

# Attention Exhibitors!

## How good are you at exhibiting?

### Get better for FREE

Attend The Cooperator Expo Exhibitor Workshop at the New York Junior League on November 3 and let us show you how!



#### We've rented the space:

Thursday, November 3, 2016  
8:30am to 1:30pm at  
The New York Junior League,  
130 E. 80th St., New York, NY

#### 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  
**coopexpo.com/ex**

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

#### The Cooperator Expo New York 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.coopexpo.com/ex](http://www.coopexpo.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 – 8:30 am to 1:30 pm

<b>Check- in</b>	<b>8:30am - 8:55am</b>
<b>Welcome &amp; Show Update – Henry Robbins</b>	<b>8:55am - 9:00am</b>
<b>Step 1: Attract ENOUGH of the RIGHT Attendees to Your Booth</b>	<b>9:00am - 10:00am</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>Step 2: Execute Quality Interactions that Get COMMITMENTS to Next Actions</b>	<b>10:00am - 10:45am</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>Break</b>	<b>10:45am - 11:00am</b>
<b>Step 3. Follow-up to Convert Commitments to Purchasing Action</b>	<b>11:00am - 11:30am</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>Inside the Mind of the Co-op, Condo &amp; Apt. Buyer Panel Discussion</b>	<b>11:30am - 12:15pm</b>
<b>Question &amp; Answer/Workshop Wrap-Up</b>	<b>12:15pm - 12:30pm</b>
<b>Lunch</b>	<b>12:30pm - 1:30pm</b>