



Identify & Attract Your Ideal Visitors

Critical Success Factor 2

When it comes to tradeshow, it's important to understand two things:

1. you have a limited amount of capacity for face-to-face interaction
2. not everybody attending MODEX are the right people for you

The principle of **Selective Attraction** is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

Who are the right people for you?

Relationship with company? (Customers/Prospects/ New/Other?)	
Type of Company/Facility?	
Job Functions and Titles?	
Geography?	
Other?	

How much is enough?

Calculate your Exhibit Interaction Capacity using the formula below:

	Example	Your Company
Number of exhibiting hours:	26	
(x) Average number of booth staff on duty <i>*Rule of Thumb: 50 sq. ft. per staffer</i>	x 2*	
(x) Target number of interactions per hour/per staffer <i>*3 conservative/4 moderate/5 aggressive</i>	x 3*	
(=) Your Exhibit Interaction Capacity	156	

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What specifically are you going to do between now and show time to make sure your company is “in their mind” and “on their agenda”?

- What list sources will you use? Consider internal and external sources.
- What is your message or reason why they should visit you?
- What will the SEE – DO – LEARN – GET be by visiting your booth?
- What media will you use and when?
 - Pre- and at-show: email, social media, direct mail, phone calls, print ads, web ads, public relations, banners/signs, mobile app
 - In-booth: literature, giveaways

Create a marketing calendar to help you manage your marketing program.

Example:

Media	Subject/Message	Product/Service	Send Date	Cost
Email 1	Learn how to solve...	Product 1	8 weeks prior – MM/DD/YYYY	\$
Postcard	Free sample of our new...	Product 1	6 weeks prior – MM/DD/YYYY	\$
Email 2	See our new widget in action...	Product 2	4 weeks prior – MM/DD/YYYY	\$
Facebook	Operate our new widget...	Product 2	4 weeks prior – MM/DD/YYYY	\$

For more information on this topic, visit the ShowPro Exhibitor Success and ROI Center web page at modexshow.com/showpro. Suggested materials include:

- Power Factor 1: Selective Attraction: How to Attract Enough of the Right Attendees to YOUR MODEX Exhibit
- Integrating Social Media into Your Exhibiting Program
- High-Impact Pre-Show Marketing
- How to Rewrite Your Exhibitor Listing to Drive Booth Traffic

If you have questions, feel free to reach out to Greg Baer at gbaer@mhi.org.