2009 EXHIBITOR SHOW
POST-SHOW REPORT

STRATEGIC IMPORTANCE (Reason For Attending)
The EXHIBITOR Show like TS2 is an "exhibitor-centric" event. Attendees represent a wide range of event marketing in relationship to their job title, how many shows they do per year; their purchasing authority and budget spend. EXHIBITOR allows us to reach out to these event marketers in one place for three days to create awareness of third-party audited data they need to ask for. Conference session speaking opportunities are also possible.

BPA's Events Audit Strategy and Tactics contain a key element initiative called the "Exhibitor Awareness Program". This initiative was started two years ago to try and create demand for third-party audited data among trade show organizers by way of a grass-roots effort of brand marketers to ask their organizers for the data. Organizers have told us they will begin to audit their shows when their exhibitors start asking for the information.

Our current S&T plan calls for us to reach out to brand marketers any way possible (webinars, trade shows, sponsorships, viral marketing of letters to organizers, association partnerships) to make them aware of the service we offer and to educate them on the benefits of having this data with which to market their businesses and justify their marketing efforts.

The BPA target market for this effort is the Exhibitor Advisory Board member. These individuals sit on advisory boards for their particular events and are most often highly invested in the show – both financially and philosophically. There are a small number of for-profit and association show organizers who attend EXHIBITOR. While they are not the primary focus of our at-show contact generation objective, we would find interaction with them to be valuable as a possible revenue generator.

BPA WORLDWIDE ON-SITE REPS
John Brooks, Director of Marketing; John Mikstay, Manager, Events Audit

SHOW DESCRIPTION
The EXHIBITOR Show is a five-day annual industry trade event containing conference sessions, workshops, certification classes, networking functions and an exhibition floor. The show is EEIAC certified and third-party audited by Exhibit Surveys, Inc. and is managed by Hall-Erickson, Inc.

SHOW LOCATION & DATES
The 2009 show was held in Mandalay Bay Convention Center in Las Vegas, NV. The dates of the show were: Conferences – March 22-26, 2009; Exhibits – March 23-25, 2009.

AUDIENCE DESCRIPTION
Qualified attendees are corporate exhibit and event managers, sales and marketing communications managers and others who plan and/or execute any part of their organization's trade show and event marketing program.

SHOW LOGISTICS & EXPENSES
BPA Worldwide Events division rented a 10x10 inline space at the show **-** # 825.
Cost of the booth space rental: **$3700**
Cost of rentals (9 x10 carpet, cleaning, electric, 6' draped table, lead retrieval, business office copies and booth shipment handling): **$1797**
Actual Travel costs for JM (5 hotel nights, air, food, internet) - **$2,464**
Actual Travel costs for JB (3 hotel nights, air, food, internet) - **$943**
Pre-Show marketing (list rental and postage for mailing) **- $300**
Magician – at-show marketing - **$1,165.00**
Approx. Total: **$10,369**

PRE-SHOW MARKETING

Objectives:
The objectives of the pre-show marketing for EXHIBITOR 2009 were two-fold.

The first objective was to communicate and invite exhibitor-type attendees to our booth with information that would interest them. Communicating pre-show to let them know our booth number (location on the floor) and our message about event audits was important so they would know what to expect when they came.

The second objective was to send out the invitation to visit our booth without using a give-away as a hook. This was experimental to see if messaging alone could entice attendees to our booth. We also did not list the fact that we would have a magician in the booth.

Tactics:
Approximately three weeks before the show, a pre-show list was purchased from the show registration vendor CompuSystems. We received approx. 345 pre-registered names and sent out a postcard through direct mail to all of them. The messaging in the postcard was directed toward exhibitor marketing managers and asked the question, “How can you be sure you’re seeing quality buyers?” The postcard then went on to describe how third-party audited audience data can provide assurance of quality contacts. Four benefits of event audit reports were listed and geared towards exhibitors and two action items were placed within the mailer. The first was to visit our booth and the second was to contact John Mikstay or the BPA website for more information.

The pre-show piece was snail mailed the week before the event. As mentioned above, the cost for this mailing was $300, including list rental and postage.

Results:
Approx. 25 people came to the booth as a direct result of the mail piece that we know of from conversation with them. We are not sure how many came and did not tell us since we did not ask every person.

As a result of having 207 scans and business cards gathered from the 3-day show, we pushed approx. 12% of the total scans to our booth. Again, these are the people we know of by directly asking them about the mailing.

The result of the mailer itself was 7% success rate for those who said they came to the booth based on the mailing from the 345 total names mailed to.

Going forward, it is important to have an accurate assessment of how many people come as a result of a mailer. This will provide good feedback as to the productivity of the mailer and the relevance of the messaging.

The resolution to making this happen is to have an action item on the mailer to bring the piece with them to the booth for a small give-away or ask each and every person that visits if they received a mailed piece inviting them to the booth and including this as a qualifier in the scan.

AT-SHOW MARKETING

Objectives:
The objective of the at-show marketing for EXHIBITOR 2009 was to see and speak to as many brand marketer types as possible. We also wanted to differentiate between regular brand exhibit managers and those who might be on exhibitor advisory board panels for their respective shows.

Tactics:
We decided very late in the game to have David Ren Jenkins, a magician, join us in our booth. He agreed to help market BPA along with marketing himself. The cost was only travel expense ($665) and Glenn Hansen suggested including an extra $500 for him making the trip to work with us. David’s normal fee is close to $14,000 so the expense was minimal.

David worked for us for the three days and helped to attract small crowds (4-5 people) to the booth at evenly spaced intervals of time (approx. every 20 minutes). Once the crowd gathered, he helped to qualify attendees through discussion and magic. He would perform magic tricks that would be analogous to our messaging about event audits, how to get quality information from organizers and asking for audited data to justify marketing investments.

John Brooks and I worked hard to speak to as many people as possible who were passing by the booth. Because David's (the magician) aggressive nature in getting people to stop to listen, John and I were also aggressive in stopping people. We gathered the attendees' contact information by using a handheld scanner rented from CompuSystems Registration Company (the official show registration vendor). This scanner made gathering leads much easier than taking business card. The attendees could be qualified while being scanned using pre-determined lead rankings we discussed before the show began. An "A" lead was someone who was involved in an exhibitor advisory board or is a show organizer. A "B" lead was a typical brand marketer and a "C" lead was someone who was interested in our message and David's magic business-for-hire.

We used exhibitor-centric information and collateral to market BPA's message at the booth. This collateral focused on the post-show webinar invitation, a letter exhibitors can use to ask their show organizers to provide audited data, benefits of the audit and an audit report.

Results:
Since no benchmarking has been done for past show results, this event plays a significant role in providing that data. We can break down our lead generation as follows:

"A" Scans – 26 identified as they personally or their company is participating on an exhibitor advisory board – **Cost per "A" scans = $400.00/scan**
Organizers – 4 identified
"B" Scans – 174 identified brand marketers – **Cost per scan for "A"&"B" scans = $52.00/scan**
"C" Scans – 5 identified as interested in magician for-hire (two of these were "A" scans and one was a "B" scan)
<u>**Suppliers –** 1 identified</u>
TOTAL = 207 Scans – Cost per scan for "A"+"B"+"C" scans = $50.00/scan

*** This information will be a critical benchmark for and comparing and weighing future participation in similar events regarding the cost of gathering scans for follow-up.**

ROO Results based on scans generated / costs to exhibit:
207 scans were gathered at the booth over the course of 3 days, 4 hours per day. There were a total of 12 hours of show time. I am providing the number of leads per hour and the cost of a scan per hour for the magician, for BPA alone and in total. Please keep in mind that the strategic objective for the event is to maximize our face time with brand marketers who may ultimately influence a buying decision from an organizer. There is no direct revenue gain from participation.

A) We received 207 scans in 12 hours of show time. This equates to 17.25 scans per hour.
B) We estimate that the magician was directly responsible for 25% of the scans. Without him, our scan totals drop (by our estimate) to 155.25 scans, or 13 scans per hour.

Cost of the Magician = $1,165 for 12 hours or: $97.08/hour of show time
Cost of BPA Booth & Reps = $9,204 for 12 hours or: $767.00/hour of show time
Cost Including all = $10,369 for 12 hours or: $864.08/hour of show time

Other scan generation activities John and I took advantage of included the EXHIBITOR Show networking party, the "Dinner with Strangers" functions (excellent opportunities to network with peers in the industry to spread our message) and the conference sessions we were invited to visit through Marilyn Kroner. We sat in on one conference session on "How to Position Your Company through Trade Shows" which included one section on audits and one Peer2Peer Roundtable discussion on "How to Use Trade Show Audits and Why They Are Important".

The conference session was great in that during the audit portion, many questions were asked and Marilyn allowed us to engage the audience directly. The roundtable discussion was very engaging regarding audience quality vs. quantity, the economy playing a role in exhibitor investing and lack of attendance. Marilyn was joined by John and I, Gail Hernandez, Glenda Brungardt and several show attendees. The discussion was driven by the attendees and extended beyond our allotted time.

One of the most impressive things John Brooks and I both took note of was the number of attendees who came by the booth and through discussion, told us that they were hearing all about the importance and benefits of getting and using third-party data in their morning conference sessions. We heard this extensively through the first two days and just a bit on the third day. I have not heard audited data talked about more than I did at this show in any of the events I have previously attended as a BPA employee. There certainly was a buzz.

POST-SHOW MARKETING

Objectives:

The objective of the post-show marketing is singular; drive exhibitors to close the loop on asking for independent third-party data.

We have identified the real issue with exhibitors in that we have to keep the message in front of the brand marketers long enough for them to start realizing they must ask for this information before they will get it. A number of folks who we spoke to at the booth were explaining how they had heard more about the third-party data issue in their conference sessions. This EXHIBITOR Show proved to be the most inundated with a “buzz” on third-party data and measurement than any other event I have been to thus far.

A few of the attendees at our booth were actually quite animated regarding their desire for this type of data in their marketing and budgeting efforts and yet were still getting nowhere with their organizers. The explanation was given that they need to drive this effort by continuing to ask for the data and get more of their peers from the shows to ask as well.

We also drove attendees from the show to register and listen in to the exhibitor-centric webinar on April 8th, post-event. The objective again is to continue to educate the exhibitors on asking for independent data to help them make better business decisions about justifying their exhibition dollars, in which shows to exhibit, realizing that they can make a difference by asking for this information and helping them understand their focus should be on the quality and value an exhibition provides and not just the number of attendees going.

Tactics:

As a result of the messaging at the show, we were able to drive some attendance to the post-show exhibitor webinar on April 8th. We did this through email blasts to databases we had but also to the new EXHIBITOR scans we received.

An email was sent out specifically to the “A” leads discussing the unique opportunity they in being a part of an exhibitor advisory board and the importance their voice carries with their show organizers. I am currently following up by phone with each of these leads to continue the discussion.

An email was also sent out to the full compliment of scans we received at the show thanking them for stopping by the BPA booth and to use the letter they received at the booth to ask their organizers for audited data. The exhibitor-to-organizer letter was also attached to the email and a link was included to allow them to register for the April 8th webinar.

Results:

At this point, the only results we have from this email campaign are visible through the attendance we garnered for the April 8th webinar. No tangible results have been experienced through the email blasts asking the brand marketers to reach out to their organizers.

<u>Next steps are:</u>
1) Calling the exhibitor advisory board and organizer “A” leads to follow up – In Progress
2) Send a follow-up email blast to the EXHIBITOR Show lists and include a link to the BPA White Paper and a blog entry on the Events page. Try to encourage engagement this way
3) Put a news entry up on the EXHIBITOR group section of Linked In to generate interest
4) Connect to other links through the blog entry

The desired result is to have engagement with the brand marketers to keep them interested in getting independent third-party data from their organizers, closing the loop with their organizers and then reporting back to us the outcome.

Conclusion:
The strategic objectives as mentioned at the beginning of this report are to follow the S&T plans of engaging and educating brand marketers wherever and whenever possible on the value of receiving independent third-party data from their organizers.

Participating in trade shows and setting up discussions and conference session topics are one of the best ways to reach a large number of these people in one place, at one time. The most important aspect of this is of course the face-to-face element of engagement during the event.

Because BPA is not directly generating revenue from these “exhibitor-centric” events, the objectives must remain to see as many people as possible while keeping the costs to participate to a minimum. While having the magician at our booth in 2009 helped to spark some interest, he represented a gain of about 25% in the total number of contacts scanned at the show. This amounts to about 4 scans more per hour than would have been gathered without his participation. And while the magician cost only $98 more per hour than not having him there, the price was a one-off deal for paying only his expenses and does not reflect the true cost of having him perform which could reach over $13,000.

BPA can provide an interesting crowd-gathering mechanism on our own in order to generate the same amount of traffic with less cost. This will be the objective at TS2 coming up in July in Chicago. The show floor is open for two days for a total of 9 hours so the objectives will be based on this time frame.

In order to really determine the reach of our message and to maximize our presence at an event, benchmarks are needed to measure against the success of the goals we set. This show marked an important step for BPA to begin measuring the results of the events in which we participate and in setting those benchmarks going forward. Just attending an event and coming back with a few business cards is no longer acceptable. We must know the strategic importance of the event in which we are participating, set goals for each level of participation and be able to come out of that event with a result for each measurable.