

CHAPTER 4

PARTIAL CHECKLIST FOR SUCCESSFULLY MARKETING AND
EVALUATING THE NOAA PRODUCT OR SERVICE AT
CONFERENCES/EVENTS/TRADE SHOWS

SHOW/EVENT:

CITY:

DATES:

A. Specifically, what are your objectives for this show/event?

Quantity

Number of qualified leads to develop _____

Number of prospects to be contacted _____

Other _____

B. Will you have new products/services to introduce at the show?

Yes _____ No _____

C. Please list the three most important questions you would like to ask each delegate/visitor to qualify his/her interests.

DELEGATE:

VISITOR:

D. Do you have a pre-show, actual show, and post-show plan for this show/event?

Yes _____ No _____

PRE-SHOW PROMOTION

**Publications, Incentives, Followup
(The assistance of Public Affairs
is invaluable at this stage.)**

N O T E S

IMPORTANT PHONE NUMBERS:

PUBLICATIONS:

<u>Name</u>	<u>Area Code</u>	<u>Number</u>
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____

PRE-SHOW PROMOTION:

INCENTIVES:

Leads:

Followup promotions to leads:

Personal calls to leads:

PROMOTION MEDIUM:

FOLLOWUP:

Direct Mail:

Cover Letter:

Invitations:

Giveaways:

PRE-SHOW BRIEFING

CHECKLIST

(Before you leave the office)

N O T E S

Literature_____

Directories_____

Meeting planner guides_____

Training film_____

Misc. training materials_____

Invitation_____

Name badges_____

Show notebook_____

Travel advance \$_____

Passport_____

Staplers & staples_____

Packing tape_____

Pens/pencils_____

Clipboards_____

Giveaways_____

Airline tickets_____

Pins_____

Signs_____

Camera_____

Posters_____

Duty schedule_____

Shipping labels_____

Hospitality suite_____

Room reservations_____

Conference registration_____

Show services ordered_____

Exhibit shipped & arrived_____

Purpose of briefing:

Show objective:

Promotion strategy:

Correlating literature:

Booth training:

- Pleasantly aggressive
- Opportunities--attend functions
- No smoking, eating, drinking
- Help attendees complete card
- Keep booth clean
- Allowance for time wasters
 - Own staff
 - Established customers
 - Competition's staff
 - Complainers

Color of delegates' badges:

Booth duty schedule:

INTERNAL PRE-SHOW EVALUATION

_____ Exhibit _____ Special Event

NOTES

Audience profile:

Last year's attendance: _____

Leads taken: _____

Number of exhibits: _____

Demographics of last year's show:

Geographical distribution of visitors: _____

Decision making authority of attendees: _____

What are attendees most interested in seeing at the show? _____

What kinds of promotion have worked best at previous shows?

Other associations that members belong to: _____

Other shows that visitors attend:

Other ideas/promotions/special events to reach this audience:

Interview the following to research and complete this evaluation:

• Show management: _____

• Contact: _____

• Phone: _____

• Association: _____

• Contact: _____

• Phone: _____

• Delegate(s): _____

• Phone: _____

NOAA staff

• Phone: _____

• Phone: _____

• Phone: _____

Final participation:

Recommendations:

Booth spaces to buy: _____

Number of participants: _____

Budget: _____

SHOW INFORMATION SHEET

NOTES

_____Exhibit _____Special Event

Number of participants:_____

Fee:\$_____

Booth #:_____

Booth size:_____

Hall:_____

Address:_____

Setup date:_____ Time:_____

Show dates:_____ Time:_____

Removal date:_____ Time:_____

Show management:_____

Contact:_____

Phone:_____

Address:_____

Show decorator:_____

Contact:_____

Phone:_____

Address:_____

Association:_____

Contact:_____

Phone:_____

Address:_____

Audience profile:

Last year's attendance:_____

Number of exhibits:_____

Leads taken:

Show objectives:

Strategy:_____

NOTES ON CONTRACTS,
GENERAL SHOW, AND
ASSOCIATION INFORMATION

NOTES

Exhibit or marketplace:

Space contract:

Floor plan:

Membership list:

Is staff eligible for all trade
show activities?

Yes _____ No _____

Do they have to pay a registration
fee to work exhibits?

Yes _____ No _____

How much?: \$ _____
Late fee: \$ _____

Do they have to be members to work
exhibits?

Yes _____ No _____

Attend activities?

Yes _____ No _____

Membership fee: \$ _____

How many people are needed to work
the booth space? _____

EXHIBIT PROPS, SUPPORT,
AND SHOW SERVICES

NOTES

IMPORTANT PHONE NUMBERS:

<u>Name</u>	<u>Area</u> <u>Code</u>	<u>Number</u>
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____

- Obstructions: _____
- Show limitations: _____
- Repair: _____
- Photos: _____
- Transparencies: _____
- Setup drawings: _____
- Signs: _____
- Shipping: _____
- Furniture: _____
- Drapes: _____
- Floor coverings: _____
- Electric: _____
- Drayage: _____
- Riggers: _____
- Labor: _____
- Cleaning: _____
- Telephone: _____
- Plants: _____

SHOW PERSONNEL
REGISTRATION, HOUSING, FEES

IMPORTANT PHONE NUMBERS

<u>Name</u>	<u>Area Code</u>	<u>Number</u>
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____
_____	()	_____

Number of participants: _____

Fee: \$ _____

Registration: _____

Hotel accommodations: _____

Phone: _____

Address: _____

Contact person: _____

Air: _____

Ground: _____

Rental Car: _____

Pre-show evaluation: _____

Pre-show info letter: _____

Staff training:

NOTES

ESTIMATED SHOW COST

	<u>Estimated Cost</u>	<u>Actual Cost</u>	<u>Date Ordered</u>	<u>Date Confirmed</u>
FEES:				
Registration	_____	_____	_____	_____
Booth Rental	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
 PROMOTIONAL:				
Direct mail	_____	_____	_____	_____
Invitation	_____	_____	_____	_____
Postage	_____	_____	_____	_____
Printing	_____	_____	_____	_____
Lead cards	_____	_____	_____	_____
Giveaways	_____	_____	_____	_____
Audiovisual	_____	_____	_____	_____
 SPACE:				
Booth size	_____	_____	_____	_____
Show limitations	_____	_____	_____	_____
 EXHIBIT PROPS:				
New	_____	_____	_____	_____
Repair existing	_____	_____	_____	_____
Photos	_____	_____	_____	_____
Transparencies	_____	_____	_____	_____
Art	_____	_____	_____	_____
Typesetting	_____	_____	_____	_____
Setup drawing	_____	_____	_____	_____
Connectors	_____	_____	_____	_____
 SHIPPING:				
Freight	_____	_____	_____	_____
 SHOW SERVICES:				
Furniture	_____	_____	_____	_____
Drapes	_____	_____	_____	_____
Floor covering	_____	_____	_____	_____
Electric	_____	_____	_____	_____
Drayage	_____	_____	_____	_____
Labor	_____	_____	_____	_____
Photography	_____	_____	_____	_____
Telephone	_____	_____	_____	_____
Plants/Flowers	_____	_____	_____	_____
 TOTAL COST:	=====	=====	=====	=====

CRATE INVENTORY

SHOW & LOCATION: _____

DATE: _____

<u>CRATE #</u>	<u>SIZE</u>	<u>WEIGHT</u>	<u>CONTENTS</u>	<u>DISPOSITION</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

COMMENTS :

SIGNATURE: _____

PRINT NAME: _____

CHAPTER 5

TRADE SHOW FACILITY SERVICES AND PROCEDURES

A well-designed exhibit is also a time-consuming element of trade show participation. Getting your exhibit installed on opening day is stressful and tedious work. Consequently, there are firms in the private sector that have been created expressly for this purpose. They follow through on your pre- and post- trade show requirements.

The trade show installation and dismantling specialists use combined resources to provide a full range of contracting services. By obtaining your labor through them, you receive qualified/reliable setup services, custom graphics, storage facilities, and the services of a fully-staffed production department. If your marketing schedule does not allow you to be on-site, a complete supervision service could prove to be well worth the cost. Additionally, they work well together with union craft shops and other show services to ensure that your requirements are properly and efficiently met. These services are available regardless of how small or large your exhibit may be. To obtain these services, contact your official service contractor, show management, or the Printing and Visual Arts Branch. The following is a summary of exhibitor services offered:

COMPLETE MODULAR EXHIBIT PACKAGES FOR RENT. You can rent a basic exhibit package through rental services and create your own custom exhibit environment. These systems are as complete and flexible as you require and are ready when you arrive at the show. A complete range of designs are available upon request. Electrical hookup, however, is an additional cost.

1. Display Furnishings. Rental furnishings are available in both regular and custom quality. The full range includes arm and side chairs, pedestal and cocktail tables, stools, corner tables, bulletin boards, draped display tables, tripods, easels, stanchions, signs standards, hall trees, tabletop risers, and a full color and quality range of carpets.
2. Display Labor. Labor supervision can be done by your exhibit personnel or the official service contractor. Labor is contracted on a per person, per hour basis and includes both standard time and overtime. At no time can there be more than two persons for a total of two staff hours from any exhibiting company for the purpose of setting up or dismantling individual displays. Display work in excess of these limits necessitates the hiring of union labor from the official service contractor. The cleaning services provided

by the exhibit facility include only a general sweeping of the aisles. Porter, booth, and display cleaning services may be contracted through your official service contractor during exhibit hours.

3. Union Jurisdiction. There are no restrictions or requirements to use union labor for product or equipment installation or dismantling, providing exhibitors use full-time permanent employees. Simply stated, it means that NOAA personnel can set up their own structures, products, and equipment, within the borders of their contracted area. Exhibitors requiring the assistance of forklifts, cranes, or other power/motorized equipment should order them from the official service contractor. The standard union regulations regarding drayage and freight handling are:
 - a. All work in the dock area. This includes, but is not confined to, the assignment of dock space and loading or unloading of all materials and equipment.
 - b. Only literature, portable or folding back walls, and/or very small equipment that can be hand-carried by one person in one trip may be transported into, or out of, the exhibit area.
 - c. Exhibit personnel may use normal tools such as hammers, screwdrivers, and crowbars within the contracted exhibit area. Exhibitors cannot borrow tools from the exhibit facility/official service contractor.

* Disputes regarding the interpretation of union regulations shall be resolved with the official service contractor and show management.

CHAPTER 6

POST-CONFERENCE/SHOW EVALUATION

Copies of this form should be forwarded to
the appropriate marketing and exhibits offices

EXHIBITORS:

SHOW/EVENT:

CITY:

DATES:

Your input influences NOAA's future participation at trade shows and special events. Please fill out and keep for your files.

- A. Specifically, what were your objectives at this show/event, i.e., number of qualified leads, responses to products/services offered?

Quantity: _____ Description: _____

- B. Did you accomplish your objectives? Yes _____ No _____

Comment:

- C. Do you feel that the show/event provided you with an opportunity to talk effectively to prospects? Yes _____ No _____

- D. Were a significant number of delegates/visitors aware of NOAA's products/services? Yes _____ No _____

- E. Did most delegates/visitors have networking potential? Yes _____ No _____

F. Check the statement that represents client sentiment most accurately:

_____ Clients believed they knew our product/service and were disinterested in learning more.

_____ Clients had some previous understanding of NOAA and sought specific details or assistance.

_____ Neither of the above.

OTHER COMMENTS:

G. How did our exhibitor/exhibit's image compare with the competition?

_____ Excellent

_____ Average

_____ Poor

OTHER COMMENTS:

H. Estimate total number of attendees you spoke with and the number of qualified leads you developed.

I. Do you think NOAA should continue participation in the following functions?

Trade Show	Yes_____	No_____
Marketplace Functions	Yes_____	No_____
Special Events	Yes_____	No_____

OTHER COMMENTS:

J. Did you encounter any unique opportunities or problems at this show?

OTHER COMMENTS:

K. How many hours did you spend in the booth?

L. What other products or services were of greatest interest to you?

M. What type of followup do you plan after the show?

N. What do you think we should do at this show next year?

NOTE:

Your answers will help us determine how much this show has contributed to the success of NOAA's image. Please suggest other ways in which we can make future shows/events more worthwhile for you.

Name (print) _____ Signature _____

Title _____ Phone _____

CHAPTER 7

NOAA'S WILKINS AVENUE FACILITY

Once your exhibit is designed and fabricated, the most important way to protect your investment is through a storage and maintenance service system. The most important service system that focuses on every aspect of portable exhibitry is currently underway at the NOAA Wilkins Avenue Exhibit Shop. This facility offers the following services to NOAA's Line and Staff Offices:

- A. Shipping and Receiving. The Printing and Visual Arts Branch recommends that exhibitors complete only NOAA Form 50-5, Request for Visual Services, and NOAA Form 42-15, Bill of Lading Request, 3 weeks before the required opening date of the conference/trade show. This 3-week lead before the opening date is referred to as the shipping date. The following time schedule should also be kept in mind:
1. The contracting and fabrication of a 10' portable exhibit should begin 6 weeks before shipping date.
 2. The contracting and fabrication of a 20' portable exhibit should begin 8 weeks before shipping date.
 3. The contracting and fabrication of design revisions to exhibits should begin 4 weeks before shipping date.
 4. The contracting and fabrication of extension exhibit concepts for major conference/trade shows projecting a unified NOAA three-dimensional image should begin 14 weeks before the shipping date.
- B. Exhibit Classification, Storage, and Display. The purpose of the area is to classify, store, and display existing exhibits. Exhibits in this area are categorized by structure, theme, and Line/Staff Office ownership. Accommodations include, but are not limited to: 1) linear units, 2) three-dimensional units and/or exhibit extension systems, 3) outdoor units, 4) related audiovisual equipment, 5) display cases, and 6) shipping containers or small crates used for portable exhibits.

The display area is a designed space for the setup and breakdown of exhibits. This space also serves as a training area for NOAA program staff interested in installing and dismantling exhibits on the conference/trade show floor, thus avoiding setup cost. Since space planning plays a primary role in marketing NOAA's products/services to its constituents, the display area can replicate display conditions such as:

1. literature area or table;
2. spot for watching a small TV monitor; and
3. side area with chairs and flip charts for more private discussions.

Regardless of your marketing technique, your booth area requires careful preplanning and the display area offers a working visual solution to your space and graphic display problems.

- C. Interchangeable Graphic Panels. An interchangeable system for exhibit graphics is the primary concern at the NOAA Exhibit Shop. This system, based on preformulated sizes for photographs and copy, creates a large body of detachable/reusable graphics with interchangeable applications based on theme and constituent interest. This flexibility permits better selection from a variety of graphic panels.
- D. Exhibit Maintenance. This area focuses on limited in-house repairs and outside contracting as needed. The services offered include:
1. the inspection of returning exhibits prior to storage, including additional damage assessment when applicable;
 2. minor exhibit structure and hardware repairs;
 3. minor touchup and repairs to graphic panels; and
 4. minor repairs to shipping containers and small crates (The exhibit maintenance area also serves as the contracting location for all major repairs to stored exhibits.)
- E. Screenprinting. Desktop publishing, a small darkroom, and a screenprinting area offer limited in-house screenprinting capabilities. This graphic function, limited in both production facilities and labor, is suitable only for minor graphic repairs. After damage assessments are determined, the respective Line/Staff Office will be contacted with the appropriate information for repairs and/or procedures.