

# 10 Vendor Strategies

## To Bring Exhibitors Back the Right Way

- 1 Don't just collect your exhibitor data. Analyze it. All of it.**

Evaluate exhibitor cost metrics and exhibitor success metrics – exhibitor service order data, survey data, lead data, attendee behavior data, and performance metrics from both your in-person and virtual events.
- 2 Discover areas of greatest usage and spend.**

Where are your exhibitors spending the most? Identify surcharges, penalties, and add-on fees. Look closely at what exhibitors are not buying and find out why.
- 3 Scrutinize your exhibitor kit.**

Look for “small print exclusions.” Identify archaic practices and procedures designed to generate revenue rather than ease the experience. How are you helping exhibitors to drive sales?
- 4 Stand in the shoes of your exhibitors and evaluate the performance metrics of your show.**

Compare performance metrics of individual companies and in aggregate. Compare year-over-year performance. Know how your exhibitors are evaluating their show performance across all shows. Help them to evaluate your show.
- 5 Call your exhibitors.**

Don't talk to them. Listen to them. Identify their greatest challenges and highest areas of need. Find out how their marketing needs are shifting.
- 6 Correlate the data analytics with exhibitor feedback and insights.**

Find the greatest pain points. Discover areas of greatest spend. Identify low performance metrics.
- 7 Develop solutions to achieve the greatest return.**

Work both sides of the value equation – lower costs and increase leads.
- 8 Build your RFPs to deliver exhibitor solutions.**

Be able to articulate your exhibitors' challenges and the solutions you desire. Challenge your suppliers to innovate rather than simply raise prices.
- 9 Armed with hard data, facts, and customer insights, conduct smart negotiations.**
  - Consider including services in your booth space price, but make sure that exhibitor costs are not simply being shifted from one area to another.
  - Where you can't actually reduce prices, change billing procedures and work processes to find additional savings.
  - Set your sights on improving exhibitor performance metrics – more new customers; more leads.
  - And, remember, just because a service is an exclusive of the facility, doesn't mean you can't negotiate rates or conditions on behalf of your exhibitors.
- 10 Elevate customer service.**

Don't let COVID be the excuse to provide poor customer service. Now, more than ever, deliver a highly personalized, curated experience for your exhibitors, designed to generate more leads and obtain new prospects.