



# **Exhibitor Advisory Board Meeting Notes**

**December 11-14, 2010**

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## **2010 Exhibitor Advisory Board Annual Meeting Notes Morning Sessions – Sunday, December 12, 2010**

### **Facilitator Introduction - John Wasilewski**

- Worked for Merck and now operates as JRW Associates
- Talked about how last year has impacted on how we conduct business
- Connect them to ways to increase ROI
- Sponsorships that provide face time
  - Lunch and learn
  - Meeting place – small place built in, larger meeting space on floor.
  - Rental fee for the smaller “meeting Place’ rooms.
    - Rental prices by sq/time
    - Sell actual small meeting rooms
- Speed dating concept
  - Reverse trade show
    - Cities and hotels come to the client
  - Coordinate times and meetings
- Debut booth: smaller booth option for the first year
  - Get foot in the door “testing option”
  - Returning exhibitors increase
- Head Quarter Room – Centralize lounge area with sponsorship option

### **Tradeshaw Challenges/Exhibitor Solutions - Dominique Cook**

- What would you do if solution was to credit the client?
- What would you do if a truss falls?
  - Solution – trusses were tied off - lesson learned for show management was to give exhibitor enough time to set up his/her booth

### **Innovation & Technology in Tradeshaws – Chris Gray**

- iPad
- [www.getdropbox.com](http://www.getdropbox.com) to share information
- Apps: keynote, show apps, tripcase, minglestick, electronic business card, Freeman



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- Videos
- Cost Management
  - Revenue share option
  - Spread the cost through exhibitors (minimal change with perks for the whole)
- Electronic Banners
- RF10
  - Opt out rate has been high when given option
- Mobile Apps
  - Programs/booklet/maps
    - Cost save from print and will be green
    - Sponsorship ops
    - Event mobi (polling ability)
    - Real time news may/may not get to attendees (app vs. site)
    - Surveys
- Hotel Blocks
  - \$\$ Cost
  - Hotel size
  - Attrition contracts
  - Going to the smaller hotels. Large size does not matter anymore
  - In block rate vs. out of block rate
  - Competition/poachers under control
  - Attrition vs. F&B minimum
    - Reduce attrition by giving room block schedule for adjustments
  - Exhibitors to stay in room block or deny for non-compliance
  - Educate exhibitor about costs and benefits
    - Housing = 60 exhibitors: 40 attendees
  - Manage exhibitors in sub blocks and pass penalties on
  - Hotels changing contracts even with historical (Marriott's)
- Working with CVB and other partners:
  - Disney
  - Universal – Harry Potter
  - Smaller attractions
  - Kennedy Space Center
  - Disney is hard (restrictions)
  - Universal is easier to work with, flexible
  - SeaWorld Orlando



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- Package price per person
- Disney – step up creativity in their options (child’s market)
- Universal is more adult oriented
  - Parks – universal city walk
- Production Services:
  - Fresh, affordable, technology
  - Doing away with class room
  - More interactive
  - Ignite service
  - Very fast paced focused presentation
  - 20-30 sec per slide
  - American idol type set-up
  - Innovation – people vote on the contestants (Presenter)
  - Production set with stadium seating
    - You tube
    - URL
    - DVD
    - Create Buzz
    - Chef Demos
      - Demo Area “Town Center”
      - Sponsored product
      - New voice café
      - How it’s made
    - New exhibit floor designs

### Post-Show 3<sup>rd</sup> Party Audits – Terri Thomas

- Budget breakdown
- Estimated vs. Actual: track differences by show
- Squares of pads & carpets: avoid truck drayage costs:
  - rent vs. own: vs. disposable fees
  - budget to know R.O.I.
  - politics to impact budget



## 2010 Exhibitor Advisory Board Annual Meeting Notes Afternoon Sessions – Sunday, December 12, 2010

### 1. Exhibitor Communications/OCCC Website

- E-mail Communications:
  - OCCC/Show Name or Date Due in Subject Line
  - Design e-mails with handheld devices in mind
  - 1 or 2 e-mail reminders/month
  - Focus reminders to certain services
  - From: OCCC on e-mail
  - Good example of e-mail reminders IAAPA
  - Outlook appointment with key deadline dates
  - Don't over-communicate with e-mails
- Website
  - Like current format/content of OCCC website for Exhibitors
  - Add Interactive Floor Plans link to Exhibitor Channel of website
  - Photos of room sets in Interactive Floor Plans application
  - Stay in touch with EAB during the redesign process for input

### 2. Social Media

- Use hash tags (#) on Twitter for best search results
- Check out OCCC on Facebook - Information tab: Links for planners/exhibitors
- Positive & negative impacts
- Branding:
  - Page for the company
  - Gripe forum?
- Corporate Facebook
  - New apps
- “never know who’s reading it”
- Post 3 times per day
  - Feed different audiences
- Linked-In
- Twitter
- More Facebook time increases search engine use.
- Friend future applications
  - Screen employees



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- Event/exhibit use
  - “virtual” trade shows

**3. What’s Changed in the Last Year**

- More small/Module Booths
- Negotiable booth Space
  - Shows getting smaller
  - Less exhibits/smaller floor?
- “No floor buzz”
- Going to a show because you did last year

**4. Who orders your services?**

- 8 ordering direct
- 1 IAD
- 0 through service contracting