

This portfolio will showcase my skills as an experienced trade show marketer.

It is a cumulation of the skills that I learned through my years of experience on the job and through the Certified Trade Show Marketer certification program.

My Personal Mantra:

“Treat everyone as a customer - from the internal office staff, to booth staff, to show labor, to customers and prospects at your booth. Everyone deserves to be listened to and treated with respect.”

Jennifer Cheatham



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CRITERIA #1
VITAL STATISTICS

VITAL STATISTICS

I am a military “brat” that experienced life as the child of a United States Air Force officer. We moved around quite a bit in my formative years to locations such as Nevada, California, Philippines, Idaho and others until my father retired from his military career to Maryland for my middle and high school years. I believe that the military moves I experienced helped develop my desire for and love of organization and logistics. I later married my high school sweetheart who joined the United States Marine Corps where I further developed the skills that would help propel me into the events industry. I love planning, logistics, organization and marketing.

Married at age 19, I moved to California with my husband and got straight to work in the job force to help support our young family which includes our two sons. I started my career early on in support positions such as receptionist, accounts payable clerk and as secretary. I then moved into an administrative assistant role supporting several region vice presidents and later two vice presidents of sales - one for each division, and later vice president of marketing. My company at the time went through a merger and we all re-applied for positions. My new role was within the marketing department supporting our events manager and thus my marketing career began.

The companies to which I credit my professional experience include:

- 2017 - Present, Events Manager, GoGuardian, El Segundo, CA
- 2016 - 2017, Events Coordinator, GoGuardian, El Segundo, CA
- 1999 - 2016, Marketing Coordinator, International E-Z UP, Riverside, CA
- 1992 - 1999, Marketing Coordinator, Apria Healthcare, Costa Mesa, CA (previously Homedco)
- 1990 - 1992, Sales Secretary, Camintonn Corporation, Irvine, CA
- 1989 - 1990, Accounts Payable/Receptionist, Pacific Air Design, Santa Ana, CA
- 1988 - 1989, Receptionist, Phillips Corporation, Columbia, MD
- 1987 - 1988, File Clerk, Receptionist, Upjohn Healthcare, Baltimore, MD

All throughout my career, I took many seminars to upgrade my skills. As the recession hit, I decided I needed to formalize my education to be able to give myself an advantage. I enrolled at UCR to specialize in what I loved the most - marketing. My education accomplishments include:

- In progress - expected completion 2019, Certified Trade Show Marketer Program, Northern Illinois University Outreach
- 2013 Marketing Certificate, University of California Extension Studies, Riverside, CA - ***Featured as Marketing Rising Star, Spring 2015***
- Dale Carnegie, Orange, CA 1995

My core competencies include:

- Project Management within marketing departments and as it relates to events
- Budgeting (\$250k - \$1m)

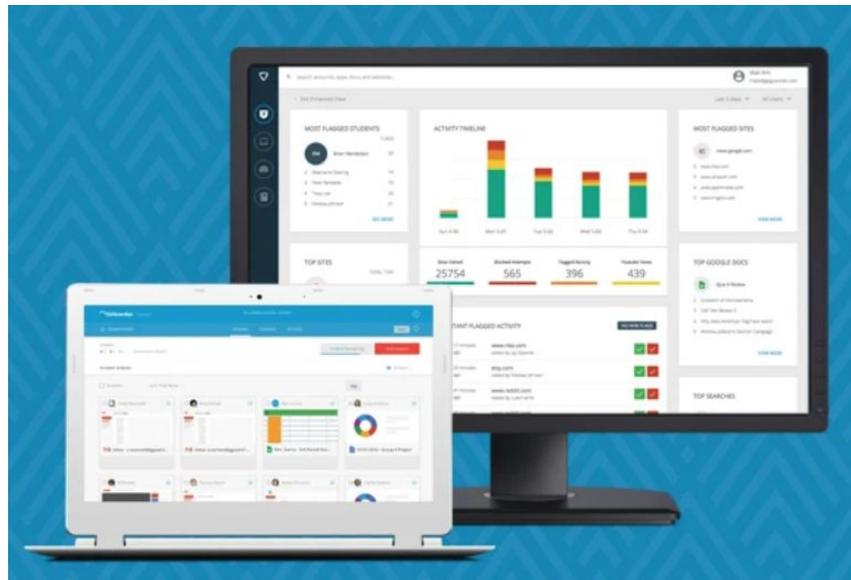
- Marketing Strategy surrounding events
- Integrated Marketing Communications for events

Company/History/Size/Location:

I currently work for GoGuardian. Based in El Segundo, CA (aka “Silicon Beach”), GoGuardian was founded as a technology start up in 2014. It was listed as a Forbes Top 30 Under 30 company in 2015 and has a wonderful working environment akin to other technology companies and employs 110 people. GoGuardian is a Chromebook Management Solution for K-12 grade schools and provides web filtering and monitoring while children are on the internet. It offers them a safe environment to do their school work while using school provided laptops.

Products:

Following is an description and illustration of how our product is used:



Larger Screen- Admin Product; Smaller Screen - Teacher Product

The **larger screen** shows the school administrator’s view of the websites the students have visited and keyword searches. From this dashboard, the administrator can block websites from students by creating a black-list (blocked websites) and white-list (administrator approved websites).

A new version of this product was recently launched called Admin 2.0. The school administrator blocks the websites they don’t want the students to see and artificial intelligence takes over the manual work of adding blocked sites to this list by reading text on the page that the student is viewing and blocks pages and sites based on a pattern and verbiage of inappropriate sites. The program can also notify school administrators of self-harm searches that students may be doing so that they can take corrective action to notify school counselors that the behavior may be of concern and may need to be addressed based on their school protocols. Personally, this is what makes me love our company’s products so much. We have

been able to intervene on many suicide searches where the end result may not have been so favorable if an adult had not been notified that the student was having thoughts of self harm.

The **smaller screen** is the teacher’s view. The teacher is able to see, in real-time, the websites that the students are viewing on their Chromebook computers to make sure they are all on-task. The teacher can send the student “chat” messages to remind them to stay on task without calling them out in front of the class. The student can also send the teacher a message if they prefer to ask the question electronically. It is a great way for the teacher to keep control in a paperless classroom.

Competition:

We have several competitors in the marketplace. These include direct competitors and competitors that offer multiple platform solutions. GoGuardian offers and specializes its product specifically for the Chromebook platform. We currently serve 4.5 million students out of 55 million student chromebook users for public and private school combined for a total of 9% market share. The following charts were pulled from a market share presentation put together by our finance and analytics department as is a nice visual representation of market share.

Current Competitors (Filtering & Classroom Mgmt)

| Competitors | Company Operations | Funding |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Securly | <ul style="list-style-type: none"> • Since 2014, Securly has 36 months of over 100% year-over-year growth in bookings • Securly claims to have > 10% market share in Colorado, California, Hawaii, Illinois, Kansas and Rhode Island and >5% share in Iowa, Indiana, Missouri, New Jersey, Nevada, Pennsylvania, Utah, and Virginia | \$7M |
| Hapara | <ul style="list-style-type: none"> • Hapara’s scale is on-par with our Teacher product (>5M ARR and ~2M students) • PowerSchool acquired Hapara for \$17M in March 2017. PowerSchool is the largest provider of K-12 student information systems (SIS) and owned by a very active PE firm Vista Equity Partners | Acquired |
| iboss | <ul style="list-style-type: none"> • iboss has a big presence in enterprise markets (notable customers include Xerox, Sears, Urban Outfitters) • iboss achieved > \$100M revenue. In Nov 2015, iboss raised \$35M from Goldman Sachs at a valuation over \$500M. It is targeting an IPO by Q3’18. | \$35M |
| Lightspeed | <ul style="list-style-type: none"> • Lightspeed Systems serves over 6,500 districts in the United States and 25,000 schools around the world. Lightspeed reached 10M students in 2013 | ? |

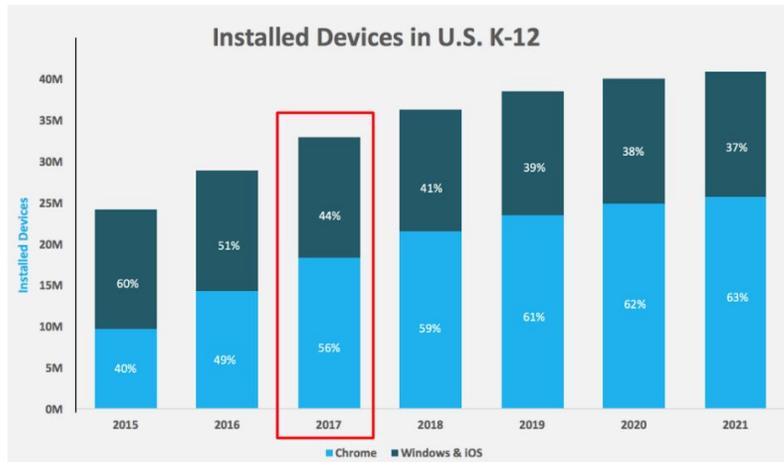
And, even though we are solely focused on Chromebooks, there is quite a bit of room for growth and opportunity for GoGuardian. Following is a detail of the breakdown of Chrome to Windows & iOS solutions in the marketplace.

Market Growth



Chromebook accounted for 56% (18M out of 32M) of total installed mobile devices in K-12 schools. Windows accounted for 25% and Mac + iPad accounted for 20%.

Chromebook is forecasted to grow at a CAGR of 10.7% and expand the share to 62% by 2020.

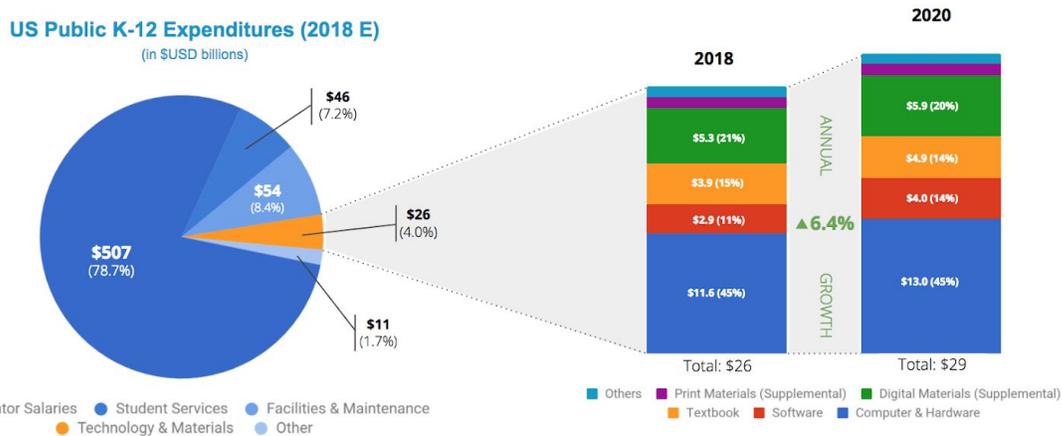


CAGR - Compound Annual Growth Rate

And to further detail the potential growth opportunity solely in the U.S. market, I have included the following chart that looks more in depth at the expected market share expansion through 2020. Software purchases alone are expected to grow by 3% from year 2018 to year 2020.

U.S. K-12 Education Expenditures

The U.S. Public K-12 expenditure is projected to reach \$644 billion in 2018, of which \$26 billion is on technology and instruction materials. This is projected to grow to \$29 billion by 2020.

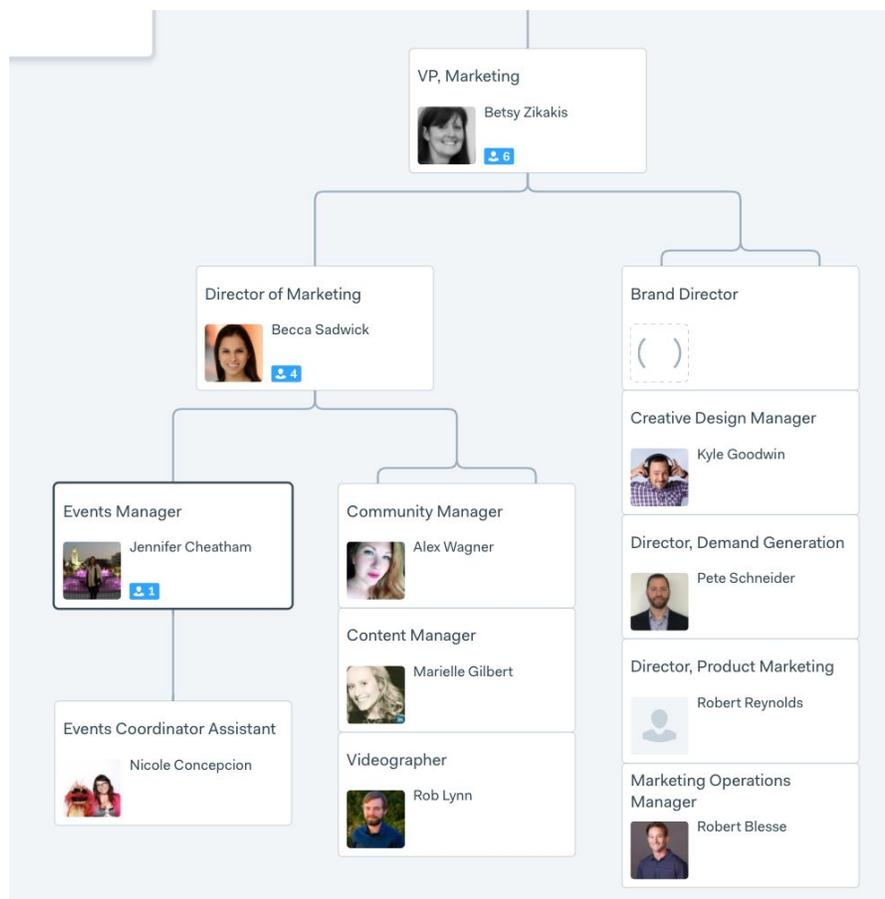


* Sources: NCES Education Expenditure Projections (2016), Simba Information Education Market Research (2015), IBIS Edtech Trends (2016)

My role at GoGuardian is as the Events Manager. I strategize which events we will go to; decide the show staff; prepare budgets; execute the events plan; manage an employee that helps with event logistics; plan the pre-, post-, and during show communications to intended customers as well as internal stakeholders; evaluate booth design, layout and flow; plan and run the pre and post show meetings with staff and with special attention to ROO (return on

objectives planning and reporting); plan the promotions and marketing strategies associated with the shows to hit the intended target markets; conduct on-site evaluations; conduct post show evaluations for staff; ensure collected leads are forwarded to our operations team for input into our CRM as well as forward leads to show staff; evaluate shows for the following year attendance and report the value, importance and ROO of each show as well as the budget vs. actual results to the leadership team.

Of course, none of this would be possible without an amazing and talented internal marketing team. Our team is like no-other in my opinion and I am thrilled to be collaborating with and working with them. Although events is a small component in the marketing wheel, we as a team successfully planned and executed 105 shows and conferences for year 2017. Following is organization chart of our marketing structure that is constantly changing.



CRITERIA #2
OVERVIEW/SHOW SCHEDULE

OVERVIEW/SHOW SCHEDULE

GoGuardian customers are unusual, in the fact, that most customers first learn about our company from trade shows. Therefore, much effort and expense is put into Events and the Events budget.

GoGuardian products are sold through two market channels. The first method is “direct sales” channel. The account executive sells to the customer directly through their interaction with us at trade shows and with subsequent interactions. And the second method is through “channel sales”. These are technology reseller companies that we have established contracted partnerships with. If a customer finds the price too expensive, we can refer them to the channel team where they can receive a better valued, bundle deal that may include Chromebook and GoGuardian software with or without credit (on account).

Our target audience is the technology decision maker in the education vertical for K-12. Our ideal customer would have or is buying Chromebooks for their students. It is a school administrator, CIO, CTO, superintendent, technology administrator, etc. Our secondary customer is the “techie” teachers. They are typically influencers for the purchase of our product through our target customer. And the third customer is the reseller. They have the power to influence the decision makers through indirect methods.

For year 2018, we have separated our partner events from our direct sales events as we have added new personnel specific to the channel events team to handle partner events. I, personally, will be focused on all aspects of the direct events and for maintaining the channel events budget for final roll up into a complete overall events budget.

When I started at GoGuardian there was no events program. I jumped in with my “feet to the fire” and got right to work. At about that same time, I applied for the Certified Trade Show Marketing Certificate Program (CTSM) scholarship since my company was a technology startup. What perfect timing! I learned so much and applied a great deal of what I learned into our trade show program. In particular, reporting and metrics have been a top priority for me as well as obtaining Return of Objectives (ROO) metrics for events, where possible. It is a fantastic way to evaluate the effectiveness of your program when Return on Investments (ROI) can be difficult to gauge, especially right after the show. Typically, we won’t have an ROI until 3 months to a year plus after a trade show takes place.

For fiscal year 2018, the direct sales events comprise of a total of 56 conferences, 12 lunch and learns events, and 8 sponsorship events. I have separated conferences into positioning categories based upon their target markets.

Segmented Conference Positioning Categories

| | |
|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Strategic Conference = Additional Design Resources to be allotted | Strategic Refers to Direct Communication with the Preferred Target Audience. Typically a much greater investment in money and resources so the ROI needs to be higher. |
| Core Conference = Standard Design Resource to be allotted | Core Refers to standard upfront investment and mixed target audience. This audience may need to be nurtured over time in order to gain opportunity/conversion. |
| Emerging Conference = Typically no additional design resources required | Emerging Refers to minimal cost investment. Reason for attendance is more than likely from a branding/industry leader position or as part of a partnership requirement. Audience may likely be teachers, or resellers. |

My events schedule details below include the month the event will be held, a show tier ranking based upon an additional assessment conducted (that can be found in Appendix 6), show name, state, account executive who will be my on-site sales point of contact, conference positioning, expected number of leads scanned, expected number of MQLs (marketing qualified leads), attendance breakdown by our two customer personas and total conference attendance numbers. Following is an abbreviated excerpt from my events schedule. See Appendix 1 for full schedule.

Below are three examples of the shows that we exhibited at in 2018. They represent a snapshot of each of our customer positioned segmentations.*All conferences are 10' x 10' spaces unless otherwise noted.

An illustration of the segmented conferences based on customers

| Dates | Show | State | Conference Positioning | Expected Number of Leads | Expected Number of MQLs | Segment: IT Admins | Segment: Educator Teachers | Attendance Numbers |
|-----------|--------------------------------------------------|-------|------------------------|--------------------------|-------------------------|--------------------|----------------------------|--------------------|
| 1/18 | Digital Learning Conference ESC Region 4 (DLC) | TX | Emerging | 25 | 3 | 30% | 60% | 150 |
| 1/23 - 26 | Future of Education Technology Conference (FETC) | FL | Strategic | 300 | 20 | 56% | 35% | 9100+ |
| 2/13 - 15 | Ohio Education Technology Conference (OETC) | OH | Core | 25 | 3 | 32% | 45% | 4000 |

CRITERIA #3
INTRODUCTION TO SHOW OF FOCUS AND MEASURABLE
OBJECTIVES FOR THE SHOW

INTRODUCTION TO SHOW OF FOCUS AND MEASURABLE OBJECTIVES FOR THE SHOW

International Society for Technology in Education (ISTE) is a non-profit organization that serves educators to better the use of technology in education. ISTE serves more than 100,000 education stakeholders throughout the world through individual and organizational membership and support services. Each year ISTE hosts an education conference referred to as ISTE that attendees comprise of 15,000 educators from around the United States as well as 5,000 company representatives and includes 550+ exhibiting companies. It is a highly targeted audience of educators that are interested in technology in education. (Perfect for us!)

We have segmented this conference as a “core” conference. It is important for us to be at the ISTE trade show to maintain our brand positioning by offering new services, that is, technology that our competitors do not offer in order to show our capabilities as industry innovative thought leaders. It is also meant for us to obtain new prospective customers.

I have chosen to focus on the 2017 ISTE conference for my CTSM candidate portfolio because I have taken all of my past years of experience and culminated it with everything that I have learned through the CTSM program. I am very proud of it and what we accomplished through the trade show. **It is also my first largest, single trade show spend so it was very important that I quantify everything!**

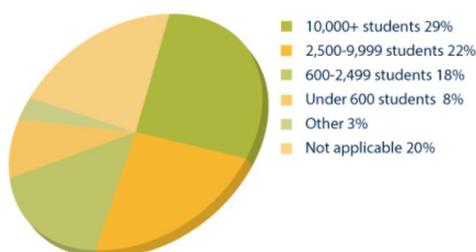
Demographics: 15,000+ attendees

*As reported in the prospectus prior to the conference. As you can see the decision makers have many different titles so I categorize titles into two main customer buckets: IT admin or teachers.

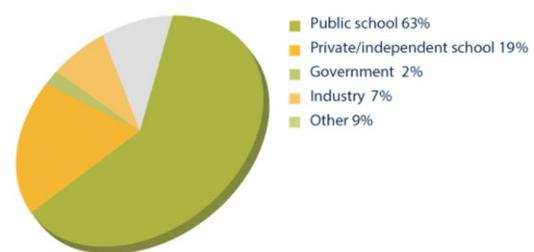
PRIMARY JOB ROLE



DISTRICT SIZE



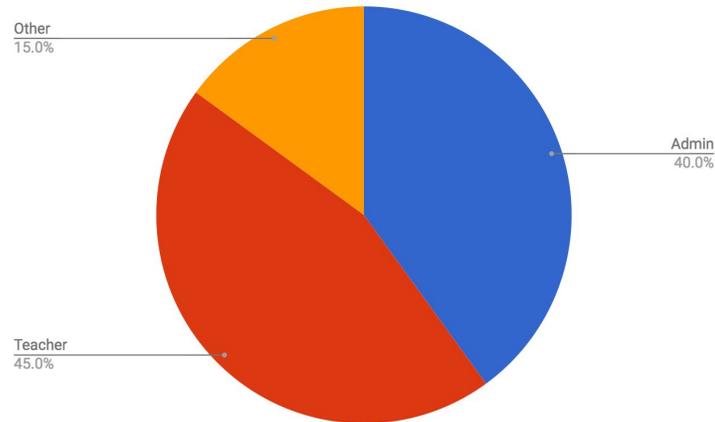
EMPLOYMENT SECTOR



Target Audience:

The target audience for this event fits into our Core positioning segment of customers, which, as mentioned earlier is a mix of strategic IT administration decision makers and a mix of teacher influencers. The ISTE audience mix can be seen below in the pie chart and is 40% admin, 45% teacher and 15% other.

ISTE Target Audience Breakdown by Title



Event Strategy:

The event strategy is to reach our Core segment of customers through our participation in the ISTE trade show. This audience needs to be nurtured over time in order to gain opportunity and eventual conversion. The goal is to collect leads and run Salesforce reports on Opportunities Won. Just like all conferences and **Essential Learning Component 10, the two overarching objectives for Trade Show Marketing to be deployed will be business development and marketing communications. This can be found in Exhibitor class 10817, How to Measure the Value of Trade Show Participation - Part I.**

Show Specifics:

Held in San Antonio, Texas the last week of June 2017, we exhibited on the show floor with a 10' x 20' space; hosted an off-site event to announce our new Artificial Intelligence product at Geekdom (an up-and-coming technology event location) to which we invited VIP customers and the press; presented alongside of our CDW channel partner during their scheduled session; had our CTO speak with prospective customers in the Google booth; had our account executives speak with prospective customers in the CDW booth; and channel team had specific meetings with current channel partners as well as prospective channel partners. My role was to manage and execute everything and to train my new assistant through this process. In terms of the actual Geekdom presentation, I worked with the marketing team to facilitate the presentation between the product managers, innovation leader and our CTO.

Overall Company Objectives for ISTE

Noted below are the overall company objectives, tactics, assessment methods, measurable goals and strategies. **Strategies are broad and directional in nature, providing a frame and structure for tactical development and use as noted in Essential Learning Component 2 of the Exhibitor class 30816, Business Marketing Strategies and Trade Shows.**

| <u>Strategies</u> | Tactics | Assessment Methods | Measurable Goals |
|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Solidify strength of our brand. | Host Geekdom event to educate and push information to press. | To increase impressions of the Geekdom Presentation highlighting our Artificial Intelligence product (Admin 2.0) to our target market. | Presentation is picked up by news organizations and published in at least 3 media outlets as well as viewed on Facebook at least 5,000 times. |
| Successfully communicating value-add of Admin 2.0. | Email sends to promote booth where messaging could be seen; post show email to promote AI; admin in booth (that was part of the Beta group) to test new product and promote it. | To Increase sales of Admin 2.0 to current and prospect customers | Grow sales to current customers to \$850,000 within 6 months. |
| Generate an ROI to validate the cost of the booth and cover expenses. | Utilize lead retrieval and Salesforce to ensure that leads are followed up on. | Run Salesforce reports on Opportunities Won using Lead Source Filter Code ISTE2017 | Goal to generate \$60K in ROI from this event to break even. |

Team Objectives:

In addition to the objectives listed above, we wanted to include our entire team in the process of trade show measurement. Not only is ROI, return on investment, important when establishing the GoGuardian financial roadmap but, ROO, return on objectives are just as important. **This concept is found in Essential Learning Component 4 - Establishing Budget-Based Goals of the class The Nuts and Bolts of Budgeting for Results (20316).** Each team member was asked to list their top 3-5 objectives. This was a way to help justify each participant's attendance at the show as well as focus the team. Team objectives were reviewed together as a group at a pre-show meeting and after the show each person was asked to notate their percentages achieved. I had buy-in from the Director of Sales to require this document be completed prior to our post show discussions. Our desire was to have 70% of the team objectives met. **The team goal was reached with 78.5% of objectives met.** Following is an excerpt of some of the team objectives. Complete objectives can be found in Appendix 2.

EXAMPLE of Team Objectives (See Appendix 2 for full objectives detail)

| | Objective 1 | Objective 1 - Percent Achieved | Objective 2 | Objective 2 - Percent Achieved | Objective 3 | Objective 3 - Percent Achieved |
|----------|-------------------------------------------------------------------|-------------------------------------------|---------------------------------------------------------------------|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Becca | 200 engaged leads generated from show | 183 "Hot" leads, 91% of objective | 100 VIPs in attendance at Geekdom event | 51%; 51 people came to the event | 800k twitter impressions week of ISTE | 150%; 1,469,560 impressions |
| Veronika | Face time with 3 CIOs of large districts | 66%; Met with 2 CIOs | Hear/intro of 4 new big districts from CDW reps | 25%; received 1 intro from partner rep | Hear/intro of 4 new big districts from non-CDW reps | 0% |
| Rob | Create an ISTE 2017 wrap up video, completed two days after event | 85%; Created a video four days post event | Live stream Geekdom admin 2.0 launch event, attain 200 live viewers | 100%; received 9,149 views | Create 3 live or taped "demos from the show floor" videos. Showing off new features of admin 2.0, smart alerts, and GGT scenes. Use students or product managers | 0% |

Conference Preparation Process

Preparation for this conference begins at least six months prior to the conference. We begin with a strategy discussion with the marketing team and sales leadership. A “backwards” timeline is built to make sure all deadlines are completed on time. Once the strategy is decided, objectives are created. Tactics are discussed and a budget is created based on needs and desired outcomes and measurement standards. A project timeline is then built out.

Various meetings are set up with design teams, sales teams, communication team, product marketing teams, design houses, and others to decide if messaging is on point. Have we answered the what, why and how questions. What do we want the prospect or customer to do.

Prior to the sales team meeting we make sure all booth staff has had basic training. See Appendix 5 for GoGuardian Trade Show On-boarding Powerpoint document.

There are many balls in the air at any given time. Communication is key along the way for a successful outcome!

CRITERIA #4
MANAGEMENT OF EXHIBIT DESIGN/ PRODUCTION

MANAGEMENT OF EXHIBIT DESIGN/ PRODUCTION

I have budgeted for and allocated dollars into these events based on the target market. In other words, more money will be invested into our strategic conferences - events that 100% of our target market attends vs. other “attendee” categories of conferences. Budget for year 2017 was set for \$677,624.48. We anticipate to receive a total of 3,195 lead scans and from that receive 488 marketing qualified leads.

And, just in case you are wondering, our event spend for our Channel events is projected to be about \$30k with a total of 50 events.

Last year, I managed both Direct and Channel events with similar budgets and completed 105 events!

When I started at the company we had a few roll up banners and an accordion-style backwall banner. I have included pictures of the look of our booth space through the years. Booth history:

Exhibit Design Timeline



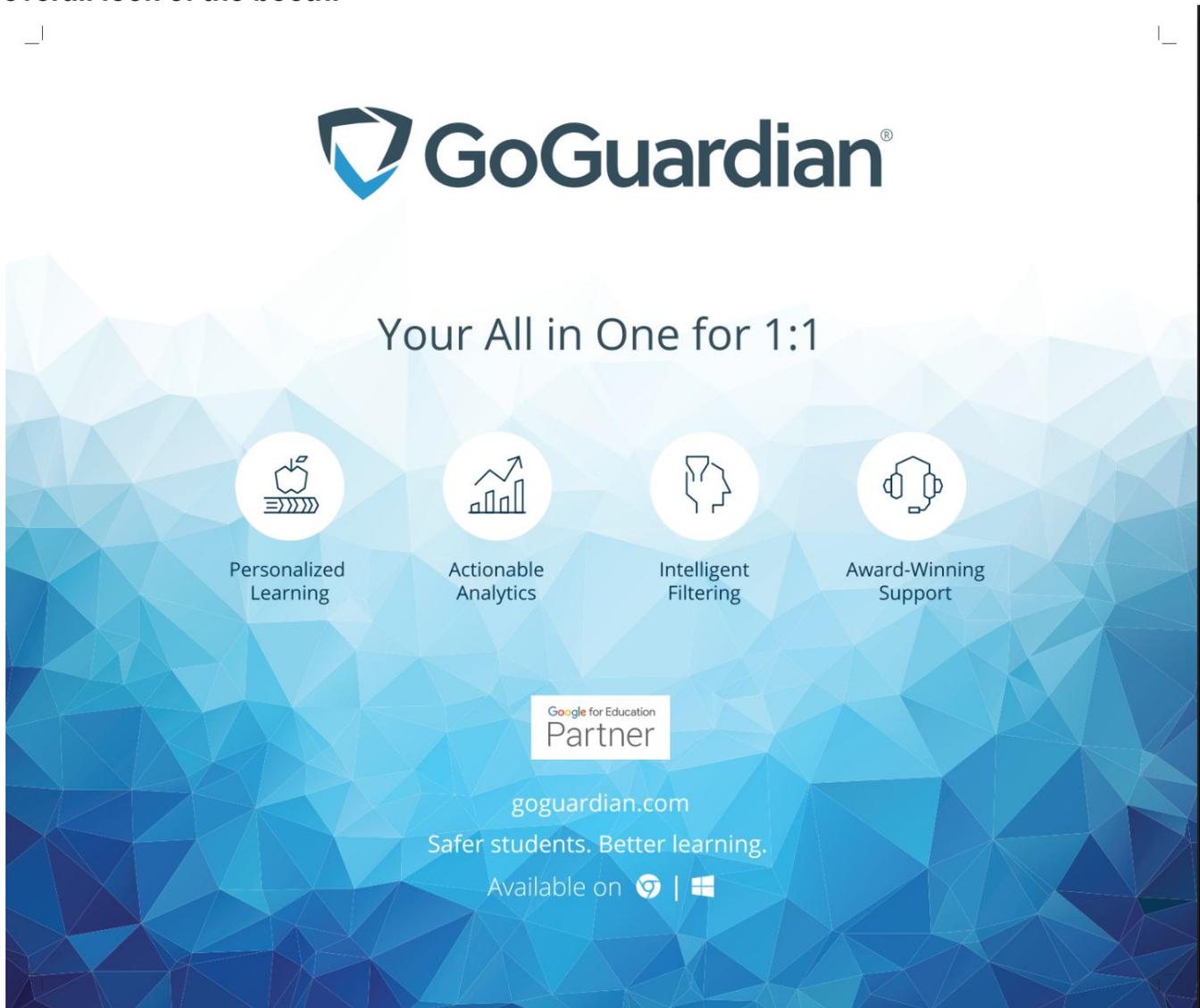
2015 - Roll Up Banner Only

2016 - Multiple Roll Up Banners, table covers and accordion style back wall to fit into a 10'x10' space

2017 - Desperately needing an upgrade! I wanted our booth to exude technology and give the impression of strength, and reinforce the company's position as an industry thought leader. When I attended ExhibitorLive I was specifically on the hunt to see booths to inspire me, see what was new in the industry that I could use to achieve my booth design objectives as well as increase our brand awareness and presence at the show. Mission Accomplished! **I worked with our brand director on Messaging Hierarchy, Essential Learning Component 7, as discussed in the Exhibitor Class Graphics Boot Camp: The Basics Every Event Manager Should Know.** We focused on keeping our existing brand - but using elements to make the branding stronger through imagery, taglines, lighting and product specific information - to answer not only What but the Why GoGuardian.

The single largest factor that aided in the solution of my desire to exude technology was through the use of lighting. We used the new Featherlite 10' Lightwall (2' D x 9.3' W x 7.8' H) with single sided dye-sublimated graphic panel and blackout liner sized 112.20" x 93.00". The lightwall uses LED lighting and really makes the graphics POP! **We found out why lighting can be the single biggest factor in the exhibit, according to Essential Learning Component 7 Lighting 101. This Exhibitor class, 62017, The @show Experience: Understanding the Essentials of Exhibit Design really “illuminated” my thoughts!**

The NEW Graphics for Lit Backwall - the use of white at the top really brightens the overall look of the booth.



2018 - Sky's the limit! We forayed into exhibit booth rental with larger footprint and custom booth graphics

2019 - Can't wait to see what is next!!! . . .

2015 Booth Set-Up (Year 1 of Technology Start-Up Company Exhibits)



In 2015, we did not have a table cover or a back wall. We did, however, have our very first roll up banner!

2016 Booth includes accordian-style back wall with table cover to fit a 10'x10' Space



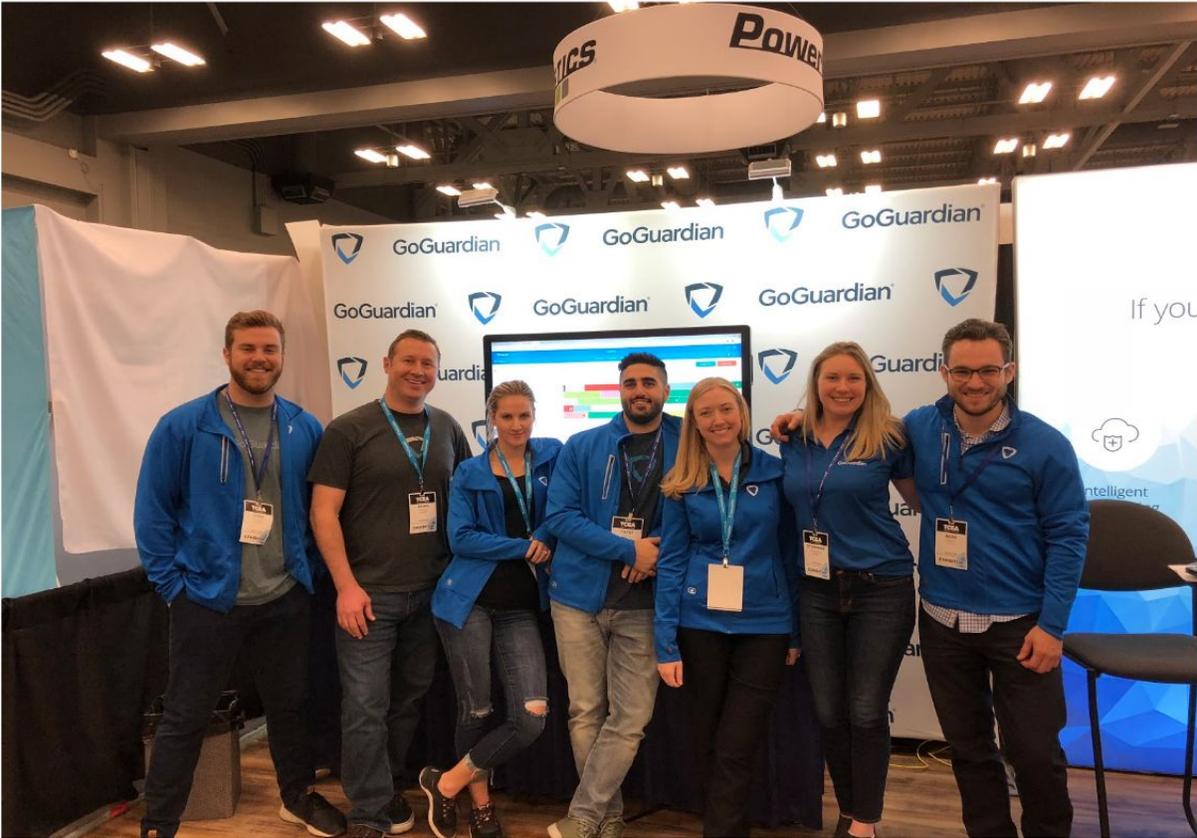
That year our booth, product and staff generated a lot of buzz! We had a 10' back wall, roll up banner, table cover and raffle wheel . . . oh, and margaritas complete with blue hat and maracas to take your photo!

A close up view of our 2016 booth set up



You can see that we are in the process of changing branding and it shows in the booth design -- not in a good way!

Enter 2017, new technology, new vibe, new look!



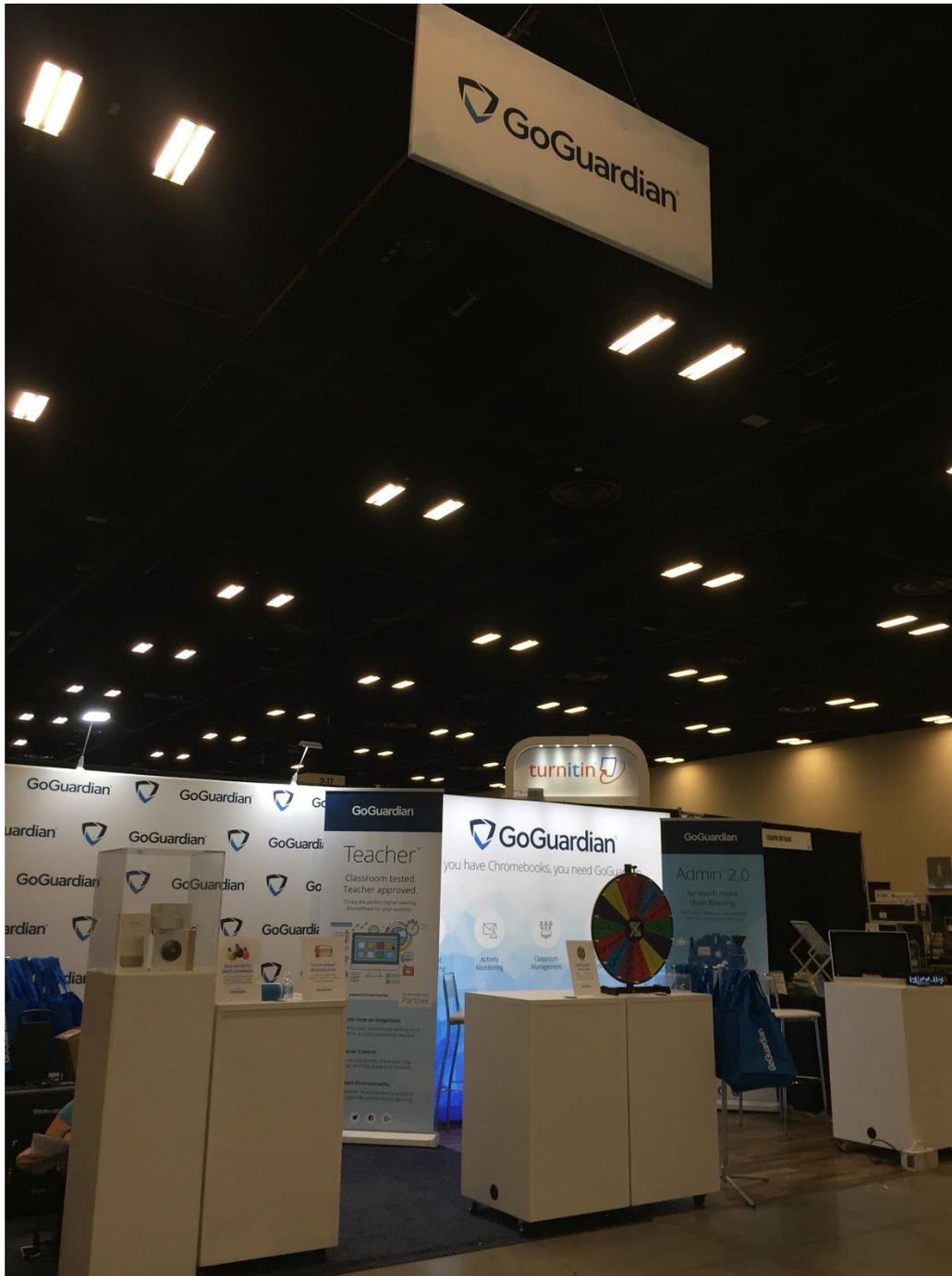
Happy staff; matching blue jackets and, most importantly, you can feel the team spirit just from looking at this photo!

Best Case Scenario - Swarming Booth!



Our booth now consists of LED lit back walls with clean graphics, simple focused messaging, wooden flooring that mimics the look of our office and captures the GoGuardian culture. We also included hanging sign, updated roll up banners with new product messaging, touch screen TV for conference promotion and hanging bags for branding - - for a sea of blue bags on the show floor.

ISTE booth for 2017 image



Full Booth Set Up . . I have learned much about how we staged this booth! I have made changes since this but did get feedback from our booth exit interviews that the table set up at the perimeter of the booth made it feel blocked off and confined.

More ISTE photos



This is a current customer advocating for the GoGuardian product! No one adds more credibility than someone other educators respect that actually uses the product. He told phenomenal stories of how the product saved students lives!

ISTE booth for 2018



Wow! Vastly different!! Inviting, curious, engaging and - oh, so grown up!

Come Listen to a Demo and Win a Prize at ISTE 2017!



We offered Google specific technology to get customers and prospects excited, add to the fun environment and peak their interest (to stand out from the crowd)! We used these promos as a way to entice people to stop by our booth through signage and social media!

ISTE 2017 Prize Wheel!



As old-school as it may seem, the old-fashioned prize wheel really gets people excited and coming to the booth. They love free prizes! It also gave us an opportunity to chat with them as they waited in line!

Photo Booth for Tweetable Moments!



#ISTE17 San Antonio, TX

Fun photos to tweet about included the conference hashtag and location. The fun props went with the conference location theme! **Essential Learning Component 4, How to integrate brand goals with your traditional measurement activities such as number of leads to further reinforce the success and importance of your programs, is fully deployed here. I learned this in Exhibitor class 31117, How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program.**

Design Selection Process

I did not go through a formal design process for this booth. I did source the booth and flooring separately and in the end went with one vendor for both!

I was very interested in the Featherlite booth that I saw at ExhibitorLive. When I contacted them after the conference I was disappointed to find out that I needed to work through a distributor; not Featherlite directly. Afterward, I looked online and found a couple of distributors.

Apple Rock was one of those distributors. I remembered their booth from ExhibitorLive and did have a conversation when walking the show floor. I wanted to go with a company that I had a rapport with and this gave me some level of comfort. I ended up sourcing two distributors; Apple Rock and Expo Marketing. I sent them price quote requests and went with the company that I had the most confidence in through the quoting communication process as well as pricing. I felt that Apple Rock costs fit my budget and my communication criteria.

Exhibitor class, 62117, Collaborate, Create, Succeed: Maximizing Results Through the Power of Design discusses this important Essential Learning Component 4. It helps you understand the importance of collaboration and interaction throughout the selection process.

I had also separately sourced several floor vendors. I saw various flooring that I liked at ExhibitorLive but did not like that some floors appeared sticky when I was walking around. I learned what I liked and didn't. I received flooring samples and went with what I loved. And, as mentioned, ended up using the same vendor for flooring as well as the booth!

Budget/Plan/Actuals/Variance

The budget for this conference was \$43,177.70. I went **over budget** for several reasons - I did not initially plan on adding the separate off-site event at Geekdom that was requested by leadership after budgeting was already complete and due to the added event, we also needed additional staffing. The shipping charges also ended up being more than anticipated. The total cost of both events together was \$74,855.51. That is a variance of \$31,677.81. **There were a total of 989 leads generated so it was still a WIN!**

One of our main company values is Experiment and Learn. While I was disappointed that my numbers specific to this event were over budget. My year end figures were just slightly under budget! Year end budget was \$677,624.48 and my year end actuals were \$671,969.57!

Overall ISTE Event Budget Breakdown. Full Event Budget Specifics can be found in Appendix 3.

| | | BUDGET 2017 | | | | | |
|---------|----------------------|-----------------------|--------------------|-------------|-----------------|-------------|---------------------|
| Show | TOTAL FINAL EXPENSES | TOTAL BUDGET for Show | Headcount Budgeted | Results | Headcount Final | Variance | Variance Percentage |
| Booth | \$68,743.17 | \$43,177.70 | 11 | Over Budget | 16 | \$25,565.47 | 59.21% |
| Geekdom | \$6,112.34 | 0 | 0 | Over Budget | 16 | \$6,112.34 | |
| | \$74,855.51 | \$43,177.70 | | | | \$31,677.81 | 73.37% |

Reason for Budget Variance: additional event added post budget; shipping charges; additional staff

Reason for Headcount Variance: booth staffing hours; special event participation.

CRITERIA #5
MANAGEMENT OF INTEGRATED MARKETING
COMMUNICATIONS (IMC)

MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS (IMC)

Integrated marketing communications was key to the success of our participation at ISTE. We used the following methods for each event which included pre-show marketing, post-show marketing, presentations, marketing collateral, social promotions, blog posts and communications through booth branding.

Planning Goals:

Geekdom Event

- Contact Press through email and phone calls
- Presentation (work with product team, innovation team, CTO and marketing team to craft messaging to target market)
- Pre-Show Email Invitations
- Post-Show Emails
- Social Posts on Twitter
- Video Campaigns: Medium Facebook, YouTube, Periscope

Booth Space

- Flyer redesign with messaging
- Looping video for TV
- Roll Up Banner redesign specific to Admin 2.0
- Pre-Show Email
- Post-Show Email
- Social Posts on Twitter (brought in photo booth to increase twitter traffic)
- Blog Post
- Conference Specific Landing Page

Presentation at CDW Channel Partner Event

- Social Post on Twitter
- Presentation surrounding Admin 2.0 messaging

Google Booth Participation

- Social Post on Twitter
- Presentation surrounding Admin 2.0 messaging

Measurable Goals and Objectives

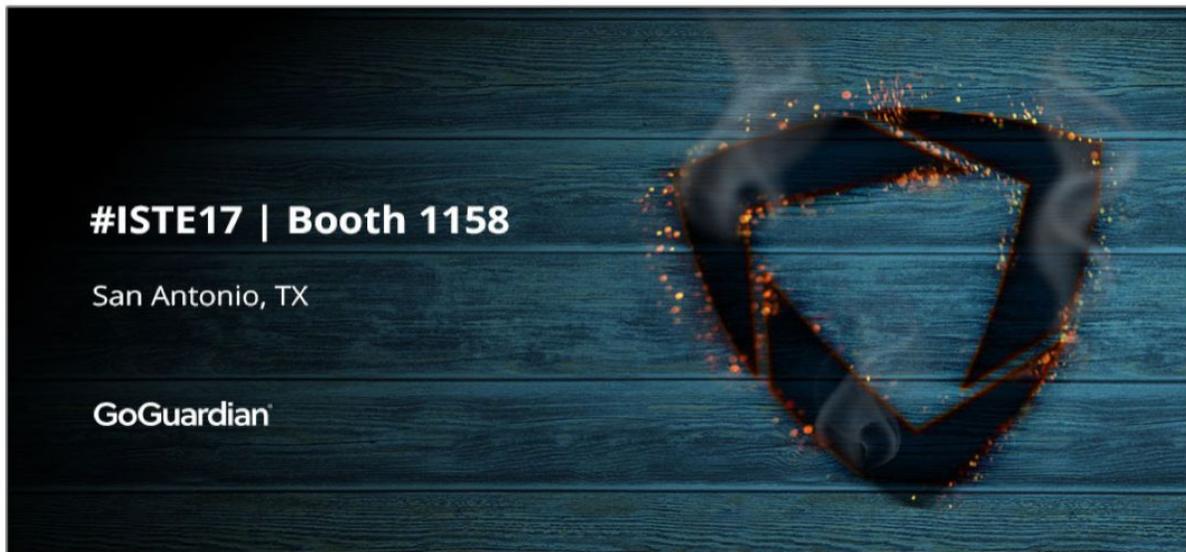
According to Exhibitor class, **Did the Strategies and Tactics Work (104)**, and **Essential Learning Component 3**, each objective has an associated metric. Whatever the objective there is a variety of metrics from which to choose. Choosing the one that proves performance is key.

| Communication Method Chosen | Rationale for Choice | Targeted Audience | How Will You Measure | Measurable Objective | Results | Recommendations for Future |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Overall Email Campaigns Promoting all aspects of our ISTE participation | Promote booth where messaging could be seen; promote AI; promote staffers in the booth (that were part of the Beta AI group) to test new product and promote it | ISTE conference attendees, prospects in our database | Use Salesforce Reporting | Grow sales to customers to \$850k within 6 months and generate an additional \$60k to cover event cost | Sales of Admin 2.0 increased significantly and booth cost was covered. The actual numbers are company confidential. | Continue to promote booth, conference events and special guests through email campaigns and participation in the ISTE conference. |
| Booth: Pre-Show Email with Landing Page | Non costly way to inspire target audience to come to our booth | Targeted lead list provided by ISTE | Measure by open rate and click through rate | Send 42k emails to target with 20% open rate; 2% click through rate | 29% Open Rate; 4% click through rate | None. Average open rate for email marketing is 24%. Industry average click through rate is 2% |
| Booth: Post-Show Email | Non costly way to begin nurture process | List obtained from those scanned at the booth with the lead retriever | Measure by open rate and click through rate | Send 9100 emails to those who visited the booth with 20% open rate; 2% click through rate | 35% open rate; 3% click through rate | None. Average open rate for email marketing is 24%. Industry average click through rate is 2% |
| Web blog | Non costly way to drive target audience to try our product for free with gated trial form | List obtained from those scanned at the booth with the lead retriever | Measure by clicks to form | 20 visits to form with details filled out | 2 visits to form | Not sure that this step is necessary. It does, however, provide more content for those who are interested in more information |

| Communication Method Chosen | Rationale for Choice | Targeted Audience | How Will You Measure | <u>Measurable Objective</u> | Results | Recommendations for Future |
|---------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event Geekdom Event: Email Invitation | Non costly way to invite target audience to come to off-site presentation | Press lists obtained from show management. We also sent to prospects in our database | We uploaded confirmed rsvps into Marketo, created a check-in list via ipad and checked visitors in when they arrived at the event | Sent 120 invitations - 3 times. We sent a 'Save the Date', a 'First Invitation' and a 'Reminder' Invitation. Expected results 2% CTR on Save the Date; 4% CTR on Invite #1; 3% CTR on Invite #2. Have 3 press members attend | Results: 'Save the Date' - only 1% clicked to open; Invite #1 - 12% clicked to open; Invite #2 - 9.68% clicked to open. 1 press member attended | The email sends were perfect with quantity and messaging. Based on my findings at the event, I would have this event closer to the venue and make it more social in nature. Reduce speaking time to 20 minutes maximum. And also invite partner reseller to help promote. Definitely recommend to continue offering Lyft code if the venue is not close |
| Event Geekdom Video: YouTube | Non costly way to disseminate visuals that are shareable | Sent to those leads that were scanned at the booth | Review YouTube Analytics | Used this to test how viable it was and if it made sense to do in the future. 250 impressions would be a win | 282 impressions | Due to the length of our presentation would have edited the video to be much shorter and give them a better CTA |
| Event Geekdom Video: Facebook | Non costly way to disseminate visuals that is shareable | Placed on our feed | Review Facebook Analytics | Used this to test impression - 5,000 impressions would be a win | 8,722 impressions | Due to the length of our presentation would have edited the video to be much shorter and give them a better CTA |
| Event Geekdom Video: Periscope | Non costly way to disseminate visuals that is shareable | Placed on our feed | Review Periscope Analytics | Used this to test use - 500 impressions. | 145 impressions | We did not get much movement on this. Would not recommend for future |

| Communication Method Chosen | Rationale for Choice | Targeted Audience | How Will You Measure | <u>Measurable Objective</u> | Results | Recommendations for Future |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Booth Social: Facebook & Twitter | Non costly way to disseminate visuals that is shareable | Booth guest tweets and facebook mentions by our staffers | Review Facebook and Twitter Analytics | 80,000 impressions | 1,469,560 impressions (80k/wk typical) | Absolutely did not expect this response. We were thrilled! We would continue having experiences in the booth that excite and that visitors want to promote and share |
| Marketing Collateral | Communicate product value-add messaging and competitive advantage with minimal cost. Can be referenced at a later time. | Visitors to the booth who have been shown a demo and have interest in the product | Measure by the number of flyers passed out. It is an assumption that those individuals will also be scanned into the lead retriever | Received 187 Leads the previous year. Hoped to increase those numbers to 500 | Received 989 leads | Continue to have up to date marketing material. Not to be handed out to everyone but those who are truly interested in the product. |
| Presentation | Low cost way to poise company as an innovation and technology leader in education vertical | Targeted audience of specifically invited target prospects and press | Use brand24 to see how many articles were published as well as use Facebook analytics. | Presentation is picked up by news organizations and published in at least 3 media outlets. Viewed on Facebook 5,000+ times. Desire for 30% of the invitees to rsvp to the presentation/vent and of those 15% to attend. | Results: 26 people attended. We recorded the presentation for further marketing use. As noted above we received 8,722 impressions on Facebook for this presentation We also received one article. | Feedback received that the presentation was way too long. It was the hope of the attendees that they would get time to speak with our main speakers - our Founder as well as our Head of Innovation. We thought they would be more interested in the content vs. the people. Another learning experience for us. |

Example of BOOTH Pre-Show Email - The plan: Entice! We planned to stand out from the competition through our pre-show marketing and our FUN kitschy wording. As discussed in the class **The Recipe for Executing an Irresistible Trade Show Campaign (M327)** and **Essential Learning Component 3**, it is imperative to **ENTICE - Stand out from the start. Pre-show marketing is a MUST.** After all, who wouldn't want to "Giddy-on-up" to our booth and "get more prizes that will have you yelling 'yippee kay'yay'!"



Y'all headed to Texas next week for ISTE?

Pack your cowboy boots & spurs, and giddy-on-up to
GoGuardian's Booth #1158, where we'll be giving away...

Google Chromecasts (on the hour y'all)

A Google Home

A Nest Learning Thermostat

A Google Wifi

And more prizes that will have you yellin' "yippee kay'yay"!

Saddle up folks...we'll see you at ISTE '17!

Example of GEEKDOM Event Save the Date Email

Shown below are the main email graphic and introduction text.



Start your free trial today!

Seats are filling up!
Don't miss the ISTE VIP Event

The Future is Now....
How AI is Transforming Education

Example of GEEKDOM Email Invitation



Start your free trial today!

You are invited to a VIP Reception at ISTE:
The Future is Now....
How AI is Transforming Education

Featuring the Announcement of an A.I. Product from GoGuardian
An Advancement that Impacts the Future of Personalized Learning

With

Aza Steele (CEO and Co-Founder of GoGuardian, Forbes 30 Under 30)

Advait Shinde (CTO and Co-Founder of GoGuardian, Forbes 30 Under 30)

Tyler Shaddix (Head of Innovation at GoGuardian)

Cody Rice (Product Manager at GoGuardian)

Limited Seating Available, RSVP required

Cocktails and hors d'oeuvres will be served

Business Attire

All attendees will have the opportunity to win a Smart Home kit, including a Google Home, Google Wifi, and NEST thermostat!

When: June 26, 6-9 pm

Where: Geekdom Event Center

[131 Soledad St](#)

[San Antonio, TX 78205](#)

Example of Post-Show Email



San Antonio was hot. But our booth was even hotter. This year, we did A LOT and learned A LOT...so we launched a webpage dedicated to all things ISTE! Check it out and keep your finger on the ISTE pulse! We'll be updating you on what GoGuardian has planned for ISTE '18 (Chi-town here we come!), and sharing cool videos and photos from this summer.

[Check it out!](#)



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GoGuardian, 200 N Sepulveda Blvd., Suite 200, El Segundo, CA 90245

Video:

Snippets of customers interviewed at the show regarding their actual experiences with GoGuardian including suicide prevention intervention footage was put together into a video to be used for a landing page for the post show communications,

<https://www.goguardian.com/iste.html> **Brilliant!**

CRITERIA #6
MANAGEMENT OF RESULTS REPORTING

MANAGEMENT OF RESULTS REPORTING

Assessment Measures

After the trade show I compile a final Conference Event Report. **As learned in the Exhibitor class, 10817, How to Measure the Value of Trade Show Participation - Part I**, the report includes the cost spend, leads received, demographic details, breakdown of scanned leads, social results, email results, press coverage, winner of ‘lead scan’ contest for sales staff, booth exit interview results, staff survey results, review of objectives obtained/ met results, and take-away notes from the booth staff as well as myself and our events coordinator. **According to Essential Learning Component 2, measurement is important for justification and continuous improvement.**

I send a post-show meeting invite to the trade show staff, prior to the show start. This helps the staff understand that there are expectations past their attendance at the show. At the post-show meeting we review the report and take notes that allow us to defer to them prior to the next year’s show. The leadership team receives a shortened version of this report. We are currently creating a dashboard with pertinent metrics for leadership that will compile much of the data and will be much more scalable for our growing company.

Overall Show Results

| Strategies | Tactics | Assessment Methods | Measurable Goals | Results | Recommendations |
|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Solidify strength of our brand. | Host Geekdom event to educate and push information to press. | To increase impressions of the Geekdom Presentation highlighting our Artificial Intelligence product (Admin 2.0) to our target market. | Presentation is picked up by news organizations and published in at least 3 media outlets as well as viewed on Facebook at least 5,000 times. | Picked up by 1 media outlet and viewed on Facebook 8,722 times | Host event at a closer venue; reduce presentation time to 20 minutes max; have event more cocktail focused and use opportunity to schedule meetings for another time - allowing for more social connections. |
| Successfully communicating value-add of Admin 2.0. | Email sends to promote booth where messaging could be seen; post show email to promote AI; admin in booth (that was part of the Beta group) to test new product and promote it. | To Increase sales of Admin 2.0 to current and prospect customers | Grow sales to current customers to \$850,000 within 6 months. | Exceeded our goal! This company detail is confidential. | This was very successful and I wouldn't have changed the way it was done. |
| Generate an ROI to validate the cost of the booth and cover expenses. | Utilize lead retrieval and Salesforce to ensure that leads are followed up on. | Run Salesforce reports on Opportunities Won using Lead Source Filter Code ISTE2017 | Goal to generate \$60K in ROI from this event to break even. | Surpassed break even exponentially. Company detail is confidential. | This was achieved. Looking forward to dashboard creation to show all marketing attribution components related to ISTE. |

Results for Team Objectives

For the team objectives results we add final figures and metrics to the objectives sheet. It can be found in Appendix 2. Overall team objectives percent complete and/or met - 78.95%.

Final Show Results

Actual final report for ISTE 2017 can be found in Appendix 4. Of particular interest are the social and email results extracted from the report and noted below:

Social Results

- **Total Impressions for Twitter & Facebook Campaigns (80k/wk typical):**
1,469,560 impressions

- **Geekdom Event Video views** (including Facebook, YT, & Periscope): **9,149**
Breakdown:
Facebook: 8,722
Periscope: 145
YT: 282

Email Marketing Results

- Sent **42,000** emails to targeted lead lists for ISTE '17

Pre-ISTE Email:

29% Open Rate, 4% Click rate (avg. for industry is 2%)

Post-ISTE Email:

35% open rate (Average open rate for email marketing is 24%) ,
Click rate: 3% (avg. for industry is 2%)

CRITERIA #7
CONCLUSION

CONCLUSION

Final Assessment of GoGuardian Participation at ISTE

- We solidified the strength of our brand by getting 1,469,560 impressions on Facebook and Twitter combined and were picked up by 1 media outlet.
- We successfully communicated the value-add of Admin 2.0 to 989 visitors to the ISTE booth, alone.
- We successfully generated an ROI to validate the cost of the booth and cover its expenses.
- The combination of all Integrated Marketing Communications together helped us achieve our objectives successfully.

Recommendations for Change/ Improvement for the Future

- I recommend we continue participating at the ISTE conference as it helped us achieve our objectives.
- I recommend that we go with a larger footprint based on the foot traffic, allowing us more room to be able to filter the “one percent” and communicate our value-add with more space.
- I recommend a new booth layout as our layout acted more as a fortress than an inviting space.
- I recommend adjusting our “thought leadership” off-site event tactic. The location was too far away from the convention center and the presentations were too long.

Strategy Plan in Place to Support Recommended Changes

- My strategy plan for the future would be to increase the overall effectiveness of the booth. And, in case you are wondering, I already employed objectives and tactics to make that happen in 2018!
 - Objectives were to be seen as an industry thought leader by all visitors who came to the booth that we scanned and had conversations with.
 - Tactics employed included hosting a panel in the booth with three mega-popular internet teacher influencers.
 - Tactic: Held a Live Podcast in the booth with 4 well-know influencer podcasters.
 - Objectives were to give more on-site demos of the product than in the past. Give a demo to 100% of the target audience that visited the booth.
 - Tactics employed included a much larger booth space with more screens for demos. We had two screens outside the booth and three screens inside the booth as well as additional chromebooks for staff.
 - Tactic: Provide GoGuardian t-shirt to those that received a demo.
 - Objectives to better filter the “one percent” in order to give demos to 100% of the target audience.
 - Tactic: Create separate section of the booth for our MVP customers (current customers who are no longer the target focus). The customers in

this section of the booth were able to write their thoughts on Whole Child concept chalkboard, get temporarily tattooed and get a Wally foam hat to wear. This allowed us to help our current customers feel special and leave the other $\frac{2}{3}$ of the booth for prospect customers/ discussions. Also, if the current customer had any problems or support questions they could discuss in an area that was not in earshot of prospect customers - **genius!**

Review Learning Experiences from Exhibitor Learning Events, CTSM & Writing Portfolio

The Exhibitor program itself was an amazing learning opportunity for me on many levels. Most of my career I have felt an island unto myself. It was so refreshing to meet people who get me and who do exactly what I do! As Betsy Earle put it, “we are our own breed”! I now know that I have a whole community and family at Exhibitor that I can turn to when I need advice or help - and that is just priceless!

I have gained much experience from the CTSM program. I learned many skills, learned where I could improve, learned that some things I was doing just right (even though I questioned myself), learned how I could make myself better personally which extends to me professionally. I gained much confidence and learned that what I do is really very amazing!

The CTSM experience was quite daunting at times but I am very proud of myself for persevering! The classes were all very good, the staff was always extremely professional and I looked forward to the escapes from the everyday job to the comfort and security of the Exhibitor family. The Exhibitor staff was always encouraging me and reminding me that “you do this everyday. It is just a matter of testing for it and writing it down on paper.”

Through the CTSM certification process I can finally say confidently, “I have what it takes”! And, for that, I will be forever grateful. Thank you, Exhibitor, and thank you to all these wonderful human beings that encouraged me along the way from staff - Jan, Bob, Wendy, Marc, Mim, Betsy, Bill - to all the teachers - and to my amazing counterparts that do the work, typically without praise, but know that getting the job done and done well is worth all the praise!

SESSION REFERENCE PAGE

8 CTSM Required Session References

1. Session 10817

Page 14

How to Measure the Value of Trade Show Participation - Part I - Joe Federbush
Reference: Essential Learning Component 10: The Two Overarching Objectives for Trade Show Marketing

2. Session 30816

Page 15

Business Marketing Strategies and Trade Show- Bob Milam
Reference: Essential Learning Component 2: Strategies are broad and directional in nature, providing a frame and structure for tactical development and use.

3. Session 20316

Page 15

The Nuts and Bolts of Budgeting for Results- Kimberly Kee
Reference: Essential Learning Component 4 - Establishing Budget-Based Goals

4. Session 61717

Page 18

Graphics Boot Camp: The Basics Every Event Manager Should Know-Brian Baker
Reference: Essential Learning Component 7 - Messaging Hierarchy

5. Session 62017

Page 19

The @show Experience: Understand the Essentials of Exhibit Design -Errol Ahearn
Reference: Essential Learning Component 7- Lighting 101

6. Session 31117

Page 30

How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program -Scott Leech
Reference: Essential Learning Component 4 - How to integrate brand goals with your traditional measurement activities such as number of leads to further reinforce the success and importance of your programs.

7. Session 62117

Page 31

Collaborate, Create, Succeed: Maximizing Results Through the Power of Design -Janet Good
Reference: Essential Learning Component 4 - Understand the importance of collaboration and interaction throughout the selection process.

8. Session 10817

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How to Measure the Value of Trade Show Participation - Part I- Joe Federbush
Reference: Essential Learning Component 2 - Measurement is important for justification and continuous improvement

2 Elective Sessions

1. Session 104

Page 35

Did the Strategies and Tactics Work- Marc Goldberg

Reference: Essential Learning Component 3 - Each objective has an associated metric.

Whatever the objective there is a variety of metrics from which to choose. Choosing the one that proves performance is key.

2. Session M327

Page 38

The Recipe for Executing an Irresistible Trade Show Campaign- Rhiannon Anderson

Reference: Essential Learning Component 3 - ENTICE - Stand out from the start. Why pre-show marketing is a MUST.

APPENDIX

| | |
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| 1. 2017 Event Schedule | Page 51 - 55 |
| 2. Team Objectives | Page 56 - 57 |
| 3 ISTE Event Budget | Page 58 - 59 |
| 4. Actual ISTE 2017 Conference Summary Final Report | Page 60 - 75 |
| 5. Trade Show Sales Staff On-Boarding PowerPoint | Page 76 - 92 |
| 6. Trade Show Ranking Criteria | Page 93 |

Appendix 1. Annual Schedule of Events

| 2017 Show Schedule | | | |
|---------------------------|----------------------------------------------------------------------------|----|-------------------|
| | Strategic Conference | | |
| | Core Conference | | |
| | Emerging Conference | | |
| Date | Event | | Booth Size |
| Q1 2017 | | | |
| January | | | |
| January 12 | ESC Region 4 (Education Service Center Region Conference) | TX | Table Display |
| January 9 | Pell City School District Technology Conference, AL | AL | Table Display |
| January 24 - 27 | FETC (Future of Education Technology Conference) | FL | 10 x 10 |
| January 19 | Butte County School District Luncheon | CA | Table Display |
| January 28 | Fort Worth School District Technology Conference | TX | Table Display |
| January 30 | Grossmont, IL Unified School District Luncheon | IL | Table Display |
| February | | | |
| February 1 | Reseller Partner CDW Team Event, Vernon Hills | IL | Group Event |
| February 3 | Reseller Partner CDW Event Shelton, CT | CT | Group Event |
| February 6 - 10 | TCEA (Texas Computer Education Association) | TX | 10 x 20 |
| February 13 - 17 | Reseller Partner PCM Conference | NV | 10 x 10 |
| February 14 - 16 | OETC (Organization for Education Technology & Curriculum) | OH | 10 x 10 |
| February 14 - 17 | Reseller Partner CDW Event Shelton, CT | CT | Group Event |
| February 12 - 15 | PETE-C (Pennsylvania Educational Technology Expo & Conference) | PA | 10 x 10 |
| February 22 | MASSCUE Winter Palooza (Massachusetts Computer Using Educators Conference) | MA | 10 x 10 |
| February 25 - March 3 | ICE - St. Charles (Illinois Computer Using Educators) | IL | 10 x 10 |
| February 26 - 28 | Edu-Tech Tampa | FL | 10 x 10 |

| | | | |
|----------------|--------------------------------------------------------------------------------------------------------------------|----|---------------|
| February 28 | ESC Region 14 (Education Service Center Region Conference) | TX | Table Display |
| February 28 | Reseller Partner CDW Event | IL | Group Event |
| March | | | |
| March 1 - 3 | NCTIES (North Carolina Technology in Education Conference) | NC | 10 x 10 |
| March 3 - 4 | School CIO Redwood Shores (Formerly Tech & Learning School Chief Information Officer Conference) | CA | 10 x 30 |
| March 5 - 7 | RTM Group CIO Congress - Spring Los Angeles | CA | 10 x 30 |
| March 8 - 10 | KYSTE (Kentucky Society for Technology in Education) | KY | 10 x 10 |
| March 13 | ASSET (Association for Suffolk Supervisors for Educational Technologies Conference) | NY | 10 x 10 |
| March 15 - 17 | MACUL (Michigan Association for Computer Users in Learning Conference) | WI | 10 x 10 |
| March 20 - 22 | Charter School - Sacramento (California Charter Schools Conference) | CA | 10 x 10 |
| March 23 | EdTech Expo, Tarrytown, NY | NY | 10 x 10 |
| March 22 - 24 | NCCE - Portland (Northwest Council for Computer Education Conference) | OR | 10 x 10 |
| | | | |
| Q2 2017 | | | |
| April | | | |
| April 5 | Reseller Partner CDW Event* | IL | Group Event |
| April 3 - 6 | COSN Chicago (Consortium of School Networking Conference) | IL | 10 x 10 |
| April 5 | Reseller Partner PCM National Meeting Las Vegas | NV | 10 x 10 |
| April 11 | Reseller Partner Dell EDU Event | MI | 10 x 10 |
| May | | | |
| May 3 - 5 | Common Ground Conference Ocean City | MD | 10 x 10 |
| May 4 - 5 | ACPE (Association for Computer Professionals in Education Conference - (No Formal Booth - Visited Show/ CDW Booth) | OR | N/A |
| May | Whalley 9 City Tour: (Changed to 8 cities during tour) | | |

| | | | |
|----------------|------------------------------------------------------------------------------------------------------------------------------|----|---------------|
| May 3 | Reseller Partner Whalley Portland, ME | ME | Table Display |
| May 4 | Reseller Partner Whalley New Hampshire, MA | MA | Table Display |
| May 5 | Reseller Partner Whalley Foxwoods, CT | CT | Table Display |
| May 7 - 9 | RTM Group CIO Congress, San Antonio | TX | 10 x 30 |
| May 8 | Cyber Security Summit ESC Region 11 (Education Service Center Conference) | TX | 10 x 10 |
| May 10 | Reseller Partner Whalley Southwick, MA | MA | Table Display |
| May 11 | Whalley Rhode Island (cancelled) | | N/A |
| May 12 | Reseller Partner Whalley Gillette Stadium, Boston | MA | 10 x 10 |
| May 15 | Region 10 Tech Fair (Education Service Center Conference), Richardson, TX (Just sent informational material - not staff) | TX | Table Display |
| May 16 | Reseller Partner Whalley Vermont | VT | Table Display |
| May 17 | Reseller Partner Whalley Albany | NY | Table Display |
| May 18 | Reseller Partner Whalley Syracuse | NY | Table Display |
| June | | | |
| June 13 - 14 | LACUE (Louisiana Association of Computer Using Educators Conference), Baton Rouge (Veronika walked the show only - no booth) | LA | N/A |
| June 14 - 15 | HSTI (Arkansas Educational Technology Conference), Hot Springs, AR | AR | 10 x 10 |
| June 24 - 25 | School CIO (Formerly Tech & Learning School Chief Information Officer Conference), San Antonio | TX | 10 x 30 |
| June 26-28 | ISTE (International Society for Technology in Education Conference) San Antonio | TX | 10 x 20 |
| June 26-28 | Geekdom Conference Center GoGuardian Event, San Antonio | TX | Event |
| | | | |
| Q3 2017 | | | |
| July | | | |
| July 11-14 | TETA (Tennessee Educational Technology Association Conference) | TN | 10 x 10 |
| July 12-14 | GAMESIS (Georgia Association for the Management of Educational Information Systems Conference) | GA | 10 x 10 |
| July 17 - 18 | Missouri Technology Summit | MO | 10 x 10 |
| July 18 - 20 | Reseller Partner Troxell National Sales Summit | MN | Table Display |

| | | | |
|------------------|---------------------------------------------------------------------------------------------|----|---------------|
| July 26 | NYC DOE (New York City Department of Education Conference) | NY | 10 x 10 |
| August | | | |
| August 1 | Mike Daugherty Lunch/Learn - OH | OH | Table Display |
| August 3 | Reseller Partner CDW Event - Beercade | IL | Group Event |
| August 4 | Reseller Partner Tech Talk & Googlepalooza Conference (Event hosted by CDW) | IL | Table Display |
| August 8 - 9 | Googlefest Conference | MI | 10 x 10 |
| September | | | |
| September 13/17 | Arizona Technology Summit Conference | AZ | 10 x 10 |
| September 16/17 | Stamford, CT School District Google Event | CT | 10 x 10 |
| September 28 | Reseller Partner Troxell Tech Talk | | 10 x 10 |
| Q4 2017 | | | |
| October | | | |
| October 4 | Arizona CIO/CTO (Arizona Chief Information Officer/ Chief Technology Officer Forum) | AZ | 10 x 10 |
| October 6/7 | School CIO (Formerly Tech & Learning School Chief Information Officer Conference) Nashville | TN | 10 x 30 |
| October 8 | RTM Group CIO Congress, Orlando | FL | 10 x 30 |
| October 9/11 | MORENET (Missouri Research and Education Network Conference) | MO | 10 x 10 |
| October 10/12 | FASBO (Florida Association of School Business Officials Conference) | FL | 10 x 10 |
| October 15/16 | OESIS (Online Education Strategies for Independent Schools Conference) | MA | 10 x 10 |
| October 19/20 | Arkansas Conference of Technology (CDW Booth Space/Happy Hour) | AR | 10 x 10 |
| October 24/25 | MASSCUE (Massachusetts Computer Using Educators Conference) | MA | 10 x 10 |
| Nine Cities | Reseller Partner Tierney Tech Road Tour Begins | | |
| October 24 | Beginning Location - Reseller Partner Tierney Tech, St. Louis | MO | Table Display |
| October 25 | Reseller Partner Tierney Tech Road Tour, Davenport | IA | Table Display |

| | | | |
|-----------------|--------------------------------------------------------------------------------------------|-------------------|---------------|
| October 26 | Reseller Partner Tierney Tech Road Tour, Des Moines | IA | Table Display |
| October 25/19 | ATLE (Alberta Technology Leaders in Education Conference) | Alberta Canada | 10 x 10 |
| October 25/27 | EdTech (South Carolina Association for Education Technology Conference) - Myrtle Beach | SC | 10 x 10 |
| | | | |
| November | | | |
| November 7 | Reseller Partner Tierney Tech Road Tour, Beachwood | OH | Table Display |
| November 8 | Reseller Partner Tierney Tech Road Tour, Columbus | OH | Table Display |
| November 9 | Reseller Partner Tierney Tech Road Tour, Dayton | OH | Table Display |
| November 8/10 | HECC (Higher Education in Conference Center Conference) | IN | 10 x 10 |
| November 14/17 | CETPA (California Educational Technology Professionals Association Conference) | CA | 10 x 10 |
| November 14 | Reseller Partner Tierney Tech Road Tour, Cincinnati | OH | Table Display |
| November 15 | Reseller Partner Tierney Tech Road Tour, Louisville | KY | Table Display |
| November 16 | Reseller Partner Tierney Tech Road Tour, Plainfield | IN | Table Display |
| November 19/21 | NYSCATE (New York State Association for Computer Technologies in Education Conference) | NY | 10 x 10 |
| | | | |
| December | | | |
| December 1/2 | School CIO (Formerly Tech & Learning School Chief Information Officer Conference), Phoenix | AZ | 10 x 30 |
| December 3/5 | VSTE (Virginia Society for Technology in Education Conference) | VA | 10 x 10 |

Appendix 2. 2017 Conference Objectives

ISTE Conference Objectives (2017)

Thank you all for your participation in ISTE! As per our last meeting, following is the document that I promised to slack out to you all. Please fill out your top 3-5 objectives for attending ISTE. This will help quantify and qualify your attendance/participation in the show. This show will (almost be) our single, largest conference expense.

We will discuss this as a team with leadership at a post show meeting! Thanks again!

Objectives are your ROO, Return on Objectives. These can and should be setting up customer meetings for the sales teams. Remember, objectives should be measurable and specific.

| | Objective 1 | Objective 1 - Percent Achieved | Objective 2 | Objective 2 Percent Achieved | Objective 3 | Objective 3 Percent Achieved | Objective 4 | Objective 4 Percent Achieved | Objective 5 | Objective 5 Percent Achieved | Objectives Met |
|----------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------|-------------------------|------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------|----------------|
| Overall GG Objective | Solidify strength of our brand by achieving 70% of team objectives noted below | 78.5% | Successfully communicating value-add of Admin 2.0 to current and potential customers and increase sales by \$850,000 within 6 months | 100% | Pay for Cost of the Booth Expense! Current expense slightly over \$60k :-) | 100% | | | | | |
| Becca | 200 engaged leads generated from show | 183 "Hot" leads, 91% of objective | 100 VIPs in attendance at Geekdom event | 51% | 800k twitter impressions week of ISTE | 150% | 5 trial signups at show | 0% known | 5 1:1 meetings with influencers to promote brand awareness & thought leadership around 2.0 & GG horizon | 90% | 76.40% |
| Dave | 25+ district / teacher interactions | 15 interactions at our booth, google booth and evening events, too many meetings to get enough time at booth | Meeting with 10 exec top partners | 15 total - CDW 4 Tierney 2 CTL 3, Amplified IT 2, D Stewart 3 Firefly 1 | Meeting 15 with industry contacts/ non-competitor vendors | Met 5, not enough free time between meetings/events to reach out to folks | | | | | 81.00% |

| | Objective 1 | Objective 1 - Percent Achieved | Objective 2 | Objective 2 Percent Achieved | Objective 3 | Objective 3 Percent Achieved | Objective 4 | Objective 4 Percent Achieved | Objective 5 | Objective 5 Percent Achieved | Objectives Met |
|----------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Russo | CDW engagement | 100% had executive briefings with the leadership team from CDW-G. Had Jeff, Cody, and myself in and out of the booth chatting with outside Account Executives from CDW-G. Had multiple lunches, dinner, and after hour events with the teams as well | Introduce CDW field team to our team | 100% Had Jeff, Cody, and myself in and out of the booth chatting with outside Account Executives from CDW-G. Had multiple lunches, dinner, and after hour events with the teams as well | Industry contacts | 100% Met with Lightspeed, CDW G, Google, Douglas Stewart, Synnex and other market leaders on what is working and what isn't with their overall business. | Drive attendance to CDW-G and GoGuardian Presentation | 100%. Had 89 total attendees attend our presentation and had the whole group stay 10 minutes longer just to complete the | Work with Google to increase team exposure | Met with Lyman, Cassie, Peter, Kevin, and Tom about what we can do to connect on a more frequent basis with their teams and work together on deals | 100.00% |
| Brian | Connect with key account principals | Met new SHI management and arranged a follow up strategy meeting, met with Amplified IT | Introduce Dave to partner leadership | Introduced Dave to Amplified IT, Discussed how we can integrate GG into their district audit | Attend reseller customer events | attended several reseller events | Scout out possible reseller candidates | Met with CCS, strong candidate with broad coverage | | | 100.00% |
| Amy | Remind all attending Best Buy reps of Admin 2.0 and have conversations with all management attendees, build relationships | 100% and introduced Dave | Meet all Zones attendees, build relationships | 0% they wouldn't commit to a meeting and didn't see them | Meet Laura and Chuck from Douglas Stewart, build relationships | 100% had a great meeting with Dave and Brian and we setup a follow up for August at HQ | Give 20+ demos of all products to prospective customers | 100% gave lots and lots of demos | Talk to attendees to gather 3+ positive anecdotes about our products that I can use when talking to resellers and customers. | 100%, favorite story was teacher who leaves chat on during tests so students can ask him questions without disrupting the class | 80.00% |
| Veronika | Face time with 3 CIOs of large districts | 66% | Hear/intro of 4 new big districts from CDW reps | 25% | Hear/intro of 4 new big districts from non-CDW reps | 0% | Show/switch over to 2.0 3 current customers | 100% | Record a testimonial from a current (happy!) admin | 0% | 38.20% |

| | Objective 1 | Objective 1 - Percent Achieved | Objective 2 | Objective 2 Percent Achieved | Objective 3 | Objective 3 Percent Achieved | Objective 4 | Objective 4 Percent Achieved | Objective 5 | Objective 5 Percent Achieved | Objectives Met |
|---------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------|------------------------------|-------------|------------------------------|----------------|
| Cody T | Face time with Judson ISD and 7-10 new 5K+ chromebook accounts | 100% | Finalize renewals with customers in attendance | 50% | Connect with CDW leadership team around TX/overall strategy | 90% | Record customer testimonial! | 100% | | | 85.00% |
| Jeff | speak to 100 admins | 100% | find 4-5 net new 10k+ chrome accts for GG AEs | 80% | find at least 2 champion districts who evangelize GG | 50% | found them, but we already knew about them :/ | | | | 76.67% |
| Cody Rice | Survive ISTE | 70% | Test product marketing | 90% | | | | | | | 80.00% |
| Tyler Shaddix | Survive ISTE | survived | | | | | | | | | 100.00% |
| Nickelle | Speak to 20+ teachers/admin about GGT current value prop (take temp) | 100%. Got to have a a lot of conversations with our current customers about what they like and where we can enhance their experience. | Collect info from competitors (Hapara at least) | 100%. Got information on 5 competitors both direct and through customers | Pick 10+ teacher/admins brains about other problems to solve (reporting, scenes enhancements , etc.) | 85%. Asked this question to all of our customers, and got great ideas/feedback from several. But sadly not 10 | | | | | 95.00% |

Overall Objectives Percent Complete/ Met - 78.95%

Appendix 3. ISTE Event Budget Breakdown

| ISTE Conference 2017 | | | | |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------|---------------|
| | | | | |
| Conference | ISTE (10'x20' Space) | | Geekdom | |
| Conference Dates | 6/26 - 6/28 | | 6/26 | |
| Shared Space With Partner | Both | | N/A | |
| Personnel - Who | Dave, Russo, Brian, Amy, Veronika, Cody, Jeff, Cody, Tyler, Nickelle, Becca, Jen, Nicole, Rob, Advait, Alex | | Dave, Russo, Brian, Amy, Veronika, Cody, Jeff, Cody, Tyler, Nickelle, Becca, Jen, Nicole, Rob, Advait, Alex | |
| Personnel Numbers | 16 | | N/A | |
| Number of Travel Days | 4 | | N/A | |
| EXPENSES: | | | | |
| Conference/Booth Fees | \$7,520.00 | | \$640.00 | |
| <u>Booth Materials</u> | | | | |
| Lighted Wall | \$4,270.67 | | \$0.00 | |
| Pillowcase Display Wall | \$1,342.00 | | \$0.00 | |
| Warm Gray Lights | \$355.67 | | \$0.00 | |
| Flooring | \$3,820.00 | | \$0.00 | |
| Badge Fees | \$710.00 | | \$0.00 | |
| Electric | \$1,180.00 | | \$0.00 | |
| Material Handling (Includes shipment received to warehouse) | \$1,150.00 | | \$0.00 | |
| Carpet (Includes Padding) | \$299.00 | | \$0.00 | |
| Cleaning | \$135.00 | | \$0.00 | |
| Furniture (Trash Can, etc.) | \$3,210.31 | | \$0.00 | |
| Lead Retrieval Unit | \$2,325.00 | | \$0.00 | |
| Internet | \$1,095.00 | | \$0.00 | |
| Wi-Fi | \$1,695.00 | | \$0.00 | |
| Tax | \$595.23 | | \$0.00 | |
| Booth Candy | \$0.00 | | \$0.00 | |
| Miscellaneous Supplies | \$7,001.14 | | \$93.23 | Lyft Receipts |
| To Include Packing Materials, plus Route 66 Social Photo Booth, Hanging Sign, Cookies/Drinks in | | | | |

| | | | | |
|--------------------------------------------|--------------------|--|-------------------|--|
| Booth, Gift for Lead Retrieval Winners | | | | |
| TOTAL BOOTH COST | \$36,704.02 | | \$733.23 | |
| Shipping To (Federal Express) | \$1,608.10 | | \$221.24 | |
| Shipping Return (Federal Express) | \$360.00 | | \$149.44 | |
| Transportation (Drayage Company) | | | | |
| TOTAL SHIPPING COST | \$1,968.10 | | \$370.68 | |
| Promo Items Sent | \$906.02 | | Literature | |
| Raffle | \$1,250.00 | | \$441.36 | |
| TOTAL PROMO COST | \$2,156.02 | | \$441.36 | |
| Hotel | \$9,767.67 | | \$0.00 | |
| Flight | \$10,873.36 | | \$0.00 | |
| Car Rental/Uber (Should approximate costs) | \$800.00 | | \$0.00 | |
| Meals *Based on calculations | \$5,440.00 | | \$0.00 | |
| TOTAL TRAVEL COST | \$26,881.03 | | \$0.00 | |
| Catering/Event Food | \$1,034.00 | | \$4,567.07 | |
| TOTAL ENTERTAINMENT COST | \$1,034.00 | | \$4,567.07 | |
| TOTAL EXPENSES | \$68,743.17 | | \$6,112.34 | |

Appendix 4. Actual ISTE 2017 Conference Summary Final Report

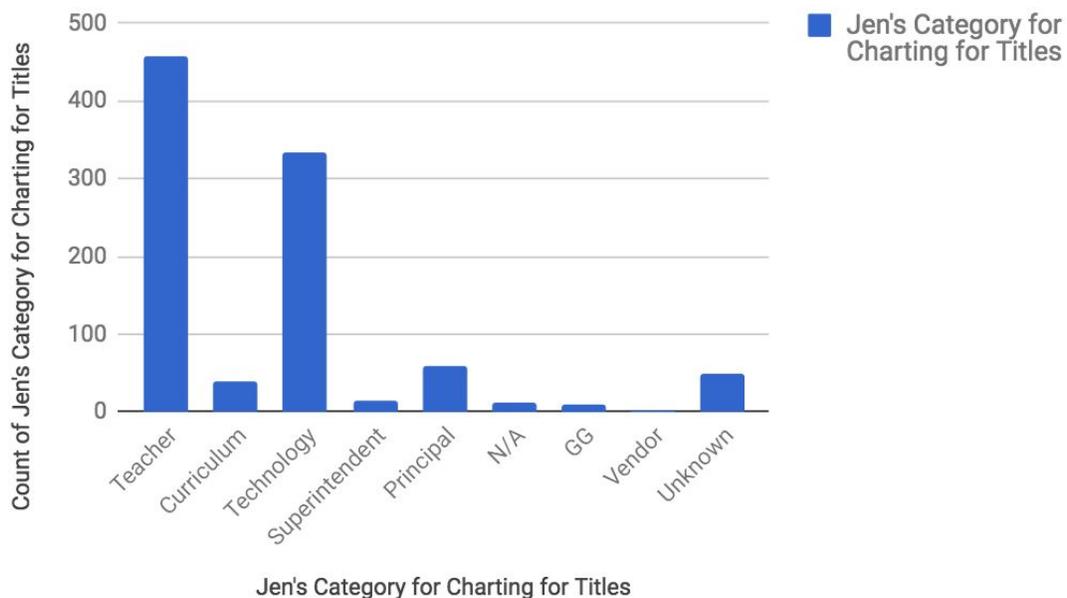
Total ISTE Booth Spend Includes T&E - \$74,855.51

- Booth Expenses, T&E, Shipping, Promos - \$68,743.17
- Geekdom Event - \$6,112.34

Conference Lead Demographics

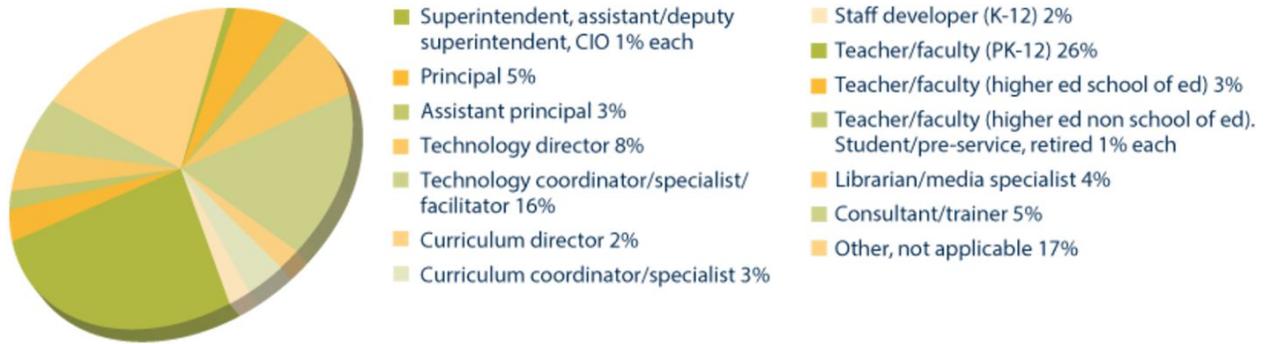
- **989 Leads Scanned**
- **(6) out of the 455 unique leads from the ISTE list have started a trial since June 23 - 1.3% (as of July 20)**

Job Categories Scanned at Booth

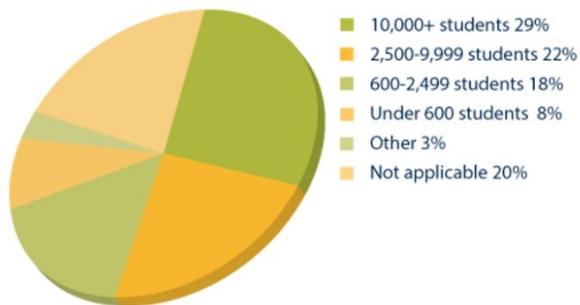


Clicker Counts/ Visitors to the Booth (136) - Process for Collecting These Was Not Accurate. Actual ISTE Reported Demographics Prior to the Conference:

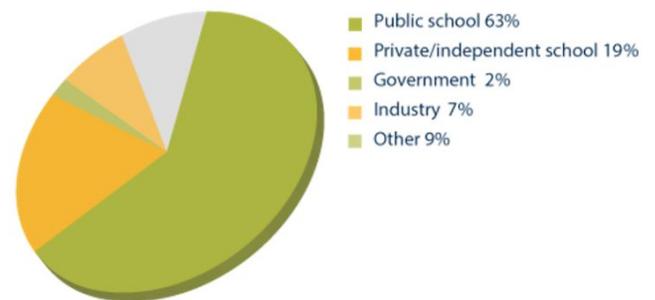
PRIMARY JOB ROLE



DISTRICT SIZE



EMPLOYMENT SECTOR



Social Results

- **Total Impressions for Twitter & Facebook Campaigns (80k/wk typical):**
1,469,560 impressions
- **Geekdom Event Video views** (including Facebook, YT, & Periscope): **9,149**
Breakdown:
Facebook: 8,722
Periscope: 145
YT: 282

E-mail Marketing Results

- Sent **42,000** emails to targeted lead lists for ISTE '17

Pre-ISTE Email:

- 29% Open Rate, 4% Click rate (avg. for industry is 2%)

Post-ISTE Email:

- 35% open rate (Average open rate for email marketing is 24%) ,
Click rate: 3% (avg. for industry is 2%)

Press Coverage

HOME → HARDWARE

JUN 28 2017

HARDWARE

ISTE 2017: 6 New Products Unveiled on the Show Floor

New offerings from big tech companies highlight this year's megaconference in San Antonio.

by *Jena Passut*
 Jena Passut is the managing editor of *EdTech: Focus on K-12*.

With more than 18,000 attendees and plenty of press coverage, the annual ISTE's 2017 Conference & Expo has become a prime place for vendors to launch new products and announce updates. This year is no different. Check out some of the latest offerings announced at the 2017 event, and then head over to [EdTech's coverage page](#) to read and see more news from ISTE.

SIGN UP. Get more news from the *EdTech* newsletter in your inbox every two weeks!

1. GoGuardian Expands Digital Citizenship with Admin 2.0
 Personalization has now reached all aspects of education.

ADVERTISEMENT

CLASSROOMS EMPOWERED FOR LEARNING. ORCHESTRATION BY CDW-G.

Hewlett Packard Enterprise | CDW PEOPLE WHO GET IT

Latest Articles

Q&A: Christine Cunningham Proves Even Elementary

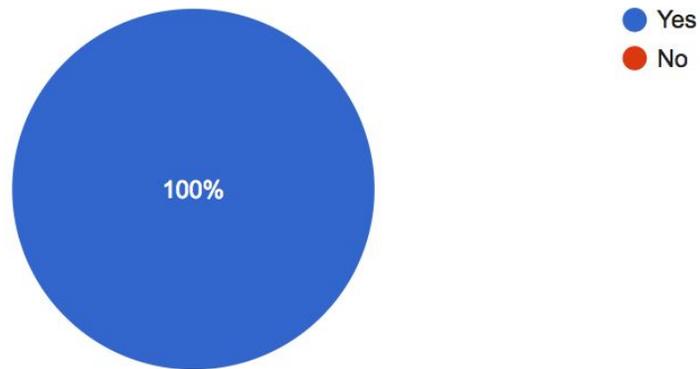
And the Winner IS

| Leads Logged with Name | |
|-------------------------------------------|------------|
| Alex | 312 |
| Amy | 213 |
| CT | 1 |
| Jeff | 156 |
| Nickelle | 25 |
| Total Leads Logged | 707 |
| | |
| | |
| Total Leads | 981 |
| | |
| Potential Winner - Weren't Logged by Name | 274 |

Take Away - Great Job Staff! Booth Exit Interviews

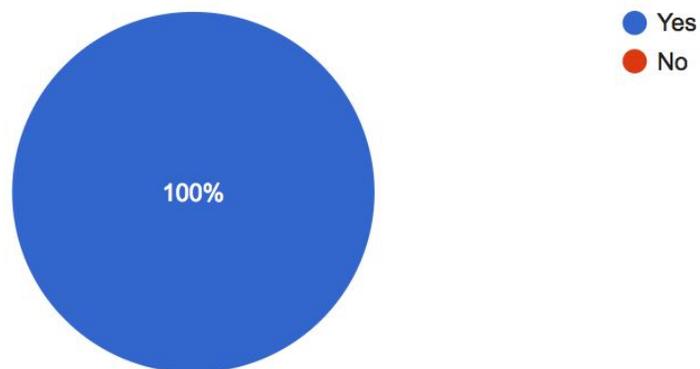
Was the booth staff attentive?

15 responses



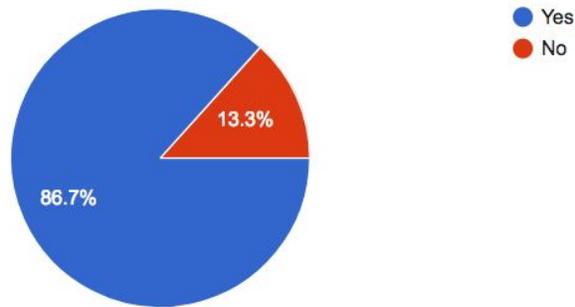
Was the staff able to answer all of your questions

15 responses



Did the booth design inspire you to come talk to us?

15 responses



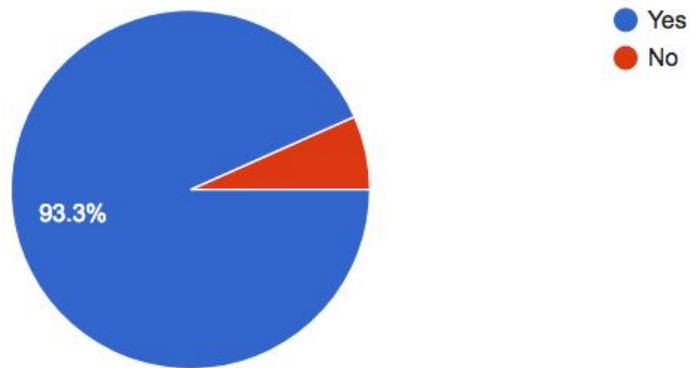
Any other feedback for us on our booth?

11 responses

| |
|----------------------------------------------------------------------------|
| The staff were amazing |
| None. Looks great! |
| Hrest |
| Wheel!!! |
| Liked the wheel |
| Excited to use GoGuardian in the fall!! |
| Nickelle very helpful |
| More info on raffle tickets specifics |
| A little teacher fortress but staff outside makes it work. Well staffed. |
| Great interactions!!! |
| Everyone was super friendly!! Was looking for you and saw the bright sign! |

Were your show objectives met by coming to speak with us?

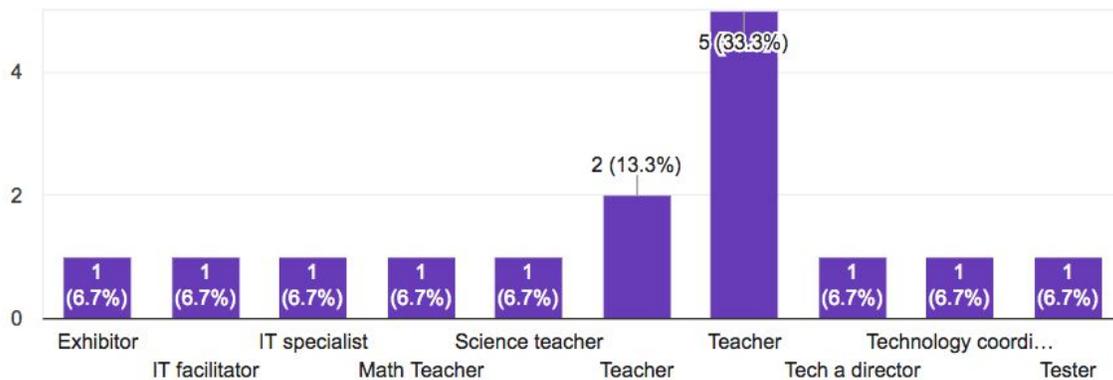
15 responses



Response: 1 Exhibitor, 2 IT Personnel, 1 Tech Director, 1 Technology Coordinator, 9 Teachers

What is your position?

15 responses

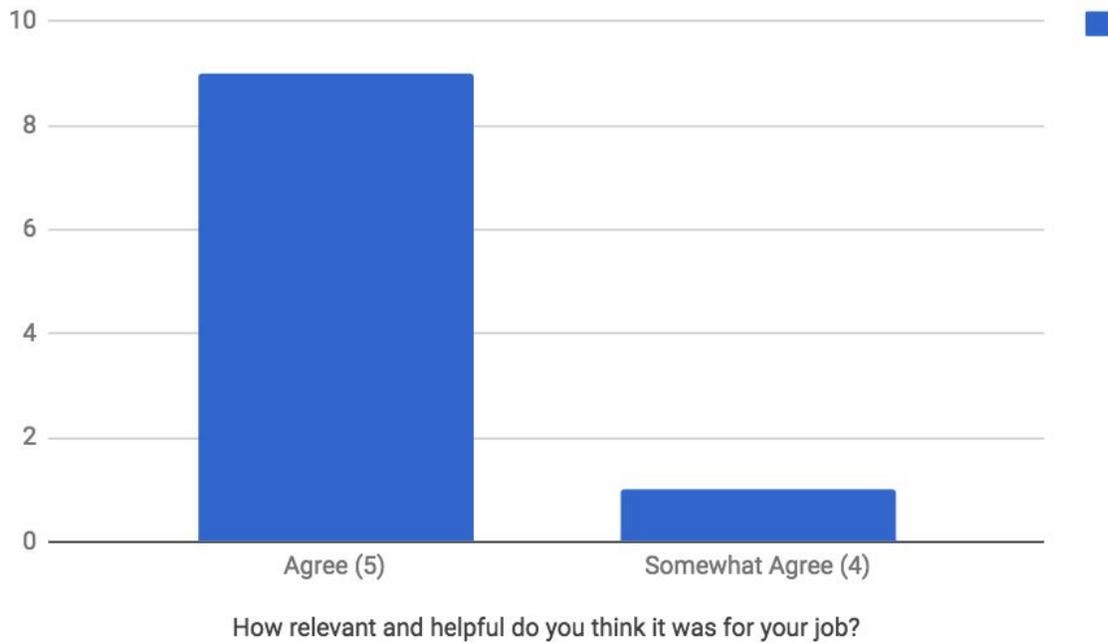


Objectives Review

- **78.5%** Overall Individual Objectives Set Were Met, [ISTE Objectives Review](#) (please refer to Appendix 2)
- Overarching Top Line Company Objectives Specified - Metrics Won't Be Known Until a Couple of Months Out

Internal Staff Survey Results - Of 14 in attendance (other than Nicole and myself), 10 responded to survey

How relevant and helpful do you think it was for your job?



What were your key takeaways from this event?

We are a lot more popular than we used to be! And everyone loves a prize wheel

There are now several other competitors with the exact same feature set. Our customers seem much more loyal than competitors, most of their booths were empty.

How many customers love our products and how many potential customers still haven't heard of us. (Lots of both!) Great chance to catch up with some of my resellers.

Our brand awareness is exponentially greater than last year. Our conversations were more meaningful and focused on purchasing instead of introductions.

Customers are not interested in the bells and whistles and geeky tech stuff. They just want to know what you have that can make their lives easier, and is it easy to implement/use.

It was just great to talk to so many people.

I was able to meet with the CDW-G Executive team and work within the CDW booth alongside over 30 outside field reps i hardly get to see. They were able to see us demo our solutions first handed and now know why everyone loves GoGuardian. Seeing all of the latest and greatest technologies in EDU is also a huge value add of ISTE. As well as working directly with Google to ensure we are part of their discussions when it comes to Chromebooks.

Not enough educators know about GoGuardian Teacher; too much going on at booth, felt more like a circus than a high-tech company; not enough space in booth; too many different swag items; t-shirts very hard to manage; off-site events very hard to plan with unequal ROI

Great Admin Presence,

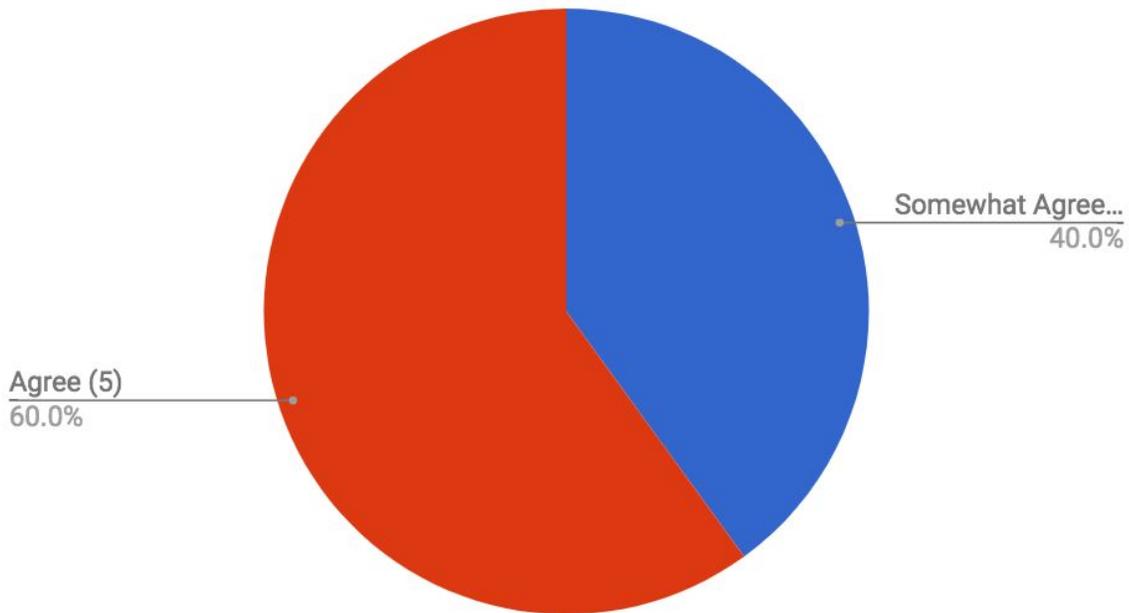
Meeting customers, partners, influencers

Who was the audience?

Administrators, Teachers

Administrators, Directors of IT/CIO, Teachers

How satisfied were you with the event?



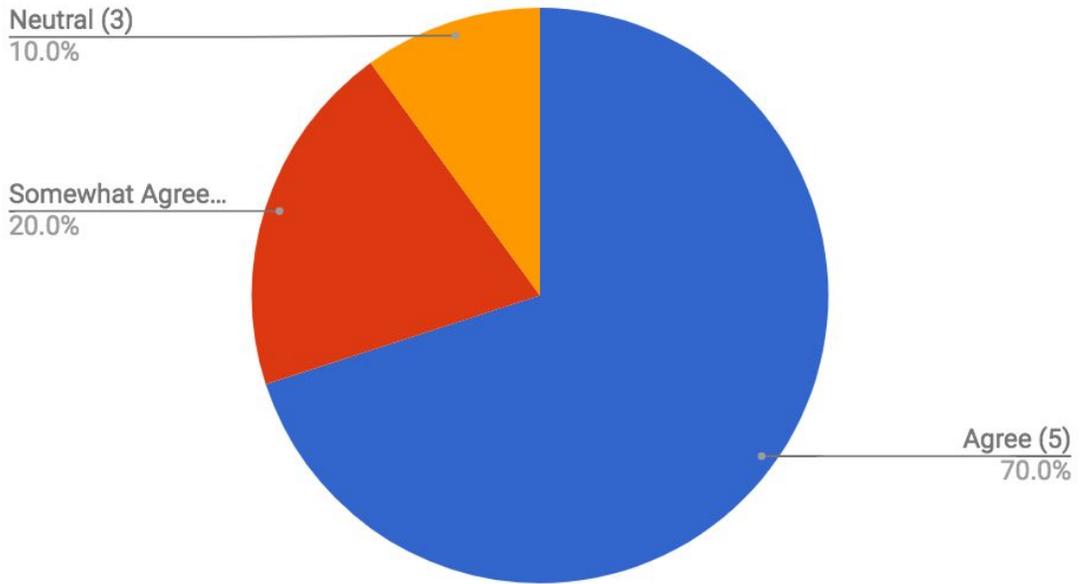
| How successful was it for you? |
|-----------------------------------------------------------------------------------------------------------------------------------|
| Key Relationships Were Established, Mostly Getting Our Name Out There/Branding |
| Key Relationships Were Established, Mostly Getting Our Name Out There/Branding |
| Key Relationships Were Established, Meetings Were Scheduled, Mostly Getting Our Name Out There/Branding |
| Key Relationships Were Established, Meetings Were Scheduled, Mostly Getting Our Name Out There/Branding |
| Eye opening customer feedback/insight that will influence the way we build/speak to products |
| Key Relationships Were Established, Mostly Getting Our Name Out There/Branding |
| Key Relationships Were Established, Meetings Were Scheduled, Mostly Getting Our Name Out There/Branding |
| Meetings Were Scheduled, Mostly Getting Our Name Out There/Branding, Learned a ton for next time |
| Key Relationships Were Established, Meetings Were Scheduled, Mostly Getting Our Name Out There/Branding, Geekdom Event + partners |
| Key Relationships Were Established, Meetings Were Scheduled, Mostly Getting Our Name Out There/Branding |

| Approximate number of people in attendance |
|---------------------------------------------------|
| 5000+ |
| 5000+ |
| 5000+ |
| 5000+ |
| 5000+ |
| 1000-5000 |
| 5000+ |
| 5000+ |
| 5000+ |
| 5000+ |

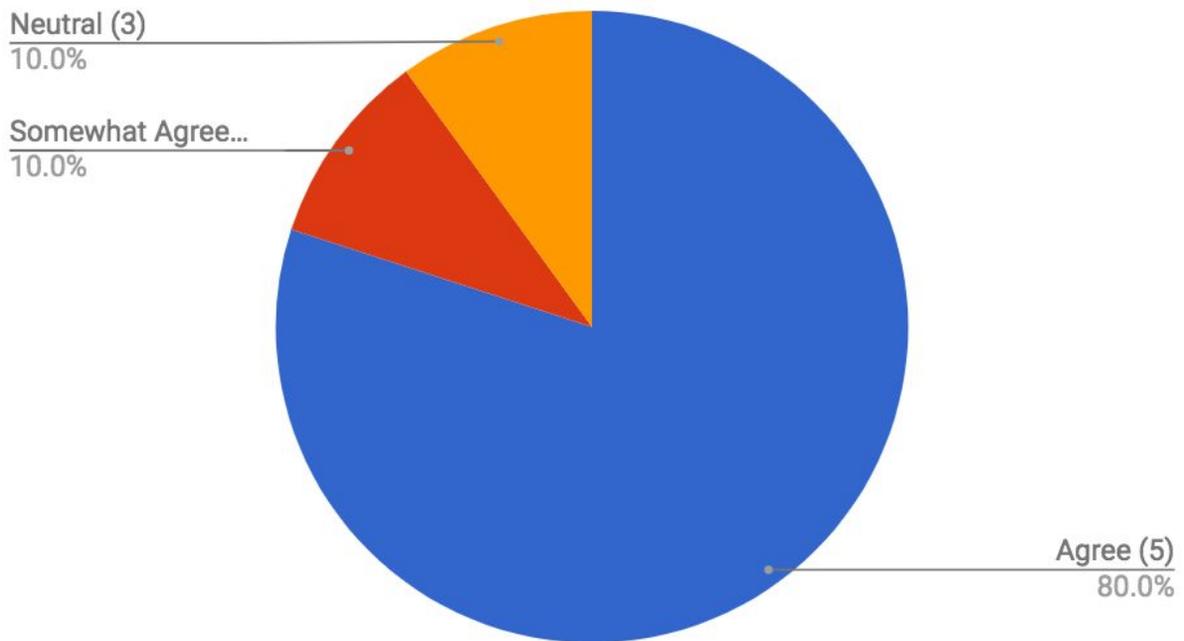
| Number of People Stopped by the Booth |
|----------------------------------------------|
| 1200 |
| 1500? |
| 1000+ |
| 1,000 + |
| Thousands? |
| 500? |
| 1000+ |
| unknown |
| 2500 |

| What Competitors Were There? |
|-----------------------------------------------------------|
| Lightspeed, Blocks, Omnito, Securly |
| All of them other than hapara. |
| Lightspeed, Impero were the main ones I saw |
| Lightspeed, Impero, iBoss, Squirrel, Securly |
| Classhub, Impero, Lightspeed, iBoss, NetSupport, Aerohive |
| All |
| Lightspeed, Squirrels, Securly, |
| Classhub (Squirrels), Lightspeed Systems, iboss |
| All major except Hapara |
| Lightspeed, |

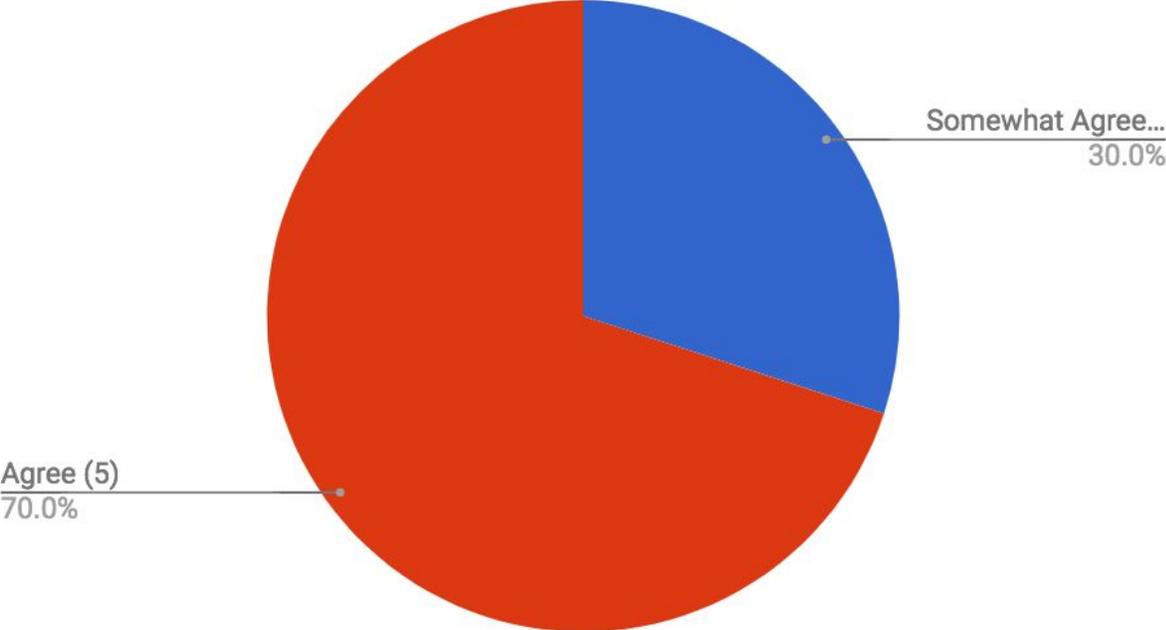
How satisfied were you with the logistics? [Accommodation]



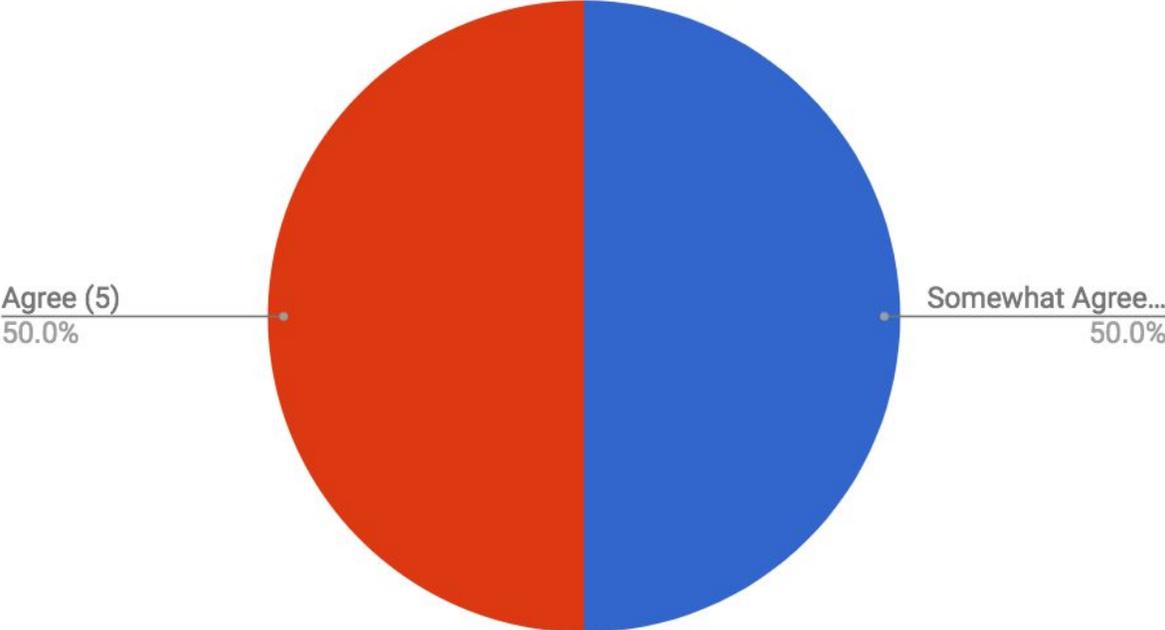
How satisfied were yo with the logistics? [Flights]



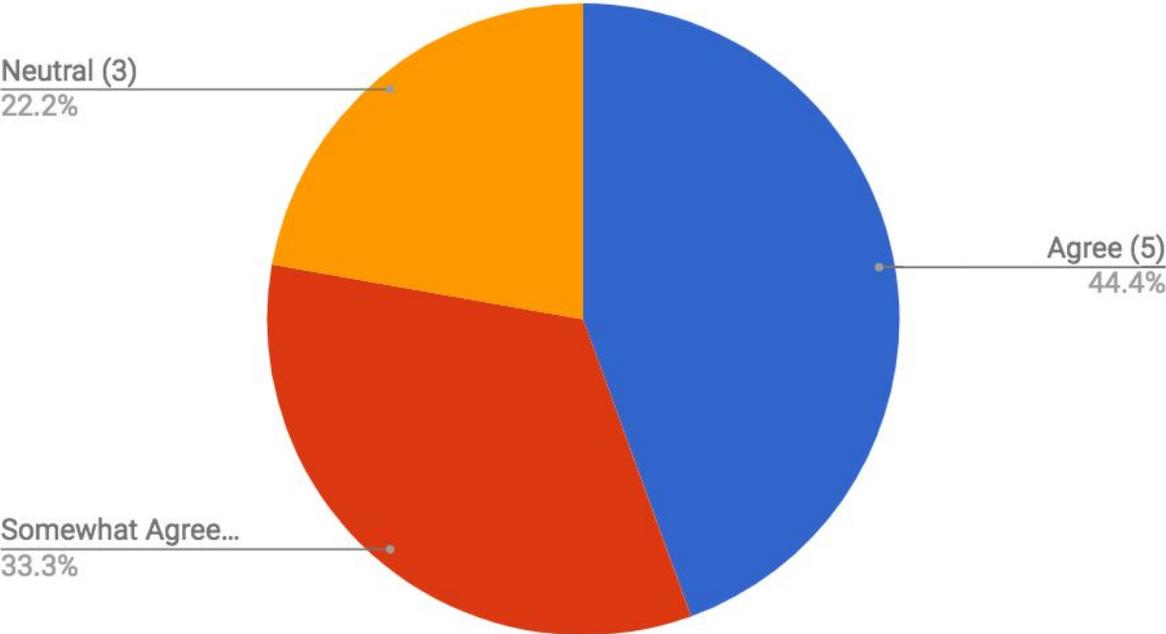
How satisfied were you with the logistics? [Pre-Conference Communication]



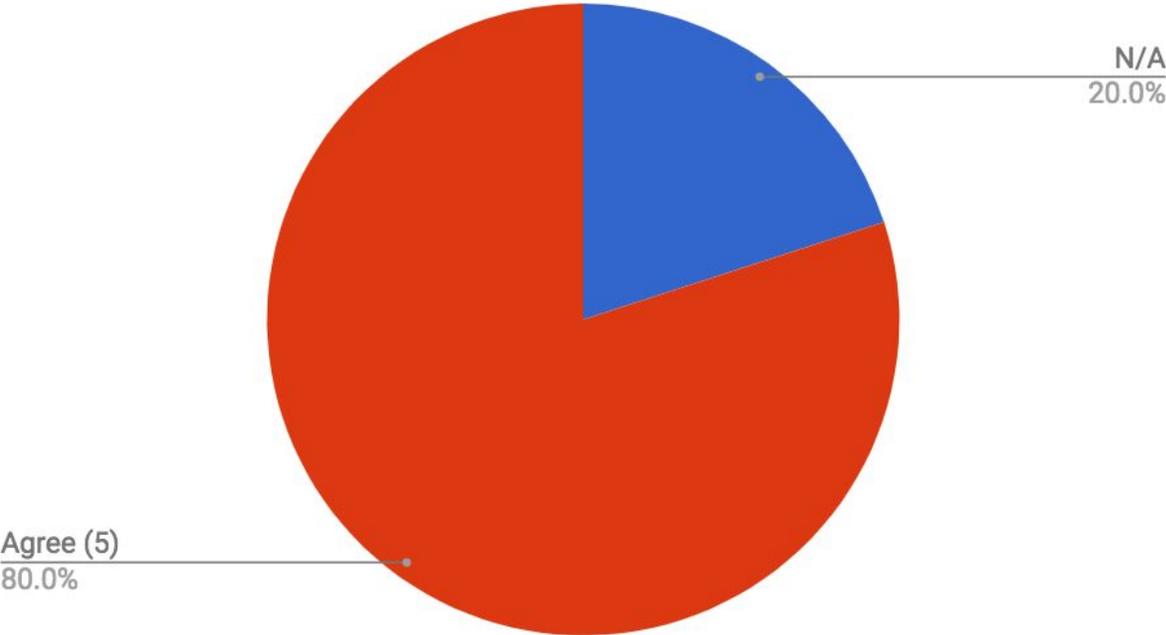
How satisfied were you with the logistics? [Venue]



How satisfied were you with the logistics? [Activities/Receptions]



How satisfied were you with the logistics? [Response Time on Issues]

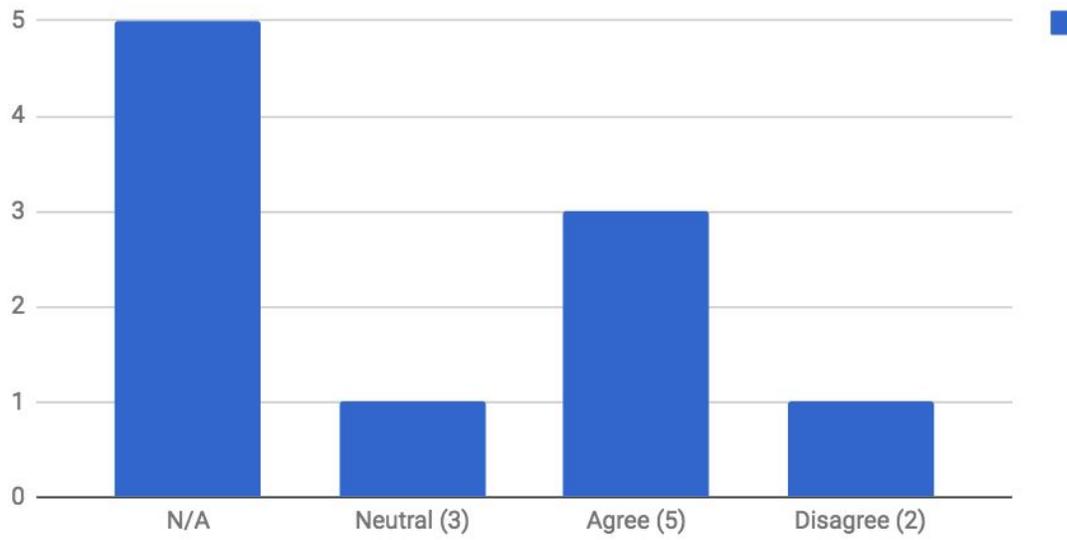


| Additional feedback on logistics |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| All was great! Not sure if photobooth was worth the space it took up in the booth |
| I really think that we should have a detailed packing list for every case, and include that on the outside of the case. Something like "in this case: Chromebase, 4 chromebooks, tshirt, etc" |
| I felt I was scheduled in the booth a lot and considering how long it took to get lunch (long lines) and sprinkled in with a number of other reseller meetings, I felt I didn't have hardly any time to walk the show floor and I didn't even get a chance to drop by all the partner booths I was hoping to. |
| The conferences are getting better every time. You make it look effortless, but I know the amount of work that goes into making a successful conference. |
| You all did an amazing job coordinating considering all of the people/variables you had to account for. My only feedback is if there would be a way to consolidate the information documents and if we could break up time at booth more. I felt like a lot of people were burned out by the end of the day/conference and weren't having the most effective conversations. |
| I think the photo booth while fun was a waste of space and money. I think having a large touch screen is ESSENTIAL to showing products to a large number of people. When we have giveaways we should be demoing GGT and GGA for everyone before we give away products. |
| Suggest we book own flights through Southwest outside of Nextavel |
| We had too much in the booth, folks had to queue up outside to talk to us, tighter scheduling expectations (still weren't always honoring the schedule) |

| Any additional comments regarding the conference or overall agenda of the conference? |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| It would have been much more convenient to stay at one of the hotels right by the convention center. Can we book hotels now for ISTE next year? Taking a shuttle or Uber/Lyft with so many people trying to leave the conference at once was difficult. |
| None of the customers reported any "earth shattering" "game changing" products/updates |
| Bigger booth and better layout |

| Should we attend this event again? |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Yes |
| Yes |
| Absolutely. |
| Absolutely |
| Yep |
| Yes |
| Of course |
| Yes for sure, it's a must-show for edtech companies looking to stay relevant and keep the momentum going. a 20x20 booth should be the gold standard for a company of our size. |

How satisfied were you with the logistics? [Return Shipment Details/Scheduling]



How satisfied were you with the logistics? [Return Shipment Details/Scheduling]

Yes

Yes

Recommended Attendance for Future

Yes to BD, Sales, Upper Mgmt

Everyone that went but we could really use a support person

AEs and Channel Managers plus product folks

Customer Service

Upper Management

CSMs support and eng

More Sales People

Sales, CSM, PMs

One Salesperson

Felt like we had the right number of folks there

7/20 Overall Post-Show Meeting Notes with Staff

- Flight costs higher than expected
 - Which shows yield bigger ROI: scrap those that don't
 - Touch screen display instead of photobooth
 - Utilize reach with partners, speaking spot
 - Push more attendance to their events
 - ISTE speaking session led by educator more effective
 - More demo-friendly environment
 - Large format display (touchscreen)
 - 4k display of screens, interactive
 - Planned approach to talking to tech admins
 - Share more effective product demos
 - Preempt anticipated questions: better product marketing training before ISTE on what's effective/top of mind for the people talking to disseminate tackling questions
 - Google booth: presentation every 30 min, drew engagement toward presenter
 - Better integration into their booth
 - Increase attendance at booth/shifts
 - Facilitate good demos: 1:1 designated spaces
-

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Trade Show & Events On-Boarding

"A Recipe for Success"

GoGuardian

Why Do We Exhibit?



Why We Exhibit & Invest

- Speeds up the selling process -
 - saves \$
 - Speaking session, thought leadership
- Face-to-Face discussions
- Brand Recognition - Top of Mind
- Scope Out Competition



Investment

Trade Shows can be quite costly; making a great impression on the customer speaks volumes and helps us reap the benefits of our investment!

Average Trade Show Cost is \$10k, including T&E.

Trade Show attendance reduces the cost of a sale by 38%*

*Industry average



Teacher Says, "Field Trip!!!"

Going to GG trade shows/events is a privilege!



Benefits:

- Out of the Office - yeah!
- Speaking to customers
- Collaborating with partners, customers, 1:1 conversations
- Potential to close sales and earn new business = commissions!
- TEAM Bonding!

How:

- Follow all trade show guidelines, be professional at all times, good personal conduct, follow GG employee handbook guidelines



Great Impressions =

Great Customer Experience & Interaction
"I want to do business with THEM!!!"



First Impressions



GoGuardian Staffers

"What do I want someone to **remember** about me?"
"How can I **create** the right **first impression**?"
"How do I want to be **perceived**?"



Poor First Impressions



Bored!
"Or Just Boring!"

Poor First Impressions



The No-Shows!
**“Guess they had a
great time last
night!”**

Poor First Impressions



Hungry - Anyone?
“Ewww - gross!”

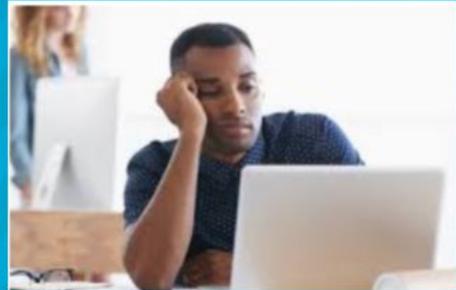
Poor "Lasting" Impressions



Sitting in a chair, electronics in hand - - Definitely Ready to Do Business and ~~Get Customers Excited!~~ (NOT)



I just want to go home -
"Really!"



Poor "Lasting" Impressions



Current Challenge

• • • •

Some conferences, encourage you to use apps on your phone for lead retrieving. We currently use a phone app for small conferences. The challenge is to use the app but not use your phone and just send a quick text or check Slack. It is a BIG challenge!

Resist Temptation! Be Engaged and BE Present!

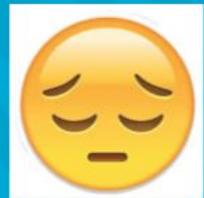
Poor "Lasting" Impressions



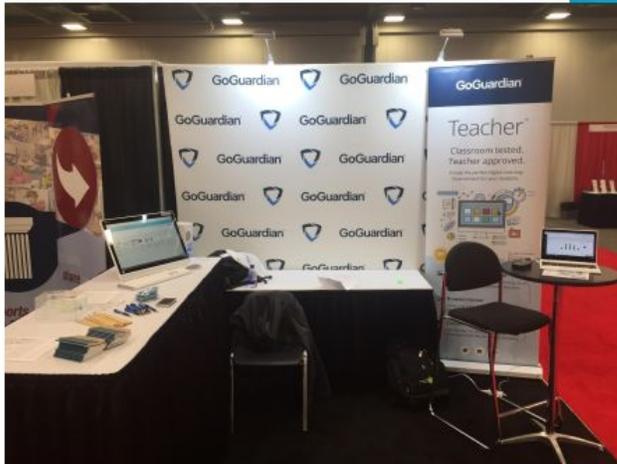
**Leaving the Booth
Early!**

**Or Breaking Down
Early - this costs us**

\$\$



Poor "Lasting" Impressions



Messy Booth

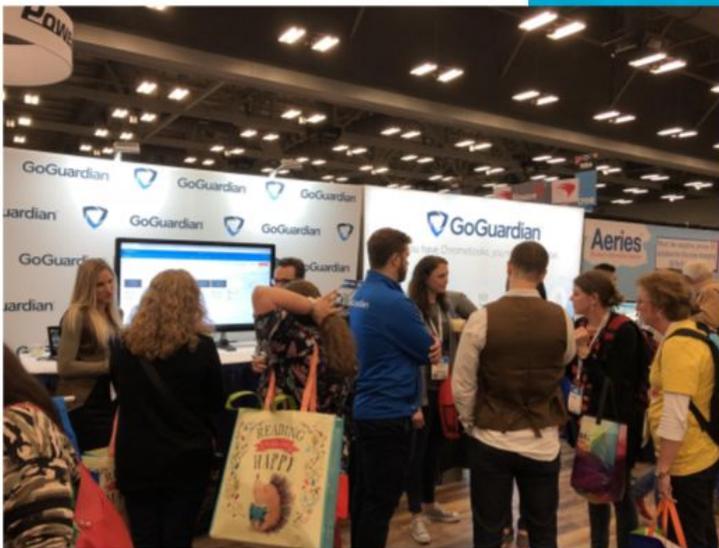
**"Why all the
tables?"**

Poor "Lasting" Impressions

[Don't Wreck Yourself!](#)
(Click link for video)



Great First Impression



**Bonding at
Conferences is
Essential . . . but
beware!**

Why?

Conference Attire

Acceptable

Formal Conference (RTM/ School CIO)

- Business Attire -
 - (Men) Suit, Button Down Shirts, Dress Shoes
 - (Women) Skirt or Slacks, Dress Shirt, Suggest Jacket or Sweater since the conference rooms tend to get cold!!! (brrrr)

Other Conferences/ Events

- GoGuardian Conference Jacket
- GoGuardian Polo Shirt
- Dress Shirt
- Dark Pants
- GG T-shirt, if paired with jacket



Conference Do's

- Attend all pre-show and post-show meetings
- Log Return on Objectives Prior to Show
- Post Show - Log % of Objectives Completed
- Fill out post-show surveys
- Conduct Yourself in an Appropriate Manner
- Scan All Leads to the Booth and add notes as appropriate
- Arrive On Time
- Do Not Break Down Early
- Do Not Speak Poorly About Competitors, Competitor Products, Coworkers, or GG (remember, just when you think someone is NOT listening, they may well be)!



Conference Attire



Not Acceptable

- GG Sweatshirt
- Hoodies
- Ripped Pants with Holes
- Yoga Pants

- Notate trade show you are assigned to when placing travel reservations.
- Follow conference attire guidelines
- Thoroughly set up all trade show materials prior to leaving.
- Give the booth attention to detail - as it is an investment!
- Follow booth time schedules or working hours, if assigned.
- Do not leave the booth unattended!
- Come to the booth ready to work.
- If you are not feeling well ask for another staffer to cover your shift!
- USE SLACK for EMERGENCIES!!

4 Rs of Tradeshow

- Reach Out
- Relate
- React and Respond
- Record



3-30-60

- You have **3 seconds**, to catch their attention!
- You have **30 seconds** to quickly engage the customer - what are their needs!
- You have **60 seconds** to deliver a message!

Wow!



Expenses

Remember to follow corporate expense policies!



Air

- Book lowest logical fare at least two weeks in advance
- Least expensive coach class airfare within four hours of requested time, one stop
- Require approval for airfare \geq \$450 or all international flights
- Upgrades at own expense
- One personal checked luggage

Hotel

- Lowest moderate-priced 3-4 star hotel, standard room
- Maximum Regular: \$250/night
- Major Cities: \$350/night (Major Cities: LA, Las Vegas, San Francisco, New York, Chicago, Miami, Seattle, DC, Boston)

Ground Transport

- Please use most cost effective method of transportation for trip (shuttle, uber/lyft, taxi, rental car)
- Car rental use Direct Bill with National/Enterprise
- Car rental economy/compact size, unless 3 or more people then full size ok



Concur Expenses

- T&E Policy Reminders
 - Meals - itemized receipt and list of attendees required
 - Travel meal allowance is limited to \$50/day or \$75/day for major cities
 - Business meals are limited to \$40/person/meal; \$60/person/meal for major cities (2 drinks)
 - Incidental hotel charges should be itemized
- 2 ways to create report
 - Create expense in Concur → attach receipt → attach to report
 - Forward receipt → assign expense type → attach to report





Travel Detail

Purpose of Trip [Required]

TRADESHOW

Reason for Trip (provide more detail) [Required]

Trip Booking Information

The trip name and description are for your record keeping convenience. If you have any special requests for the travel agent, please enter them into the agent comments section.

Trip Name

This will appear in your upcoming trip list.

Trip from Los Angeles to San Francisco

Trip Description (optional)

Used to identify the trip purpose

Comments for the Travel Agent (optional)

Special Requests may incur a higher service fee.

Send a copy of the confirmation to:

Send my email confirmation as

HTML, Plain-text

Purpose of Trip [Required]

BUSINESS

Reason for Trip (provide more detail) [Required]



Luxe Travel Information

Contact Information:

- Agent Team for GoGuardian (for booking travel)
Normal Hours: 5am-6pm PST
Phone: 949-930-1612, press 5
Email: goguardian@luxetm.com
- Concur Travel Assistance: concur@luxetm.com or 949.336.1000 x2003
- After Hours: for emergencies for U.S. 6pm-5am PST
Phone: 866-276-4623
code: S-3B3C



Show Communications

Pre-Show Emails/ Post-Show Emails/ Meetings/ Social Media

- The events team will attempt to get pre-show attendee lists and forward to the sales team in order to send pre-show email communications as well as give the sales team the opportunity to set up customer meetings surrounding the event.
- Take the opportunity to update your email signature with what show you are attending and the booth number to increase awareness.
- Marketing will communicate with the “Sales Pod” in charge of show regarding pre and post show communications to ensure no overlap.
- **Send fun photos** from the show floor via Slack channel so that we generate more buzz, excitement on the show floor and direct attendees on prizes, etc. We will Tweet out photos as appropriate!

GoGuardian @goguardian
Don't miss @FSHISD students and the one and only @drrrios in booth #1525 at #TCEA! Come hear how tech directors, edu...
<https://twitter.com/i/web/status/961297891313664000>
Twitter Feb 7th (247 kB)



Leads Process

Large Event: We will use the official show lead retrievers.

Small Event: We will use app that is downloaded to your phone. At-Event can be found in app store. Use version 3.0.

Back-Up: Lead cards are provided in the case sales staff can't get to the customer or lead system is not working.

Post-Show: Events team will obtain leads, inform sales of leads received.

Lead process to be added shortly (pulled from Pete's slides to sales team)



Post-Show

At Post-Show meeting we will review the following:

- Survey Results
- Leads Received
- What Worked/ What Didn't Work
- Results on Objectives
- Any Additional Communication Needed

- Celebrate our Victory!!



Ready, Set, Happy Selling!



Thanks for your time!

GoGuardian



Questions?

GoGuardian

Appendix 6. Event Ranking Criteria

Criteria for Attendance

Process for selecting/prioritizing:

1. Clearly delineate ROO
 - a. Partner or Own Booth
 - What are objectives of each?
 - Facetime with _____ stakeholder
 - # of leads
 - Revenue generated/ amount closed
 - How do we quantify success?
 - Pre and post show assessments
 - Did we attend last year?
 - Why or why not?
 - What will be similar or different this year?
2. Who else is sponsoring/sponsored last year?
 - Google
 - Competitors
 - Channel partners
3. Of conferences in each region, <20% Tier 1, >30% Tier 3

Prioritized Levels

Must - 1

Must Be in Own Booth

Must be in Partner Booth Only

Must Be in Both Partner and Own Booth

Should - 2

Should Be in Own Booth

Should be in Partner Booth Only

Should Be in Both Partner and Own Booth

Nice - 3

Nice to Be in Be in Own Booth

Nice to be in Partner Booth Only

Nice to Be in Both Partner and Own Booth

Pass - 4

Recommend Skipping