

# Attention Exhibitors!

## How good are you at exhibiting?

### Get better for FREE

Attend The Cooperator Expo New Jersey Exhibitor Workshop at the Embassy Suites-Meadowlands on October 11 and let us show you how!



#### We've rented the space:

Wednesday, October 11, 2017  
12:00pm to 5:00pm at  
Embassy Suites-Meadowlands,  
455 Plaza Drive, Secaucus, NJ

#### We've hired the expert:

Jefferson Davis  
Competitive Edge  
Trade Show Consultant for  
over 20 years

### And We've Ordered Lunch!

#### REGISTER TODAY FOR FREE!

Fill out this form and

fax back to

**212-545-0764**

call now at

**212-683-5700**

or register online at

**[nj-expo.com/ex](http://nj-expo.com/ex)**

For details on exhibiting at our expo, please call  
us at 212-683-5700 or go to [nj-expo.com](http://nj-expo.com).

#### The Cooperator Expo New Jersey Exhibitor Workshop 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) 545-0764 or call (212) 683-5700 • [www.nj-expo.com/ex](http://www.nj-expo.com/ex)**

**\*Important Note:** Registration confirmations will be sent prior to the program. This workshop is offered as a FREE event. You must pre-register with a credit card. If registrant does not show up for the event, your credit card will be charged \$100. Registration is limited to two persons per company. Additional reservations are available at \$199 per person.

# Workshop Agenda

**"ALL NEW" FAST TRACK to**  
**Exhibiting Success Workshop**  
**October 11, 2017 – 12:00 pm to 5:00 pm**

<b>Check- in</b>	<b>12:00pm - 12:25pm</b>
<b>Lunch</b>	<b>12:25pm - 1:25pm</b>
<b>Welcome &amp; Show Update – Henry Robbins</b>	<b>1:25pm - 1:30pm</b>
<b>Step 1: Attract ENOUGH of the RIGHT Attendees to Your Booth</b> <ul style="list-style-type: none"> <li>• Execute a Low-Cost, High-Impact Targeted Pre-show Marketing Campaign               <ul style="list-style-type: none"> <li>◦ Define who the right buyers are for your company</li> <li>◦ Calculate how many buyers you need to see to succeed</li> <li>◦ Assemble your buyer lists from internal and external sources</li> <li>◦ Learn best practices for integrating the right combination of low-cost, high-impact marketing media: (with examples of good and bad) - direct mail, email, telephone, in-person visits, print advertising, web advertising, at-show advertising</li> <li>◦ Craft compelling messages that interrupt and engage potential buyers</li> <li>◦ Offer rewards for visiting your exhibit</li> </ul> </li> <li>• Bring An Attention Grabbing Exhibit That Tells Your Story               <ul style="list-style-type: none"> <li>◦ The billboard approach: How does your exhibit match up?</li> <li>◦ Exhibit elements that grab attention: How many are you using?</li> <li>◦ Three questions in the mind of the attendee: Does your exhibit answer them?</li> <li>◦ Strategies for presenting and demonstrating your products/services in the booth</li> </ul> </li> </ul>	<b>1:30pm - 2:30pm</b>
<b>Step 2: Execute Quality Interactions that Get COMMITMENTS to Next Actions</b> <ul style="list-style-type: none"> <li>• Attributes of an effective booth staffer - FREE Tool to Rate Your Staff</li> <li>• Biggest mistakes booth staffers make demonstrated through role plays</li> <li>• Simple techniques to get more visitors to notice and stop at your booth</li> <li>• 4 things your staff must do with a visitor in the first 30 seconds</li> <li>• How to get out of time-wasting interactions</li> <li>• Scripting your question flow to engage and quickly qualify visitors</li> <li>• Crafting a short company story that impresses buyers</li> <li>• Powerful skills for quickly and effectively presenting your products and services</li> <li>• An easy-to-apply two step technique that gets buyers to commit to the next action</li> </ul>	<b>2:30pm - 3:15pm</b>
<b>Break</b>	<b>3:15pm - 3:30pm</b>
<b>Step 3. Follow-up to Convert Commitments to Purchasing Action</b> <ul style="list-style-type: none"> <li>• Identify your next actions in order of priority</li> <li>• Determine what information you need to capture to truly qualify a lead</li> <li>• Improve lead quality quickly and easily through better lead capture</li> <li>• Develop a simple lead grading process</li> <li>• Use follow-up techniques that wow buyers and help you be there when they are ready to buy</li> <li>• Measure your cost per lead and contrast with your average sales amount</li> </ul>	<b>3:30pm - 4:00pm</b>
<b>Inside the Mind of the Condo, HOA, Co-op &amp; Apt. Mgmt. Buyer Panel Discussion</b>	<b>4:00pm - 4:45pm</b>
<b>Question &amp; Answer/Workshop Wrap-Up</b>	<b>4:45pm - 5:00pm</b>