Welcome to THA Annual Conference & Expo! As an exhibiting company, we're looking forward to a long-term business relationship with you. We want to make sure we're doing everything we can to help your company have a positive and productive exhibiting experience.

As part of our Exhibitor On-Boarding Program, you will receive a series of five quick read instructional emails to help you address the strategic factors that determine the difference between exhibiting success or failure.

We strongly encourage you to not only read each of these five emails, but more importantly to do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

CRITICAL SUCCESS FACTOR #1: DEFINE YOUR OUTCOMES

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish. The other half is creating workable action plans and executing to achieve your goals. We recommend you get together with your marketing and sales management team and work through the four-step process outlined below.

1. **What are your top three reasons for exhibiting?** (Examples: build market visibility /awareness, maintain visibility/presence, introduce new product/service, sales leads, new customers, cross/upsell existing customers, market research, branding, recruiting, media exposure, customer/prospect meetings, find reps/dealers/distributors, other?)
   1._____
   2._____
   3._____

2. **Convert each reason to a S.M.A.R.T. goal** (Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing, we will have opened five new accounts.)
   1._____
   2._____
   3._____

3. **Calculate your Potential Leads/Sales Opportunity.**

	Example	Your Company
• Number of exhibiting hours:	3.5	3.5
• (x) Average number of booth staff on duty:	x *2	_____
○ Rule of thumb: 50 sq. feet per staffer		
• (x) Target number of interactions per hour/per staffer:	x *4	_____
○ 3 conservative/ 4 moderate / 5 aggressive		
• (=) Your Exhibit Interaction Capacity:	28	_____
• (x) Target percent that convert to a LEAD	x 25%	_____%
• (=) Number of LEADS	7	_____
• (x) Target percent that convert to a sales order (at/post)	x 20%	_____%
• (=) Number of Sales or New Customers	1.4	_____
• (x) Conservative average order amount/Value of customer	$15,000	$ _____
• (=) **Your Potential Sales Opportunity**	**$21,000**	**$ _____**

4. **For each goal, create a written action plan** detailing the specific steps you must take to achieve the goal, who is responsible for accomplishing the goal, and how you will measure the results.

SMART Goal	Responsibility	Actions	Measurement
Example: By closing time we will capture 25 qualified leads	John Smith	1. Determine qualifying questions. 2. Rent and customize the show lead retrieval system or create a hand-held lead form. 3. Train exhibit staff on using the lead form and how to ask qualifying questions.	# of leads with # of qualifying questions answered
1.			
2.			
3.			

If you were not able to attend the **Exhibitor Web-Briefing**, the replay is available on the Exhibitor Success & ROI Center web page. Please view it to learn about important show information, resources available to you, discover the key elements of the complimentary exhibitor on-boarding program, and learn exhibiting skills critical to your success.

While at the Exhibitor Success & ROI Center web page, we highly recommend downloading and using the FREE exhibit management tools available in the Downloadable Tools section:

- 16 week Tradeshow Planning Tool
- Exhibiting Cost Control Tool
- Exhibiting & Financial Performance Metrics Tool

We also recommend viewing this webinar replay:

- Discovering & Delivering Your Attendee-Focused Value Proposition: How to Drive More Engagement with Hospital Executives

If you have any questions, please feel free to contact us. Thank you!