



Present

THRIVE LIVE!

How to Safely & Successfully Re-Enter the Live ODA Annual Session Exhibits

Topics Include:

- Where We've Been & Where We're Going
- Health & Safety Measures as of 6/30/21
- How the Annual Session Will Look Different
- Top 4 Health & Safety Areas to Integrate Into Your Exhibit
- How to Request a Corporate Travel Restriction Exception, If Appropriate
- How to Cost-Justify Your Investment & Plan for Exhibiting ROI
- Overview the Exhibit Marketing Process
- Quick Tips for Improving Your Execution of the Exhibit Marketing Process



Health & Safety Measures as of 6/30/21

WHAT TO EXPECT FROM US



CLEAN ENVIRONMENT

We are disinfecting surfaces regularly for your safety.



SANITATION STATIONS

We are providing hand sanitation stations throughout the convention center.



HEALTHY STAFF

We only attend when feeling healthy to ensure a safe environment.



WEARING MASKS

If not fully vaccinated, we recommend wearing a mask

WHAT WE EXPECT FROM YOU



HAND SANITATION

We ask that you use hand sanitizer and wash your hands frequently.



COUGHING & SNEEZING

We ask that you cover your mouth and nose you're your elbow or tissue when coughing or sneezing.



STAY HOME IF FEELING SICK

We ask that you please stay home if you are feeling unwell or are experience COVID-19 symptoms.



How the Annual Session Will Look Different

- ✓ Limited supply of plastic face shields will be available to those who need or want them.
- ✓ Hand Sanitizer Stations accessible throughout the venue.
- ✓ Classrooms spaced out with no more than 75% capacity.
- ✓ Food will be available pre-packaged, if preferred.
- ✓ Exhibit hall will have a little more open space for people to congregate with more elbow room.
- ✓ Exhibitors have option to purchase plexiglass booth dividers and additional safety accessories, if desired.

Top 4 Health & Safety Areas to Integrate Into Your Exhibit

1. **Crowds:** Reduce staffing, eliminate crowd gathering tactics, eliminate lines/queues, have more open space.
2. **Masks/Social Distancing:** Wear a mask if not vaccinated, keep 3feet apart, respect people's preference for both.
3. **Exhibit Sanitation:** Have PPE and hand sanitizer available, identify high-touch surfaces, clean often, consider posting signage in exhibit to inform visitors of safety protocols.
4. **Touch Free Interactions:** Reduce touch points, use digital literature, use packaged samples & giveaways, may want to avoid food or beverages in exhibit.

How to Request a Corporate Travel Restriction Exception, If Appropriate

1. May or may not be flexible?
2. It doesn't hurt to ask!
3. To provide justification, you must address...
 - Health & Safety Precautions
 - Solid _____ Reason
 - Sound Economic Reason

Military News
It's Almost Impossible to Get COVID-19 on an Airplane, New Military Study Suggests



If under travel restriction by show date, ODA will refund or credit 100% of booth space fee.

TSA checkpoint travel numbers (current year(s) versus prior year/same weekday)

This page will be updated by 9 a.m. daily. (Back to Coronavirus (COVID-19) information)

Date	2021 Traveler Throughput	2020 Traveler Throughput	2019 Traveler Throughput
5/16/2021	1,850,531	253,807	2,620,276
5/15/2021	1,453,267	193,340	2,091,116
5/14/2021	1,716,561	250,467	2,664,549
5/13/2021	1,743,515	234,928	2,611,324
5/12/2021	1,424,664	176,667	2,343,675

How to Cost-Justify Your Investment & Plan for Exhibiting ROI

1. Has your company lost revenue due to the pandemic?
 - What does your business need right now?
 - How important is _____ contact in acquiring customers and sales?
 - How does NOT exhibiting help you get it?
2. Use floor space cost x 3 budgeting rule of thumb
3. Calculate Exhibit Interaction Capacity
4. Calculate Cost Per Interaction
5. Determine conservative value of one customer or sale
6. Divide by total exhibiting investment
 - How many customers/sales do you need to get ROI?

	<u>Example</u>	<u>Your Calculation</u>
• Show Budget (Floor space cost x3)	\$1,505 x 3 = \$4,515	\$ _____
• Exhibiting Hours	19	19
• (X) Exhibit Staff	2	x _____
➤ 50 sf per staffer		
• (X) Ints./Hour/Staffer	3	x _____
• Total Interactions	114	= _____
• Cost Per Interaction	\$39.60	\$ _____
➤ \$598-\$1,114 avg. field call cost		
• Value of Customer/Sale	\$2,000	\$ _____
• Exhibiting Investment	\$4,515	\$ _____
• # Customers/Sales to Get ROI	2.25 (1.9%)	= _____



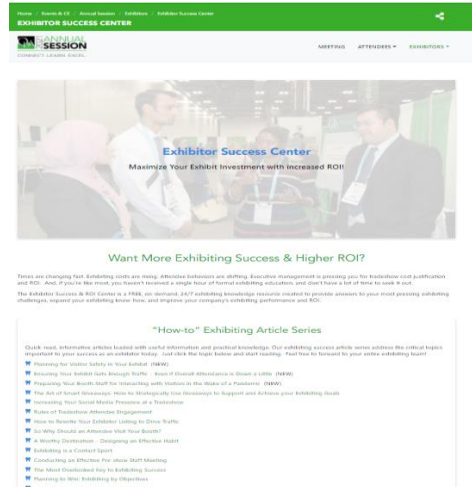
Quick Tips for Improving Your Execution of the Exhibit Marketing Process

1. Reasons are NOT enough!
2. Goals should address the big 3 value areas:
 - _____
 - Sales
 - Customer Relationship Management
3. With \$\$\$... Keep Strict Accounts!
4. Clarity is Power! – Who specifically is your target visitor?
5. Less is More! – What solutions should you feature?
6. People attend to _____, SOLVE PROBLEMS and SEIZE OPPORTUNITIES.
7. #1 way attendees want to engage with exhibits is through presentations and demonstrations.
8. Two BIG questions in customers' minds you must address:
 - Why at all?
 - Why you?
9. WIN the game before kickoff with highly-targeted and well-designed pre-show marketing.
10. Don't let your exhibit get lost in the crowd - Make it STAND OUT!
11. The exhibiting environment is different and challenging.
12. Your _____ make or break your success!
13. If you're not writing orders at the event, the REAL product is leads!
14. What gets measured - gets done and gets improved!
15. Learning from every event is what puts you in the top 10% of exhibitors.

Exhibitor Success Center

Visit & Share With Your Team!

<https://www.oda.org/events-ce/annual-session-2021/exhibitors/exhibitor-success-center/>



What are the three most important ideas you learned and will apply to improve your exhibit program?

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com