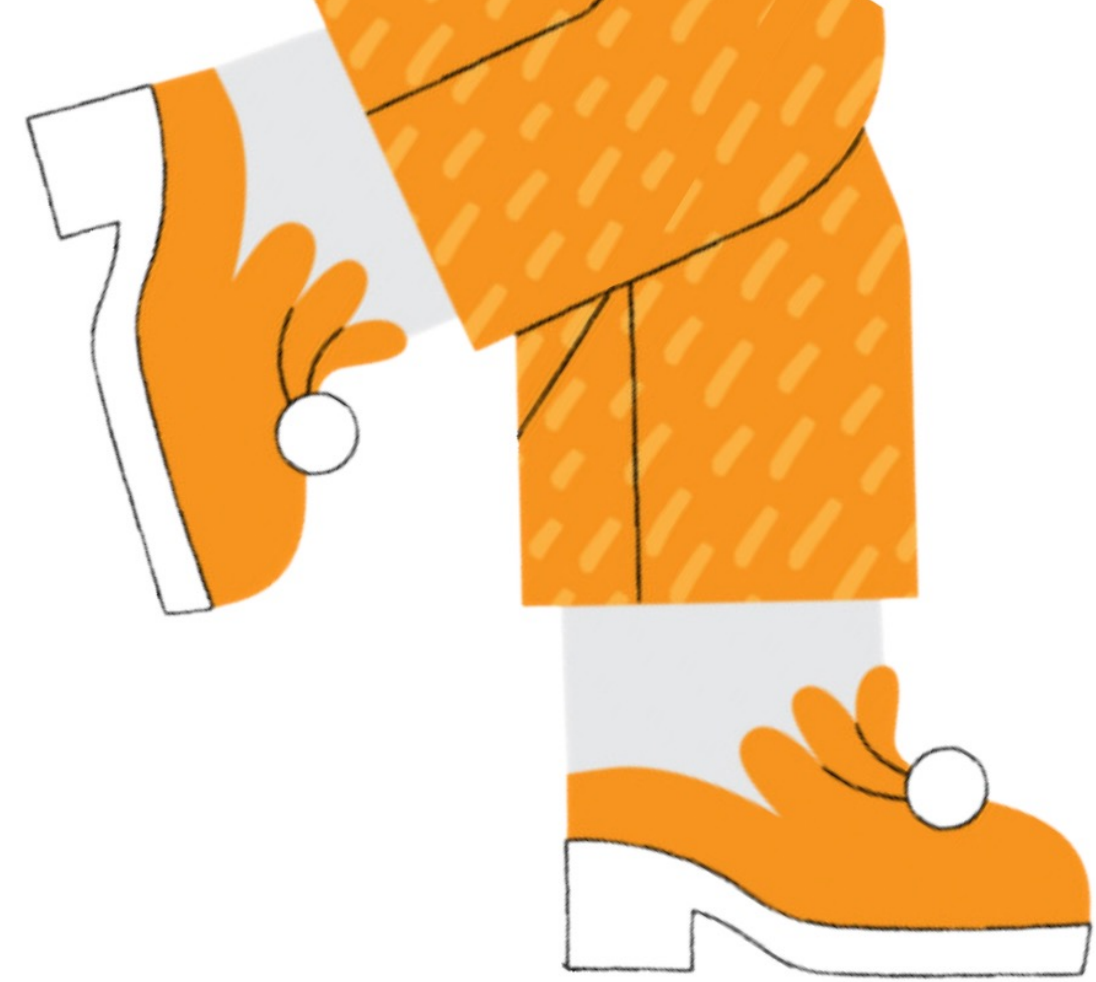
AUGUST 25-28, 2024  
DENVER, COLORADO

SEE PACKAGES

gene  
plate

peps

A promotional banner for the Newtopia Now event. It features a teal background with white text. On the left, a man in a black t-shirt with 'gene plate' and 'peps' logos is smiling. On the right, a woman in a white and black jacket is looking at a product display. The text 'Discover Elevated Brand-to-Buyer Matching' is prominently displayed at the top. Below it, the event name 'newtopia now' is shown with a circular logo. The dates and location 'AUGUST 25-28, 2024 DENVER, COLORADO' are listed. A pink button with the text 'SEE PACKAGES' is positioned in the lower right. The man's t-shirt also has 'gene plate' and 'peps' logos.

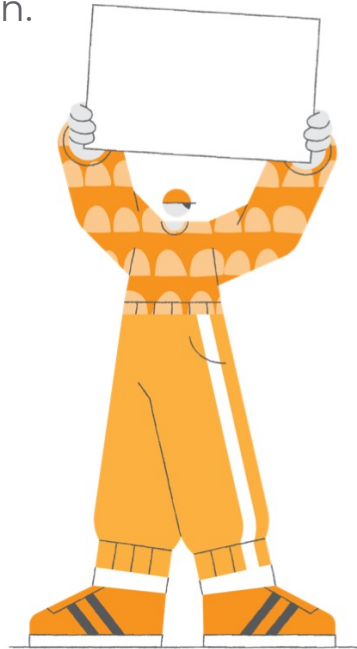


### **3. Vary Your Moves**

Can you walk the walk?

# Showcase Transparency

Bring in other voices to add validation.



## **Host a live webinar panel**

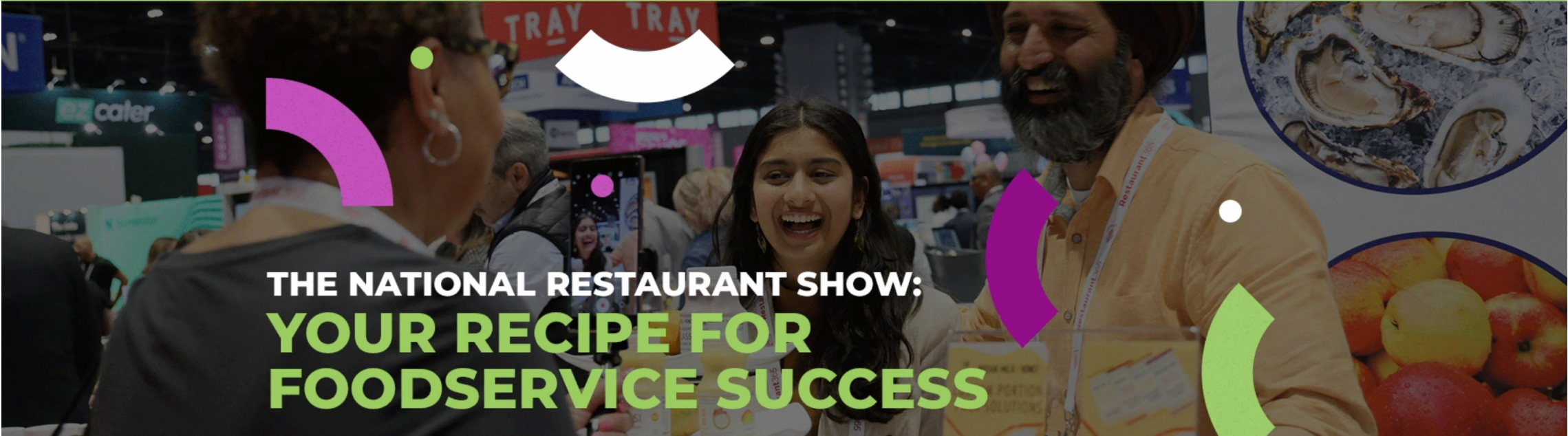
Allow prospective exhibitors to ask current exhibitors about their experience.

## **Utilize testimonials in messaging**

New prospects often need more validation from multiple sources.

## **Share post-show reports**

Position the results thoughtfully using data-backed reasoning.



# THE NATIONAL RESTAURANT SHOW: YOUR RECIPE FOR FOODSERVICE SUCCESS

**Cook up buyer interest in Chicago,  
May 18-21, 2024.**

Don't miss out on the 2024 National Restaurant Show, your golden ticket to showcasing your fresh

**Be Where Your Buyers Are**

Learn more about exhibiting at the National Restaurant Show.





INSIDE CES® 2023

# TRENDS & TAKEAWAYS

JAN 5-8 | LAS VEGAS, NV & DIGITAL | CES.tech

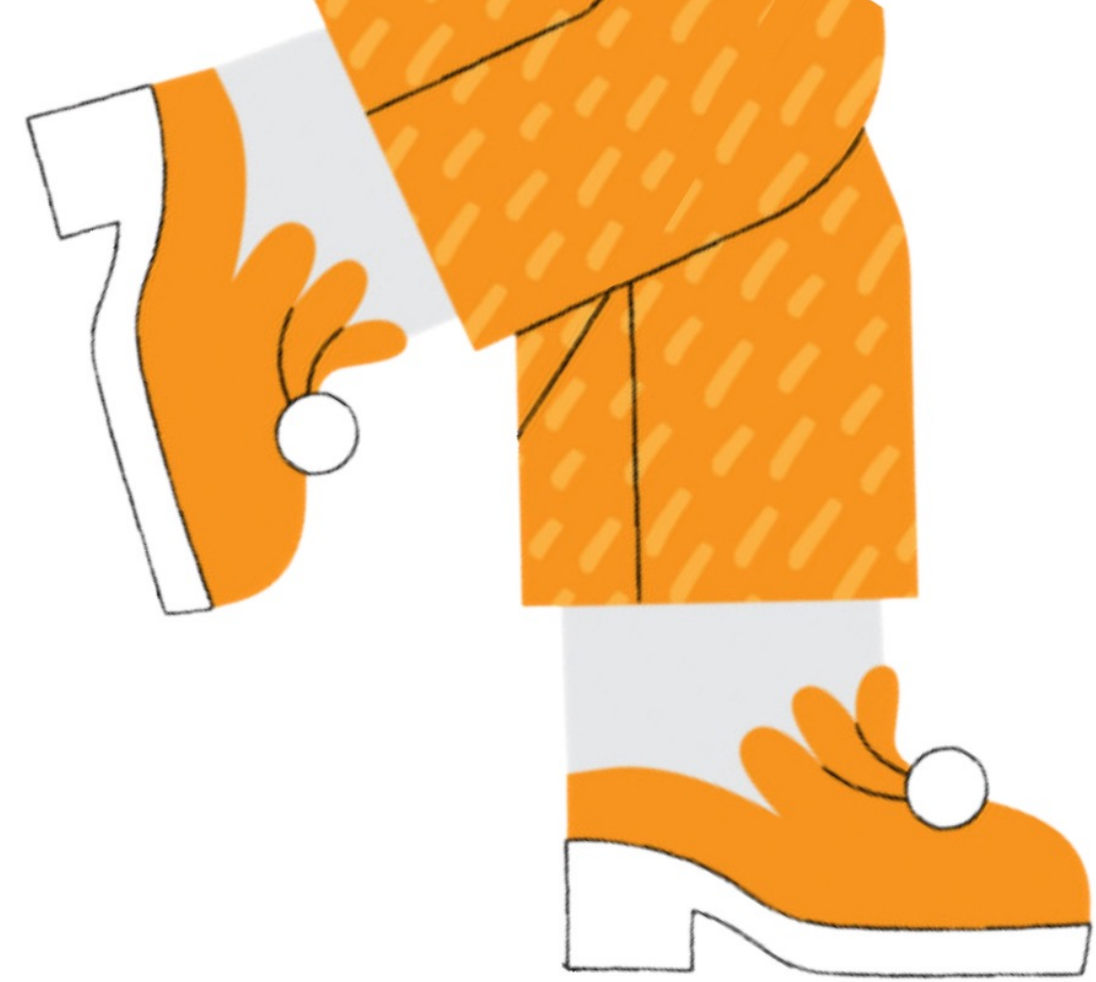


Makes  
regulatory  
compliance  
easy and  
accessible.

Keep your brand compliant with:  
FDA | USDA | FTC



Outside of first-time exhibitor discounts, what other incentives have been successful?



## 4. Define Campaign Segmentation

Strategy is rarely one size fits all.

**Email Messaging**

**Landing Pages**

**Digital Ads**

**Sales Scripts**

**Offerings**

**Email Cadence**



Where can you use segmentation?



# What to Consider When Segmenting

**Differentiator  
Factors**

**Reasons for  
Exhibiting**

**Team's Ability  
to Support**



The unmanned systems community lives here. Who are you looking to reach?



**54%** of attendees indicate an interest in the Defense/Security market

**8.5K** technologists, regulators and users attend

Beyond the AUVSI community, XPONENTIAL reaches the defense audience through media partnerships with publications including *Defense Daily*, *Military & Aerospace Electronics*, *Military Embedded Systems*, *Armor & Mobility*, and the Navy League's *Seapower*.

**AUVSI XPONENTIAL**  
ALL THINGS UNMANNED

A HYBRID EVENT SERIES  
AUGUST 16 - 19 | ATLANTA  
NOW - SEPT. 10 | ON-DEMAND

XPONENTIAL is the one industry event that brings the defense and commercial sectors together to source new solutions and learn from real-world deployments how unmanned systems are changing the game for government agencies.

**ENGAGE NOW**

**AUVSI UNMANNED SYSTEMS DEFENSE** ★★

**A Webinar Series**  
April 13 - 15 | July 27 - 29 | October 19 - 21  
[www.thedefenseshow.org](http://www.thedefenseshow.org)

**3 days. 3 domains. All critical missions.** AUVSI Unmanned Systems—Defense. Protection. Security. (USDPS) brings you together with military leadership, public safety and leading providers to advance programs of record, procurement processes and inter-agency collaboration as unmanned and autonomous systems shape the future of critical operations.

**BECOME A SPONSOR**

**Attendance from:** AFRL | CIA | DARPA | Dept. of Defense | Dept. of Homeland Security | Dept. of Interior | Dept. of Justice | Dept. of State | Joint Chiefs of Staff | Marine Corps Warfighting Laboratory | U.S. Air Force | U.S. Army | U.S. Coast Guard | U.S. Customs and Border Protection | U.S. Navy

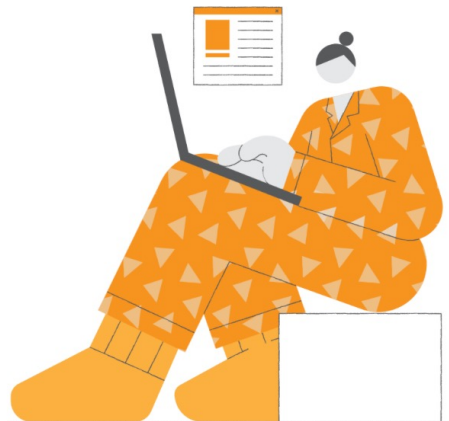


## 5. Create a Customer Journey

Take a walk in their shoes.

# Customer Journey

How will you incorporate strategy in every step?



## Build Interest, Answer Questions

Develop a landing page that speaks directly to prospects' compelling value proposition. Ensure the page has a clear contact CTA.

## Capitalize on Interest

Automated email campaigns allow for immediate contact once an action is taken—essential to getting people information while they are thinking about your show.

## Get Personal

Shortly after the automated email is sent, the sales team should reach out directly with customized package offerings or available times for a discovery call.

## Stay in Contact

Build *yes* and *no* pathways for continued engagement.

Yes – How can you ensure they are prepared?

No – Can you keep them engaged with your brand?

**1**

Set Intentional Goals

**2**

Adjust Value Proposition

**3**

Vary Messaging Tactics

**4**

Define Campaign Segmentation

**5**

Create a Customer Journey

## 5 Steps to Securing New Exhibitor Leads

More is not necessarily more when it comes to crafting and executing a modern approach to lead generation. Today, it's all about strategy, precision and creatively breaking through the noise.



A Freeman Company

# Thank You!



A Freeman Company



[sierra.hollinden@mdg.agency](mailto:sierra.hollinden@mdg.agency)



[linkedin.com/in/sierrabuechler](https://www.linkedin.com/in/sierrabuechler)