

THE OKC HOME +OUTDOOR LIVING SHOW

MARCH 18-20, 2016

State Fair Park - Oklahoma City

WHAT TO KNOW BEFORE YOU SHOW

Research Results and Quick Tips to Help
Maximize Your Home Show Experience

By far, one of the most interesting things we learned while analyzing video tape from our home shows...

Across eight shows, exhibitors interacted with only 31% of attendees who entered their booth space.

We're NOT talking about people walking by a booth, or stopping in the aisle in front of a booth. The video tapes show that exhibitors only acknowledged one of every three people that actually made the effort to walk in to their booth! This was true across all eight shows videotaped. THIS IS A HUGE OPPORTUNITY FOR OUR EXHIBITORS! They can differentiate themselves from the competition and get three times more leads if they simply say "hello" and engage with every person that walks into their exhibit space.

Research shows that **88%** of people that exhibitors interact with will buy from them (**Interaction = Sales!**) and overall **68%** of all purchases are unplanned.

Did you know...

The #1 way attendees follow up with exhibitors after the show is to visit your website?

- Make sure your website is updated and ready for their visit.
- Make sure your web address is on the material you distribute at the show.
- Post a message on your site that mentions your appearance at the show and keep it up after the show so they know they've come to the right place.
- Consider extending your show special for a few days after the event closes.
- Include a special promo code in the information you distribute at the show so you can track how many show-goers visit your site afterward.

Come prepared to play the whole game. You are just as likely to find a potential customer one hour before the show closes on a Friday, as you are in the middle of a Saturday. In fact, many serious buyers plan to attend the show during less crowded times. In Oklahoma City a few years ago, during the worst ice storm in 50 years, there was a huge decline in attendance, yet those that did brave the storm were there on a mission and many exhibitors actually reported better than average sales.

Overwhelmingly, the #1 reason people come to the show is to see new products

- If you have a new product, make sure you place it in a highly visible area.
- Be sure your signage is bold and clearly states NEW PRODUCT.
- For next year, talk to your sales rep about getting your product placed in a show feature — on stage; in a designer room; in the idea homes; in a new product showcase.

People want to buy

Research shows, the more they spend the more satisfied they are with the show

- 46% of our attendees spend money with exhibitors *at the show*
- 72% say they will “probably” or “definitely” make a purchase with an exhibitor in the six months *following* the show
- 10% (1 of every 10 attendees) spend more than \$1,000 at the show
- 25% (1 in 4 attendees) spend between \$100 and \$2,500
- 76% spend up to \$99 at the show

74% of attendees have NOT attended another home show in the past six months. If you exhibit at multiple shows, you can be confident you are reaching new customers at our show.

30% of attendees last year were first-timers. Asking if this is their first time at the show is a great conversation starter.

Here are a few other exhibiting tips:

The average home show exhibit has fewer than five exhibit staff working the booth. No matter how packed the aisles are, this means that on average, most exhibitors can only speak with five attendees at a time. So don't let up when the crowds thin.

You only have 10 to 20 seconds to get their attention as attendees stroll by.

Stand in front of your booth (or ask one of us), is it *immediately* clear...

- Who are you?
- What you sell?
- Why your company is better than your competition?
- What you want attendees to do? (buy your product, sample it, get a quote, etc.)

Use the show as your own research tool

- Ask customers to complete a survey about your booth, your product, your advertising, or their perception of your company.
- Have your sales staff “test” sales pitches. Change the pitch every two hours and track the number of sales, orders, leads, etc. until you find the one that works best.

Approaching someone that is sitting at a table is intimidating to most attendees.

- If you're going to provide chairs for your exhibit staff, order tall barstools.

Don't “castle build,” which is putting all the big stuff out front causing a barrier between you and the attendees. Encourage them to come in to your space and engage them.

We know that staffing a booth is exhausting but the BIG BAD 3 are sales killers every time! Don't allow your sales staff to:

1. Eat in the booth (Ew!)
2. Talk or text on their cell phone (Rude!)
3. Read, play hand-held video games or otherwise look generally bored to be there

We hope some of this information will help you have your best show yet. Please contact your sales rep with any questions.