

Attention Exhibitors!

How good are you at exhibiting?

Get better for FREE

Attend The Cooperator Expo New Jersey Exhibitor Workshop at the Meadowlands Exposition Center on November 3 and let us show you how!



We've rented the space:

Thursday, November 3, 2016
12:00pm to 5:00pm at
Meadowlands Exposition Center,
355 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

For details on exhibiting at our expo, please call us at 212-683-5700 or go to 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

***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

November 3, 2016 – 12:00 pm to 5:00 pm

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