



Exhibiting 101

Your Season Starts Here!

Winnipeg **GOLFEXPO** 2020 is set for March 27th & 28th at Red River Exhibition Place in Winnipeg and now is the perfect time to start formulating your plans to ensure that you can achieve success on the show floor.

Exhibiting at Winnipeg **GOLFEXPO** 2020 makes good business sense. Taking advantage of this opportunity in front of golfers weeks ahead of opening day to pre-sell rounds of golf, special packages or memberships, grow your database of qualified customers, marketing your destination or unique golf service will make a difference to your bottom line in 2020.

Why should you choose to exhibit at Winnipeg **GOLFEXPO**, which is owned and operated by NGCOA Canada? That's easy.... WE DO IT BEST!

The NGCOA Canada has been in the Golf Show business for over 25 years, providing a platform for golf courses across Canada to market their business face-to-face with thousands of golfers for a relatively small investment and a much bigger ROI on that investment. As with any other business or product, there will always be competitors vying for your business; here are just a few of the reasons to choose Winnipeg **GOLFEXPO** for your consumer marketing:

What do we do best?

- Provide well thought out floor plans that gives our exhibitors ample space to conduct business.
- Invest thousands in marketing to draw in as many visitors as possible.
- Provide access to the tools to conduct business effectively: Electricity, POS lines, WiFi, etc.
- Provide an experience to the consumer with contests, clinics, demo ranges and retailers, all types of activities that make of these shows an EVENT.
- Provide consulting to our exhibitors to enhance their presence and increase sales.
- Act in the best interest of our members, exhibitors and visitors.

What don't we do?

- Take a portion of your already slim margins
- Control what you can and cannot market
- Collect money on your behalf
- Limit your potential sales and marketing efforts
- Compete with your business

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Invest in your own business by exhibiting at Winnipeg **GOLFEXPO** and help yourselves bring more people to your business.

Now is the time to start planning and preparing for this unparalleled opportunity to ensure your success as an exhibitor on the show floor. Start by leveraging your current database by promoting the fact that you will be exhibiting. Next, keep your customers regularly engaged over the winter in preparation for the launch of your special promotions and offerings, available exclusively only at Winnipeg **GOLFEXPO 2020**.

Many exhibitors at Winnipeg **GOLFEXPO 2019** employed this and other strategies and as a result, saw returns of \$5,000 to \$10,000 over their previous year. Combine that with an opportunity to continue to build your database, meet your customers and potential new customers and generate additional revenues when those pre-paid golfers arrive at your golf course, exhibiting at Winnipeg **GOLFEXPO 2020** will be the place to be on March 27th & 28th.

Exhibiting 101 is designed to provide you some insights into how to maximize your opportunities for success along with some helpful hints to make sure you avoid some common pitfalls along the way. Successful exhibiting at a consumer golf show requires advance preparation to ensure that you have looked at all aspects of the event. By developing a plan of action, nothing is left to chance and by the time the show arrives, you will be focused on executing your plan and nothing else.

1. Prepare a budget that includes all of the costs you will incur.

To properly calculate your anticipated return on investment (ROI), you will need to know what your participation in the show will cost. Your primary costs will be booth rental, staffing and your exhibit, but don't overlook additional costs for signage, displays and promotional handouts if you are in need of upgrading your display or promotional materials.

2. Book your space and services early and save

Take full advantage of pricing incentives wherever possible by booking your exhibit space and display requirements early. Our show decorating partner, Central Display offers pre-show booking discounts for any of their display materials you may require. **REMEMBER - GOLFEXPO** exhibit space will be limited so book early to avoid disappointment!

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3. Decide what you are doing at the show.

When you are determining the look of your display, the first thing that you need to decide is what you are going to be doing at the show. Will your main focus be on retailing your products or services in the form of discounted rounds of golf for the 2019 season or selling course memberships? Will your focus be to simply promote your products and services to those attending the event? The current national trend for consumer golf shows involves pre-selling packages, rounds of golf or membership specials well in advance of your opening day.

The old adage of “Form follows Function” is true and once you determine what your goals are, it will be much easier to design your booth display to ensure that it will be fully functional and allow you to achieve your desired goals. You can never be too creative!!!

4. Read the Exhibitor Manual

Whether you think you need to or not, this is a good place to start. Winnipeg **GOLFEXPO** produces an exhibitor manual which covers all aspects of the event from exhibitor set up to tear down, hours of operation, what is included in your booth rental and more. Each year, the exhibitors guide is updated to ensure that all of the pertinent information is included to make your **GOLFEXPO** experience that much easier.

5. Pack an Emergency Tool Box

Like Boy Scouts say, “Be Prepared” is an ideal approach when preparing for exhibiting at a trade show. There is no better way to handle an unruly display or graphics that will not stay in place than by having some basic supplies at your disposal. A true trade show warrior has at one time or another experienced the need to “MacGyver” something into place using less than industry standard methods at one time or another.

Here is a recommended list of items that may come in handy:

- Tape - cellotape, masking and duct
- Scissors and/or utility knife
- Cable ties
- Glue Stick
- Extra copies of all graphics and handouts on a flash drive
- Multi bit screwdriver
- Black sharpies
- Extension cord & power bar
- Paper towel & spray cleaner

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6. Pre-Show Promotion

In the weeks and months leading up to your arrival at Winnipeg **GOLFEXPO** 2020, is it strongly recommended that you take some time and effort to develop your plan and objectives related to pre-show promotion. This includes steps such as:

- Setting your objectives for the show
- Selecting and training your staff team
- Determining your unique show marketing strategies such as database collection, show specials to be offered to consumers as well as establishing or promoting your customer loyalty program
- Identify and plan your Social Media strategies to support your identified targets

Pre-show promotion is a must with statistics showing that almost 50% of attendees visit an exhibitor because they received an invitation, promotional mailing or electronic message related to the event and value propositions they can expect to see at the event.

A couple of very simple yet very effective ways of helping you achieve your show goals include the use of:

E-mail Blasts - Connect with your database or membership list weeks ahead of the event and then again regularly leading up to the start of the event to remind them that you will be participating in **GOLFEXPO** and to stop by your booth. Don't forget to include some of the event highlights such as show specials you will be offering along with a listing of guest speakers, event highlights etc. Your messaging should be a "call to action" to help drive traffic to your booth and the event!

E-mail Signature - Place a message on your e-mail signature saying "Look for us at the Winnipeg **GOLFEXPO** Booth #xx". This will reinforce the message every time you send an e-mail so people can plan to visit your booth at the event.

7. Exhibitor Set Up day has arrived

You are at the show venue and in the process of setting up your display to prepare for the thousands of visitors over the next two days. Susan Ratliff, The Exhibit Expert has identified a couple common mistakes to avoid as you strive to set your exhibit apart from the others on the show floor. REMEMBER - Image is EVERYTHING!!!

Get rid of that candy bowl. What is the purpose of having candy at your booth if you are not selling candy or using candy to reinforce your theme or marketing message? Yes it does attract people, but more often than not they grab and go. Save the candy for Halloween.

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Is that table necessary? Rather than closing off your booth with a table, consider making the booth open and more inviting by using a free standing literature rack for your display materials rather than a table as a barrier between you and your customers. You've invested a lot into your display so give customers a chance to step inside to see what you have to offer.

If you need a table, can you invest in a custom table cover? If you require a table in your exhibit space, consider purchasing an imprinted table cover with your logo on it that coordinates with your other display elements. This simple purchase will provide a more cohesive look in your booth and give you another surface for a marketing message while enhancing your company image. As well, it comes down to the appropriate placement of that custom covered table within your exhibit space that can also make a world of difference.

8. Establish a personal connect with attendees

Anyone who has attended various trade shows knows that feeling when booth staffers are staring at you and you can easily feel intimidated by all the attention. People respond to people and the key is to engage people in your message on a personal level. Work with your team to convey your message in a few key points while keeping it simple and take the time to say thank you to each and every guest for stopping by your display.

9. Get engaged and have FUN!

Whether it is dressing in unique golf attire or the regular corporate pro shop wear, the more engaged your team is the easier it will be to engage show attendees. Consumers attend golf shows for a variety of reasons and they are ultimately looking for a fun experience. The more engaged your team is, the more fun attendees will have and the more positive the experience will be for everyone involved.

For more information regarding Winnipeg **GOLFEXPO 2020**, please contact:

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