

# Les salons professionnels

## Annexes



**EXHIBITOR2011** 23RD YEAR



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## **Annexe 1 : Premier plan de travail**

Source : Skyline Exhibits – Trade Show Marketing Idea Kit, « Exhibit Marketing Planning Worksheet », 2006.

# ***Exhibit Marketing Planning Worksheet***

## ***What is your exhibit marketing mission?***

This can be answered by thinking about the following two questions:

1. What function do trade shows play in your marketing mix?
2. Why do you exhibit?

## ***It all begins with:***

- Why are you exhibiting? \_\_\_\_\_
- Who is your target audience? \_\_\_\_\_
- What do you want to communicate? \_\_\_\_\_
- What do you want to bring home with you (measurable results)? \_\_\_\_\_

## ***Competitive Analysis:***

- What is your position in the marketplace? \_\_\_\_\_
- Who is your competition? (1) \_\_\_\_\_ (2) \_\_\_\_\_
- What is your competitive advantage? \_\_\_\_\_
- What is your unique selling position? \_\_\_\_\_

## ***Strengths and Weaknesses of Your Exhibit Program:***

### ***Strengths***

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### ***Weaknesses***

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## ***Describe your Target Audience:***

Define the characteristics that profile your audience (role of the visitor, decision maker or influencer, size of company, price sensitivity, quality conscious, domestic or international or both, timing of needs and budget).

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## ***What attracts your audience to your exhibit? What do they want to see when they visit you?***

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## ***What is your offer? What do you want to occur in your exhibit?***

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***What vehicle do you want to use before the show and post show to communicate your messages?***

- Pre-show promotion – direct mail, telemarketing, email
- At-show promotion (see *Creating Effective Trade Show Promotions*)
- Multimedia presentations
- Videowall, flatscreen, A/V
- Live presentations
- Giveaways as stand-alone or part of a contest or demonstration viewed
- Demonstrations
- Other: \_\_\_\_\_

***Objectives:***

What are your exhibiting objectives?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

***Messages:***

What messages do you want to deliver? — What are the 1,2 or 3 most important thoughts that you want your visitors to remember after they leave your exhibit?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

***What is the BIG IDEA or positioning statement you are trying to communicate?***

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***Measurement:***

When the show is over, what do you want to have as a result?

- Qualified leads
- Sales from leads or sales at show
- Position the company or products
- Market penetration
- Introduced new products
- Met with existing clients
- Obtained press coverage
- Increased name awareness

***What issues are concerning you regarding your trade show program? What actions are necessary to address the issues?***

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## **Annexe 2 : Exemple de note de travail (1)**

Source : Katharine CHESTNUT, « Big or Small - This 9-Step Plan Covers It All ! », Exhibitor Show 2011.

# Appendix

## **Philips Speech Processing SuperComm Show Prospectus**

### **Task Definition**

To support the continued sales efforts of Philips speech recognition software for network services.

### **Scope**

Support will consist of:

- Advertising & exhibitors listing in pre-show publications
- Booth design & logistics (includes updating and developing new graphics and presentation to promote new features / benefits.
- Booth Presentation / Demo Coordination w/ partners
- Booth Promotion (includes at-show premium and post-show follow-up.
- Pre-show staff training & meeting
- Lead follow-up program
- Press contact and kits

The convention starts on Tuesday, June 8<sup>th</sup> and continues through Thursday, June 10<sup>th</sup>. Over 250 keynote and education session occur from Sunday through Thursday. The NA PSP marketing communications department has budgeted \$85,000 for all direct costs. The Corporate and NA marcoms departments will provide at least one person to supervise all on-site logistics as well as provide PR support.

### **Show Team**

Katharine Frederick – Marketing Communications (ext 3307)  
Bruce Cooperman – Sales & Site Manager (ext 4360)  
Holger Stoltze – Manager of Application Development (ext 3728)  
Ralf Mehlan – Manager of Sales Support (ext 3717)

### **Show Understanding**

Background – Last year the PSP booth was not located in the IT section of the show and thus had little traffic.

Justification – By providing a solution-oriented message, along with our partner participation, we can show how to easily implement our technology into a network system. Despite our successes, we are still largely unknowns in this huge market. Our continued support of this market (by being visible at these shows) can only serve to improve our NA sales.

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**Target Audience**

- Over 45,000 attendees are expected at SuperComm this year.
- The following types of organizations are represented:
  - 46% Supplier / Reseller
  - 31% Service Provider
  - 15% Corporate / Institution
- Attendees are broken down into the following categories:
  - 30% Director, Manager, Supervisor
  - 24% President, CEO, Owner
  - 24% Analyst, Engineer, Programmer/Software Developer

***Of those attendees, over 32% are specifically looking for Computer Telephony products and over 36% have buying influence.***

**Objectives**

- Educate and demonstrate speech recognition for network services and revenue generating potential
- Improve awareness of Philips Speech Processing superior natural speech recognition software and supporting hardware
- Emphasize partner capabilities and installations
- Support corporate Philips branding

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### **Annexe 3 : Exemple de note de travail (2)**

Source : Katharine CHESTNUT, « Big or Small - This 9-Step Plan Covers It All ! », Exhibitor Show 2011.

#### **Project Overview Statement GMRD Collateral Project**

##### **Problems and Opportunities:**

The LSOS group is currently working on GMRD sales opportunities. They have no collateral for leave behinds. The team has identified a dozen target customers and is hoping to close one contract from this group in the next 6 months. There is concern that we do not have the time to finalize and approve a complete, long-term (12-18 month) MSD.

##### **Goal:**

The goal of this project is to provide temporary collateral for the GMRD project based on a lightweight MSD brief as quickly as possible.

##### **Objectives:**

- Project schedule that has been approved
- Create a lightweight MSD Brief containing the message for this temporary collateral.
- Collateral plan
- Collateral for Greg and Charley to use within a 1-2 month period
- New name for GMRD
- 

##### **Success Criteria:**

- Ability to provide GMRD prospects with leave-behind collateral
- Collateral clearly communicates what we identify as the key messages
- Collateral supports image of credibility
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##### **Assumptions, Risks and Obstacles:**

###### **Assumptions:**

- The collateral build for this project will be updated pending the final approval of the MSD. The life span for this collateral is approximately 3-6 months.
- The MSD will not be finalized or approved in time for this project.
- We will hire outside Domain expertise to assist us.

###### **Risks:**

- The collateral might totally miss the mark, and it could potential hurt the opportunity.
  - This project will be kicked off before an approved MSD, the messaging will not be fully-baked. Therefore there is a risk that the collateral will be too generic and not targeted enough for the specific audiences.
  - Heavy pressure to produce collateral will cause time to be the driving factor, which will further contribute to the collateral being too generic.
- Ramp up time for the team could possibly slow the schedule.

###### **Obstacles:**

- This project circumvents the process, and this could cause problems with understanding and resource allocation as we figure out how to make it happen.
- The marketing department does not have a VP, this might make it more difficult when approving the collateral and/or getting funding for outside domain expertise.

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#### **Annexe 4 : Exemple de note de travail (3)**

Source : Katharine CHESTNUT, « Big or Small - This 9-Step Plan Covers It All ! », Exhibitor Show 2011.



### **Program Summary** [Name of Program]

Submitted By:  
[Date]

Please fill out the program brief information as completely as possible and e-mail the form to Katharine Frederick. Your program submission will be acknowledged within 1 business day. The timeline will be mapped based on program and resource requirements.

1. **Program Overview** (This sentence should provide a brief 1-2 sentence overview of the entire program.)
2. **Program Goal:** (The program should have one goal to provide purpose and direction. It should define the final deliverable or outcome of the program. This may be the same as the POS goal.)
3. **Marketing Communication Objectives:** (describe the intent of the program with no more than 4-5 objectives / possible objectives listed on intranet programs page)
  - **Primary Objective:**
  - **Secondary Objective:**
  - **Supporting Objectives:**
4. **Target Audience:**
5. **The Message:**
  - **Positioning Statement:** (This should come directly from the approved MSD.)
  - **Primary Message:**
  - **Secondary/Supporting Messages:**
6. **Promotional Mix:** (select all that apply & include brief description of scope/requirements)
  - **Advertisement** (Print or OnLine)
  - **Collateral** (includes newsletters, etc.)
  - **Direct Marketing** (Print-DM, Electronic-EDM or Telemarketing)
  - **Event** (Trade Show, Webcast, Seminar, Networking Event, etc.)
  - **Internet** (Site Updates & Home Site Promotions)
  - **Packaging**
  - **Partner Activities**
  - **Public Relations**
  - **Sales** (materials & training)
  - **Other:** \_\_\_\_\_
7. **Global Involvement:** (brief description of level of participation)
  - US/Canada:
  - UK/Ireland:
  - DACH:
  - ROE:

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- Japan/Pacific Rim:
- ROW:

8. **Program Timeline:** (refer to launch/project schedule or list task milestones)

9. **Estimated Internal Resource Requirements:** (i.e. technical writers, interactive mktg)

10. **Estimated External Resource Requirements & Expenses** (i.e. designers, mail house, etc.)

- **Advertisement**
- **Collateral**
- **Direct Marketing**
- **Event**
- **Internet**
- **Packaging**
- **Partner Activities**
- **Public Relations**
- **Sales**
- **Other:** \_\_\_\_\_

▪ **Total Estimated Expenses =**

11. **What will determine our success?:** (Describe benchmarks used to measure program. Include timeframe of measurement, revenue vs. expenses, ROO, ROI, etc. This information may be part of the MSD.)

- **Advertising**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Collateral**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Direct Marketing**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Event**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Internet**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Partner Activities**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Public Relations**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Sales**
  - Estimated Inquiries =
  - Estimated Qualified Leads =
- **Other**
  - Estimated Inquiries =
  - Estimated Qualified Leads =

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- **Estimated number of inquiries = (total)**
- **Estimated number of qualified leads = (total)**

**12. Estimated Costs:** (Total expenses divided by estimated number of inquiries and qualified leads generated.)

- **Advertising**
  - Per Inquiry =
  - Per Qualified Lead =
- **Collateral**
  - Per Inquiry =
  - Per Qualified Lead =
- **Direct Marketing**
  - Per Inquiry =
  - Per Qualified Lead =
- **Event**
  - Per Inquiry =
  - Per Qualified Lead =
- **Internet**
  - Per Inquiry =
  - Per Qualified Lead =
- **Partner Activities**
  - Per Inquiry =
  - Per Qualified Lead =
- **Public Relations**
  - Per Inquiry =
  - Per Qualified Lead =
- **Sales**
  - Per Inquiry =
  - Per Qualified Lead =
- **Other**
  - Per Inquiry =
  - Per Qualified Lead =
- **Estimated overall cost per inquiry = (total)**
- **Estimated overall cost per qualified lead = (total)**

**13. Miscellaneous Notes and Details:**

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## **Annexe 5 : Liste de questions pour préciser votre concept**

Source : Skyline Exhibits – Trade Show Marketing Idea Kit, « 25 Questions to Pinpoint Your Show Strategy », 2006.

# ***25 Questions to Pinpoint Your Show Strategy***

### ***First Questions, First!***

1. Why are you exhibiting?
2. Who is your target audience and will they be in attendance at the show?
3. What message do you want to communicate?
4. What do you want to accomplish at the show?

### ***Then, Second Questions!***

5. Is this a new company, concept, product or service?
6. How does the show integrate with your overall marketing strategies and plan?
7. What sales volume is expected from this medium?
8. What is your position in the industry (your perception and that of your clients)?
9. What are your current channels of distribution?
10. What are the characteristics of your prospects/clients buying behavior? Preferences? Needs?
11. What is the market potential relative to the audience?
12. Describe your products/services in terms of: applications, benefits, relative price
13. What are your competitive advantages? How can they be communicated?
14. What are your weaknesses? How can you minimize them?
15. What is most memorable about your product? How can you communicate it?
16. Who are your competitors? What are their strengths and weaknesses? How will they communicate their strengths?
17. Why should a prospect consider purchasing your product?
18. What key words communicate the most about your company, its products and services?  
Can they be communicated through graphics?
19. What can you use to gain attention to your exhibit? Why do attendees visit you?
20. How will visitors interact with your staff?
21. What do attendees normally want to do when they visit your exhibit?
22. Can a meaningful demonstration be integrated into your exhibit?
23. How will you measure the results of the event?
24. What role with your management plan in the execution of your show plan?

### ***Last Question, Last!***

25. Who is responsible for the planning, coordinating and execution of the entire event to assure its success?

## **Annexe 6 : Plan de travail pour développer votre concept**

Source : Skyline Exhibits – Trade Show Marketing Idea Kit, « Skyline Design Planning Worksheet », 2006.

### ***Skyline Design Planning Worksheet***

This worksheet will help you create exhibit graphics that better communicate with your target audience and increase the effectiveness of your exhibit.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

#### ***About Your Company***

Is this trade show program being developed for the entire company or a division? \_\_\_\_\_

Are you responsible for more than one division or product line? \_\_\_\_\_

How many shows do you attend or think you will attend? \_\_\_\_\_

Number of shows: National \_\_\_\_\_ Regional \_\_\_\_\_ Dealer/Local \_\_\_\_\_

Are you as happy with your trade show performance as you would like to be? \_\_\_\_\_

***Please check the appropriate column***

***Reasonably Satisfied***

***Needs Improvement***

Selecting the right show	_____	_____
Selecting the proper booth (location and size)	_____	_____
Pre-show promotion	_____	_____
At-show promotion	_____	_____
Communicating corporate presence	_____	_____
Concise marketing message/show specific	_____	_____
Reinforcing customers' previous buying decision	_____	_____
Boothmanship of your salespeople	_____	_____
Generating more booth traffic	_____	_____
Getting qualified leads	_____	_____
Well designed lead cards	_____	_____
Follow-up of the leads	_____	_____
Shipping and drayage expenses	_____	_____
Logistics of getting to the show	_____	_____
Setting up/tearing down the booth	_____	_____
Time waiting for cases to return from drayage	_____	_____

## ***Skyline Design Planning Worksheet***

What two things would you like to do better?

1. \_\_\_\_\_
2. \_\_\_\_\_

Is there anything you dislike about your current booth? \_\_\_\_\_

What percentage (estimate) of your sales comes directly or is influenced by your trade show marketing program? \_\_\_\_\_

What percentage (estimate) of your marketing/ad budget goes for your trade show program? \_\_\_\_\_

### ***About Competition In Your Market***

1. Do you have few competitors or many? \_\_\_\_\_
2. Where do you rate in the market? \_\_\_\_\_
3. Where do you want to be in 3-5 years? \_\_\_\_\_
4. How are you and your top two competitors perceived by the market? (G=Good, F=Fair, P=Poor)

<b><i>Perceived Strengths and Weaknesses</i></b>	<b><i>You</i></b>	<b><i>Competitor #1</i></b>	<b><i>Competitor #2</i></b>
Price value leader	_____	_____	_____
Innovator	_____	_____	_____
Style leader	_____	_____	_____
High tech	_____	_____	_____
Long time in business	_____	_____	_____
Division of a good company	_____	_____	_____
Good products	_____	_____	_____
Excellent service	_____	_____	_____
Strong distribution	_____	_____	_____
Great marketing	_____	_____	_____
Other _____	_____	_____	_____

# ***Skyline Design Planning Worksheet***

Do you want to change your image? If so, how? \_\_\_\_\_

What is your product(s) position in the marketplace? \_\_\_\_\_

What are key benefits in your product message? \_\_\_\_\_

Who are your target markets? \_\_\_\_\_

What shows do they attend? \_\_\_\_\_

Key message - what is the single focused message you want the exhibit to communicate? \_\_\_\_\_

## ***Prioritize Your Show Goals***

_____ Leads	_____ Distribution	_____ New product introduction
_____ Sales	_____ Market research	_____ Publicity
_____ Image	_____ Networking	_____ Other

## ***Specific Show Goals and Objectives***

List the special considerations that need to be made in exhibit design to help meet that goal.

Goal #1 \_\_\_\_\_

Goal #2 \_\_\_\_\_

Goal #3 \_\_\_\_\_

## ***Time Schedule For Design Construction***

\_\_\_ 2 months    \_\_\_ 4 months    \_\_\_ 6 months    \_\_\_ 9 months    \_\_\_ 12 months

## ***Budget***

\_\_\_ Inexpensive    \_\_\_ Moderate    \_\_\_ Expensive    \_\_\_ Money is no object

## ***Portability and Transportation***

\_\_\_ Want to ship exhibit to the show    \_\_\_ Want to carry exhibit to the show

## ***Modularity***

Plan to use the exhibit in the following space configurations:

\_\_\_ 10' linear    \_\_\_ 20' linear    \_\_\_ 30' linear    \_\_\_ 40' linear

\_\_\_ 20' x 20'    \_\_\_ 20' x 30'    \_\_\_ 20' x 40'    \_\_\_ 30' x 30'

Other \_\_\_\_\_ Other \_\_\_\_\_ Other \_\_\_\_\_

Most common space \_\_\_\_\_

# Skyline Design Planning Worksheet

## Products/Services Displayed

The following products or services will be displayed:

Product \_\_\_\_\_ New/improved? \_\_\_\_\_  
 Size/weight \_\_\_\_\_ Quantity \_\_\_\_\_  
 Product \_\_\_\_\_ New/improved? \_\_\_\_\_  
 Size/weight \_\_\_\_\_ Quantity \_\_\_\_\_

## Installation and Dismantle

- \_\_\_ Install independent of show labor
- \_\_\_ Use show labor and contract for supervision
- \_\_\_ Use show labor and supervise

## Electrical

- \_\_\_ For lighting only
- \_\_\_ For products
- \_\_\_ Run cords behind wall
- \_\_\_ Run cords under carpet
- \_\_\_ Run cords in overhead structure

### AIF

Audience Interest Factor

### Vertical

Vertical shows, where the audience comes from the same industry

### Horizontal

Horizontal shows, where the audience comes from multiple industries

## Calculating Recommended Staff and Booth Size

Total show attendance

- Non-buyers = Net Attendees

x Product interest = High-interest attendees

.16

x AIF = Potential audience

53% Vertical / 37% Horizontal

÷ Total show hours = Visitors per hour

÷ Salesperson capacity = **Staffers Required**

15

x 50 Square feet = Open space required

50

+ Display structure space =

+ Product space = **Total Space Required**



## **Annexe 7 : Exemple de checklist pour votre stand**

Source : Skyline Exhibits - Trade Show Marketing Idea Kit, « Exhibit Design Checklist », 2006.

# ***Exhibit Design Checklist***

## ***Design Your Exhibit With a Target Audience in Mind***

***Below is a list of questions you can ask yourself and others in your organization as you evaluate the design of your next exhibit.***

- Is your organization name professionally presented and located at the highest possible point in your exhibit?
- Are your graphics easily read from 10-20 feet away?
- Is the exhibit theme easily read and presented with memorability in mind?
- Is the key point in your graphics prominently positioned?
- Are your tables the right height for the planned activities?
- Are the video screens/monitors large enough and at the right height for easy viewing?
- Is the demonstration area large enough for planned activities?
- Is the lighting adequate for easy viewing of the exhibit?
- Is there adequate storage space to eliminate a cluttered exhibit?
- Are the photographs and back-lighted transparencies easily read from 10-20 feet away?
- Is there adequate table space for lead-generating activities?
- Do the colors attract the eye? Are they pleasing to the senses? Are they memorable?

## **Annexe 8 : Outils promotionnels**

Source : Skyline Exhibits – Trade Show Marketing Idea Kit, « Promotions Guide », 2006.

### ***Promotions Guide***

Promotion	Advantage	Disadvantage	Objectives
<b><i>BEFORE THE SHOW</i></b>			
<b><i>Trade Press Ads</i></b>	<ul style="list-style-type: none"><li>• Wide reach</li><li>• Reaches vertical audiences</li></ul>	<ul style="list-style-type: none"><li>• Not selective or targeted</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li><li>• Sales</li></ul>
<b><i>Direct Mail</i></b>	<ul style="list-style-type: none"><li>• Targeted Reach</li></ul>	<ul style="list-style-type: none"><li>• List availability</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Generate leads</li><li>• Product introduction</li><li>• Pre-schedule appointments</li></ul>
<b><i>Telemarketing</i></b>	<ul style="list-style-type: none"><li>• Direct contact/direct feedback</li></ul>	<ul style="list-style-type: none"><li>• Expensive and time-consuming</li></ul>	<ul style="list-style-type: none"><li>• Generate leads</li><li>• Pre-schedule appointments</li><li>• Sales</li></ul>
<b><i>E-mail (Broadcast)</i></b>	<ul style="list-style-type: none"><li>• Targeted message to a targeted audience</li><li>• Generate a dialogue before the show</li></ul>	<ul style="list-style-type: none"><li>• List availability</li></ul>	<ul style="list-style-type: none"><li>• Build awareness</li><li>• Generate leads</li><li>• Product introduction</li><li>• Pre-schedule appointments</li></ul>
<b><i>Press Releases/ Editor Contact</i></b>	<ul style="list-style-type: none"><li>• Inexpensive</li><li>• Credible voice</li></ul>	<ul style="list-style-type: none"><li>• Less control over type of exposure</li></ul>	<ul style="list-style-type: none"><li>• Press exposure</li><li>• Image awareness</li><li>• Product introduction</li></ul>
<b><i>AT THE SHOW</i></b>			
<b><i>Billboards</i></b>	<ul style="list-style-type: none"><li>• Wide reach</li></ul>	<ul style="list-style-type: none"><li>• Limited locations</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li></ul>
<b><i>Airport Ads</i></b>	<ul style="list-style-type: none"><li>• Early exposure</li></ul>	<ul style="list-style-type: none"><li>• Limited time for exposure</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li></ul>
<b><i>Hotel TV Ads</i></b>	<ul style="list-style-type: none"><li>• Less competition for visibility</li></ul>	<ul style="list-style-type: none"><li>• Limited time for exposure</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li></ul>
<b><i>Mobile Ads</i></b>	<ul style="list-style-type: none"><li>• Repeat exposure</li></ul>	<ul style="list-style-type: none"><li>• Restrictions in some cities and for some shows</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li></ul>
<b><i>In-Room Promos</i></b>	<ul style="list-style-type: none"><li>• Less competition for visibility</li></ul>	<ul style="list-style-type: none"><li>• Additional time and cost for distribution</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li></ul>
<b><i>Hospitality Events</i></b>	<ul style="list-style-type: none"><li>• Less competition for visibility</li></ul>	<ul style="list-style-type: none"><li>• Cost, limited control over who shows up</li></ul>	<ul style="list-style-type: none"><li>• Image awareness</li><li>• Product introduction</li></ul>

## Promotions Guide

Promotion	Advantage	Disadvantage	Objectives
<b>AT THE SHOW</b>			
<b>Show Issue Trade Pub Ads</b>	<ul style="list-style-type: none"> <li>• Wide reach</li> </ul>	<ul style="list-style-type: none"> <li>• Not targeted or selective</li> </ul>	<ul style="list-style-type: none"> <li>• Image awareness</li> <li>• Generate leads</li> <li>• Product introduction</li> <li>• Sales</li> </ul>
<b>Show Daily Ads</b>	<ul style="list-style-type: none"> <li>• Wide reach, show related editorial</li> </ul>	<ul style="list-style-type: none"> <li>• Readership varies from show to show</li> </ul>	<ul style="list-style-type: none"> <li>• Image awareness</li> <li>• Generate leads</li> <li>• Product introduction</li> <li>• Sales</li> <li>• Promote an at-show event</li> </ul>
<b>Hall Ads/ Boards</b>	<ul style="list-style-type: none"> <li>• Repeat on-site visibility</li> </ul>	<ul style="list-style-type: none"> <li>• Limited choices</li> </ul>	<ul style="list-style-type: none"> <li>• Image awareness</li> <li>• Generate leads</li> <li>• Product introduction</li> </ul>
<b>TV/ Photo Opportunities</b>	<ul style="list-style-type: none"> <li>• Local or national exposure</li> </ul>	<ul style="list-style-type: none"> <li>• Limited time exposure</li> <li>• Little control</li> <li>• Limited audience</li> </ul>	<ul style="list-style-type: none"> <li>• Image awareness to a public audience</li> <li>• Generate leads</li> <li>• Product introduction</li> </ul>
<b>Press</b>	<ul style="list-style-type: none"> <li>• Inexpensive press</li> </ul>	<ul style="list-style-type: none"> <li>• Little control</li> </ul>	<ul style="list-style-type: none"> <li>• Image awareness</li> </ul>
<b>Briefings/Interviews</b>	<ul style="list-style-type: none"> <li>• Coverage exposure through a credible source</li> </ul>	<ul style="list-style-type: none"> <li>• Requires additional staff to handle the press</li> </ul>	<ul style="list-style-type: none"> <li>• Product introduction</li> <li>• Press coverage</li> </ul>
<b>Show Directory Ads</b>	<ul style="list-style-type: none"> <li>• Outer covers provide good exposure</li> <li>• Selective reach</li> </ul>	<ul style="list-style-type: none"> <li>• Limited availability</li> <li>• Costly</li> </ul>	<ul style="list-style-type: none"> <li>• Image awareness</li> <li>• Generate leads</li> <li>• Product introduction</li> <li>• Sales</li> </ul>
<b>IN THE EXHIBIT</b>			
<b>Contests, Games, Drawings</b>	<ul style="list-style-type: none"> <li>• Ability to draw a large audience</li> </ul>	<ul style="list-style-type: none"> <li>• Time consuming</li> <li>• Audience too general</li> </ul>	<ul style="list-style-type: none"> <li>• Generate qualified leads</li> <li>• Product introduction</li> </ul>
<b>In-booth Premiums</b>	<ul style="list-style-type: none"> <li>• Generate qualified leads</li> <li>• Relatively inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>• Frequently misused by staff</li> </ul>	<ul style="list-style-type: none"> <li>• Generate leads</li> </ul>
<b>Celebrities</b>	<ul style="list-style-type: none"> <li>• Ability to draw a large audience</li> </ul>	<ul style="list-style-type: none"> <li>• Audience too general</li> </ul>	<ul style="list-style-type: none"> <li>• Build traffic</li> </ul>
<b>Live Presentations</b>	<ul style="list-style-type: none"> <li>• Ability to draw large audiences</li> <li>• Ability to deliver a targeted message</li> </ul>	<ul style="list-style-type: none"> <li>• Can draw too general an audience</li> <li>• Can lose targeted prospects if staff fails to interact</li> </ul>	<ul style="list-style-type: none"> <li>• Build traffic</li> <li>• Product introduction</li> </ul>

## **Annexe 9 : Document récapitulatif d'avant-salon**

Source : Katharine Chestnut, « Big or Small – This Nine-Step Plan Covers It All », Exhibitor Show 2011.



**PHILIPS**

# **General Information**

Page 1

## **Overview**

Celebrating its fifth anniversary, SpeechTEK has become the most comprehensive and innovative trade show for the speech technology and language industry. SpeechTEK brings together qualified attendees and exhibitors, seeking to apply leading edge speech recognition and text-to-speech technology to make telephones, computers and a wide variety of consumer devices more mobile, accurate, effective, and futuristic. Throughout its five-year history, SpeechTEK has been a major force behind the rapid development of one of the most important technologies of our time.

For more information on SpeechTEK, visit the web site at: [www.speechtek.com](http://www.speechtek.com).

## **Exhibit Hours**

Tuesday, October 26 <sup>th</sup>	10am - 5pm
Wednesday, October 27 <sup>th</sup>	9am - 3pm

## **Conference**

There are 14 conference sessions covering a full range of speech-related topics with several PSP employees participating in sessions.

- |                                     |   |
|-------------------------------------|---|
| Tuesday, October 26 <sup>th</sup>   |   |
| -                                   | Paul Celen - Keynote Address - 8:45am     |
| -                                   | Rick Gallahan - Speech In Hand - 1pm      |
| Wednesday, October 27 <sup>th</sup> |   |
| -                                   | Paul Celen - Industry Leaders Q & A - 8am |
| -                                   | Harald Aust - Embedded Speech - 1pm       |

## **Show Sponsorship**

Philips Speech Processing is a gold level sponsor this year and as such you will find our name and logo prominently displayed throughout the exhibition and conference site. Additionally, there we will have a full page ad in the show directory and show issue of Speech Technology magazine.

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## Show Objectives & Demographics

Page 2

### Objectives

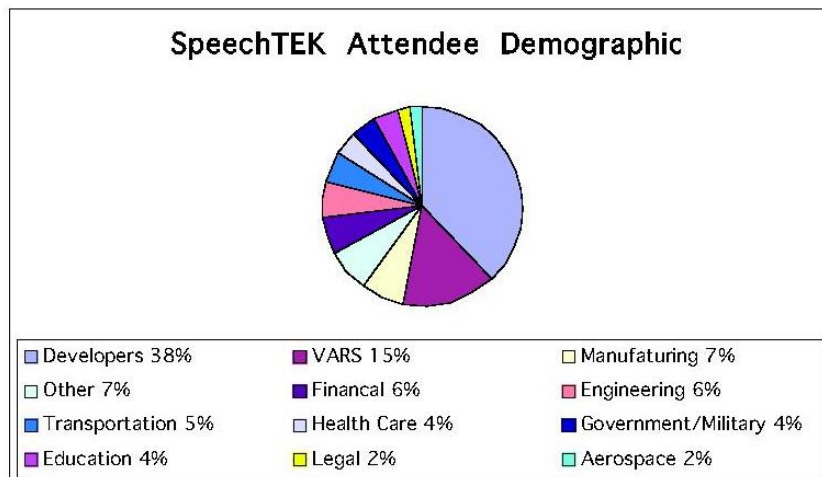
- Educate & demonstrate Philips superior position within the speech industry for all applications of voice recognition (telephony, dictation, vocon).
- Improve awareness of Philips Speech Processing superior natural speech recognition software and supporting hardware
- Support corporate Philips branding

### Key Message

Philips Speech Processing provides THE industry's premier speech recognition technology in all applications.

### Show Demographics & Research

Over 2,500 attendees are expected at SpeechTEK this year.



### Exhibitor Badges

Your badge has been ordered and will be available to pick up at exhibitor registration. Exhibitor badges allow access to the exhibit hall only.

### Pre-Show Meeting

For all staff working the booth, there will be a pre-show meeting on Monday, October 25<sup>th</sup> at 6pm. We will be reviewing the booth layout, lead management, etc. at this time.

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## **Booth Information & Staffing**

Page 3

### **Opening & Closing the Booth**

Your booth duty includes coming to the booth at least ½ hour before the show opens to make sure your demo area is in good condition. All demos should be turned on and fine tuned well before the show opens.

### **Booth Uniform**

Two long sleeve denim shirts will be provided at the pre-show meeting on Monday evening. Black pants and shoes black shoes should be worn each day.

### **Booth Etiquette**

You only have 3 seconds to attract and engage a prospect into the booth, so eating, drinking and smoking are "no-no's. I'm sure you already know this so please accept this as a simple reminder.

### **Booth Layout**

We have a 20' x 20' space this year. The PSP image video will run continuously on a Philips flat panel TV. A conference room is also available in the booth. Please check with Kathy prior to scheduling any meetings to avoid potential conflict.

We will have four workstation in the booth to demonstrate various applications. The following demonstrations will be on hand.

#### Telephony -

- SpeechMania (banking guide) w/ Joe Giegerich & Todd Chapis
- Auto Attendant (booth locator) w/ Holger Stolze & Deborah Myrick

#### Dictation

- SpeechMike & FS Browser w/ Rick Gallahn & Amanda McPherson
- SpeechPro & SpeechMagic w/ Reinier van der Lee

### **Installation & Dismantle Schedule**

The booth will be ready for PSP staff to do equipment setup on Monday, October 25th at 1pm. The following staff is responsible for demo installation: Todd Chapis and Kai Zoeller. Equipment setup needs to be completed by 5:30pm so we can be prepared for the staff meeting.

Booth dismantle will begin as soon as the show closes on Wednesday afternoon. PSP personnel responsible for equipment dismantle should be advised that is not recommended they schedule events following the show for several in order to allow sufficient time for shipping cases to be returned from show storage.

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## Promotional Information, Etc.

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### Media Relations

*Philips participants are reminded that interface with the press and industry analysts at any time, in any business setting, is the primary responsibility of public relations staffers. It is essential that either our in-house staff or their appointed agency representative handle members of the press inquiring for information or an interview.*

We will have press kits in the media room with several of the latest releases enclosed. If a member of the press approaches, kindly direct them to Joseph.

### Literature

A limited amount of literature will be on-hand for two reasons: 1) most literature never makes it out of a hotel room after a show and 2) we have a great reason to follow-up with each qualified buyer and get their name and information.

### Lead Management

One lead retrieval machine will be available at the information counter. Appropriate follow-up after the show will be handled by the marketing department.

### Hotel Accommodations

All staff have rooms booked at the following location:

New York Hilton & Towers  
1335 Avenue of the Americas  
New York, NY 10019  
212-586-7000

Please review the attached staff schedule to confirm arrival and departure dates as well as receiving reservation confirmation number. If you need to change your plans, please call the Hilton directly at the number above.

### Show Evaluation

I have attached a show evaluation form. I highly value everyone's input and hope to improve our presence at shows with your suggestions. Please take a few moments to complete this form and return to me on-site or by October 29th.

If you have further questions, please feel free to contact me via email or my cell phone at 404.386.0069. Have a great time and let's do some selling!

Katharine Frederick, CTSM  
Marketing Communications Manager

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# SpeechTEK Evaluation Form

**Name** \_\_\_\_\_

1. Rate your impression of our booth against competing booths (1=poor, 5= excellent):  
1      2      3      4      5

2. Which three booths stood out the most at the show and why?

---

---

---

3. Rate our product message in the following areas:

Visible:                      1   2   3   4   5

Clear/Concise:            1   2   3   4   5

Interesting/Attractive:   1   2   3   4   5

4. How many prospects (approximately) did you discuss our technology with?

---

5. What was the most-common question asked when you were staffing?

---

6. What was the most requested piece of literature?

---

7. What was your opening presentation to attract prospects to the booth?

---

8. What was your closing statement to a prospect?

---

9. What is the most important thing you learned from attending this show?

---

10. Should we consider exhibiting at this show again and why?

---

Further Comments / Suggestions:

---

---

---

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## **Annexe 10 : Analyse des styles communicationnels (1)**

Source : G. Dan Lumpkin, « Communicating With Others : Essentials for Success », Exhibitor Show 2011.

Avec cet outil, vous pouvez rapidement déterminer votre style communicationnel et celui de votre interlocuteur.

### **Social Style Quick Profile**

Circle the number or letter that best represents how you perceive the subject of each of these scales. Then, total the numbers of each letter and number circled.

I would describe this person as:

go along.....take charge  
D     C     B     A

cold.....warm  
1     2     3     4

quiet.....talkative  
D     C     B     A

calm.....excitable  
1     2     3     4

supportive.....challenging  
D     C     B     A

reserved.....animated  
1     2     3     4

compliant.....dominant  
D     C     B     A

task-oriented.....people-oriented  
1     2     3     4

ask questions.....makes statements  
D     C     B     A

eyes serious                      eyes friendly  
or severe.....and attentive  
1     2     3     4

cooperative.....competitive  
D     C     B     A

talks only                      shares personal  
business.....feelings  
1     2     3     4

introverted.....extroverted  
D     C     B     A

reserved.....outgoing  
1     2     3     4

slow, studied.....fast-paced  
D     C     B     A

wants or uses                      wants or uses  
facts.....feelings  
1     2     3     4

low assertive.....high assertive  
D     C     B     A

not emotional.....emotional  
1     2     3     4

constrained.....open  
D     C     B     A

low responsive.....high responsive  
1     2     3     4

TOTALS NUMBER OF: D \_\_\_\_ C \_\_\_\_ B \_\_\_\_ A \_\_\_\_  
                                 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_

The largest number of letters and numbers represent an approximation of social style by verbal and non verbal behavior.

Selon les résultats du questionnaire ci-dessus, vous pourrez définir le style principal et secondaire de votre interlocuteur, chacun des quatre styles principaux étant eux-même redivisés en quatre.

## The Sixteen Subquadrants

D	C	B	A	
D-1 Analytical Analytical	C-1 Driving Analytical	B-1 Analytical Driver	A-1 Driving Driver	1
D-2 Amiable Analytical	C-2 Expressive Analytical	B-2 Amiable Driver	A-2 Expressive Driver	2
D-3 Analytical Amiable	C-3 Driving Amiable	B-3 Analytical Expressive	A-3 Driving Expressive	3
D-4 Amiable Amiable	C-4 Expressive Amiable	B-4 Amiable Expressive	A-4 Expressive Expressive	4

Lumpkin & Associates \* Fairhope Alabama

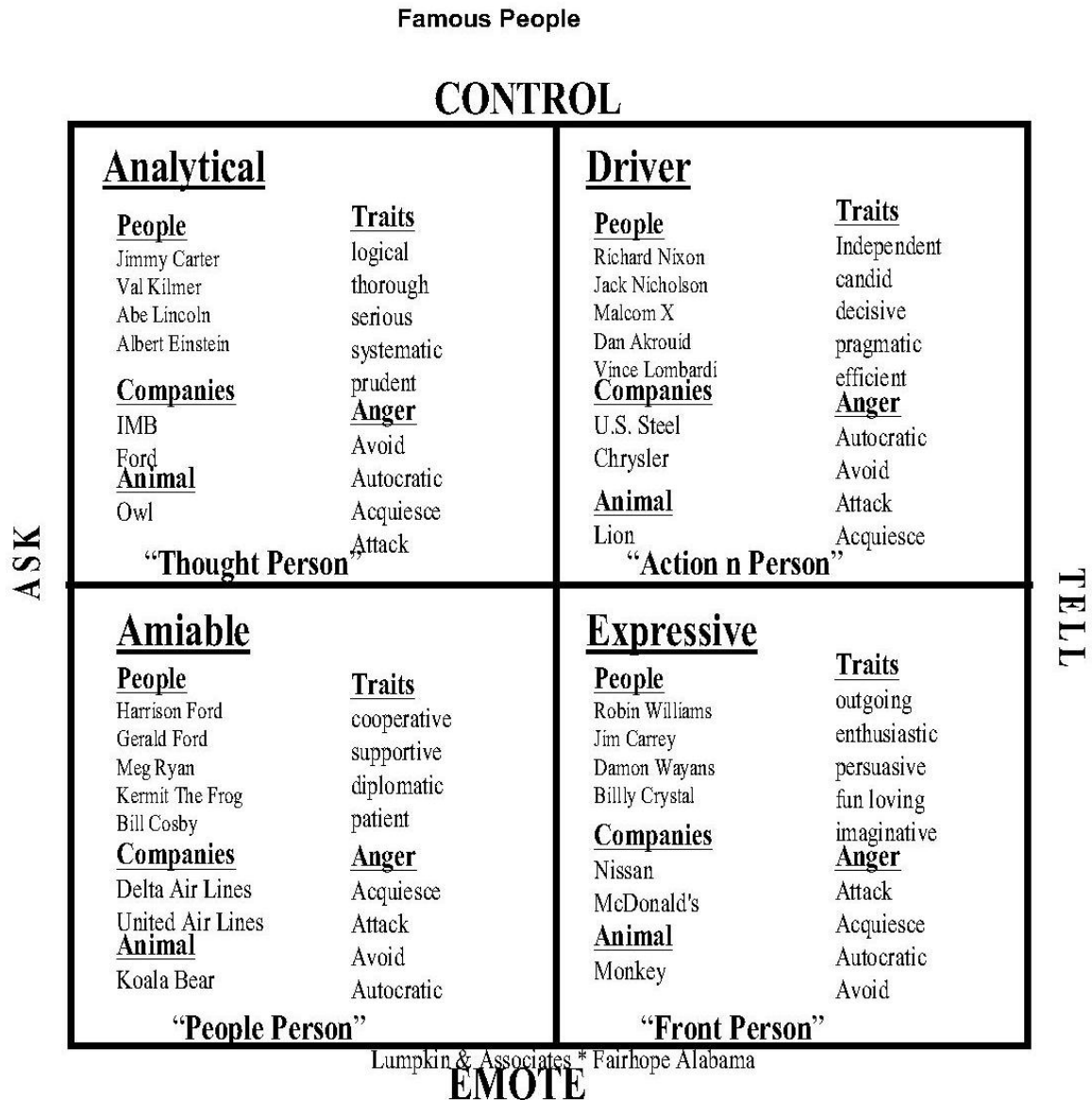
G Dan Lumpkin, CMC  
Lumpkin & Associates  
305 N. Section Street  
Fairhope, Alabama 36532  
251 928-1736

GDLumpkin@lumpkinassociates.com

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## Annexe 11 : Analyse des styles communicationnels (2)

Source : G. Dan Lumpkin, « Communicating With Others : Essentials for Success », Exhibitor Show 2011.



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251 928-1736

GD Lumpkin@lumpkinassociates.com

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## Amiable Back Up Behavior

### "Acquiescing"

- ★ Tends not to express disappointment instead plays it through, then refuses to do business
- ★ Appears impatient and Inattentive
- ★ Justifies refusal to buy by referring to others dissatisfaction

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## Expressive Back Up Behavior

### "Attack"

- ★ Express Disappointment Personally
- ★ Verbalizes Judgmental Feelings
- ★ Detaches or moves away from a situation to avoid loss of self esteem

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## Analytical Back Up Behavior

### "Avoid"

- ★ Express Disappointment in terms of the solution rather than the person
- ★ Draws Attention away from an issue by focusing attention on detail
- ★ Becomes defensive when pressed for a response

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## Driver Back Up Behavior

### "Autocratic"

- ★ Express Disappointment Terms of Results
- ★ Remains Focused on the result and calculates new strategies to achieve it
- ★ changes the rules

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## **Annexe 12 : Exemple de rapport d'après-salon**

Source : Katharine Chestnut, « Big or Small : This Nine-Step Plan Covers It All », Exhibitor Show 2011.

# **General Review**

## **Overview**

### ***CT Expo was a tremendous success!***

- Over 4 1/2 times as many qualified leads were captured this year as compared to last year!
- The show objectives of educating and demonstrating Philips superior position were met by having a stage presentation and three demonstration areas located within the booth.
- We had slightly larger booth this year, 20' x 50' (1,000 sq. ft.), and our visibility was greatly improved due to obtaining a better main aisle location during the sign-up process last year.
- The look of the booth was greatly improved over last year due to a more open layout, adding a stage area and using the gold text image from the PSP image video to reinforce brand recognition.
- A pre-show mailer was added this year to encourage attendees to visit the booth and play the "You Don't Know Philips" gameshow. 2.5% of the postcards mailed were redeemed at the booth for an additional gift.
- The pre-show meeting was much better attended than at previous shows. Having a speaker from senior management helped to indicate PSP's commitment to the show and generate more enthusiasm about the event.
- During previous shows a pre-show dinner was recommended, and it was implemented at CT Expo, which served to improve team spirit.
- A live stage presentation was added this year to bring more people into the booth and to further qualify them throughout this educational/entertainment experience. By adding this feature to our booth, we greatly increased our visibility and reinforced our message of being THE industry leader of providing premier speech recognition technology solutions.
- We added a presence in a partner booth (I-Bus) at no additional expense.
- The traffic was good and approximately 50-60% of attendees had a 'real' interest in Philips speech recognition applications.
- At the end of each day, marketing sent an email merge letter to all booth visitors reinforcing our key messages.
- Follow-up letters and literature were sent to all visitors within 10 working days and the leads were handed over to senior sales management for distribution amongst the sales team.

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## Show Objectives

### Objectives

- *Improve awareness of Philips Speech Processing's superior natural speech recognition software and global installations.*
- *Demonstrate Philips' speech recognition benefits and features for all applications of telephony voice recognition.*

These objectives were met by dramatically increasing the traffic in the booth with a live stage presentation that was both educational and entertaining. This presentation was designed to deliver our key messages and assist in pre-qualifying visitors before they moved to the demo stations. The key messages delivered were that Philips has THE solution for ALL speech recognition challenges and is the global leader in SR installations. After seeing the stage presentation, each visitor was encouraged to see a live, one-on-one demonstration of our various technologies.



- *Showcase the application of SpeechMania in voice portals & financial apps.*  
Philips staff manned two workstations: Voice Portal Solutions and Financial Solutions. Again, with the emphasize on providing solutions instead of just applications and products. The main benefit of each solution was briefly described in a graphic panel at each workstation. Again, the gold text image from the PSP image video was used to create further continuity and recognition.
- *Cross-promote the broad portfolio of PSP applications.*  
We also had a demo station within the PSP booth with staff from Voice Request. Voice Request had two different applications being displayed during the show that showcased the ease and functionality of the system. PSP was also showcased in a partner booth, I-Bus booth (#1025). I-Bus is a leading supplier of industrial-grade, PC-compatible computer platforms based on passive backplane and CompactPCI architectures. We had two PSP staff doing demonstrations of our Voice Portal Solutions during the show at the I-Bus booth.

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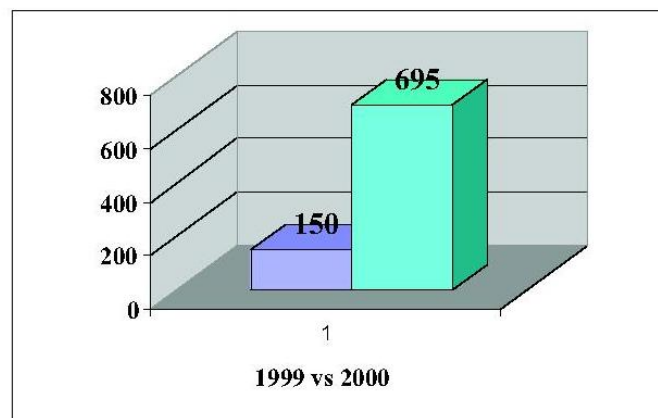
## Objectives Continued

- *Meet and qualify potential buyers.*

Working with the sales department to determine appropriate key questions, marketing designed a custom lead form, which was used during the presentation as well as at the workstations. Additionally, by utilizing Philips Global Branding lead machines, marketing was able to retrieve lead information much quicker than in previous years when using show rental equipment. The Global Branding lead machines also allowed PSP to use the custom questions and gather more pertinent qualifying information to assist sales in follow-up. Marketing also changed the ending of our stage presentation slightly by adding a few qualifying questions. Several PSP sales staff were assigned to "work" the audience after each presentation. While the presenter asked the qualifying questions, PSP staff noted which audience members responded positively and approached them.

- *Double the number of qualified leads.*

We more than accomplished this goal! By improving our location in the hall and adding a live presentation that was interesting, we significantly increased our opportunity to qualify attendees. Again the simple customized lead form helped immensely to gather more qualified leads from the additional traffic generated in the booth. We increased the number of leads collected by 4 1/2 times! (150 leads vs. 695 leads)

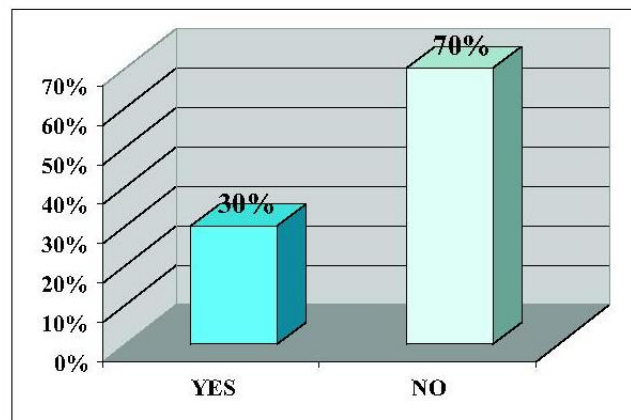


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## Objectives Continued

- *Measure market awareness of PSP's global presence in speech recognition.*  
A single question was added to the beginning of the lead form to create a base line with which to measure market awareness. The question was simply, "Before CT Expo, did you know that Philips is a global leader in telephony speech recognition?"



- *Support corporate Philips branding*  
This was achieved by using Philips Global Branding properties (demo workstations, meeting facilities and Philips letters) which also saved money by not having to create new properties. Using Philips electronic products also further supported the Philips brand (flat screen TV, flat screen monitor, 29" monitors, etc.) The PSP reception counter and hanging sign also supported branding efforts.

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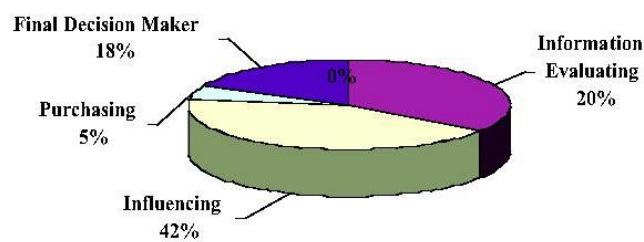


## Lead Information

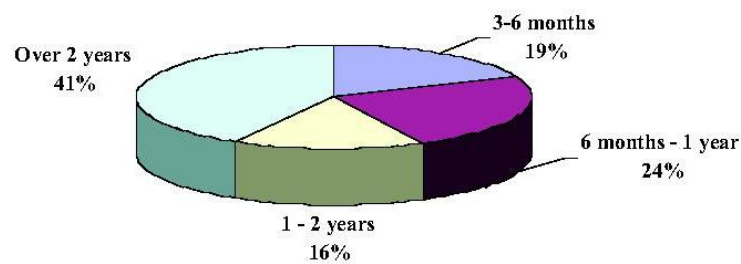
### Leads Obtained

Visitors to the booth were asked several qualifying questions:

*What is your role in the decision making process for choosing new speech recognition systems?*



*How soon do you plan to implement speech recognition?*

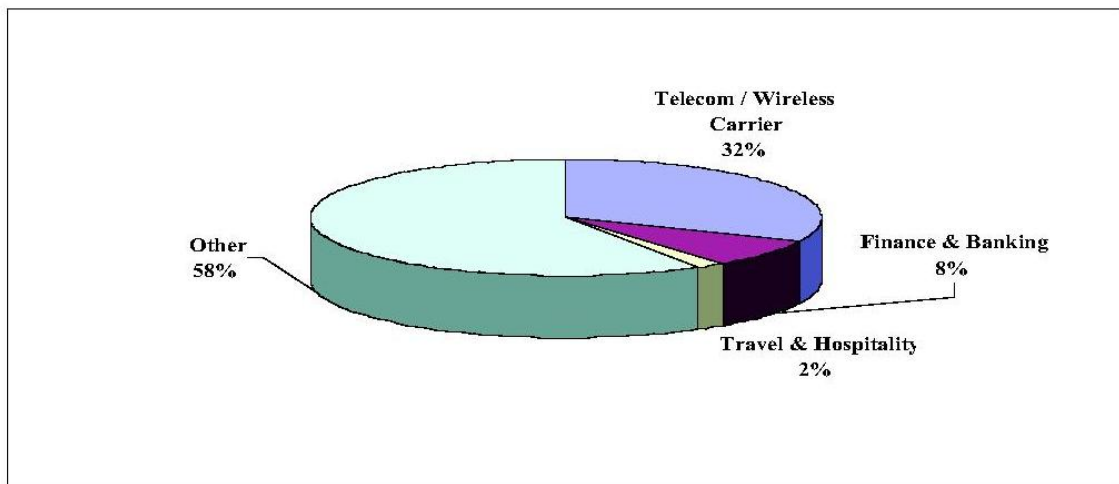


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## Lead Information Continued

*What industry are you in?*



### Recommendations for Improvement

- Keep our location in the hall but have the booth be smaller. We will be able to do a similar stage presentation and workstation setup but possibly without a meeting room available. We should be able to accomplish similar objectives with a much reduced budget.
- The banking demo was improved by using the newest version of SpeechMania but still proved to have recognition problems. We definitely need to have some other demos to show next year. Since 32% of the PSP visitors were from the telecom/wireless industry, we should consider adding a directory assistance demo.
- The visual representation of the Voice Portal Solution in the I-Bus booth was great and we should consider doing something of the same nature in our booth. Attendees want to see tools and systems in action if possible.
- More time was devoted to training prior to and during the pre-show meeting, however we still had initial problems with demos. We may need to consider moving the pre-show meeting schedule up during the day and have more time.

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## **Annexe 13 : Plan de travail pour le rapport d'après-salon**

Source : Exhibits Skyline – Trade Show Marketing Idea Kit, « Reporting Your Result To Management », 2006.

# ***Reporting Your Results to Management***

After you have measured the results from your trade shows or events, it is important to communicate the results to management.

### **Key elements to remember...**

- Tie report to pre-set objectives/goals
- Focus on to whom the report is going to be sent
- Identify what's important to your audience
- What is important to *their* boss?
- Is the report clear? Have someone else read it before submitting
- Keep it to one page - include both "words" and "pictures"

## ***Report Contents***

### **Lead Generation**

- Number of leads generated and number of "hot" leads
- Geographic breakdown of leads (including domestic and foreign)
- Cost per lead
- Estimated sales
- Products that drew the most interest
- Slicing & dicing the data – other things you can report on:
  - Number of new companies not currently prospected
  - Existing prospects that showed new interest
  - Types of companies that inquired
  - Professional title breakdown
  - Leads by the day and hour of the show

### **Attendees**

- Attendance breakdown – mix, any change from desired audience, your impact on audience
- Targeted audience – profile of attendees, who stopped and what was their product interest

### **Demonstrations**

- Number of attendees viewing product demos
- Leads gathered from demos

### **Promotions**

- Promotional products
- Websites: pre- and post-show website hits
- Consumer – benchmark geographic sales
- Show specials
- Hospitality invitations
- VIP events

**Competitive Intelligence**

- What competitors were exhibiting at the show?
- What size booths did they have? Prime locations?
- How was their booth traffic?
- New products? Product focus? Delivery promises?
- How else did they participate?
- Comparative investments?

**Media Success**

- Were there press meetings?
- Who were your contacts?
- What was accomplished in the press conferences?
- Will the press publish your press releases?
- Will future articles feature your products?
- Number of press kits picked-up?
- Website hits?

**Customer Interaction/Feedback**

- Comments about products/staff
- Product information requests
- Complaints

**Trends Noted**

- Industry trends
  - How they might impact your business
- Show trends
  - Audience shifts, product shifts
  - Costs to exhibit
  - Themes and display types
  - At-show activities
  - Marketing methods

**Sessions Attended**

- Summary of what was learned

**Tutorials**

- Speakers from competitive companies and topics
- Number of session attendees
  - Leads gathered through the workshop/seminar

**Recommendations for Future**

- What was done right
- What can be improved
- New ideas for the next show/meeting

*Marc Goldberg, CME, Founder, Marketech*

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## **Annexe 14 : Questionnaires d'évaluation d'après-salon (1)**

Source : Exhibits Skyline – Trade Show Marketing Idea Kit, « Trade Show Evaluation for the Exhibit Manager », 2006.

### ***Trade Show Evaluation for the Exhibit Manager***

*The only way to measure performance is to examine your results against your objectives.*

1. Did we identify the market accurately at this show? ☐ Yes ☐ No

Comments \_\_\_\_\_  
\_\_\_\_\_

2. Did we showcase the products and services our prospects wanted to see and buy?

☐ Yes ☐ No

If "No," what could we have done? \_\_\_\_\_  
\_\_\_\_\_

3. Were we prepared to help them solve their problems? ☐ Yes ☐ No

How so? \_\_\_\_\_  
\_\_\_\_\_

4. Do we understand our visitor's changing needs and can we respond quickly? ☐ Yes ☐ No

Comments \_\_\_\_\_  
\_\_\_\_\_

5. Did our customers and prospects know we would be exhibiting in this show? ☐ Yes ☐ No

How did they know? \_\_\_\_\_  
\_\_\_\_\_

6. Did we give them a compelling reason to come visit our booth? ☐ Yes ☐ No

What was it? \_\_\_\_\_  
\_\_\_\_\_

7. Did we mail letters, postcards, invitations to key people, followed by a phone call or visit?

☐ Yes ☐ No

Comments \_\_\_\_\_  
\_\_\_\_\_

8. Did we schedule appointments with key clients at the booth or off-site? ☐ Yes ☐ No

Did we involve top management? ☐ Yes ☐ No

Comments? \_\_\_\_\_  
\_\_\_\_\_



## ***Trade Show Evaluation for the Exhibit Manager***

9. Did we use show management promotional materials to publicize our show presence?

☐ Yes ☐ No

If so, what? \_\_\_\_\_  
\_\_\_\_\_

10. Were our staff members adequately trained and prepared for this event? ☐ Yes ☐ No

How so? \_\_\_\_\_  
\_\_\_\_\_

11. Did staff understand show objectives and also have pre-specified personal objectives?

☐ Yes ☐ No

What were they? \_\_\_\_\_  
\_\_\_\_\_

12. Were all staff members familiar enough with the products and services to discuss or demonstrate them adequately? ☐ Yes ☐ No

If "No," what were the problems? \_\_\_\_\_  
\_\_\_\_\_

13. Was a cross product training session conducted, or were staff members provided with cross product pocket information to use in the booth? ☐ Yes ☐ No

14. Were there adequate technical support staff available to answer those tough technical questions that prospects come to ask? ☐ Yes ☐ No

15. How would you rate the quality of your leads? ☐ Excellent ☐ Good ☐ Fair ☐ Poor

Is your lead form working for you? ☐ Yes ☐ No

If not, what changes should be made? \_\_\_\_\_  
\_\_\_\_\_

16. Overall, how would you rate the success of this show?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

Should you continue to exhibit in this show? ☐ Yes ☐ No

If no, why not? \_\_\_\_\_  
\_\_\_\_\_

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## **Annexe 15 : Questionnaire d'évaluation d'après-salon (2) à l'attention des membres de l'équipe**

Source : Exhibits Skyline – Trade Show Marketing Idea Kit, « Trade Show Evaluation for Exhibit Staff », 2006.

### ***Trade Show Evaluation for Exhibit Staff***

*Make copies of this form for your exhibiting staff*

*Part of our evaluation process consists of your feedback. Please take a few minutes to complete this form. Your analysis is important and will be helpful in making meaningful modifications and changes to our exhibit marketing program.*

Name of the Show: \_\_\_\_\_

Location: \_\_\_\_\_ Date: \_\_\_\_\_

Number of Shows You Worked: \_\_\_\_\_ Number of Hours You Staffed Our Booth at this Show: \_\_\_\_\_

1. What do you think our primary objective was for exhibiting in this show? \_\_\_\_\_

In your opinion, was the objective(s) achieved? ☐ Yes ☐ No

If no, why not? \_\_\_\_\_  
\_\_\_\_\_

2. Approximately how many total prospects did you engage in a dialogue in our exhibit?

\_\_\_\_\_ Total Number

Was the quality of the majority of prospects: ☐ Excellent ☐ Good ☐ Fair ☐ Poor

3. Did you have an opportunity to invite customers or prospects important to you to the show through a mailing, phone conversation or personal invitation? ☐ Yes ☐ No

If yes, how many came to the booth to see you? \_\_\_\_\_  
\_\_\_\_\_

4. Did you feel the booth was? ☐ Understaffed ☐ Adequately Staffed ☐ Over Staffed

5. Completion of lead forms: How many did you complete? \_\_\_\_\_

How many are "hot prospects?" \_\_\_\_\_

6. Did you feel the booth adequately represented our company, its products and services to those who visited it? ☐ Yes ☐ No

If no, why not? \_\_\_\_\_  
\_\_\_\_\_

7. Rate the overall effectiveness of our booth compared to the competition?

☐ Excellent ☐ Good ☐ Poor ☐ Inferior

Which competitors were at the show? (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

8. What suggestions do you have for future trade shows to improve our overall performance?

Comments? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Annexe 16 : Grille d'analyse des contacts (simplifiée)**

Source : Katharine Chestnut, « Big or Small : This Nine-Step Plan Covers It All », Exhibitor Show 2011.

### **Lead Qualification Grid**

	<6 months	6-12 months	>12+ months	No time frame	
Budget Approved	A	A	B	B	C
No Budget Approved	A	B	C	C	X
N/A Don't Know	B	B	C	C	X

## **Annexe 17 : Checklist d'évaluation pour les membres de l'équipe**

Source : Skyline Exhibits – Trade Show Marketing Idea Kit, « A Checklist : Selecting Exhibit Staffers », 2006.

<b>A CHECKLIST: SELECTING EXHIBIT STAFFERS</b>	
<b>SCORING GUIDELINES</b>	
5 = top performer	3 = quite acceptable
4 = better than most	2 = acceptable but could improve
1 = leave at home	
<b>RELATES TO COMPANY OBJECTIVES AND VISITOR INTERESTS</b>	
Has necessary product knowledge	_____
Can communicate to all or most visitors	_____
Does not have personal agenda	_____
<b>EXPERIENCE</b>	
Attended previous show(s) and performed well	_____
Would make good mentor for less experienced people	_____
Creates complete, valuable leads	_____
<b>NECESSARY STAFFER SKILLS</b>	
Comfortable talking to strangers	_____
Understands qualification process	_____
Outgoing and friendly	_____
Persistent and focused	_____
Assumes personal responsibility readily	_____
Team player – not a lone wolf	_____
Goal setter – wants to attain top levels	_____
Consistently courteous	_____
Has personal integrity and honesty	_____
<b>PRESENTATION SKILLS</b>	
Time management	_____
Well organized	_____
Ability to listen and respond	_____
Extremely flexible product knowledge	_____
Confident one-on-one and in small groups	_____
<b>WILLING TO ACCEPT CHANGES AND IMPROVEMENTS</b>	
Participates in training and pre-show strategy meetings	_____
Willing to accept and adhere to scheduling	_____
Understands role in achieving show objectives	_____
<b>TOTAL SCORE</b>	_____
<b>ADDITIONAL COMMENTS:</b>	
_____	
_____	
_____	