



The exhibitor success program, will be providing strategic exercises to help you address the five factors that determine the difference between exhibiting success or failure.

We strongly encourage you to not only read each of these exercises, but more importantly to do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

**CRITICAL SUCCESS FACTOR #1: DEFINE YOUR OUTCOMES**

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish and creating workable action plans to achieve your goals. We recommend that you get together with your marketing and sales management staff and work through the three-step process outlined below.

1. What are your top three reasons for exhibiting? (Example: build market visibility/awareness, maintain visibility/presence, introduce new product/service, capture leads, acquire new customers, cross/up sell existing customers, market research, branding, recruiting, media exposure, customer relationship management, find reps/dealers/distributors, other?)
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  
2. Convert each reason to a S.M.A.R.T. goal (Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing time, we will have opened five new accounts.)
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  
3. For each goal, create a written action plan detailing the specific steps you must take to achieve the goal.

Also, be sure to visit the Exhibitor Success Program web page, your one stop place to access critical knowledge tools and resources. Some of the exhibiting management tools available on that site include:

- 16 week Tradeshow Planning Tool
- Exhibiting Cost Control Tool
- Exhibiting & Financial Performance Metrics Tool

If you have any questions, please feel free to reach out to your ISSA/INTERCLEAN account executive.