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December 18, 2019

CTSM Candidate Portfolio



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Marketing Specialist

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**CRITERIA #1:
VITAL STATISTICS**

Bio

Many of us find things in our life coming full circle. Here is my full circle career success story.

In college I started as a Marketing Fashion Merchandising major. It was the late 1990's and Y2K was all the buzz. Information Technology employees were needed, and jobs were plentiful. I switched my major to Business Studies/Computer Information Systems: Application Specialist. I moved through the years, traveling to teach adults computer applications they needed in their job, became a system administrator for a time and then landed in a job in business development for an Information Technology company.

While I also worked to gain new clients, I developed the Program of the Month flier to promote our services and existing products. This featured a computer program or package each month and how it would benefit our clients for a month-long discount. In 2006 the economy began to slow, and many businesses started to cut back. I was laid off and began my journey to reinvent myself.

Looking back, I've been in marketing my entire career, but honestly didn't realize it until I applied for my CTSM and you asked me how long I've been in the field. I have marketed myself, the businesses I worked for, their products; it doesn't matter what my title was, or the function I was for. I AM A MARKETER! I marketed and up-sold clients while being a software trainer. As an office manager for a dental practice, I designed a new website and worked on advertising campaigns to find new patients and promote our services. As a sales manager for a new business, I met with local businesses who could refer customers to us, created a television ad and promotional flyers, too.

Eventually, I moved closer to my parents. My fiancé found a job near them, and I had an interview at Dow Kokam (now called XALT Energy), a new lithium-ion battery start-up company backed by Dow Chemical and funded by state and federal grants. I interviewed for an administrative assistant position. During the interview, I promised my potential future boss I would run circles around any assistant he'd had in the past, after all, I was an ace at computer software and organization. I got the job! My new boss asked me what my career goals were. I looked him dead in the eye and told up only up and forward. We built the plant, moved in and installed equipment, ran our first battery off the line and drove a truck powered by our battery cells. I moved up the ladder, two positions and two

and half years later, I ultimately became the executive assistant, but I didn't stop there. The company endured many hard times as start-ups do, including layoffs which meant those left behind picked up the duties of those no longer employed with us.

While I picked up many additional duties, each was a feather in my hat. I got to learn new things and experience different departments; however, only one brought me to where I am today and rounds out my full circle story. I picked up marketing duties when both marketing staff were laid off during the same week. Within a month, the Vice President of the Marketing Department left as well...and then there was me as the part-time Marketing Department with an Executive Assistant title.

Since then, I have taken our tradeshow from two a year to five and expanded each year. I have learned that I have a passion for writing and telling stories as the creator, editor and journalist of our employee newsletter. While I may not have designed clothes, I designed our company employee store, newsletters, literature, websites, trade show and job/career fair booths, logos, SWAG (stuff we all get), our guest experience, employee culture, and our brand. The list seems to be endless.

XALT Energy eventually hired a new Vice President of Marketing. On his first day I laid out everything I had done while qualified leadership was absent. I shared with him my passion for what I had accomplished and my visions of what I wanted to do in the future. He brought me on as the full-time Marketing Specialist. Now I have great leadership and support for a much brighter future for the company. We work closely with Sales, Research and Development, Engineering and Operations, but our work intertwines with all departments at one point or another.

How many people can say they love their job? I can! How many people feel passion about what they do in their career? I do! My alarm plays a song each morning by the Dirty Heads. "Every day is a vacation when you love your occupation." They are so right.

**CRITERIA #1:
VITAL STATISTICS**

**Company
Background**

How We Acquired Our Original Technology and Formed Our Company

Our story begins with Kokam Co., LTD. in South Korea. In 1998 they produced the world's first high capacity, large format, NMC (nickel, manganese cobalt) based lithium polymer batteries. By October of 2005, Kokam's technology was brought to the United States through a licensing agreement with Kokam America based in Lee's Summit, Missouri.

At the same time, The Dow Chemical Company was also looking to invest in the energy storage industry. In 2009 a joint venture was formed between Dow Chemical and Townsend Ventures creating KD Advanced Battery Group, LLC, which officially changed its name to Dow Kokam, LLC in September 2009 and subsequently acquired the assets of Kokam America.

In January of 2010, Paris based Groupe Industriel Marcel Dassault ("GIMD") contributed its French battery pack production company, Société de Véhicules Electriques ("SVE"), in exchange for a minority interest in Dow Kokam. The addition of SVE added in-house capabilities in battery pack production to our existing cell manufacturing expertise. This combination gave us the ability to provide complete battery systems and allowed us to compete for new business in multiple industries.

Construction

There was a lot of excitement on the grounds of the Midland Battery Park (MBP) in Midland, Michigan in May of 2010. We were breaking ground on our 400,000-square foot building. There were photographers and videographers, as well as Vice President Joe Biden, Governor Jennifer Granholm and Senator Debbie Stabenow along with hundreds of other people. In the first week of November 2011 we were cleared to begin the move-in phase of the production area, whereas the front offices officially opened in February 2012. The first cells were



produced at MBP were 40Ah HPs (high power) in June of 2012. Midland Battery Park was expanded 60,000 square feet with the addition of the Pack Plant in 2012.

Dow Sells Interest to MBP Investors and We Change Our Name

In November of 2013, MBP Investors, LLC (an affiliate of Townsend Ventures) acquired Dow Chemical's (as well as GIMD's) ownership interests in Dow Kokam, making MBP Investors the majority shareholder and the name was changed to XALT Energy, LLC.

Research & Development (R&D) Grows and Moves

Like the investment made by GIMD, XALT admitted Magna International of America Inc. and HHI Battery Co., LTD ("MAHY) in January of 2014 as indirect minority members. The contribution of assets gave us additional R&D capabilities, advanced technology and additional capital. In 2015 we moved our R&D equipment from the original Kokam America site in Lee's Summit, Missouri to our new facility, XALT Technology Park in Pontiac, Michigan.

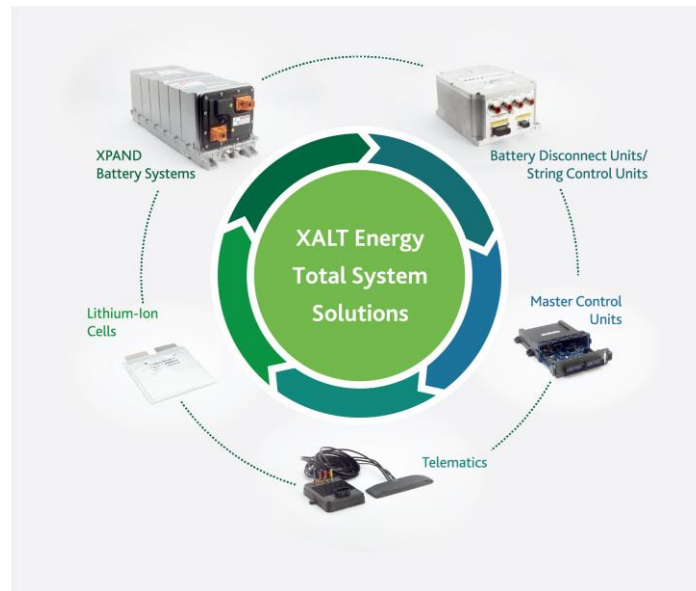
Strategic Partnership

In February 2018, Freudenberg Sealing Technologies acquired a minority stake in XALT Energy which turned into a majority shareholder change in January of 2019. XALT has benefited from this strategic partnership by integrating core Freudenberg competencies such as quality, safety and sustainability into the development of XALT's business, as well as successfully expanding XALT Energy on a global scale. It also allowed us to anchor activities more firmly in Europe, in addition to the focus on the United States. Through these activities our sales have grown rapidly as well as our need for staff. We currently employ 300 people between our two Michigan locations and our new European office at Freudenberg Sealing Technologies in Weinheim, Germany.

Products and Services

Using the brightest engineering minds in cutting-edge facilities, we help customers all over the world develop new energy storage applications and solutions based on proven lithium-ion chemistry. XALT Energy uses scalable large-format cell technology with manufacturing expertise, deep market knowledge and a wide range of strategic partners to help fuel our customers' innovations through:

- Cells
- Packs
- Complete System Solutions
- System Support
- Research and Development



XALT Energy's total system solution is completely designed and manufactured in-house from the cell, pack, rack and battery management system software. Our products are designed for the medium to heavy-duty markets including commercial trucks and buses, marine, rail and above ground specialty vehicles.

Mission: Leading the energy storage industry through innovation and building total system solutions that offer the best value proposition for our customers.

Competition

Our competitors have a broader market focus than XALT Energy. Due to this, it's difficult to calculate an accurate market percentage based upon XALT's specific market focus. The percentages below are based upon total sales. When calculating based on this method, XALT Energy holds less than 1% of market share.



37%



37%



24%



<1%

CRITERIA #2:

OVERVIEW/SHOW SCHEDULE

Introductory Remarks

Currently I support 14 events including tradeshows, Human Resources (HR) supported job/career fairs and internal company events per year. The events doubled in number from 2018 to 2019. I am expecting another 25% increase in 2020 as our budget increases and we identify additional tradeshows and other events that are important for XALT to be present.

XALT Energy selects shows that are either target application market specific or battery specific. Target application market specific shows focus on bus, marine, rail and above ground heavy duty equipment.

Our tradeshow booths are 20'x20', and sometimes larger when we are co-exhibiting with one of our parent company's other brands. We normally have 6 people staffing our booth that include Sales, Engineering and Program Management.

I have been able to improve our tradeshow program from a 10'x10' pop up backwall with rollup up banners, to each show being uniquely designed with a booth builder. Two of our shows are application specific so we target the graphics for boats or buses. The other shows are broader, so we use multiple graphics of different applications for those shows. We have two sets of display samples, one is stored in Germany for our European shows, the other is stored onsite at MBP for our shows in the United States.

**CRITERIA #2:
OVERVIEW/SHOW SCHEDULE**

Schedule

2019 Tradeshows

Show	Dates	Location	Booth Size	Sharing w/ FST	Exhibitor	Speaker	Sponsor
Battery Show Europe	May 7-9	Stuttgart, Germany	20'x20'	Y	Y	Y	N
Electric and Hybrid Marine World Expo	June 25-27	Amsterdam, Netherlands	20'x20'	N	Y	N	N
Battery Show North America	September 10-12	Novi, Michigan	20'x40'	Y	Y	N	N
American Public Transportation Assoc. (APTA)	October 13-16	New York, New York	20'x20'	N	Y=2020		Y=2019
Busworld	October 18-23	Brussels, Belgium	20'x20'	Y	Y	N	N

2019 Career and Job Fairs Supporting HR

Fair	Date	Location	Booth Size
Michigan Technical University	February 20	Houghton, MI	8' Table
Bullock Creek HS Career Search	March 8	Midland, MI	8' Table
Onsite MBP Job Fair	September 4	Midland, MI	Lobby, Office, Tour Route
Dow High School Career Search	October 25	Midland, MI	8' Table
MiCareerQuest	October 30	Saginaw, MI	20'x20'
Midland HS Career Search	November 14	Midland, MI	8' Table

2019 Internal Events Supporting Human Resources

Event	Date	Location
Employee Health Fair	May 21 & May 23	Midland, MI & Pontiac, MI
Employee Company Picnic	August 19	Midland, MI
Employee Holiday Meal	December 10	Midland, MI

CRITERIA #2:

OVERVIEW/SHOW SCHEDULE

Special Circumstances

It is important to understand XALT Energy has had two major changes within a year. Freudenberg, who is a proven 170-year-old company in manufacturing, became a minority shareholder in 2018. Then in 2019 Freudenberg became a majority shareholder. XALT Energy was previously operated by an investment group with a real estate background. Prior to the Freudenberg investment, my role was the sole marketing position for the company, and I reported to the CEO who worked for the investment group. Very limited resources were allowed for marketing efforts and the program was unable to grow because of leaderships' lack of understanding for the need of marketing and minimal financial resources.

With new direction, XALT Energy is currently undergoing many changes that conform to Freudenberg standards including branding, quality, safety and sustainability. During this process, I have redesigned our letterhead, PowerPoint templates, business cards, signage, created a co-branded logo, modified our brand standards (including colors to complement Freudenberg colors) and created a new website to closer resemble theirs with flat media standards. The new website will roll out before the end of 2019. I currently report to the Vice President of Marketing who is a Freudenberg Sealing Technologies employee assigned to work for XALT Energy.

Regarding tradeshow, I now work closely with my counterpart in Germany at Freudenberg Sealing Technologies on our booth designs with their specified booth builder, Werbebau. Three of the five tradeshow per year are now co-exhibitor booths. With the new development of Freudenberg's fuel cell, I expect them to begin to exhibit in the remaining shows as well within the next one to two years.

Lastly, the lithium-ion battery industry has a very long sales cycle. It is a huge engineering feat to outfit existing applications and make them electrified as well as to design new applications for electrification. From the time a company decides to go electric to the time the first application is produced, it could take several years. When customers are vetting out options, it often takes one to two years before we see the initial order, and several years past that before the company begins to place sizable orders. The long sales cycle makes assessment and measurement for our marketing plan challenging and visible results are significantly delayed.

CRITERIA #3:

**SHOW OF FOCUS + MEASUREABLE SHOW
OBJECTIVES**

Introduction

Introduction

The largest booth XALT purchases is for the Battery Show North America, which is held at Suburban Collection Showplace in Novi, Michigan. The booth is a 20'x40' island booth at the entrance of the show that is shared with Freudenberg Sealing Technologies and Freudenberg Performance Materials. I chose this show because it is one of the more challenging shows as it is broad in nature not only by applications and products, but attendance as well. It is customarily our busiest booth of the shows we attend. Additionally, 2019 was the first time Freudenberg and XALT co-exhibited at this show.

While this show is traditionally our lowest return on investment (ROI) for customers; however, it has the highest ROI for our purchasing, engineering and research and development departments as many of our suppliers attend and exhibit at this show. Our staff learn of new resources and advancements in materials, equipment and services.

Demographics

The Battery Show North America is attended by 8,500 attendees and has over 650 exhibitors. It is attended by executives, scientists, engineers, innovators and thought leaders from automotive, consumer, medical and stationary applications. Exhibitors represent the full supply chain from raw materials to recycling.

60% of attendees are local (Michigan, Ohio, Illinois and Indiana)

82% of attendees are buyers with purchasing power

66% of attendees are project-driven buyers with a 12-month timeline or less

47% of attendees are high-level prospects

Target Audience

In **Session 20119: Selecting the Right Shows**, I learned despite the attractive numbers above, only about 0.5% of the attendees are focused on a project within our target markets: Medium-heavy duty truck, bus, marine, rail, and above ground specialty equipment.

CRITERIA #3:

**SHOW OF FOCUS + MEASUREABLE SHOW
OBJECTIVES**

Details

XALT Energy's main strategy is to gain more market share in our target markets and have attendees understand we not only supply battery cells and packs, but a complete solution that is developed in-house. A product launch was held at The Battery Show for the newly designed flat pack and an earlier released rack system was also on display at the event for the first time. Additionally, the goal of this show and co-exhibiting with Freudenberg was to demonstrate our relationship and use their 170 years of business as leverage and confidence in XALT Energy's stability and longevity.

How to Measure the Value of Trade Show Participation Session 10819 Essential Learning Component #10 and Session 10919 Essential Learning Component #1, helped me to identify our objectives, strategy and goals of the show below:

Objective	Tactic	Assessment Method	Measurable Goals
Business Development			
Customer Growth	In-booth digital literature emailing and distribution of printed literature	Track emails in sent items of iPad and number of printed materials distributed	Send 50 emails and distribute 150 copies of literature
Prospects	In-booth lead capture scanning application	Report produced from application post event	Scan 40 qualified leads
Business Partners	In-booth meetings with suppliers and dinner meetings with most critical suppliers	Schedule of purchasing agents at show	Hold 36 supplier meetings during show and 2 dinner meetings
Marketing Communications			
Social Media	Post to LinkedIn account prior to and during event	Track organic impressions	Receive 3,000 organic impressions on each post
Product Launch	Include in LinkedIn post	Track organic impressions	Receive 3,000 organic impressions on post

Three months prior, I met bi-weekly through Skype with my counterpart in Germany in preparation for the show. Also, on the call were the marketing leads for Freudenberg Sealing Technologies and Freudenberg Performance Materials

that would head up their area of the booth. During the calls we discussed hotel and staff registration, booth design and graphics, product presentation, videos and other content delivery methods, SWAG and dress code.

To prepare the staff for their duties in the booth, a PowerPoint presentation was also created and emailed to each booth staffer. The presentation included all of the information on the conference/expo, booth information, a first look at the booth design, detailed list of display items, literature, lead retrieval, how to get their badge, dress code, booth staff schedule, information on breaks including lunch, what we were giving away in the booth, unique selling points, how to handle difficult conversations, basic do's and don'ts and an excerpt from Exhibitor Magazines Seven Deadly Sins of Booth Staffers by Ben Barclay. See Appendix A on page 45 for a copy of the presentation.

CRITERIA #4:

MANAGEMENT OF EXHIBIT DESIGN/PRODUCTION

Strategy

Freudenberg has preferred vendors for their tradeshow and contract with Werbebau in Germany. There was no RFP or selection process with this show. Because of this relationship between us, Freudenberg and their vendor, Werbebau, XALT Energy is not billed for Werbebau services. Freudenberg also has not charged XALT for their services. Therefore, there are no invoices shown below for the booth design services.

Booth Builder/Rental Properties

Fabric backlit panel walls/framing
70" Smart TV
Lit display tables w/storage
Monitor w/wi-fi for Telematics
Reception counter w/storage
Carpet and padding
Two conference tables and 4 stools
Mini Fridge and Keurig in closet
Shelving in closet

XALT Properties

Telematics System
Two rack display units
Two cutaway cell displays
Pack cutaway display
Battery Disconnect Unit
Master Control Unit
Three flat pack displays

XALT Energy had two focal points for the Battery Show North America. The first was that we are now a brand of Freudenberg who has become the majority shareholder of XALT. The Freudenberg logo appeared under the XALT logo on the 13' partial back wall which houses a closet, the end cap of that wall and on the front facing display table. The booth space was designed with a pass-through meeting space between the XALT booth and the Freudenberg booth. The closet was shared by both exhibitors.

The second focal point was that we offer a total system solution. Many of our competitors only offer partial solutions and need third parties to complete the system. XALT offers a total system solution and we have a 'no excuses' philosophy. We are ultimately responsible for the entire system and have transparent communication between the teams that develop each of the products with full access to the data. This allowed us to create a system with top level performance and easy integration into a customer's application. To drive our 'Total System Solution' message home, we created a graphic depicting all our products and how they work together to create the complete solution.

Since this trade show was broad in nature for our applications, we used an image of one of our customer's electric city buses and another customer's hybrid ferry to show our diversity in the medium-heavy duty markets. One image was outward facing the aisleway and the other was used on the pass-through meeting space wall.

During our previous tradeshow I discussed with the exhibit house that I felt our panels lacked something that made them stand out, and they should have been backlit. For the Battery Show North America we added back lit panels on the L-shaped wall that separated the XALT Energy booth from the meeting space between the booths. We also added lights to the display tables. Due to the closet being shared, we also obtained storage in the display tables to hold additional literature and SWAG.

On display tables we included our total solution; cells, packs, battery disconnect unit, master control unit and telematics with monitor to display pack status and location. We also had our newly released flat packs on display in the 1up, 2up and 3up models. The front corners of the booth were anchored with our newly redesigned rack system in a 5x2 layout and step layout to show its diversity.

A 70" SMART TV was added to the partial back wall/closet and looped videos of our plant tour, how our packs are cooled, and a slide with open employment positions at XALT Energy. Due to the number of engineers that attend this event, and the show being local for us, we felt this was also a great opportunity for recruitment for our open positions.



XALT booth view from front entrance/main aisle



XALT booth view from front entrance opposite aisle



Freudenberg booth view facing front entrance from main aisle

CRITERIA #4:

MANAGEMENT OF EXHIBIT DESIGN/PRODUCTION

Budget Plan

Prior to the Freudenberg investment, XALT was reusing existing properties for our booth. When Freudenberg came on board, we agreed that our trade show presence needed to be escalated; however, XALT did not have any room for additional expenses in the budget for trade shows. It was agreed that XALT would pay for the booth space, staff expenses and any freight of materials sent from XALT's warehouse to the show and back. Freudenberg would pay for the booth design. I confirmed with the Vice President of Marketing as well as our Accounts Payable Department that there is no paper trail to reference for these costs paid by Freudenberg.

Below is the budget plan for the costs paid by XALT.

Category	Budget	Actual	Variance
Booth Space	\$15,600	\$15,600	\$0
Freight	\$2,800	\$1,000	\$1,800
Parking Passes	\$100	\$84	\$16
Lunch Passes	\$800	\$775	\$25
Staff Polo Shirts	\$550	\$529	\$21
Total Amount Under Budget			\$1862

CRITERIA #5:

**MANAGEMENT OF INTEGRATED MARKETING
COMMUNICATIONS (IMC)**

Results and Recommendations

Session 31519: Integrated Marketing Communications discussed setting measurable benchmarks for our events. Now that I have a year to compare to, I can improve my goal accuracy for next year on items I missed the mark on. In **Sessions 20419: Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success** and **417: Do Your Own Staff Training** I learned the value and importance of staff training before each show. No matter how long the person has been an employee, or how many tradeshow they have attended, training is essential. Creating a presentation that is emailed to them to refer to at their convenience has taken multiple emails, questions and occasional confusion and bad habits down to one message with clear instructions, information and expectations.

Commun. Method	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Future
Exhibitor Directory (shown on page 32-34)	Free with booth registration, one of the earliest resources available, allows attendees to determine what booths to visit	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Not assigned due to no prior data, will measure going forward based on 2019 results	Exhibitor Portal data	222 views 38 clicks 20 leads	<ul style="list-style-type: none"> Continue to participate and make the best use of the free features we're given with the paid booth space
Email Banner (shown on page 34)	Cost-effective method to reach current audience	Current contacts	Did not measure	Unable to assess, show doesn't provide landing page for exhibitors' invitees and count them	Did not measure	<ul style="list-style-type: none"> Continue to generate email banner to include in staff signature lines promoting our presence at shows
E-Blast (shown on page 35)	Cost-effective method to reach current audience	Current contacts in Mailchimp list	Average open rate of 19.82% and click rate of 2.18% as reported for Mfg by Mailchimp	Campaign Results in Mailchimp	33.5% Opens 3.5% Clicks	<ul style="list-style-type: none"> Continue to send e-blast through Mailchimp Next time I will include more specific information on new innovations and links to product literature

Commun. Method	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Future
LinkedIn Post #1	Announcement of attendance prior to start of show, cost-effective method to reach current audience	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Reach 3,000 organic impressions	View number of organic impressions of post	2,264 organic impressions	<ul style="list-style-type: none"> • Continue to post, include more hashtags and links to website material • Would also like to test our new Facebook page with material to see if it gains attention
Staff Training (See Appendix A, pg 45)	Providing detailed information and expectations will provide better results	Booth Staff	The staff will have all the information they need to be successful, understand goals and expectations	Observe staff while on floor	Staff was prepared and followed rules including making references to training	<ul style="list-style-type: none"> • A future requirement for all shows and events, continue to listen to questions that are presented and make sure answers are included
Printed Product Literature	Takeaway information to have available post-show	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Print consistent known quantities of each literature	Print 150 copies of each and count literature returned from show	Distributed all pack literature and half of other literature	<ul style="list-style-type: none"> • Continue to print low volume copies of literature and focus on emailing which gives us return information
Display plant tour video, cooling video and job openings slide on TV	Display highly automated facility and process of how our packs are liquid cooled vs. air cooled that our competition uses, as well as draw attention to job openings while exhibiting to potential employees	Attendees in the bus, rail, marine and medium-heavy duty truck markets as well as engineers with battery experience	Did not measure videos; collect 8 qualified candidate resumes for open positions	Unable to assess videos, count resumes collected during the show for open positions	Did not measure videos; however, we collected 12 resumes for open positions	<ul style="list-style-type: none"> • Continue to show videos, draws people into the booth and sparks questions and conversation • Need to speed up videos, they are too long • If we have open positions during this show for engineers, we will continue to promote

Commun. Method	Rationale	Target Audience	Measurable Goal	Assessment Method	Results	Recommendation for Future
3 Lightbox Graphics (shown in graphics on pages 24-25)	High visibility easily to understand we offer total system solutions to medium-heavy duty truck markets	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Did not measure	Did not measure	Did not measure	<ul style="list-style-type: none"> • Continue to use light box graphic for panel walls • Made booth brightly lit and 'pop' to audience • Drew attention from attendees, other booths/vendors
LinkedIn Post #2	Announcement of start of show	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Reach 3,000 organic impressions	View number of organic impressions of post	2,826 organic impressions	<ul style="list-style-type: none"> • Continue to post, include more hashtags and links to website material • Would also like to test our new Facebook page with material to see if it gains attention
Lead Collection	Collection of leads for those requesting literature emailed to them as well as from badges scanned	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Generate 40 qualified leads through app and 50 leads through digital literature via email	Reports generated from lead collection app and emails in sent items on iPad	54 leads from app 86 emails sent with literature	<ul style="list-style-type: none"> • We can do a lot better with completing lead collection • We still came back with a lot of business cards and no further data to follow up with • Need advanced training and justification to team
LinkedIn Post #3	Reminder of show prior to end of show	Attendees in the bus, rail, marine and medium-heavy duty truck markets	Reach 2,000 organic impressions	View number of organic impressions of post	1,614 organic impressions	<ul style="list-style-type: none"> • Continue to post, include more hashtags and links to website material • Would also like to test our new Facebook page with material to see if it gains attention



XALT Energy LLC

[+ Add To My Show Planner](#)

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BOOTHS

- [The Battery Show 2019](#) [Booth - 2101](#)

ABOUT XALT ENERGY LLC

XALT Energy is an innovator in energy storage technologies, offering solutions from long life cycle cells to complete DNV-GL type approved packs, battery management systems and racking. Stop by our booth to hear the latest about our next generation cells, packs, improved racks and our new telematics system - the XALT Battery Viewer (XBV). Freudenberg Sealing Technologies (FST) became a majority interest holder of XALT Energy in January of 2019.

PRODUCT CATEGORIES

- [Battery Management Systems](#)
- [Renewable Energy Systems](#)

WHITE PAPERS

- [43 Ah SHP](#)
- [XPAND XMP 76P](#)
- [XPAND XMP111E](#)
- [XMOD 111E](#)
- [Battery Management System](#)
- [Battery Controls](#)
- [XALT Battery Viewer \(Telematics\)](#)
- [XRS-2 XALT Battery Rack](#)

Exhibitor Directory

XALT ENERGY LLC GALLERY



Telematics



XRS-2 Rack



XBV - XALT Battery Viewer



Maximizing up-time and performance of your electrified vehicle requires a new approach to system monitoring. The XALT Battery Viewer (XBV) telematics system consists of a control unit and an all-in-one antenna that allows you to access data that has been consolidated for easy viewing from virtually any electronic device that can be connected to a web-based portal. Save time and money over previous, more manually intensive monitoring methods and tools with the XBV.

[Exhibitor Directory](#)

XALT ENERGY LLC GALLERY



Telematics



XRS-2 Rack



XRS-2 New XALT Battery Rack



The XRS-2 is a highly-configurable rack system designed to contain XALT XPAND battery system components for marine and grid applications. The rack has been validated to pass the aggressive DNV-GL vibration specifications and resist the harshest corrosive environments, all while minimizing size and weight.

The XRS-2's design is highly-configurable so it can fit your unique application with no redesign work; this reduces lead time and cost to the end-user. This is accomplished through the use of the Battery Box, which contains a single battery system component, and can be easily connected vertically and horizontally to create a rack that perfectly fits the application. The XRS-2 can be built up to seven (7) Battery Boxes high (2.3m) and have as many columns as desired.

The XRS-2 is delivered to the end-user as a kit for on-site assembly. All interfaces to the sub-packs are in the front (electrical connectors, coolant ports, and mounting fasteners), eliminating the need for access to the back of the rack. In addition, XALT is committed to maintaining the current footprint and interface for all existing and future XPAND XMP sub-packs. This means that as the industry advances, the sub-packs could be easily upgraded without changing the rack.

The XRS-2 is designed with integrated off-gas ventilation ducting. The ducting forms a seal around each sub-pack's overpressure vents to ensure all gases are safely removed from the vessel in the unlikely case of a thermal event. Where battery spaces have been designed to do so, ducting could be eliminated to further reduce the XRS-2 footprint. In addition, the XRS-2 includes all stainless steel integrated liquid cooling distribution to provide coolant to each subpack.

Exhibitor Directory



The Battery Show NA
September 10-12, Novi, MI, USA
booth #2101 and #2105

[Learn More](#)

THE BATTERY SHOW
NORTH AMERICA

Email Banner



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2019 | THE BATTERY SHOW NORTH AMERICA
SEPTEMBER 10-12, BOOTH #2101 AND #2105, NOVI, MI, USA

Dear Mrs./Mr. Forename Surname,

Each year, engineers, innovators, and thought leaders converge in Novi, Michigan, for a conference and expo focused on keeping up with the fast-moving advanced battery and automotive industries.

Discover our innovations, learn more about our products and services and get to know our passion for quality. As a leading technology specialist, XALT Energy will present its new developed flat packs and latest [battery developments](#).

Make your plans now to attend this exciting event and reserve time to meet us at booth 2101.

We look forward meeting you at The Battery Show 2019!

With kind regards,
Elaine Arnold

VENUE AND EXHIBIT HOURS

Suburban Collection Showplace Novi, MI, USA

Tuesday September 10 - 9:30 a.m. – 4:30 p.m.
Wednesday September 11 - 9:30 a.m. – 4:30 p.m.
Thursday September 12 - 9:30 a.m. – 3:00 p.m.



FREUDENBERG SEALING TECHNOLOGIES

[Freudenberg Sealing Technologies](#), majority stakeholder of XALT Energy, is a longstanding technology expert and market leader for sophisticated and novel applications in sealing technology and electric mobility solutions worldwide.



Responsible for the contents of the newsletter:

Elaine Arnold
Marketing Specialist



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E-blast

CRITERIA #6:

MANAGEMENT OF RESULTS REPORTING

Results and Recommendations

Session 40219 Basic Project Management and Reporting Skills helped me to identify objectives, measure them and report the results. Below are the results from the objectives identified in Show of Focus and Measurable Show Objectives:

Objective	Tactic	Assessment Method	Measurable Goals	Results	Recommendation
Business Dev.					
Customer Growth	In-booth digital literature emailing and distribution of printed literature	Track emails in sent items of iPad and number of printed materials distributed	Send 50 emails and distribute 150 copies of literature	86 emails sent with literature and distributed all pack literature and half of the other literature	<ul style="list-style-type: none"> Continue to print low volume copies of literature and focus on emailing which gives us return information we can track
Prospects	In-booth lead capture scanning app	Report produced from app post event	Scan 40 qualified leads	54 leads from app	<ul style="list-style-type: none"> We can do a lot better with completing lead collection We still came back with a lot of business cards and no further data to follow up with Need advanced training and justification to team
Business Partners	In-booth meetings with suppliers and dinner meetings with most critical suppliers	Schedule of purchasing agents at show	Hold 50 supplier meetings during show and 2 dinner meetings	Held 58 supplier meetings during the show with 2 dinner meetings	<ul style="list-style-type: none"> Continue this very valuable piece of this show Added 1 more purchasing staff member this year, utilize him further in the future
Marketing Comm.					
Social Media	Post to LinkedIn account prior to and during event	Track organic impressions	Receive 3,000 organic impressions on each post	Averaged 2,235 organic impressions on 3 posts	<ul style="list-style-type: none"> Continue to post, include more hashtags and links to website material Would also like to test our new Facebook page with material to see if it gains attention
Product Launch	Include in LinkedIn post	Track organic impressions	Receive 3,000 organic impressions on post	Averaged 2,235 organic impressions on 3 posts	<ul style="list-style-type: none"> Continue to post, include more hashtags and links to website material Would also like to test our new Facebook page with material to see if it gains attention

As a reminder, the lithium-ion battery industry has a very long sales cycle. From the time a company decides to go electric to the time the first application is produced, it could take several years. When customers are vetting out options, it often takes one to two years before we see the initial order, and several years past that before the company begins to place sizable orders. It will take much longer than the two months it has been since this show before we understand the results. Our initial results were presented by our Vice President of Marketing to the company leadership team in October. Based on skills I learned from **Session 105 Using Surveys to Measure Your Performance in Trade Show and Events**, I sent a survey to our booth staffers.

Survey Question	Results
What worked well for you in the booth?	100% positive feedback on the design, layout and lighting
What didn't work well for you in the booth?	No one provided feedback
What changes would you like to see in the booth design for this show next year?	44% suggested an aerial banner above the booth
What things do you request we do not change in the future?	100% positive feedback keep what we've implemented and continue to improve on the booth as budget allows
What can I do to improve your experience at the next show?	11% responded with a request for additional Keurig options.

The feedback I received was overwhelming that they loved the booth design, back lit backwalls and table lighting. The layout was easy to move attendees through to show them our total system solution. The team really liked the layout with Freudenberg behind us and how we could move from our booth to their booth through the meeting area. The closet with a Keurig and refrigerator with water was also much appreciated. The team also appreciated the detailed booth staff training presentation, and made many references to the content, and that it resulted in a well-trained, informed team that was ready to go before the doors opened to the exhibit.

The team would like to have an aerial banner above the booth since the hall is so large. Despite being in the front and our 13' build height, it would be much easier to identify our booth if we had the banner when you're in other parts of the hall.

**CRITERIA #7:
CONCLUSION**

Final Assessments

Final Assessment of Tradeshow Improvements

XALT Energy's overall trade show program has undergone significant changes since I took over the management of it. Being able to go from two shows a year with a popup backwall to six shows with co-exhibitors and booth builders is very exciting. I look forward to being able to implement additional features as time goes on and the budget allows. I feel confident that if we're able to cover the additional costs that they will more than pay for themselves.

In the future I will improve communication with our e-blast and social media posts by including more links that can be tracked and hash tags that will drive more traffic to the posts. I would like to also implement a tablet-based interaction with our customers that would take them on a fun journey to help us identify if they are not a good fit, a potential good fit, or a good fit to become a customer. Our staff spend a lot of time speaking with attendees at shows to find this information, and it's often not captured electronically and forgotten by the time they return from the show.

Final Assessment of Novi Battery Show

Our presence at the Battery Show North America was a success and we had the best results that we've had at this trade show so far. The booth design and layout were a success with our sharing meeting/pass through space with Freudenberg behind us. The new staff training was very valuable to all parties.

We should continue to put a focus on our purchasing efforts at this show as well as recruiting when necessary. Being able to meet face-to-face with vendors has proven to be very rewarding. Having additional purchasing staff this year allowed us to reach further than previous years. The recruitment for open positions was a new piece this year, and it was much more successful than we expected. Adding the improvements to this show from our overall tradeshow enhancements will continue to move the Battery Show event in a positive direction for us.

Final Assessment of Exhibitor Experience

My yearlong CTSM adventure has been an amazing ride. I was so excited to attend ExhibitorLive for the first time; however, I had no idea what a stimulating and valuable experience it would be. By Monday night I already couldn't wait to get back to the office to share what I had learned, and there were still two more

days of the Expo and three more days of training left. I returned to the office with so many new ideas. I spent several weeks working to implement the ideas and working with vendors from the expo to get quotes.

While I am still working with several booth builders on quotes and ideas from ExhibitorLive, I was able to fully execute getting a small popup backwall for our Human Resources Department to use for their job and career fair events. They are very happy with the results and have pride in having a set up that is their own.

Since ExhibitorLive, I continued to FastTrak at Providence and Denver gaining more knowledge and ideas. While I learned so much in the sessions, my favorite classes were **Session 30719 Creative Thinking to Reinvigorate Your Program by Tom Frisby** and **Session 32219 No Exhibit is an Island-Building a Bridge to Success by Kim Burkus and Felicia Kaban**. Both of those courses made me excited to be in this field and do what I do. The speakers were stimulating and engaging. From Tom's presentation, I will always remember, 'It's not what you say, but how you say it'. That piece was very impactful to me. Kim and Felicia were extremely empowering in their messages and Felicia's humor was spot on, keeping your attention and making all their points 'fun' and memorable.

I also really enjoyed **Session 417: Do Your Own Staff Training**. That session helped improve my communication with the booth team, prepare them and teach them better habits and what is expected of them. The part of The Battery Show I was most proud of was the result from the training that I developed, delivered and our staff followed through with.

A bonus to this experience is that I developed what I hope to be lifelong friends in the trade show community. In the registration line at ExhibitorLive I met my first friend by using my sense of humor during a frustrating moment. Her and I spent the entire conference together, making my first experience there phenomenal. It was great to have a 'buddy' at meals, during breaks and to walk through the exhibits with. When signing up for a study group for the exam I was nervous because I didn't have much time to dedicate to a group. I realized I wasn't alone, no one else in the group did either, but I had a great group of ladies to spend the week with studying, having meals and sitting in classes. We've followed up with each other on the exam scores, our portfolio and vendors we use for our tradeshow. Several of us are looking forward to seeing each other again in March at ExhibitorLive.

Thank you for such a wonderful first year experience. I look forward to continuing to attend ExhibitorLive for years to come!

**CRITERIA #7:
CONCLUSION**

References

Session	Title	Page
20119	Selecting the Right Shows	17
10819	How to Measure the Value of Trade Show Participation, Part I	19
10919	How to Measure the Value of Trade Show Participation: Part II	19
31519	Integrated Marketing Communications	29
20419	Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success	29
417	Do Your Own Staff Training	29, 41
40219	Basic Project Management and Reporting Skills	37
105	Using Surveys to Measure Your Performance in Trade Show and Events	38
30719	Creative Thinking to Reinvigorate Your Program	41
32219	No Exhibit is an Island-Building a Bridge to Success	41

APPENDIX A

**Booth Staff
Training**



Battery Show North America Suburban Collection Show Place Novi, MI

September 10-12, 2019



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Conference Information

- September 10-12, 2019
 - [Suburban Showplace Collection](#)
46100 Grand River Ave. Novi, MI, 48374 USA
Halls A-B-C
 - Schedule
 - Monday, September 9, 2019 5:00pm – 7:00pm
 - VIP Welcome Reception, Sponsored by MEDC
 - Fireside Lounge, Hyatt Place Courtyard
 - Come meet fellow VIPs for an exclusive reception featuring Michigan-made beers and appetizers. Sponsored by Michigan Economic Development Corporation, connect with speakers, exhibitors, and conference attendees before the show kicks off.
 - Tuesday, September 10, 2019
 - Arrive between 8:30am – 9:00am
 - Expo 9:30am – 4:30pm
 - Drink reception in exhibit hall booth 2639 and 1111 4:30pm – 6:00pm
 - Wednesday, September 11, 2019
 - Arrive between 8:30am – 9:00am
 - Expo 9:30am – 4:30pm
 - Drink reception in exhibit hall booth 2701 and 901 4:30pm – 6:00pm
 - Thursday, September 12, 2019
 - Arrive between 8:30am – 9:00am
 - Expo 9:30am – 3:00pm
 - 3:30pm tear down begins



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Booth Setup

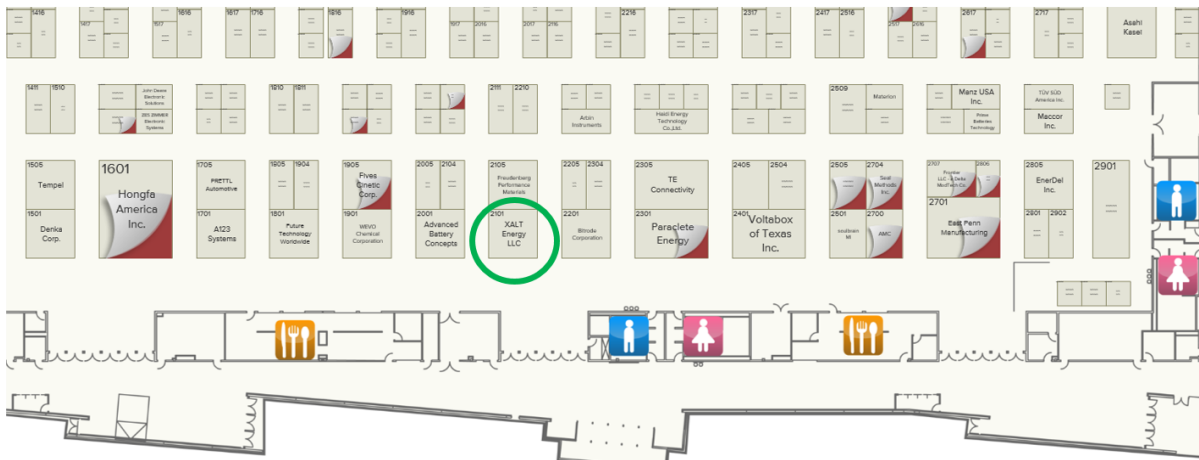
- Setup will be completed Monday, September 9
- Contact booth builder Werbebau: Thomas Costantin +49 170 3163128



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3

Show Layout (Partial to show in detail booth surrounding area)



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4

Booth Design



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5

Booth Design



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Display Items

- 70" TV looping videos
 - We Are XALT Energy – Lobby Video
 - Freudenberg Partnership Video
 - MBP Plant Tour
 - Pack Cooling
- XRS-2 (2x5 and step design)
- XMP Cutaway and XMOD
- BDU, MCU, VTB
- 2 Cell Cutaway Displays
- Telematics XBV System
- XLP 1-UP, 2-UP, 3-UP



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Literature

- XMP76P
 - XMP111E
 - XMOD111E
 - XPAND Battery Controls
 - XAPND BMS
 - XRS-2
 - Telematics
- A limited amount of literature was printed, please recommend emailing the literature from the iPad. Additional literature is available on the iPad that was not printed.



8

Badge Scanner and Visit Reports

- The iPad will have an app to scan badges this year. It will collect all badge information and allow you to type in comments regarding the visit.
- We also still have the paper visit report sheet available for viable lead/discussion
- Important tool
 - to follow up after the fair
 - to measure the success of the participation
 - visit reports can be transferred to CRM after the show to create activities
- Activities will be followed-up by sales
- Responsible contacts for visit reports will be the sales team



9

Badges

- Everyone supporting the booth has been registered for a badge as an exhibitor
- You should have received an email from “registration@ukimediaevents.com” on 5/7/19.
 - It may have gone to your junk mail.
 - Please make sure you print this email and bring it with you to receive your exhibitor badge.



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Dress Code

- XALT Treetop Green Polo
 - FNST and FPM will be wearing white, navy and royal shirts – do not wear those colors so we can be distinguished from them in our adjoining booth
- Black pants
 - Alternate tan/khaki pants
- Black shoes
 - Alternate brown shoes
- Jackets are acceptable, please make sure to wear your XALT Energy pin on your jacket. If you need one, please let Elaine know.



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Booth Staff Schedule

Tuesday, 9/10	9:00am – 4:30pm *4:30pm – 6:00pm Drink Reception
Amanda	
Matt	
Mark	
Elaine	
Wendell	
Martin	
Jason	
Erin	

Wednesday, 9/11	9:00am – 4:30pm *4:30pm – 6:00pm Drink Reception
Amanda	
Matt	
Mark	
Elaine	
Wendell	
Martin	
Jason	
Erin	
Joe	

Thursday, 9/12	9:00am – 4:30pm
Amanda	
Matt	
Joe	
Elaine	
Wendell	
Erin	



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What's Most Important to You

- Lunch tickets have been purchased for the booth staff
- See Elaine for your lunch ticket each day you are staffing the booth
- Please rotate on breaks for lunch
- Water and coffee will be available at the booth for the team



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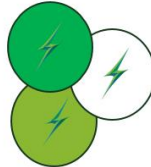
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SWAG

Bags



M&M Blister Packs



Bottle Openers



Light Up Pens



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Unique Selling Points (USPs)

- **Benefit of XALT and Freudenberg Partnership**
 - XALT benefits from Freudenberg's global presence and financial power as well as their strong contacts within the market
 - Freudenberg can help XALT with the rapid expansion of its business and supply chain



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Unique Selling Points (USPs)

- **Why XALT is Unique in the Battery Business?**
 - XALT products have extraordinary performance characteristics including energy density numbers that achieve best in class performance (or at market-leading levels) while delivering long cycle life and full-cycle stability
 - XALT's vertical integration is deeper than any other competitor
 - Zero Excuses
 - Fully optimized solution
 - XALT as a single source provides everything from the components individual battery cells to the total battery system solution
 - XALT's portfolio also includes electronics, software and aftersales services such as installation, training and maintenance
 - Solution offers multi-application metro authorities to use the same products in bus and rail. (NYC, Chicago, Washington)
 - Proactive instead of reactive service
 - Telematics
 - Upfront commissioning
 - Easy to integrate, plug and play
 - Core building blocks
 - Adaptability and flexibility for different customers
 - We focus on specific products, energy and power cells



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Unique Selling Points (USPs)

- **Cells**

- Robust products designed with heavy to medium duty applications such as Marine, Truck, Bus, Rail and Mining in mind
- Truck, marine, bus and rail industries complement each other

- **Packs**

- Allow higher charging rates at lower state of charge
- Direct liquid cooling on face of cells
 - Allows us to achieve 10-12 years of cycle life
 - Allows even cooling and degradation
- Variable bulkhead enables customized packs using a standard 'core'
- Robust housing designed and tested for heavy-duty markets



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Unique Selling Points (USPs)

- **BMS**

- Electronics designed for 120,000 operating hours with high reliability rate
- MCU
 - Designed for large energy, multi-string applications
- In-house cell modeling capability allows us to create sophisticated BMS

- **Telematics**

- Allows customer to properly diagnose issues
- Reduces travel costs to debug integration issues
- Alerts customer if battery is being operated to a level that will shorten its life
- Packs have been in the heavy-duty market since 2011 in the bus industry



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Two Difficult Conversions

- XMOD
 - If visitors express serious interest in the XMOD, please make them understand that the sale of the XMOD is only pending XALT Energy's approval of their enclosure.
- Exit Strategy for Suppliers and Customers that are Not a Good Fit for XALT Energy
 - Be mindful of time spent with these tradeshow time suckers
 - Try to end the conversation as quickly, politely, and respectfully as possible so we can move onto other attendees that might be better opportunities
 - Explain short XYZ reason they/we are not a good fit and thank them for their time
 - Take their card/scan their badge and let them know if we're interested someone will follow up with them, and note in the comments why they may not be a good fit.



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Basic

- Basic Don'ts
 - We do not talk in detail about other customers, revenues and margins
 - We do not talk negatively about our company, partners or our competitors
 - We give a positive impression in every conversation and talk about what we can and not about what we possibly cannot or have not yet
- Basic Information
 - Hands are not in pockets and we don't sit comfortably on bar stools
 - Calls are made just outside the stand
 - The stand is always occupied and we actively talk to visitors
 - Be friendly and show interest
 - Like to explain things to the customer again if necessary



20

Comic Relief on Bad Booth Staffer Habits

Following is an excerpt from The Seven Deadly Sins of Booth Staffers by Ben Barclay
Printed in Exhibitor Magazine
To read the full article, click [here](#).

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The Seven Deadly Sins of Booth Staffers by Ben Barclay Printed in Exhibitor Magazine

It may take a year or more to develop a heavenly trade show program and booth design that is set to skyrocket your company's bottom line, but it only takes a matter of seconds for badly behaved staffers to send it all straight to hell.



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

Printed in Exhibitor Magazine

● SIN 1. Wagging Tongues

- Indiscreet staffers can steer their companies' exhibiting programs directly into the proverbial iceberg. Imagine stepping into a hotel elevator on your way to the exhibit hall. Seemingly oblivious to your presence, a couple of staffers decked out in company polos continue their conversation in which they badmouth their boss, their company, and the show. When the elevator arrives in the lobby, they continue their detrimental dialogue as they pass more people heading to the event, leaving in their wake a fleet of innocent eavesdroppers who will surely give that company's exhibit a wide berth when they hit the show floor.
- **Saintly Solution:** There's no way to unring a bell, and there's no way for strangers to unhear vile, crude, and embarrassing commentary. Grubbs suggests using pre-show staff trainings back at the home office to make sure that anyone attending a show understands that mum's the word from the time they leave home until they are sleeping in their own beds again. Staffers should assume that every person they encounter on their trip is a possible lead, a direct competitor, or an industry VIP that has the potential to trigger unwanted and unwarranted waves. "My rule of thumb," Grubbs says, "is that unless you know the birthday of every person on the elevator, keep your lips sealed."



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

Printed in Exhibitor Magazine

● SIN 2. Circling the Wagons

- Face-to-face marketing is kind of hard when staffers have their backs turned to booth visitors. Susan Brauer, head of Minneapolis-based Brauer Consulting Group, said she once walked through an exhibit for a client and noticed all the staff huddled in conversation at the information desk. While the majority of attendees would have simply left, she crashed the soiree and notified them she was interested in obtaining more information. A lone staffer reluctantly tore himself from the conversation long enough to scan her badge and provide some perfunctory answers. "I just walked a few booths down the aisle and found another company that offered similar services. The staff took the time to engage me in a good conversation about my needs and offered troves of information with specific solutions," Brauer says. "Which one do you think got my business?"
- **Saintly Solution:** Inevitably, trade shows are a bit of a reunion in that they provide company employees, many of whom are from branches scattered across the country (or the world), a chance to reconnect and cross-pollinate ideas and strategies. But this shouldn't happen during show hours when there's fresh fruit to pick. "Exhibit managers can help their staff avoid this sin by having an early pre-show meeting to allow staff to catch up," Brauer says. "But then ensure staffers know their roles during show hours and that there's never a role that involves huddling up."



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

Printed in Exhibitor Magazine

● SIN 3. "Celling" Out

- You'd think that cellphones have been around long enough that we've all learned the proper etiquette. However, just about every meeting, wedding, and funeral reveals how badly people behave when their mobile devices are at hand. From sneak peeks at notifications to ringtones fit for a college dance club blaring at the most inopportune times, smartphone faux pas are ubiquitous, and the trade show floor is no exception.
- **Saintly Solution:** It's not that smartphones have absolutely no place on the show floor, according to Siskind. "If used properly, electronics are a wonderful way to immediately access important information asked for by a visitor," he says. In other words, if a quick check of the company's website is necessary to secure some needed information to keep the engagement moving forward, then by all means check away. "However, it's imperative that each booth staffer understands that's where it stops," Siskind says. For the most part, our experts agree that cellphones should be out of sight and out of mind during the show.



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

Printed in Exhibitor Magazine

● SIN 4. Working Undertime

- At the Print show in Chicago, a pair of staffers for a well-known printing company felt like their jobs were done about an hour before the close of the show, so they plopped down on some stools at the welcome desk and engaged in slouched conversation. An attendee in the publishing business briskly walked up and asked for a manager by name. With no hint of wrongdoing, one rep informed the visitor that he didn't know where the manager was and resumed his conversation. It was obvious that both staffers had mentally checked out and were unwilling to be of any use. So the attendee simply pivoted, left the booth, and likely took his business to a nearby competitor.
- **Saintly Solution:** "If you consider the total cost of exhibiting and the finite amount of show-floor time, your company is likely investing thousands of dollars per hour that your booth is open," Hill says. "Leaving early just throws that money away." Conveying your per-hour investment to staffers helps them understand the financial impact of their behavior. Managers also need to make sure staffers understand that their job is to be on point from the minute they step into the booth until they are relieved of duty – and not a moment before.



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

Printed in Exhibitor Magazine

- **SIN 5. Pounding the Pulpit**

- Every exhibit manager yearns for staffers that fiercely stand behind a company's mission and products. Unfortunately, these evangelists often fail to notice when a visitor's eyes glaze over in the first 20 seconds of an impassioned and unrelenting 10-minute spiel. Too often, staffers fail to ask attendees any questions, leaving them passive and uninvolved.
- **Saintly Solution:** "First, you have to find out who you are talking to," Grubbs says. "Is the visitor a quality prospect, or are you about to waste 10 minutes with a tire-kicker?" And the quickest way to determine that is through inquiry. Hill agrees, and stresses personalizing each conversation. "Don't just talk about what you think is interesting, or you might bore the visitor," Hill says. "Customize each conversation by asking questions that focus on what he or she cares about." Eventually your staffers will need to deliver a call to action to keep the engagement moving forward, but your team only gets to that point after finding out what motivates the buyer. "Always remember that if you are asking the questions, you are driving the conversation," Grubbs says.



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

Printed in Exhibitor Magazine

- **SIN 6. Chewing the Fat**

- You've heard that there are no dumb questions, but Brauer disagrees. Her least favorite query is when a staffer asks "Can I answer any questions for you?" The majority of the time, an attendee is going to supply the knee-jerk "No. I'm just looking" and then make a beeline for the exit as quickly as possible. That's not necessarily because the visitor is disinterested. Rather, it's likely the attendee simply doesn't have any questions prepared, and since the staffer is essentially demanding an answer, the visitor falls back on the default response. Unfortunately for your lead count, your staffer may have just allowed potential profit to exit the booth, as a better line of inquiry would have yielded improved results. "Asking a lazy question like 'Do you have any questions?' is a crutch that staffers use when they don't know how to start a conversation," Brauer says.
- **Saintly Solution:** Obviously, staffers must eat and drink. A booth full of reps wilting like three-week-old lettuce is of no use to anyone. You might think having a prearranged, rotating schedule of lunch breaks is the ideal solution to this problem, but Hill has a better one. "It works best to send people to eat when it's slow," Hill says.



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The Seven Deadly Sins of Booth Staffers by Ben Barclay

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- **SIN 7. Shooting Blanks**

- There may be nothing as off-putting as trying to talk to a staffer who has half an egg-salad sandwich wedged in his or her mouth. But it is more than just the potentially unsavory sight of masticating messengers that's the problem. Hill prefers staffers treat the booth as an extension of their homes – just not their dining rooms. "When guests come into your home, you typically offer them food and beverage if you happen to be having some," he says. "Can you imagine eating in front of your guests without offering them what you're having? If you want to drink anything other than water or eat anything at all, you have to have enough to offer every visitor in your exhibit."
- **Saintly Solution:** Obviously, staffers must eat and drink. A booth full of reps wilting like three-week-old lettuce is of no use to anyone. You might think having a prearranged, rotating schedule of lunch breaks is the ideal solution to this problem, but Hill has a better one. "It works best to send people to eat when it's slow," Hill says.



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