



# Important Exhibitor Event

CONDO, HOA & CO-OP EXPO

## Exhibitor ROI Boot Camp

October 26, 2011 – 10 am to 4 pm at the Meadowlands Exposition Center

**NEW Format - NEW Content - MORE Interactive**

**Where:** Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, NJ

**When:** Wednesday, October 26, 2011 Time: 10:00am - 4:00pm – Lunch Included!

**Who Should Attend:** Seasoned exhibitors who have attended Exhibitor University before and want to go deeper. Exhibitors who have not attended before, but want to get more from the time and money invested in the CONDO, HOA & CO-OP EXPO!

### What You'll Learn:

- Return on Investment – Set ROI target and select metrics and time frames to measure.
- Planning for ROI – Write SMART goals that lead you to ROI and develop workable action plans to achieve goals.
- Driving Qualified Booth Traffic – Create your marketing plan to put your company “in the mind” and “on the agenda” of enough of the right attendees. Bring samples of your marketing campaign for review and feedback.
- Fine Tune Your Exhibit for Impact – Bring a photo of your exhibit and rate it on the key factors that create an effective exhibit. Select a demonstration or presentation strategy to tell your product or service story.
- Prepare Your Staff for Peak Performance – Receive an evaluation tool to rate your current booth staff. Develop a communications and training plan to prepare them to support and achieve your goals.
- Improve Lead Management, Follow-Up and Sales Conversion – Evaluate and improve your current lead capture process. Develop a lead grading system and a follow-up plan before you get to the show.

**About Your Workshop Leader...**  
Jefferson Davis is known as the “*Tradeshow Turnaround Artist.*” Since 1995, his Results Focused Exhibiting strategies have helped his clients turn tradeshow appearances into “profit centers.” Come learn for FREE, the advice that companies pay thousands of dollars for.

**New content and a more interactive hands-on workshop format will have you making decisions, creating action plans and reviewing your program to make immediate adjustments!**

### Condo, Co-op & HOA Expo Exhibitor ROI Boot Camp Form

# of people to attend: \_\_\_\_\_ (Please attach names if more than one.)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

Credit Card: Visa – Mastercard – AmEx # \_\_\_\_\_ cvv# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

FAX this completed form NOW to (212) 497-0017 or call (212) 683-5700 • [www.nj-expo.com](http://www.nj-expo.com)

**Important Note:** This workshop is offered as a FREE event. You must pre-register with a credit card. The card will be charged \$100 if you do not show up for the live event.



# Workshop Agenda

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- 9:00am - 9:45am**      **Registration, Continental Breakfast & Networking**
- 9:45am - 10:00am**    **Yale Robbins Welcome & Show Update — Henry Robbins**  
Introductions, Workshop Objectives and Housekeeping Condo Expo Update
- 10:00am - 10:25am**   **Exhibiting ROI - Jefferson Davis**  
Can exhibiting ROI really be measured? What is a realistic ROI target? An exercise to set your ROI target and identify metrics to measure ROI. The fast track to achieving exhibiting ROI.
- 10:25am - 11:50am**   **Planning for ROI: Setting Goals and Developing Action Plans**  
Overview the many exhibiting objectives. Select objectives that support your ROI target. Walk through a six-set power planning process that moves your company from reasons to SMART goals. Develop a written action plan—your top goal.
- 10:50am - 11:20am**   **Driving Qualified Booth Traffic: Part One**  
Start working on your step-by-step marketing plan to integrate multiple media to put your company “in the mind” and “on the agenda” of enough of the right attendees. Bring samples of previous or planned marketing campaigns to review and learn how to improve their impact.
- 11:20am - 12:00pm**   **Inside the Mind of the Co-op & Condo Buyer Panel Discussion**  
Hear your customers reveal how they use the Condo Expo to find vendors and make buying decisions. Bring your toughest questions and get answers straight from the source.
- 12:00pm - 1:00pm**      **Hosted Lunch**
- 1:00pm - 1:30pm**      **Driving Qualified Booth Traffic: Part Two**  
Finish your marketing plan by selecting what media you will use to put your company “in the mind” and “on the agenda” of enough of the right attendees. Learn about marketing programs available from Yale Robbins.
- 1:30pm - 1:50pm**      **Fine Tune Your Exhibit for Impact:**  
Learn the 7 factors that make an effective exhibit. Bring a photo or drawing of your exhibit and rate it on the factors to find ways to improve your exhibit effectiveness. See an actual exhibit in action. Select a demonstration/presentation strategy to tell your product or service story.
- 1:50pm - 2:30pm**      **Prepare Your Staff for Peak Performance:**  
Receive an evaluation tool to rate your current booth staff. Develop a communications and training plan to prepare them to support and achieve your goals. Learn the key skills they need to master before they hit the show floor.
- 2:30pm - 2:45pm**      **Break**
- 2:45pm - 3:30pm**      **Improve Lead Management, Follow-Up and Sales Conversion:**  
Learn about the four generations of lead capture devices. Evaluate and improve your current lead capture process. Develop a lead grading system and a outline your lead follow-up plan before you get to the show.
- 3:30pm - 3: 45pm**      **Q&A with Yale Robbins and Jefferson Davis**
- 3:45pm - 4:00pm**      **Workshop Summary**  
Complete Evaluations  
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