

 CPhI north america



**START A STAMPEDE
TO YOUR STAND**



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Tips to Bring More Traffic to Your CPhI NA Booth

When the CPhI North America show doors open, will your prospects be heading for your booth?

Driving traffic to your exhibit involves pre-show preparation and at-show execution. The attendees are anxious to learn about products and services they need, and the vast majority — 80 percent — have buying power and influence. They have been doing their homework to come up with lists of vendors they want to talk to. How did they create their lists? And how do you get on them?

CPHI NORTH AMERICA WEBSITE

Attendees pay attention to exhibitor lists, exhibitors maps, and other information available on CPhI North America's website. They can search for which vendors will be attending based on primary activity and allied services. And, using online tools, they can create lists and set up appointments with vendors they want to meet. Make sure your listing:

- Is accurate and up-to-date
- Quickly and clearly articulates the benefits your solution brings to customers
- Gives them a compelling reason to stop by your booth

You can also announce your presence in every email you send prior to the

event with downloadable CPhI-branded email banners that you add to your email signature. CPhI also sends exhibitor-customized email campaigns to its mailing list and creates co-branded web pages for you to invite customers and prospects to the show, offering complimentary or discounted admission. Exhibitors who took advantage of the custom emails last year saw 20% more booth traffic than those who did not.

MARKETING OUTREACH

Let your customers, the prospects in your pipeline, and more broadly targeted prospects know you're attending CPhI North America using an integrated marketing campaign that includes email, direct mail, and social media. You can also announce your presence on your website, and in digital ads, print ads, and other pre-show communications.

Email is a fast, cost-effective way to reach targeted customers and prospects in your CRM who are likely to attend CPhI North America. Personalized email that invites key customers to your booth makes good use of your trade show time, and a busy booth attracts attention. Adding a custom email campaign through

CPhI North America show services guarantees your message reaches prospects not in your pipeline.

Direct mail helps reach scientists and others who may not spend their days at a computer. Even with the growth of mobile, and more people reading professional email on their personal smartphones, there is nothing like a clever direct mail piece to grab attention in a way another email message cannot. Ask recipients to bring the mail to your booth for a fun give-away.

Social media delivers the perfect complement to your email and direct mail efforts, offering additional connections to your prospects that carry your message. Twitter, LinkedIn, even Facebook can help you reach your audience without too much impact on the marketing budget.

Your pre-show marketing should follow your prospects on their way to CPhI or other trade shows; reaching them as they are deciding to attend, making plans on how to spend their time on the show floor, and scheduling meetings. A campaign, not a single email sent the week before the show, is needed to adequately reach your audience.



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GIVE THEM A REASON

All the email, direct mail, and social media in the world won't deliver people to your booth without providing a reason to do so. Answer, what's in it for a prospect to see me? Or make your message interesting with a theme. At a minimum, have something to say beyond, "We'll be at Booth XY at CPhI North America."

Since more than 90 percent of attendees say they are searching for new products, announcing a new product or service is a great reason to communicate your trade show exhibit. If it's practical, offer a show-specific promotion or discount — a one-time deal only visitors to your booth can get. If you're not making a product or service introduction, announcing a presentation, customer event, or available white paper can attract attention.

Encourage a booth visit with a themed give-away that makes sense for your offering and your prospects — even the show location. Green technology providers have given away reusable water bottles in Orlando while an informatics provider that wraps its clients in data

gave away fleece blankets in winter-time Chicago. Give-aways, even drawings or some games, can bring in qualified leads in a fun way. The goal is to have a purpose for your prospects, not just a way to gather names.

DEMONSTRATE THOUGHT LEADERSHIP

If the trade show offers speaking opportunities, consider signing up. Speaking on an industry topic or presenting research are great ways to reach new customers and demonstrate your expertise. Giving brief presentations in your booth can also draw a crowd; post your presentation schedule in your booth and invite people to attend.

Another audience to attract, with new products or presentations, is the industry media. Invite them to stop by the booth to learn about your products and services, with the goal of making it into show round-ups, or even an exclusive article. Success here extends your marketing beyond the trade show.

CREATE AN EXPERIENCE

An engaging booth staffed by enthusiastic

people draws in people. Make sure your booth quickly — and visually — conveys what you offer; this weeds out people who are not logical targets while calling out to those who are in the market for your offering. "Show, don't tell" is a trade show truism worth paying attention to. If you can offer an on-booth demo or interactive tour of your facility or instrument or workflow, people will be more drawn to your exhibit.

Other successful tactics have been inviting people to write comments on a white board in response to a prompt; this draws people in and keeps the conversation going as others stop to see what the consensus is.

Perhaps most important to attracting people to your booth is your booth staff itself. It's been said that 85 percent of trade show success is attributed to the booth staff. Make sure they are knowledgeable, energized, and excited to meet your customers and prospects. While it's okay to bring along the newest staff member, and experienced sales staff may be tired of show-floor duty, it is important to have your most knowledgeable staff on hand to engage prospects and demonstrate leadership and expertise.

Taken together, pre-show marketing activities and at-show enthusiasm can generate lively booth traffic that identifies new, qualified leads and leaves prospects anxious for your follow up.

CPhI North America brings pharmaceutical and chemical industry leaders from across the complete pharma supply chain together for three days of networking, learning and doing business better.

Contact the Sales Team at sales@cphinorthamerica.com for more information about exhibiting!