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?

<table>
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<tr>
<th>Number of qualified leads to develop</th>
<th>Quantity</th>
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<td>Other</td>
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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.)

NOTES

IMPORTANT PHONE NUMBERS:

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PUBLICATIONS:

PRE-SHOW PROMOTION:

Leads:

Followup promotions to leads:

Personal calls to leads:

INCENTIVES:

FOLLOWUP:

PROMOTION MEDIUM:

Direct Mail:

Cover Letter:

Invitations:

Giveaways:
CHECKLIST
(Before you leave the office)

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_________

NOTES

Purpose of briefing:

Show objective:

Promotion strategy:

Correlating literature:

Booth training:
- Pleasedly 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

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:

NOTES

Interview the following to research and complete this evaluation:

- Show management:
- Contact:
- Phone:
- Association:
- Contact:
- Phone:
- Delegate(s):
- Phone:
- 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: _________________________
_______________________________
_______________________________
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? ____________

NOTES ON CONTRACTS, GENERAL SHOW, AND ASSOCIATION INFORMATION

NOTES
IMPORTANT PHONE NUMBERS:

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<th>Name</th>
<th>Area Code</th>
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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

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Number of participants: __________
Fee: $___________________________
Registration: ___________________
Hotel accommodations: __________
Phone: _________________________
Address: _______________________  

Contact person: _________________
Air: ____________________________
Ground: _________________________
Rental Car: ____________________
Pre-show evaluation: ____________

______________________________

Pre-show info letter: __________

______________________________

Staff training:

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CRATE INVENTORY

SHOW & LOCATION:______________________________

DATE:_______________________________________

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COMMENTS:
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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 handing 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?

<table>
<thead>
<tr>
<th>Function</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Trade Show</td>
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<tr>
<td>Marketplace Functions</td>
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<tr>
<td>Special Events</td>
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OTHER COMMENTS:


39
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 N0AA 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.