

# Experienced Exhibitor Workshop: **Selecting the “Right” Meetings**

Dished Out to Our Exhibitor Family  
Ann & Sarah | PodiatryMeetings.com, LLC

# Maximizing Our Resources

SURVEYS & REVIEWS

CALENDAR OF EVENTS

EXPERIENCED EXHIBITOR MASTERMIND



# Surveys & Review Ratings

[podiatrymeetings.com/ratings](https://podiatrymeetings.com/ratings) | [podiatrymeetings.com/vendor-survey](https://podiatrymeetings.com/vendor-survey)

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The goal of this site is to provide all of us valuable reviews, ratings, and testimonials in an effort to help all parties make stronger, informed decisions when choosing which podiatric meetings to attend in the future. Note: not all meetings have been reviewed.

***We need you to submit more surveys!***



# Calendar of Events

events for February 2023 - Podiatry Meetings

podiatrymeetings.com/events/month/2023-02/

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List View of All Podiatric Events  
Calendar View of All Podiatric Events

Search for events FIND EVENTS Month

<< >> This Month February 2023

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2 PI Cutting Edge Topics and Techniques in Foot and Ankle Surgery   Park City, UT & VIRTUAL Q... FPMA Science and Management Symposium (SAM)   Orlando, FL	3	4	5
6	7	8	9 FORE 12th Annual Current Solutions in Foot & Ankle Surgery   Tampa, FL ACFAS Annual Scientific Conference   Los Angeles, CA	10	11	12

podiatrymeetings.com/events/



# Experienced Exhibitor Mastermind

QUARTERLY BRAINSTORMING SESSIONS WITH ANN & SARAH

Vendors who have attended these sessions are able to discuss challenges, gather new ideas from peers, and share thoughts on meetings they've attended.

***Feedback is passed along to our conference partners as suggestions.***



# Experienced Exhibitor Mastermind

## CURRENT TRENDS WE'VE UNCOVERED

The "Big 5" are no longer receiving high praise from exhibitors.  
High attendance does not equal a good conference anymore.

Smaller meetings, about 100-400 attendees, are performing better (according to feedback).

Possible Contributing Factors:

- Less Cost = Higher ROI
- Smaller spaces create an environment conducive to quality conversations

# Experienced Exhibitor Mastermind

JUST SOME OF THE ONES WHO ARE LISTENING TO YOU/US

**FPMA** – SAM conference and the Summer conference

**Kent State** – North Coast seminar in August in Cleveland & Southeast seminar in November in Orlando

**Texas PMA** – try to Southwest conference in Irving in September

*Conferences that are seeking consultation from us are actively seeking out and listening to feedback for increased satisfaction.*

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**Insider Tip:** We have heard Sports Medicine is the next big hot topic in podiatry. Start looking for key opinion leaders in this area and conferences featuring Sports Medicine tracks. (*i.e. ACPM March Meeting; AAPSM November Meeting*)

# Additional PodiatryMeetings.com

MONTHLY E-PUBLICATIONS: EXPERIENCED EXHIBITOR & NEWSLETTER

## Experienced Exhibitor

Quick tips and commentary for exhibitor: **Sales** | **Marketing** | **Logistics** | **Mindset & More**

## Newsletter

Exhibitors will find value in the following monthly features:

- Exhibitor “Tricks of the Trade”
- Young physician survey results
- Voice of the DPM survey results (learn what they want from you)
- Calendar updates & featured meetings

*Past issues of both are available at [podiatrymeetings.com](http://podiatrymeetings.com)*





# CRITERIA FOR MEETING SELECTION

IDENTIFY YOUR CUSTOMER

EVALUATE PREVIOUS YEARS

COMPANY GOALS

# Identify Your Ideal Customer

EMBRACE WHAT YOU DO AND WHO LOVES YOU

## 1. Current client profile

*What is the makeup of the majority of your current customer base?*

## 2. Identify the ideal DPM for the exact product you sell

*If your staple product is an antifungal, targeting DPMs who are highly surgical may be more secondary or tertiary vs. primary.*

*If your most popular product is a sport orthotic, you may want to consider creating a sales funnel that targets the AAPSM.*

## 3. Consider geography

*Shipping/turnaround time | Top sales rep location(s)*

## 4. Identify seasonal/quarterly sales trends

*What time of year do you see sales rise or fall?*

# Let's Create a Scenario

I AM A SALES REP FOR A PODIATRIC SKIN CARE COMPANY (OTC).

## **Our top three products are:**

1. Dry skin / heel fissure emollient
2. Antifungal solution
3. Shoe disinfecting spray

## **The average makeup of our most profitable client base is:**

1. Private practice
2. Solo practitioner
3. Female 35-45 YO

**If this was ALL you had to consider, which shows make sense?**

**You can also determine which shows DON'T make sense.**

Find shows that focus on dermatology (i.e. DERMfoot; or have a dermatology track. How do you know?

Call show coordinators and ask them! They are willing to share information if you just build a relationship with them.

Find out who the key opinion leaders in dermatology are (i.e. Vlahovic, Markinson) and find out where they are speaking next. There may be an opportunity for an educational grant or sponsorship.

Highly surgical shows probably don't make sense (ACFAS, IFAF, Podiatry Institute).

How would I know where women are prevalent? Look through your attendance sheets of shows you've been to for the last 2 years and determine demographic statistics.



## **Where do we provide the best service and turnaround time?**

1. HQ is located in New Jersey.
2. Inside sales is at HQ
3. Top 3 outside sales reps are in Florida, Texas, and Ohio

## **What type of year do we see up-tick or down-tick?**

1. Up-tick begins at the beginning of Q4 and runs steadily through Q2.
2. “Slow Season” is all of Q3.

***Now you should have a list of shows that “make sense” and those that “don’t make sense” from the previous qualifiers. So, let’s take this new information and narrow it down even further.***

If I am going to invest heavily in (up to) 5 shows for the entire year, they will come from the list I created from the previous data gathered, and they will take place in the states I know I can provide superior service (NJ, NY, PA, FL, TX, OH)

Instead of trying to force sales in a traditionally slow season, I will use all of Q3 to plan in great detail for the 5 shows I have decided to go “all in” on.

# Use Your Own Experiences

## EVALUATE PREVIOUS YEARS

**Improve your tradeshow process** by ensuring you have a debrief feedback form completed for each conference.

**Rank your conferences based on data**, not feelings. You may look back on shows from the past two years be able to point out a handful of them that you think were “good shows” but that is likely based on your personal experience there. How much fun you had, who you got to visit with, the ease or frustration of travel and set-up... Instead, rank your shows based on the data collected on the metrics you have decided are important.

**Stop going to the shows you keep bitching about.** If you keep giving them your money, they have no reason to improve.

# Metrics to Track as Baseline

## BODIES AND LEADS

In addition to tracking number of attendees as reported by the conference, keep a tally of the number of people to stop by your booth. Not just people you speak to - this tally should be a snapshot of how many bodies acknowledged your booth.

Keep a separate tally of qualified leads. I consider a qualified lead to be someone I had a decent conversation with regarding the company's products/services and I was able to capture their contact information.

# Metrics to Track as Baseline

ORDERS | COMMITMENTS | DEMOS | EMAIL COLLECTION

Record orders in your **CRM** so they can be attributed to that event.

Tag contacts/leads/prospects in your CRM by shows they attend (*or any marketing tactic you know they've been exposed to*)

Each show should have a pre-determined sales closing period (i.e. 2 weeks, 90 days, etc) to have a stronger concept of how the event contributed to the close of sale in addition to your entire marketing mix.



# Metrics to Track as Baseline

## COST | SPECIAL EVENTS

If you don't **itemize each of these**, you will not know where you can be more efficient:

- Booth
- Hotel
- Flight
- Cabs
- Meals
- Sponsorship
- Grants
- Wages
- Display
- Shipping

If you hosted an event (i.e. symposium, product theater, workshop, or cocktail hour, record additional metrics:

- Cost (i.e. meals, hosted space)
- Marketing (i.e. who opened email blast & then showed up)
- Overall attendance & interest
- Qualified Leads

# Company Goals

## BEYOND BLACK & WHITE SALES

### **Brand and/or Product Awareness**

If you're a new company, your main objective is likely is brand awareness. If you have a new product, your main objective is likely product awareness/education.

### **Maintaining Your Brand Equity**

As you grow and become an authority or a recognized figure in the space, your goals may revolve around remaining "top of mind" with increased visibility.

### **Uphold Previous Show Success**

Using data from previous years combined with your fiscal goals established by the company for the year, assign a specific fiscal goal for each conference; if sales begin to "dwindle" at a show where you've seen much higher ROI, begin to evaluate further.

