

MARKETING COORDINATOR



ALEXIS WINSLOW

ALEXIS.WINSLOW@ZESTRONUSA.COM | 703.393.9880 | ZESTRON.COM

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CRITERIA #1

VITAL STATISTICS



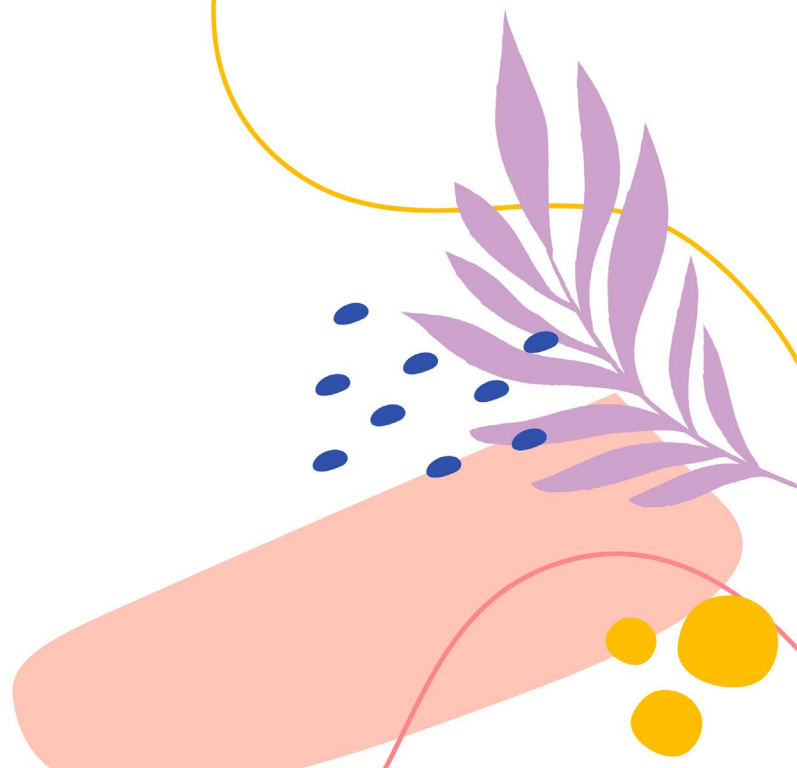
CRITERIA #1

BIOGRAPHY

I did not start out thinking I would be coordinating marketing events or even in the marketing field. I always had a plan on becoming a surgeon or veterinarian. When I was attending Northern Virginia Community College, I decided to change paths to something business-related. I grew up with a very strong entrepreneur mother and grandmother. I always created different business plans in my head for new companies, even at a young age.

So, I decided to go for my **Associate of Science in Business Administration** and I graduated in 2014. I then transferred to George Mason School of Business and I had an undecided major until my second semester. I took a marketing 101 class and I decided I wanted to major in marketing. In 2016 I graduated from George Mason University with a **Bachelor of Science in Marketing**.

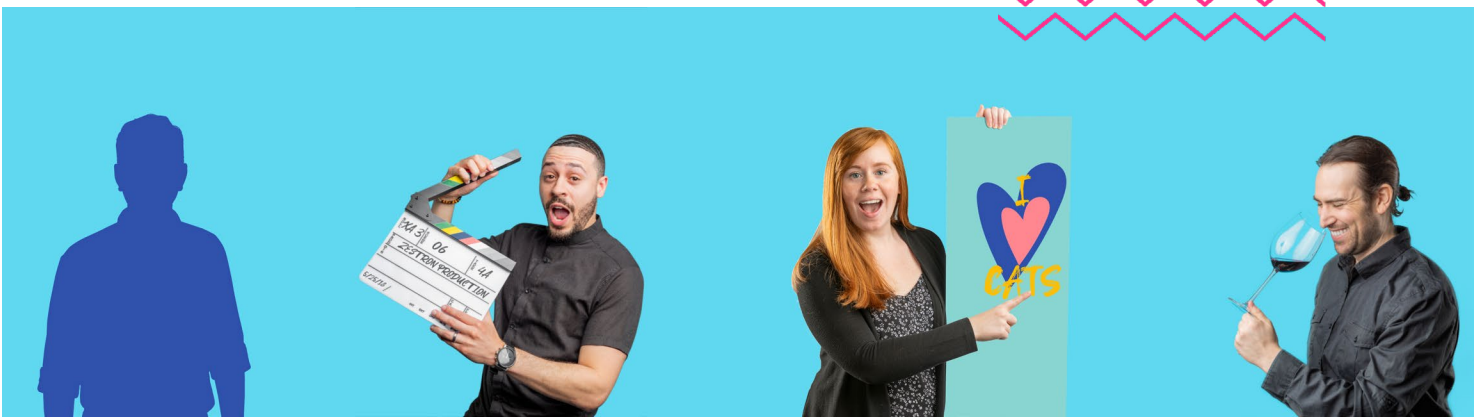
It took about a year after I graduated to find a marketing position. I was an accounting assistant at my first job after graduation. I took an offer with a company called ZESTRON corporation in Manassas, Virginia as a marketing coordinator. I was originally hired to help out the brand manager but she ended up leaving before I could even start. My main focus was updating literature and coordinating projects and then my coworker left who was organizing all of the events. I had to learn fast on how to coordinate trade shows and I had no prior knowledge. My role is still constantly changing.



MEET THE TEAM

I am one of three people on the marketing team which was five people a year ago. My manager was let go and our Product Manager left (Associate Product Manager has been promoted to Product Manager). I now report to the Executive Vice President. I interact with our sales team and engineering team daily.

MARKETING & PRODUCT MANAGEMENT ORGANIZATION CHART | AMERICAS



Marketing Manager
TBD

Cameron Bowers
Marketing Specialist

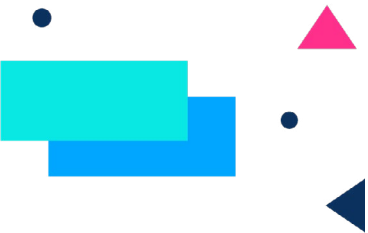
Alexis Winslow
Marketing Coordinator

Matthew Klein
Product Manager

- Print and digital media design
- Web content/ landing pages
- Product collateral
- Marketing analytics
- Video and Photography
- Event & Social media assistance

- Advertising content development, placement, tracking
- ZESTRON Academy coordination
- Event marketing
- Press Releases
- Email marketing
- Technical content submissions
- Social media
- CRM and reporting
- Promotional items

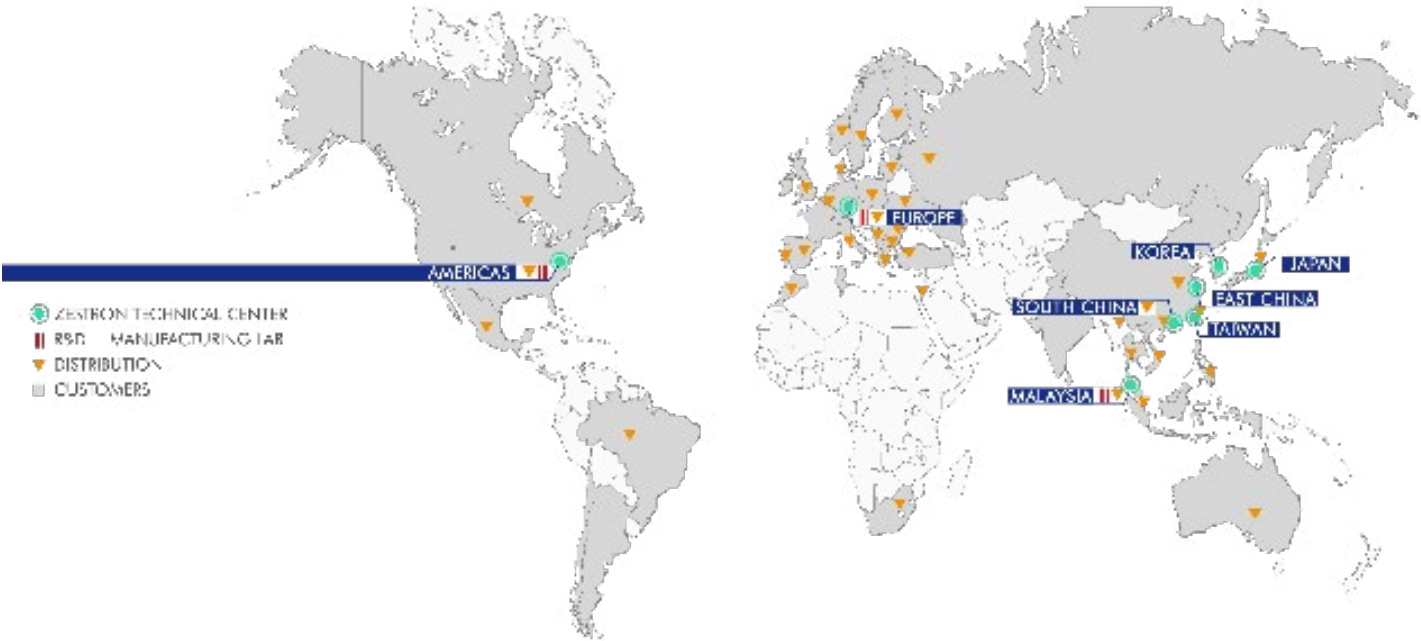
- Cleaning Agents
 - ZEYE and other equipment
 - Product Development Life Cycle
 - Product pricing, collateral, and packaging
 - Technical documents
 - Beta site program
- Organization:
- Sales and AT support
 - Marketing strategy and content



CRITERIA #1

COMPANY BACKGROUND

ZESTRON Corporation was founded in 1992 in Ingolstadt, Germany. In 1997 ZESTRON opened its new facility in North America. ZESTRON is a chemical manufacturer for electronic cleaning chemicals. The cleaning chemicals are used to clean printed circuit boards and semiconductors during the manufacturing process. ZESTRON also makes concentration management products, provides cleanliness assessment services and industry education. ZESTRON has eight technical centers worldwide with around 130 employees (40 of them are based in the U.S.).

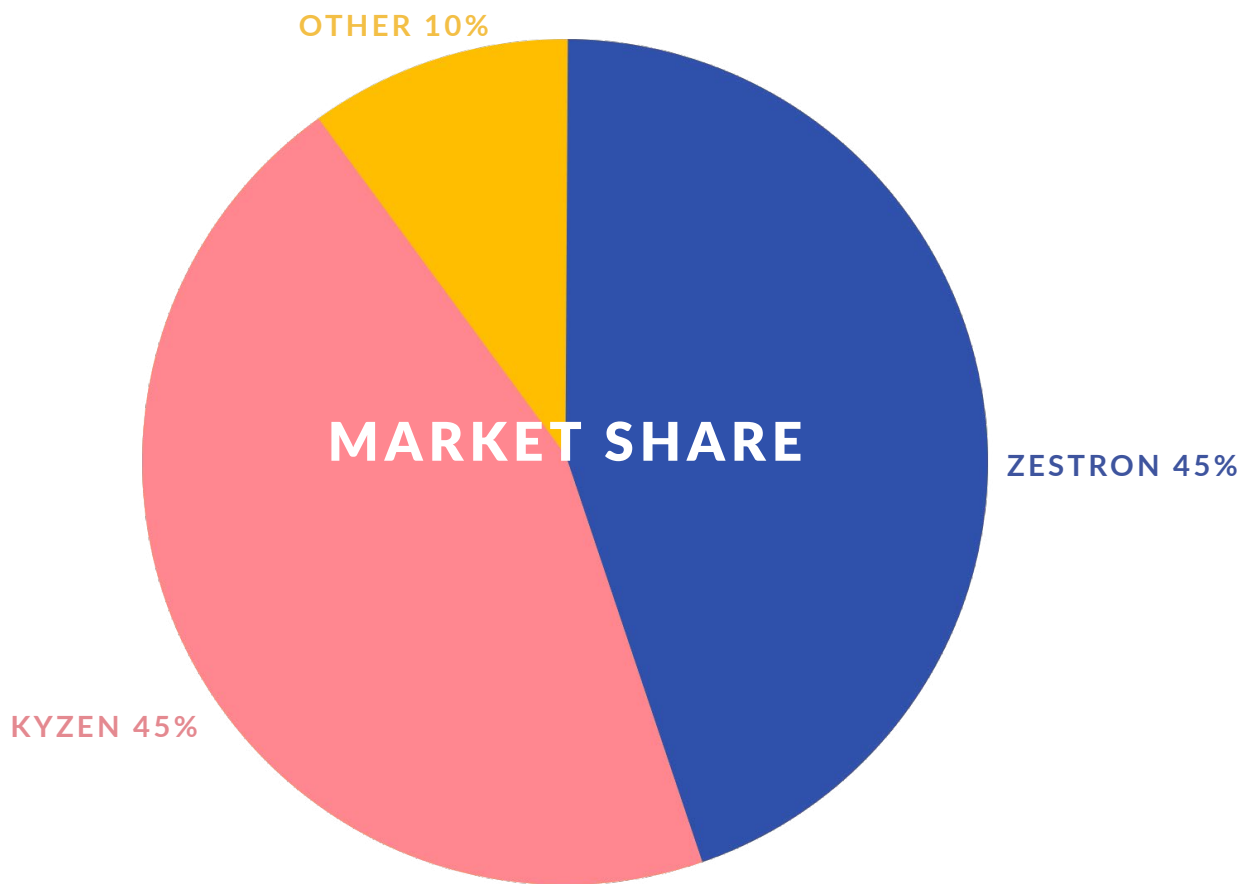


CRITERIA #1

COMPANY BACKGROUND

COMPETITORS:

ZESTRON has 45/45 market share with a company named Kyzen. ZESTRON is in a very niche sector of the electronic manufacturing industry.



CRITERIA #1

COMPANY BACKGROUND

ZESTRON offers over 50 different chemicals, over 10 ancillary products and 5 different cleanliness assessment services. ZESTRON also offers education through ZESTRON Academy which offers: webinars, workshops and customized training.

Here is the broad range of products ZESTRON offers:



DEFLUXING | CLEANING CHEMISTRY



MAINTENANCE CHEMISTRY



PROCESS CONTROL PRODUCTS



CRITERIA #2

OVERVIEW & SHOW SCHEDULE



CRITERIA #2

OVERVIEW

Introductory Remarks:

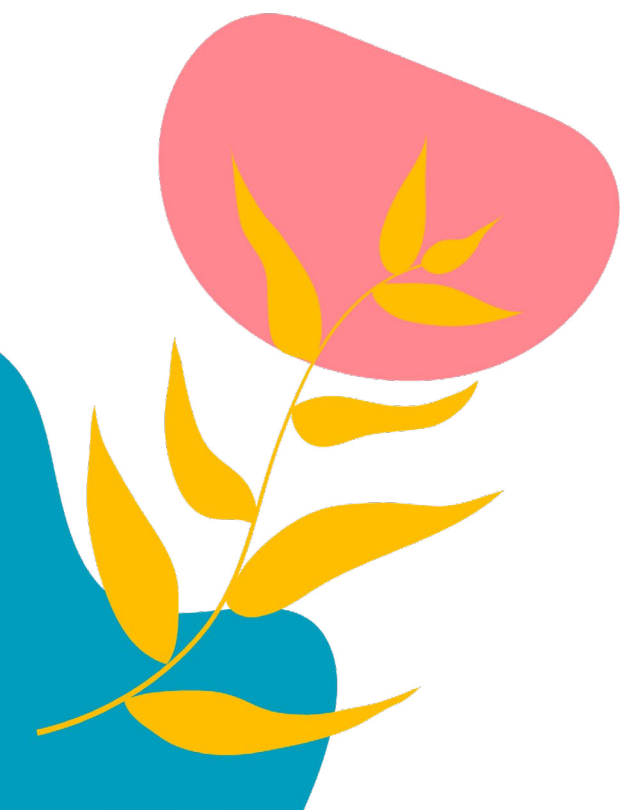
Currently I support over 30 events with the majority being tabletop shows. I also support all of our ZESTRON Academy events which include workshops, webinars and customized training.

Major Changes to Program:

I have made several changes to our event program since taking over the responsibilities. I have changed our standard 10x10 booths from just a table cloth and two chairs to a pop-up booth with a counter and a link wall. I digitized lead capture by using iPads instead of handwritten leads. I created a literature shop so Sales Managers can purchase any flyers or brochures directly from there instead of sending requests to me and having to ship it out myself. The literature shop ends up saving us money on shipping costs and we receive corporate pricing.

Establishing Goals and Objectives:

When I took over our event program, we did not have any goals or objectives set for our 10x10 shows. We would go to the same shows every year even if they are not well attended. I knew this was an issue after taking [Session 31319 - Beyond the Basics of Booth Selling](#). After completing that session, I made sure that I went over each show with all of the Sales Managers and executive employees. We made sure to set the objectives before the shows to ensure it was worthwhile to exhibit. Our main objective for the majority of the 10x10 shows is brand awareness. From this meeting, we did cut shows for 2020 due to realizing that a few of the shows will not meet our set objectives.



CRITERIA #2

MAJOR CHANGES

10X10 SHOW
BEFORE AND AFTER



VS



CRITERIA #2

SHOW/EVENT SCHEDULE

SMTA = Surface Mount Technology Association

IPC = Institute for Interconnection and Packaging Electronic Circuits

IMAPS = International Microelectronics Assembly and Packaging Society

2019 SHOW SCHEDULE

SHOW	DATE	LOCATION	BOOTH SIZE
IPC APEX Expo	01/29-01/31	San Diego, CA	20x30
SMTA Rocky Mountain	2/21	Denver, CO	10x10
SMTA Dallas	3/19	Plano, TX	10x10
SMTA Houston	3/21	Stafford, TX	10x10
SMTA Intermountain	3/26	Boise, ID	10x10
SMTA West Penn	4/2	Monroeville, PA	10x10
SMTA Empire	4/9	Syracuse, NY	10x10
SMTA Atlanta	4/11	Peachtree Corners, GA	10x10
SMTA Carolinas	5/2	Durham, NC	10x10
IMAPS New England 46 Symposium	5/7	Boxborough, MA	10x10
SMTA Wisconsin Chapter	5/7	Milwaukee, WI	10x10
SMTA Chihuahua	5/8	Chihuahua Mexico	10x10
SMTA Huntsville	5/9	Huntsville, AL	10x10
SMTA Puget Sound	5/16	Seattle, WA	10x10
SMTA Ontario	6/5	Ontario Canada	10x10
SMTA Upper Midwest	6/27	Minneapolis, MN	10x10
SMTA Heartland	7/18	Overland Park, KS	10x10
Semicon West	7/9-7/11	San Francisco, CA	10x10
SMTA Tijuana	8/1	Tijuana Mexico	10x10
SMTA Ohio	8/8	Strongsville, OH	10x10
SMTA Queretara	8/15	Queretara Mexico	10x10
SMTA Capital	8/22	Laurel, MD	10x10
SMTA International	9/22-9/26	Rosemont, IL	20x20
IMAPS 2019	10/1	Boston, MA	10x10
SMTA Austin	10/15	Austin, TX	10x10
SMTA Long Island	10/17	Long Island, NY	10x10
SMTA Guadalajara	10/23-10/24	Guadalajara, JA	10x10
SMTA San Diego	11/5	San Diego, CA	10x10
SMTA LA/Orange County	11/7	Long Beach, CA	10x10
SMTA Space Coast	11/20	Melbourne, FL	10x10

CRITERIA #2

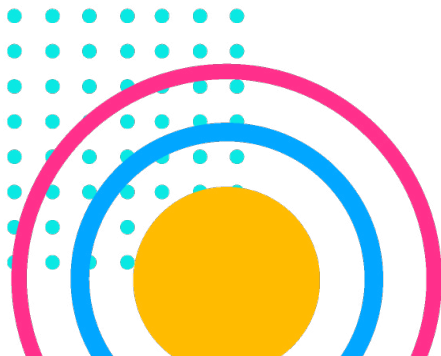
SHOW/EVENT SCHEDULE

2019 ZESTRON ACADEMY WORKSHOPS

LOCATION	DATE
Rockville, MD	01/29-01/31
Raleigh, NC	2/21
Melbourne, FL	3/19

2019 ZESTRON ACADEMY WEBINARS

TOPIC	DATE
Should You Clean PCBs?	3/21
Di-Water Vs Chemistry	4/25
Cleaning With pH Neutral Chemistry	5/23
Jet Cleaning Solder Paste & Cleaning Challenges	6/27
Defluxing Advanced Packages	7/25
Surface Cleanliness Assessment	8/29
Cleaning Before Conformal Coating	9/26
Multiple Thermal Cycles	10/24



CRITERIA #3

SHOW OF FOCUS



CRITERIA #3

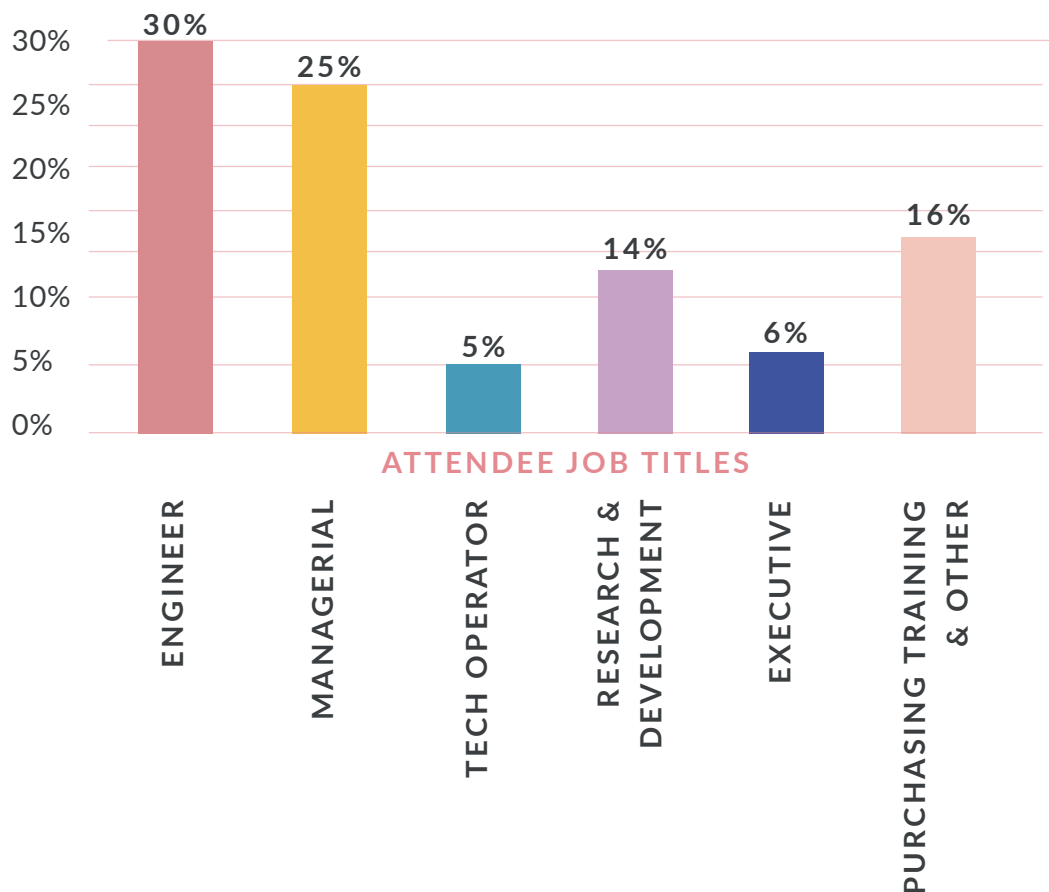
SHOW OF FOCUS

I will be focusing on SMTA International (Surface Mount Technology Association) Expo, which was held on September 24 - 25, 2019 at the Donald Stephens Convention Center in Rosemont, Illinois.

This is the first show where I organized everything from start to finish completely by myself. I would normally have my manager helping with meetings and planning but during this time I no longer had a manager, which is the reason why I am using this specific show for my portfolio.

Even though this show does not give us the best ROI compared to the other shows, it is still important for our company to exhibit. SMTA International has roughly 1500 attendees every year.

DEMOGRAPHICS OF SMTA INTERNATIONAL (FROM PROSPECTUS)



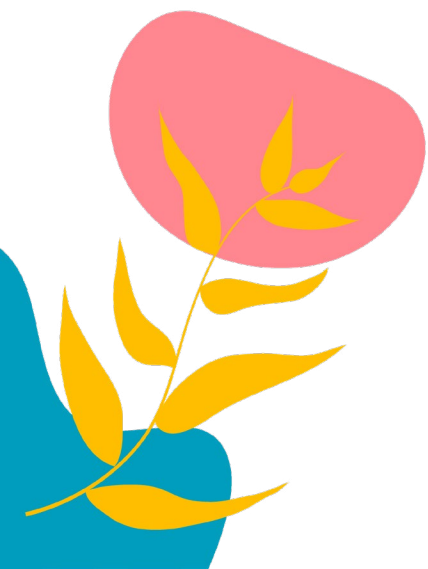
CRITERIA #3

TARGET AUDIENCE & PARTICIPATION

Our target audience are management and engineers (specifically process engineers). Using all of the knowledge I gained from [Session 20119 – Selecting the Right Show](#); I know that the size of our target audience is roughly 880. The target audience size is big enough to justify exhibiting at the show.

Our participation for this show went down from the previous year. We did not do any paid sponsorships because we went over our planned budget due to the rentals. We did participate more in the technical sessions. We had two presentations, one chair person and multiple employees attending sessions.

STRATEGIES	TACTICS	ASSESSMENT METHODS	MEASURABLE GOALS
Brand Awareness	Conversation starter LumiWall with the #ChemistryBetweenUs campaign	Track number of conversations	5 Conversations
	Social media posts to all of our platforms about #ChemistryBetweenUs	Track impressions	5000 impressions total for the campaign
	Social media posts to all of our platforms about products and presentations being featured at the show	Track impressions	3000 impressions total



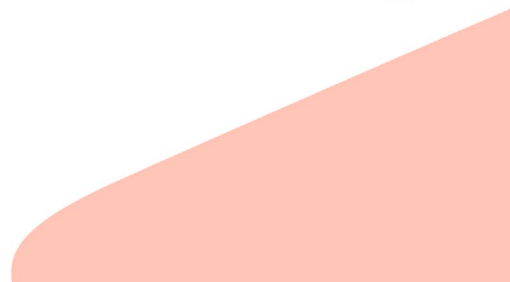
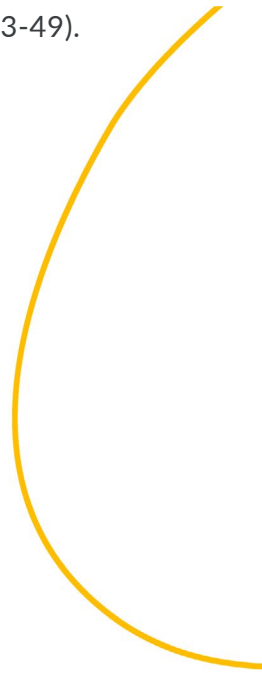
CRITERIA #3

TARGET AUDIENCE & PARTICIPATION

STRATEGIES	TACTICS	ASSESSMENT METHODS	MEASURABLE GOALS
Leads	In-booth lead scanner app	Post-show report	Scan 50 qualified leads
Relationship Building	Dinners and Meetings with current customers	Track on schedule how many meetings and dinners	4 dinners/meetings

Three months prior to the show I set up weekly meetings with the rest of the marketing team, sales management, application technology management and executives. During the meetings we finalized our booth graphics and marketing strategies for the show.

One week prior to the show I had a meeting for everyone who is going to the show to go over the pre-show packet I put together. The packet has everything from schedule to dress code (Appendix Page 43-49).



CRITERIA #4

MANAGEMENT OF EXHIBIT DESIGN



CRITERIA #4

MANAGEMENT OF EXHIBIT DESIGN

We own a booth meant for a 20x30 space and it is not modular so we can't use the big structure of the booth. For this show our space is 20x20 and what we used for this show previously was not up to par with my standards. We didn't have the money in our budget to change exhibit houses or redesign a whole booth. We did have a list of requirements and a budget amount we had to adhere to. I knew I had to be transparent about my budget to my exhibit house and I learned that in [Session 20319: The Nuts and Bolts of Budgeting for Results](#).

REQUIREMENTS FOR BOOTH DESIGN

- Any rentals need to be light in weight to reduce shipping costs
- Booth design needs to be bright
- Kiosks need the ability to mount TVs
- Need to be able to customize graphics

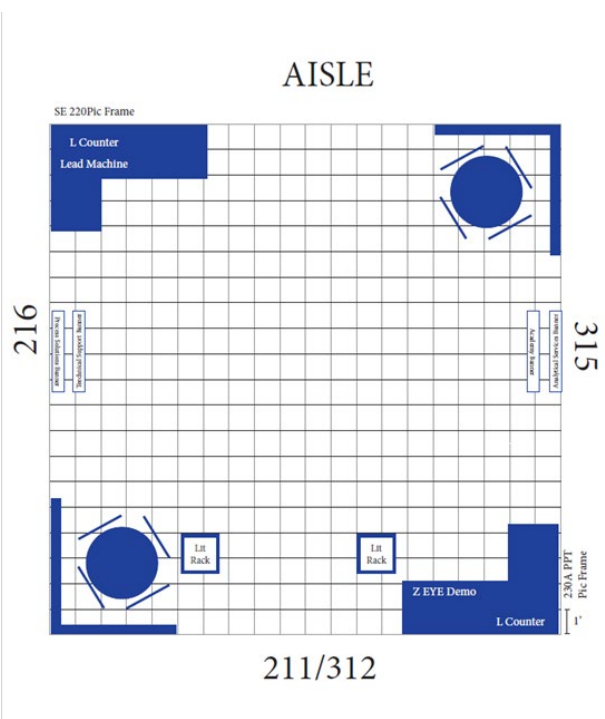
PRODUCTION STRATEGIES

We used some parts of the booth we owned but most of the booth we ended up renting. We only had a couple of months to finalize the design and the graphics before the show. We would have weekly meetings with our exhibit house and the rest of our internal team to make any modifications or edits to graphics before our due date.

CRITERIA #4



20X20 SHOW BEFORE



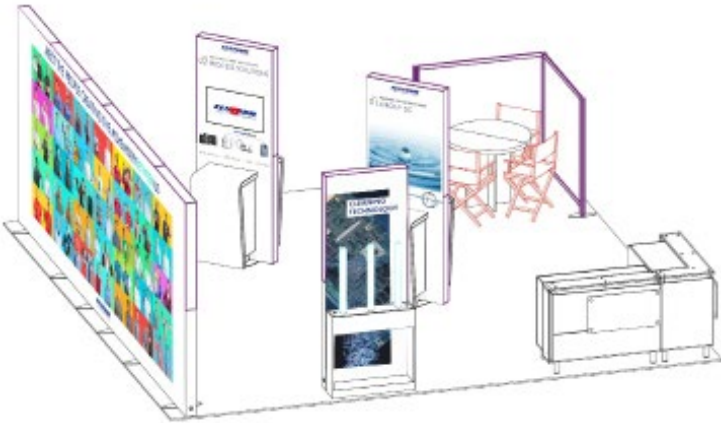
CRITERIA #4

20X20 SHOW AFTER



CRITERIA #4

20X20 SHOW AFTER



CRITERIA #4

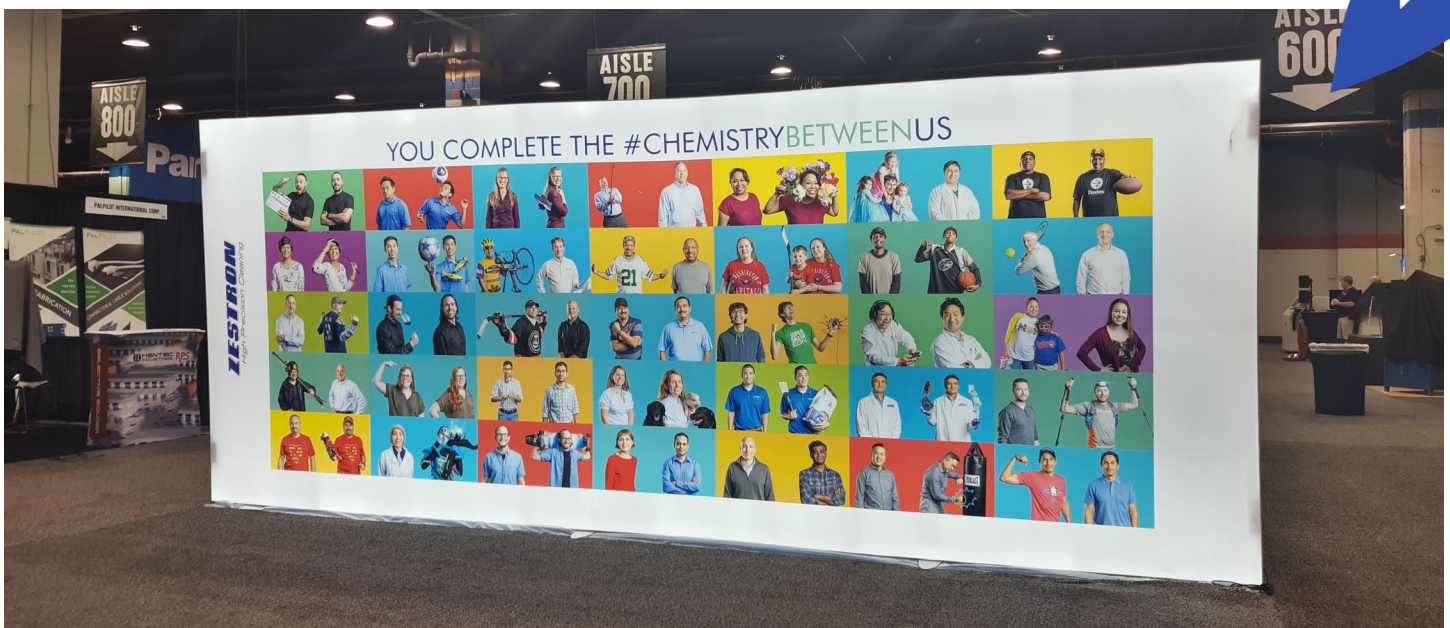
#CHEMISTRYBETWEENUS WALL

I started a campaign a few months before the show called #ChemistryBetweenUs. The point of this campaign was to humanize our brand and to increase brand awareness. I wanted to showcase this at our booth and I came up with the idea of using the whole back wall for that. I wanted something that would draw attention to our booth and start a conversation. Using bright colors at a booth is something that is not done a lot at the shows we exhibit. I used technique 1 in [Session 30719 - Creative Thinking to Reinvigorate Your Program](#), which is break a rule!

DRAFT OF #CHEMISTRYBETWEENUS WALL



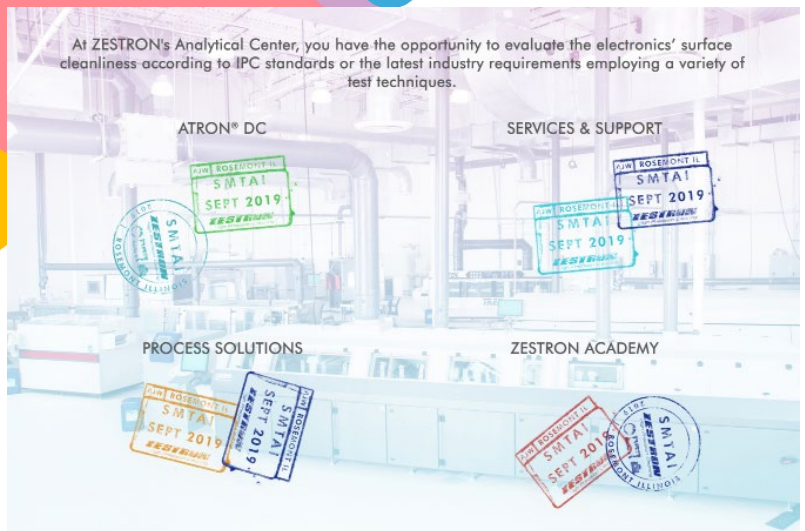
FINAL VERSION OF #CHEMISTRYBETWEENUS WALL



CRITERIA #4

PASSPORT

When brainstorming during our design sessions we knew we wanted attendees to follow our customer journey through our booth. We had each kiosk designed to be one part of the journey. To try to get attendees to follow that flow we gave them each a passport and for each kiosk they went to they would receive a stamp. Once the passport was filled out then they were entered to win one of our prizes.



CRITERIA #4

BUDGET

For each trade show, I have the budget split up into categories. I do this to make it easy to see where we went over or under to adjust for next year. I knew we were going to go over due to our rentals.

BUDGET CATEGORY	TOTAL SPEND	% OF TOTAL	BUDGETED	BUDGET DELTA
Booth Space Reservation	\$8,325.00	25.14%	\$4,100.00	103.05%
Show Service	\$2,460.00	7.43%	\$3,450.00	-28.70%
Materials S&H	\$6,351.61	19.18%	\$5,000.00	27.03%
Travel	\$3,958.00	11.95%	\$5,000.00	-20.84%
New Rentals & Booth I&D	\$11,618.00	35.08%	\$7,000.00	65.97%
Marketing & Sponsorships	0	0.00%	\$3,500.00	-100.00%
Other	\$406.00	1.23%	\$450.00	-9.78%
Spending Totals	\$33,118.61	100%	\$28,500.00	16.21%

CRITERIA #5

MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS



CRITERIA #5

MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS

PLANNING

When planning our integrated marketing communications, I needed to identify budget availability. Identifying budget availability is [ELC 4 in Session 31519 Integrated Marketing Communications](#). I had to pick the least expensive communication methods since I did not have a specific budget for communications for this show. I utilized our current advertisement placements as well as low-cost options like email and social media.

I wanted to tie in our new campaign #ChemistryBetweenUs with the messaging about exhibiting at SMTAI. This is something extremely different than what the company has done in the past. I knew I had to get buy-in from the marketing and management team to do this. Getting buy-in is the number one reason to initiate a creative brief from [Session 252: Don't Forget Your Briefs: A Call for More Creative Strategy in Events](#). During the show planning meetings, I made sure to have my entire plan for this campaign laid out for the management team to ensure I had their buy-in.



CRITERIA #5

HOW I RECEIVED THE BUY-IN

We already started the #ChemistryBetweenUs campaign a couple of months before we started planning for the show. The campaign was creating a lot of engagement on social media and everyone internally seemed to really enjoy everything about the campaign. I thought it would be a good opportunity to incorporate it into our show plan.

I brought up the idea during our booth planning meeting. All of management was unsure how we could incorporate it into the booth design. I told them we could have our whole back LumiWall (page 21) show everyone in the company with their #ChemistryBetweenUs picture just like a collage. I had our graphic designer draft it so management could actually visualize what it could look like. I told them that the wall doesn't have to match the theme of the inside of the booth. The point of me doing this is to intrigue someone to come into our booth and ask about the wall.

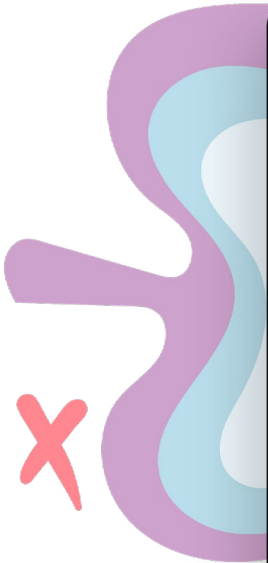
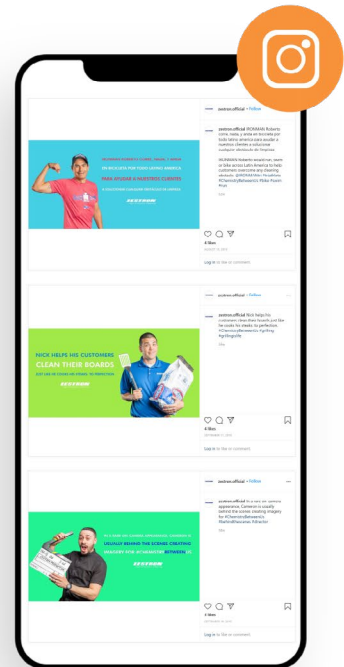
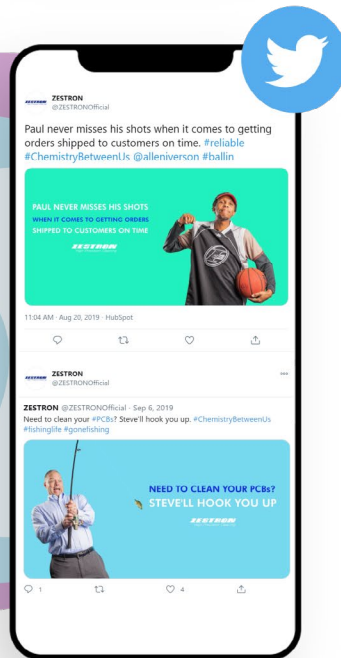
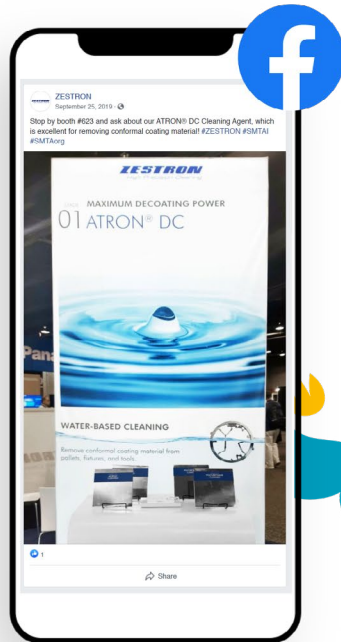
After the wall was pitched by myself and my coworker, we had a follow-up meeting about finalizing the graphics with the management team. They all really liked the idea and said they approve of it once they were able to visualize it. We all had a brainstorming session on what phrase we should have at the top of the #ChemistryBetweenUs wall. We decided on "You Complete The #ChemistryBetweenUs".

CRITERIA #5

MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS

COMMUNICATION METHOD	RATIONALE	TARGET AUDIENCE	MEASURABLE GOAL	ASSESSMENT METHOD	RESULTS	RECOMMENDATIONS
E-blast	Low cost and will reach current customer base	Current contact list	Avg Open rate of 9% Avg CTR of 8%	HubSpot	Open rate: 10.7% CTR: 8.22%	Continue to use & possibly segment target groups for better open rates.
Social Media Posts – Specific about the show	Reach current followers & potentially gain new ones	Current followers & people following event hashtags	Interactions: 100	HubSpot	Interactions: 70	Continue to use & consider creating sponsored posts for shows
Social Media Posts -	Reach current followers & potentially gain new ones	Current followers & people following the campaign hashtag	Interactions:200	HubSpot	Interactions: 369	Keep creating campaigns that humanize our brand
Landing Page	Low cost. E-blast, ads & press releases will be linked to one page	Current contact list, industry media publication subscribers	Views: 200 Form submissions: 5	HubSpot	Views: 133 Form submissions: 0	Promote the landing page on social media, & giveaways for setting up a meeting (form submission)
Press Release	Low cost	Relevant media publications	Did not measure	Did not set measurable objectives	Did not measure	Continue using press releases as a way to reach subscribers in industry media publications
Paid Digital Advertisements	Brand awareness, Audience reach	Industry media publications subscribers	50 views	HubSpot	61 views	Continue using paid advertisement placements & consider adding more industry media publications
Paid Print Advertisements	Brand awareness, Audience reach	Industry media publications subscribers	Did not measure	Media publication did not provide data	Did not measure	Continue using paid advertisement placements & consider adding more industry media publications. Possibly send out a survey to contact list asking if they saw our print ads.
Interviews on the show floor	Brand awareness, low cost	Show attendees	Did not measure	Did not set measurable objectives	Did not measure	Continue doing more interviews & consider joining a round table discussion

VISUALS SOCIAL MEDIA POST



CRITERIA #5

MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS



VISUALS SOCIAL MEDIA POST



ZESTRON Americas

2,063 followers

1yr •



Sal Sparacino discussing papers presented at SMTA International with EMSNow. [#SMTAI Surface Mount Technology Association \(SMTA\)](#) <https://hubs.ly/H0lwsvd0> by EMSNowNews

EMSNOW's Eric Miscoll with Sal Sparacino, Zestron America at SMTAI 2019 - EMSNow

emsnow.com

Sal Sparacino, Sales and Marketing Manager, Zestron America sat down with EMSNOW Publishe...



September 11, 2019 •



Dr. Terry Price, ZESTRON's R&D Scientist will be Presenting at SMTA International 2019. The presentation, "pH Neutral Cleaning Agents: Technology and Performance" will take place on September 24th. [Surface Mount Technology Association - SMTA #SMTAI](#) <https://hubs.ly/H0kJSkw0>



ZESTRON

Come by booth #623 at SMTA International and see what #ChemistryBetweenUs is all about! #smtaorg #ZESTRON



VISUALS EBLAST

ZESTRON High Precision Cleaning



ZESTRON Academy Presenting at SMTAI 2019:

"pH Neutral Cleaning Agents: Technology and Performance"

Terry Price, Ph.D., ZESTRON; Axel Vargas, Lockheed Martin
Tuesday September 24, 2019 11:00am - 12:30pm

"Handling Technical Cleanliness in Electronic Production"

Michael Kóvi, ZESTRON
Thursday September 26, 2019 10:30am - 12:00pm



ATRON® DC

Maintenance cleaning agent designed to remove conformal coating from pallets, fixtures and tools. It quickly and reliably removes different coating materials including acrylics, urethanes, and epoxies.

[Read more](#)



ZESTRON® EYE Mobile

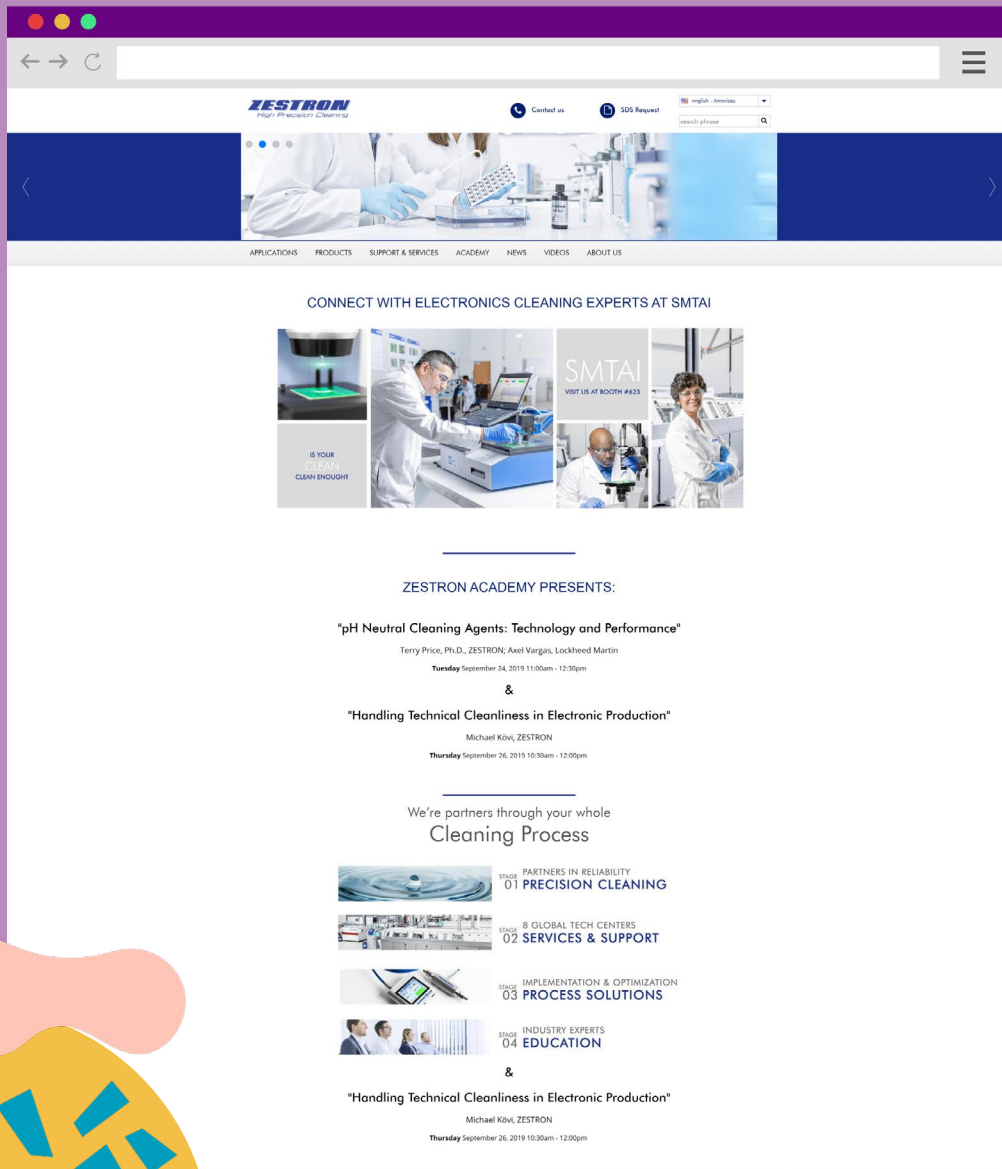
Offering an ability to monitor the concentration of multiple cleaning processes, this device works with various cleaning machines, and stores multiple profiles. Using this device as a single tool to monitor multiple cleaning processes ensures optimal resource utilization in a lab or production environment. See a live demo at [SMTAI booth #623!](#)

[Read more](#)

Stop by booth #623 at SMTAI and be entered to win a prize!



VISUALS LANDING PAGE



CLICK TO SEE THE ACTUAL PAGE!



VISUALS PAID DIGITAL ADVERTISEMENTS

SERVICES & SUPPORT

SMTAI



BOOTH#623

ZESTRON
High Precision Cleaning

ZESTRON
High Precision Cleaning



SERVICES & SUPPORT
SMTAI BOOTH#623

SMTAI
BOOTH#623

SERVICES & SUPPORT

ZESTRON
High Precision Cleaning



SERVICES & SUPPORT

SMTAI
BOOTH #623



ZESTRON
High Precision Cleaning

PRINT



SMTAI
VISIT US AT BOOTH #623

IS YOUR
CLEAN
CLEAN ENOUGH?

IPC STANDARD-BASED

SUPPORT & SERVICES

CONTRACT CLEANING | FTIR | ION CHROMATOGRAPHY | IONIC CONTAMINATION

ZESTRON
High Precision Cleaning

CRITERIA #6

MANAGEMENT OF RESULTS REPORTING



CRITERIA #6

MANAGEMENT OF RESULTS REPORTING

Below are the results and recommendations of the objectives presented in criteria 3 (page 14). This is the first time we measured any of our integrated marketing communications and we will continue measuring them at future shows.

STRATEGIES	TACTICS	ASSESSMENT METHODS	MEASURABLE GOALS	RESULTS	RECOMMENDATIONS
BRAND AWARENESS	Conversation starter LumiWall with the #ChemistryBetweenUs campaign	Track number of conversations	5 Conversations	6 Conversations	Continue to come up with ideas like this for shows. It seemed to interest a lot of booth visitors.
	Social media posts to all of our platforms about #ChemistryBetweenUs	Track impressions	5000 Impressions total for the campaign	11321 Impressions	Need to change the goal to something more realistic because we hit it out of the park! Continue creating social media campaigns that are unique in our industry
	Social media posts to all of our platforms about products and presentations being featured at the show	Track impressions	3000 Impressions total	2045 Impressions	Create more engaging social media posts. Use polls and ask questions to engage followers
LEADS	In-booth lead scanner app	Post-show report	Scan 50 qualified leads	49 Qualified leads	Redevelop booth training for staff. Employees would think it wasn't necessary to scan everyone's badge when they entered our booth.
RELATIONSHIP BUILDING	Dinners and Meetings with current customers	Track on schedule how many meetings and dinners	4 Dinners/Meetings	2 On the calendar	Need to track the dinners better. Employees would schedule dinners and not let me know.

CRITERIA #6

REPORTING SHOW RESULTS

As soon as I got back from the show, I had a post-show wrap-up meeting with everyone who attended the show to go over the leads, recommendations, and successes. From ELC 9 [Session 40219 – Basic Project Management and Reporting skills](#), I knew it was important to have all of this written down so I can easily report the results.

Creating measurable results is just as important as reporting the results. I scheduled the post-show results meeting the week after the show, I knew I needed to report the results as soon as possible. I learned how important it was to be timely in reporting the results in [Session 20419 – Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success](#). I had everyone who was at the show in the meeting as well as anyone else involved in the show. Everyone who was at the show included top management. In the meeting, I went over the results of our goals that we set before the show (Post-Show Report in Appendix). I explained the results and how we could improve for the next year.

I also went over projected (pipeline) ROI so top management could see why it is important to keep exhibiting at this show. ROI is the most desirable, most convoluted, and difficult to track ([Session 10819 – Best Practices Session: How to Measure the Value of Trade Show Participation – Part 1: Basic Concepts](#)). Pipeline ROI from the show was 119.91% (Appendix Page 49).

CRITERIA #7

CONCLUSION



CRITERIA #7

CONCLUSION

FINAL ASSESSMENT OF SURFACE MOUNT TECHNOLOGY ASSOCIATION INTERNATIONAL:

Overall, the show was successful. The redesign of the booth was accepted by booth staff and attendees. Booth staff told me that the layout and design of the booth were more inviting and visually appealing than the previous design. We had several attendees tell us that they loved how bright our booth was compared to the others.

We didn't meet our lead goal but we were so close to it. Our projected ROI is great at over 100%! The reason our ROI is over 100% is the quality of the leads we received. We had three P1 leads that have a high revenue value. The previous year we only had one P1 lead.

I would like to buy and design a new booth for the next show since we really liked the design but would rather own than keep renting the additional kiosks and LumiWall. Designing a booth that is modular and made out of lighter materials will be on my needs list for the next booth. It would be more cost-effective to buy a modular booth so we can use it at other shows when we have different booth sizes. Our current booth is designed to fit a 20x30 space and we cannot take the large part of that and fit it into a smaller booth. The booth we currently own is also made out of steel which is very heavy and expensive to ship.

I would like to create booth training for the staff. I noticed a lot of booth staff in groups talking to each other which made them look unapproachable. I would like them to go out of their way to get attendees walking by our booth to stop and come inside our booth. I ended up being the greeter and getting everyone to come into the booth but ideally, I would like the sales managers to be greeting as well.

I have learned from [Session 31319 - Beyond the Basics of Booth Selling](#), that I cannot assume the sales staff know how to sell at a trade show. Trade show selling is not the same as field selling and I need to teach them that. My plan for the booth training would be to create role-playing scenarios to have the booth staff act them out and give constructive criticism. The booth training would happen at the beginning of the year. At the show, I will have a recap of the booth training before the show starts. If I see any booth staff not following the training then I will discuss with their manager how to correct the behavior.

FINAL ASSESSMENT OF TRADE SHOW/EVENT PLAN:

Since I took over the trade show plan, I have implemented several changes to improve it. One of the changes was buying a small pop-up booth for our table-top shows (Criteria #2). I had no measurable analytics from the improvement of the pop-up booth. I did receive excitement from our sales staff when I showed them the new pop-up booth and they were already talking about how they can use at all of their table-top shows. They were a little nervous about having to set it up but my team did make a how-to video so they can easily see how to put it together at the show.

CRITERIA #7

I also strictly enforced the sales managers to fill out the post-show report form after the table-top shows so we are easily able to evaluate if we should invest in the show again. The post-show forms have a lead section, improvements/recommendations, and notes.

A lot of the sales team has the mindset of “we’ve always gone to this show, why stop now”. For example, a Sales Manager has told me that we should exhibit at a specific show again even though we only received one or two leads. I am going to create criteria that a show has to meet for us to exhibit at it again. My suggestions for the criteria are:

- The show attendees need to increase from the previous year by at least 10%.
 - If we did not previously attend the show then this is not applicable
- Need at least 5 sales qualified leads

I plan on discussing this with the management team before our annual sales meeting.

I made the switch from paper lead capture to all digital lead capture. We no longer have to worry about losing our paper leads or not being able to read someone’s handwriting. I went from spending 20 hours manually inputting leads from paper sheets to spending maybe 30 minutes organizing a spreadsheet! This enables the sales team to act faster on the leads when they are still hot.

LEARNING EXPERIENCES:

ExhibitorLive in 2019 was my first experience with any of the CTSM courses. I had what felt like an endless number of courses I could attend and so many people to network with. As soon as I returned from ExhibitorLive I wanted to start implementing everything I learned and I also decided to enroll in the CTSM program.

Before I started the CTSM program I was pretty lost on how to manage a trade show program and I was amazed by how many people were in the same situation as me. I was so happy to network with other trade show experts and learn from their experiences.

I was able to implement other CTSM learnings into events other than the trade show program as well. For example, I implemented what I learned in [Session 211 – F&B, Hotels and DMCs: Information to Bring More to Your Bottom Line](#), into my workshop events. I was able to negotiate A/V services for free for my workshops.

During my last FastTrak where I was taking my exam, I had an amazing group of ladies to study with. I honestly do not think I would have been as successful studying on my own. I gained new friendships with all of them and we still text each other for advice.

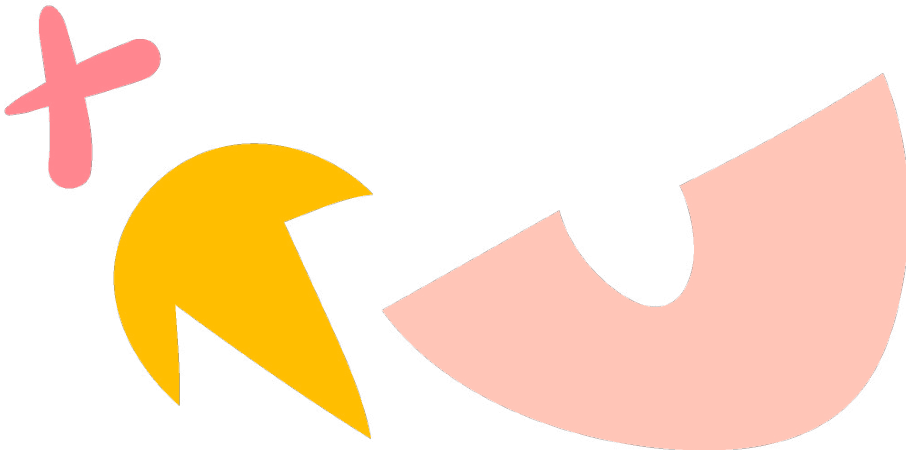
During the portfolio process, I learned that I need to do better at implementing all of the knowledge I have gained from the CTSM courses. I have a lot of great ideas but I need to have a strategy in place to make them happen. I could not have asked for a better advisor than Jay Menashe! A huge thank you to Jay for being so patient and providing constructive feedback.

SESSION REFERENCES



SESSION REFERENCES

Session 31319: Beyond the Basics of Booth Selling	8/38
Session 20119: Selecting the Right Shows: Critical Decision	14
Session 20319: The Nuts and Bolts of Budgeting for Results	17
Session 30719: Advanced Learning Session: Creative Thinking to Reinvigorate Your Program	21
Session 31519: Integrated Marketing Communications	25
Session 252: Don't Forget Your Briefs: A Call for More Creative Strategy in Events	25
Session 40219: Basic Project Management and Reporting Skills	36
Session 20419: Don't Skip the Meetings-Pre-, At-, and Post-: Guideposts to Success	36
Session 10819: Best Practices Session: How to Measure the Value of Trade Show Participation - Part 1	36
Session 211: F&B, Hotels, and DMCs: Information to Bring More to Your Bottom Line	39



APPENDIX



APPENDIX

PRE-SHOW MARKETING PACKET

EVENT POST-SHOW REPORT

Show or Conference Name: SMTA International 2019

Event Marketing Lead: Alexis Winslow

On-site Booth Captain: Alexis Winslow

EVENT OVERVIEW

START DATE: 09/24/2019

END DATE: 09/25/2019

LOCATION: Rosemont, IL

VENUE: Donald Stephens Convention Center

HOSTING ASSOCIATION: SMTA

EVENT DESCRIPTION:

Exhibitors at SMTA International understand that their potential clients respect knowledge and technical information. Attendees are not looking for just a product or a service, they want help to solve manufacturing and process issues from knowledgeable and trusted experts. By exhibiting at SMTA International you align your company with the SMTA's high standard of technical excellence.

NUMBER OF ATTENDEES: 969

NUMBER OF EXHIBITORS: 170

EVENT OVERVIEW

PRIMARY OBJECTIVE (Check one):

Brand Awareness Reputation

Thought Leadership Lead Gen/Sales

Other

THEME AND SUPPORTING MESSAGING: Customer journey

Our customers always receive outstanding support no matter what part of the customer journey they are at.

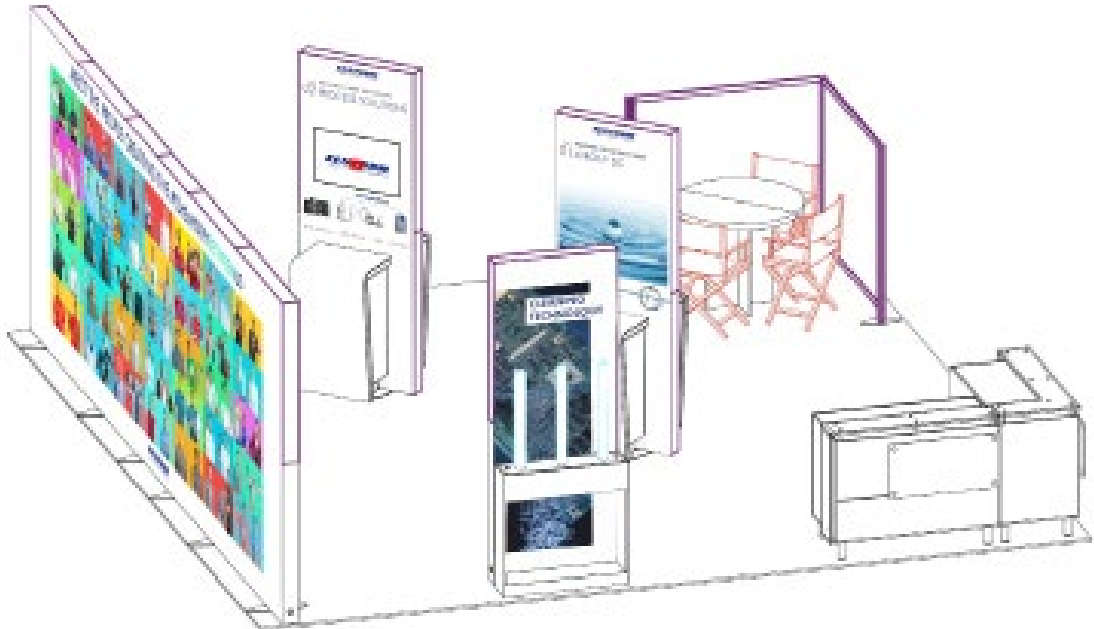
VISITOR TARGET: 100

LEAD CAPTURE TARGET: 50

EVENT LOGISTICS AND STAFF INFO

EXHIBITION DETAILS

EVENT POST-SHOW REPORT
BOOTH DESCRIPTION: 20x20



PRE-SHOW MARKETING PACKET

DESCRIPTION OF THEME OR TOP-LEVEL MESSAGE: What is our presence at the show about?

More than “just” chemistry. Technologies and end-to-end cleaning solutions that address strategic business issues.

PRODUCT AND APPLICATION DEMONSTRATIONS

DEMO DETAILS:

ZEYE Mobile Demo

Passport with each kiosk/demo. Booth staff will stamp each area after going to the kiosk and that person will be entered to win a prize.

PRODUCT(S):

4 “Conerstones”

Kiosk 1: ATRON DC

Literature: ATRON DC postcards

3 metal sheets (Half cleaned with ATRON DC)

Kiosk 2: Process solutions (monitor)

ZEYE brochure. ZEYE mobile TI

Kiosk 3: Services | Services flyer | Services Brochure

Kiosk 4: Z Academy (monitor) | Webinar flyer

Plus the test tube stand highlighting chemistry generally



UNIQUE SELLING POINTS:

- pH Neutral = material compatibility PLUS: worker safety, lower costs of waste handling, environmental and regulatory compliance, risk management.
- ZESTRON as a Solutions Partner
- Advanced technology – new product introductions (do not discuss VP products without ok from SCS or MCM), local R&D = responsiveness

SUPPORTING ARGUMENTS:

- pH neutral – Real world pH neutral performance (stays pH neutral and cleans with high reliability).
- References to customer statistics including bath life, cleaned parts, cost.
- ZA and our AT team provide information to the industry as thought leaders. (do not discuss VP products without ok from SCS or MCM), local R&D = responsiveness

SHOW MARKETING & TECHNICAL SUPPORT

ASSOCIATED MARKETING CAMPAIGN

#ChemistryBetweenUs will be featured at SMTAI booth

Services campaign – ads, landing page, e-sig, email blast

SPONSORSHIP: Donated Lanyards and donated screen cleaners for the Women's reception. Videos for Young Professional.

ADVERTISING | CIRCUITS ASSEMBLY



SMTAI
VISIT US AT BOOTH #623

IS YOUR
CLEAN
CLEAN ENOUGH?

IPC STANDARD-BASED

SUPPORT & SERVICES

CONTRACT CLEANING | FTIR | ION CHROMATOGRAPHY | IONIC CONTAMINATION

ZESTRON
High Precision Cleaning

DIGITAL ADS & E-SIGNATURE

DIGITAL ADS



E-SIGNATURE



DIGITAL MARKETING

LANDING PAGE(S): <https://pages.zestron.com/smtai-2019-zestron>

EMAIL:

9/09: ZESTRON E-News: SMTAI 2019 | pH Neutral Cleaning Agents | Removal of Conformal Coating

ONLINE ADVERTISING:

Circuits Assembly | WNIE | SMTnet | Circuitnet/SPN
EMSNOW

SHOW SOCIAL:

#ChemistryBetweenUs #SMTAI

ZESTRON SOCIAL:

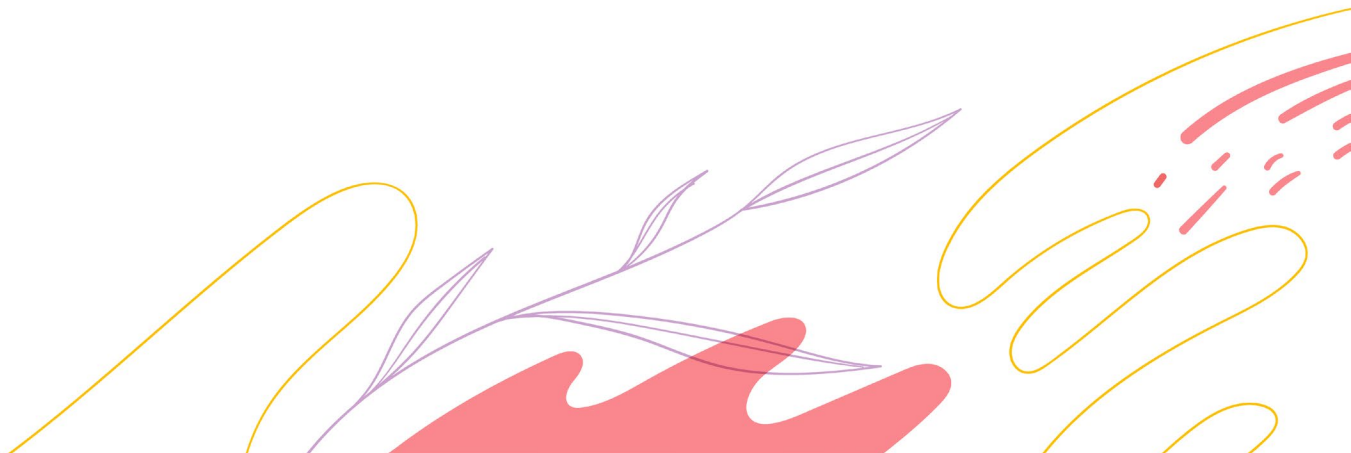
Provide hashtags that we're using if different from show social

INTERVIEWS:

EMSNOW – SCS on the 25th
SMTA TV – SCS on the 25th
WNIE – SCS on the 24th

PRESS AND PUBLIC RELATIONS:

pH Neutral paper – 9/11/19
Technical cleanliness paper – 9/17/19
General SMTAI – 9/19/19



SHOW MARKETING & TECHNICAL SUPPORT

ATTENDEE PROFILE

CUSTOMER SEGMENTS EXPECTED TO BE PRESENT:

- OEMs and Contract electronics manufacturers
- PCB R&D
- All key market segments represented: Mil, Aero, Auto, Telecom, Consumer, etc.

COMPETITOR PRESENCE: Kyzen - #207

COMPETITOR ACTIVITY: Kyzen is sponsoring the Women's Leadership program

LOGISTICS

UNIFORM:

Tuesday: Black polo, khakis, black shoes
 Wednesday: Blue polo, black pants, black shoes
 You can wear grey pullover both days

PRE-SHOW MEETING

09/20/2019 @ 1:00 PM

AT-SHOW MEETING:

09/23/2019 @ 3:30 PM

Exhibition Hours:

Tuesday, September 24: 10am-5pm
 Wednesday, September 25: 9am-4pm

HOTEL INFO:

Hilton Rosemont/Chicago O'Hare
 5550 N. River Road, Rosemont IL 60018

BOOTH CAPTAIN CONTACT INFO:

Alexis Winslow
 540-219-6606

COSTS

BOOTH SPACE COST: \$8400

SERVICES AND TEAM COSTS:

MARKETING & SPONSORSHIP SPEND:

PRE-SHOW & ARRIVAL

DO NOT FORGET (USE CHECK BOXES)

- | | |
|--|---|
| <input type="checkbox"/> Pack clothing as required by uniform code above | <input type="checkbox"/> Bring business cards |
| <input type="checkbox"/> Bring cell phone and charger | <input type="checkbox"/> Update Out of Office Reply |
| <input type="checkbox"/> Bring laptop and charger | |

EVENT LOGISTICS AND STAFF INFO

SHOW SCHEDULING



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	23	24	25	26
	SMTAI; Rosemont, IL	SMTAI; Rosemont, IL	SMTAI; Rosemont, IL	SMTAI; Rosemont, IL
8 AM		SCS - SMTAI Keynote Address SMTAI MKTEvents	Booth Meeting/Setup demos - Everyone At booth	UT - Fluxes Designed for S JP & RP - Effect of No Clea
9	RP & UT - PCBA Cleanliness as a Means to Improve Hur RP & UT - Origin of Ionic Contamination in Automotive RP - Smart Inspection Metl UT - Elimination of "Nickel		Booth Meeting/Setup demos - Everyone At booth	
10	RP & UT - Ultrathin and High Temperature Conformal Co	Group 1 At booth MKTEvents	Group 2 At booth	
11		AJW, Upmedia M TP PRESENTATIO	JM - Volt SMTA Bo MKTEven JM - Stur Room 52 MKTEven	Session MFK7 - Cleaning Challenges (SCS Co-Chair) SMTAI MKTEvents
12 PM	RP - Challenges of Automotive Electronics Miniaturizati RP - Automotive Harsh Environments and Implications		TP - Stud TP - Nov TP - Synt	MK PRESENTATION; Manu
1	SCS, MCM - Jeff Kennedy Hilton Rosemont MKTEvents TP - PDC 14 PDC	SMTA Chapter Officer's Meeting (JM & Room 21/22 in th MKTEvents) RP - Session SUB	Group 1 At booth	ZA Webinar: Cleaning Before Conformal Coating; GTW
2	SCS, MCM, UT Meeting w/ Hotel Conference Room MKTEvents	RP - The Effects of Surface Finish on AJW - Meeting with Ken/Circuitnet; SCS - WNIE Interview; WNIE; MKTEve	JM - You RP - PCB TP - High JM - You TP & RP JM - You RP - How SCS SMT. TP - Aero	
3		JM - Young Professionals - Jump St; YP MKTEvents	SCS - Meetings to Greetings Reception Main Aisle MKTEvents	
4	BOOTH MEETING - Everyone At booth		SCS - INEMI Members Meeting Room 53 MKTEvents	
5	JM, AJW, MLK - Women's Leadership Connection Reception MKTEvents			
6		Trivia Night Five Roses Pub MKTEvents	Celestica Dinner Morton's The Steakhouse MKTEvents	
7	SCS - SMTA Recognition Dinner Café la Cave MKTEvents			
8				



EVENT LOGISTICS AND STAFF INFO

SHOW SCHEDULING

EVENT POST-SHOW REPORT

Show or Conference Name: SMTA International 2019

Event Marketing Lead: Alexis Winslow

On-site Booth Captain: Alexis Winslow

EVENT OVERVIEW

START DATE: 09/24/2019

END DATE: 09/25/2019

LOCATION: Rosemont, IL

VENUE: Donald Stephens Convention Center

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EVENT DESCRIPTION:

Exhibitors at SMTA International understand that their potential clients respect knowledge and technical information. Attendees are not looking for just a product or a service, they want help to solve manufacturing and process issues from knowledgeable and trusted experts. By exhibiting at SMTA International you align your company with the SMTA's high standard of technical excellence.

NUMBER OF ATTENDEES: 969

NUMBER OF EXHIBITORS: 170

POST-SHOW SUMMARY

PROS:

- New booth layout was well received. Very inviting and bright.
- The #ChemistryBetweenUs wall started a lot of conversations.
- Had videos looping on the concentration monitoring kiosk and the academy kiosk.
- New product introduction of ATRON® DC.
- Right across from ITW EAE and off of the main aisle – location was pretty good.
- Having majority of the literature on the ipads worked out great. It gives a reason to follow up with the contact
- Staffing schedule worked

CONS AND AREAS TO IMPROVE:

- Comments from multiple people at our booth suggested that expo traffic was lower than in recent years.
- Expenses exceeded budget by 16%+ due to high services, labor, and booth rental costs.
- Several comments that team presence at booth was too large.
- Need to work out the kinks on the lead scanner app. Need to make sure we have a clear place to enter who is capturing the lead and what follow up is needed.
- Brought back 90% of the literature that was shipped – Can save time and resources by being more selective on what literature we bring
- The passport did not work out as planned

EVENT POST-SHOW REPORT

EVENT METRICS

EVENT SUMMARY SCORECARD

GENERAL	
Return On Objectives (ROO)	103.63%
Return On Event (ROE) vis a vis NPS	-16.67
SPENDING	
Total Expenses	\$33,118.61
Cost To Execute	\$16,674.65
Total Cost	\$49,793.26
Budget Accuracy	-16.21%
BRANDING AND AWARENESS	
Total Reach	10.32%
Booth Engagement	4.00%
New Lead Generation (% of total)	52.08%
Competitive Positioning Index	-16.67%
SALES AND REVENUE	
Total Leads Generated	49.00
Sales Qualified Leads	19.00
Marketing Qualified Leads	29.00
Existing Opportunity Engagement	23.00%
Generated Pipeline	
Pipeline per lead	
ROI: Pipeline	119.91%
Generated Revenue (Cumulative)	\$-
Revenue per lead	\$-
ROI: Revenue	-100.00%

EVENT POST-SHOW REPORT

IMMEDIATE/SHORT-TERM*

*These metrics represent quantitative feedback that we are able to capture during or within a week of the show. Detailed Event Performance Reports will be provided as data becomes available

EVENT OVERVIEW

LEADS SUMMARY:

- Total: 49
- Sales Qualified: 19
- Marketing Qualified: 29
- Unqualified/Discarded: 1

FINANCIAL METRICS*:

- Total Cost: \$33,118.61
- Marketing/Sponsorship Spend: \$0
- Budget Accuracy: 16.21% over budget
- Cost To Execute (COE)**: \$16,674.65

*pending some final travel figures.

**COE uses publicly-available salary data and industry benchmarks to assign a dollar value to hours spent by show team members

RETURN ON OBJECTIVES =

- Sales Qualified Leads (30% weight): TARGET = 20, ACTUAL = 19
- Marketing Qualified Leads (25% weight): TARGET = 30, ACTUAL = 29
- Pipeline creation (30% weight): TARGET = \$116K, ACTUAL = \$109K
- Workshop sessions attended (5% weight): TARGET = 10, ACTUAL = 26
- New CRM contacts (10% weight): TARGET = 30, ACTUAL = 25

ENGAGEMENT AND AWARENESS:

- Booth Engagement Level (number of product demos vs. total booth visitors) = 4%
- Competitive Performance Index: +16.67%
- Team Net Promoter Score: 58.33 Team Net Promoter Score Growth: -16.67%

SUMMARY ASSESSMENT:

- Though the team generally views this show as important to our position in the industry, it was stated that there were no “aha” moments as far as new opportunities being uncovered. Still, many conversations were moved forward and we were able to gain several new contacts.
- We need to continue to educate our team on the value of growing our database. Though many booth visitors may be known, may not have any near-term sales potential, or may never become a customer, through appropriate messaging and drip marketing engagement we can nurture relationships to grow our customer base and our industry evangelists.
- Received many complements that our booth was very bright and there was no other booth like it at the show.

EVENT POST-SHOW REPORT

REVENUE AND LONG-TERM ROI METRICS**

**These metrics are revenue-related and will be compiled over time to complete the overall assessment of the show.

PIPELINE AND REVENUE:

Pipeline ROI: 119.91%

Pipeline creation refers to any opportunity uncovered at the event or advanced through engagement at the event.

Total Revenue generated: To be reported at the periods given below.

@ 6 months: @ 9 months: @ 12 months:

@ 18 months: @ 21 months: @ 24 months:

Revenue ROI: **To be reported on a rolling basis at the periods shown above.**

PIPELINE AND REVENUE:

P1: 3 opportunities

P2: 2 opportunities

P3: 1 opportunities

P4: 13 opportunities

KEY CUSTOMER ENGAGEMENTS (ALL P1'S):

Potential Rank

P1

P1

P1

A note about leads and lead ranking: Current ranking is based on information uncovered at the show or that was previously known about one of the prospects visiting us there. Potential will change as leads progress through the marketing and sales funnel. The significant increase in Marketing Qualified Leads (MQL) ensures that any booth visitor that does not currently have a known application will continue to be engaged by ZESTRON to further qualify them for sales opportunities.

CONFERENCE PARTICIPATION:

Session or Activity	Attendee	Participation Level
pH Neutral Cleaning Agents: Technology and Performance	Terry Price & Axel Vargas	Presenter
Handling Technical Cleanliness in electronic Production	Michael Kövi	Presenter
Manufacturing Excellence Track	Sal Sparacino	Co-Chair

EVENT POST-SHOW REPORT

COMPETITIVE ANALYSIS

COMPETITIVE PRESENCE

Kyzen 30x30 Booth #207

Very minimal booth structure with no new features or imagery. Few product demonstrations of any kind.



COMPETITOR ACTIVITY

COMPETITIVE PRESENCE

Sponsored Women's Leadership Program

Lanyards at check-in

Technical Conference:

- Debbie Carboni: Co-Chair – Inspection Technologies
- Debbie Carboni: Women's Leadership Program - Work Life Balance in a “Just in Time World”
- Mike Bixenman: Manufacturing Excellence Track – “Electrochemical Corrosion Measurements on Metal Alloys Exposed to EAC Cleaning Agents” and “Characterize and Understand Functional Performance of Cleaning QFN Packages on PCB Assemblies – iNEMI Cleanliness Research Study”

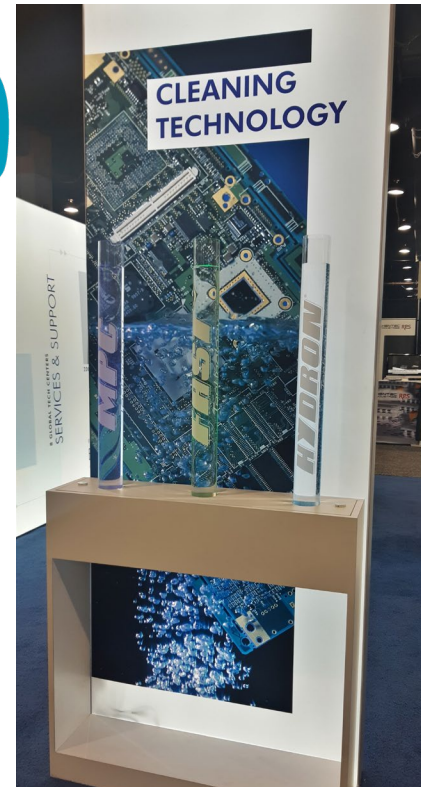
EVENT POST-SHOW REPORT

EXHIBITION & TACTICAL MARKETING DETAILS

IN-BOOTH DEMONSTRATIONS AND PRESENTATIONS



EVENT POST-SHOW REPORT



RECOMMENDATIONS

Recommendations are meant to be generally applied to ZESTRON trade shows but may need to be considered in context of booth size.

The lead scanner app was easy to use but need to change a few things for future use:

- Have an option to select who captured the lead
- Easy way to input what follow-up is needed
- Probably only needed two licenses instead of three

Very experienced booth staff but a bit too congested at the booth edges at several points in time. We'll work on schedule and layout to ensure we do a better job of making the booth feel as welcoming as possible. Need to get visitors in the booth.

Need to continue to educate the team on lead nurturing to understand the importance of capturing ALL (even known) conversations and booth visitor data.

- Less staff
- Prizes should be advertised more
- Have ZEU present again

EVENT POST-SHOW REPORT

EXHIBITION & TACTICAL MARKETING DETAILS

LOGISTICS

Schedule was adhered to and we had coverage at every point in the event where it was needed.

There were several places around the show and conference that ZESTRON was represented other than in our booth. We'll continue to look for new opportunities to create brand awareness.

Saved over \$1k by not shipping the huge crate of supplies

- Bring an extra box for awards, etc.

Possibly change uniforms to only wearing specific shirts and options to wear what pants you like.

The hotel worked out great – should look into booking a block for next year.

Send out RFPs for a new exhibit house

RETURN ON OBJECTIVES (ROO)

DESCRIPTION OF OBJECTIVE	TARGET	UNITS	ACTUAL	% TO TARGET	WEIGHT	ROO
Sales qualified leads generation	20	Leads	19	95.00%	30%	28.50%
Marketing qualified leads generation	30	Leads	29	96.67%	25%	24.17%
Pipeline creation				93.88%	30%	28.16%
Workshops and task groups attended	10	#	26	260.00%	5%	13.00%
Total lead capture	50	Contacts	49	98.00%	10%	9.80%
CUMULATIVE ROO						103.63%

RETURN ON EVENT (ROE)†

	PROMOTERS (9+)	NEUTRALS (7-8)	DETRACTORS (<6)	NPS
Internal Net Promoter Score (Pre-Event)	6.00	3.00	0.00	66.67
Internal Net Promoter Score (Post-Event)	4.00	4.00	0.00	50.00
NPS CHANGE				-16.67

†ROE measures qualitative perceptions and feelings about the event. In this case it is used to measure the supporting team's assessment of the event using the Net Promoter Score (NPS) scale from +100 to -100

EVENT POST-SHOW REPORT

LEAD GENERATION

LEAD PRIORITY OR RANK	COUNT	TOTAL VALUE	AVG. VALUE
P0	-	\$-	-
P1	3.00		
P2	2.00		
P3	1.00		
P4	13.00		
Unranked (MQL)	29.00		
Discarded	1.00		
SALES QUALIFIED TOTALS	19.00		
MARKETING QUALIFIED TOTALS	29.00		
ROI: PIPELINE		119.91%	

BRAND AWARENESS AND EXPOSURE

Total Visitors or Attendees to Booth	100.00
Product Demos or Qualifying Conversations	4.00
BOOTH ENGAGEMENT LEVEL	4.00%
Total show attendees	969.00
TOTAL REACH	10.32%

SALES-RELATED EXPOSURE METRICS	Quantity	% of Total
Qualified leads that are new contacts in our DB (vs. total leads)	25	52.08%
Existing customers or opportunities engaged (vs. total booth visitors)	23	23.00%

EVENT POST-SHOW REPORT

EXHIBITION & TACTICAL MARKETING DETAILS

EVENT SPENDING

BUDGET CATEGORY	TOTAL SPEND	% OF TOTAL	BUDGETED	BUDGET DELTA
Booth Space Reservation	\$8,325.00	25.14%	\$4,100.00	103.05%
Show Services	\$2,460.00	7.43%	\$3,450.00	-28.70%
Shipping and Materials Handling	\$6,351.61	19.18%	\$5,000.00	27.03%
Travel	\$3,958.00	11.95%	\$5,000.00	-20.84%
New Rentals and Booth I&D	\$11,618.00	35.08%	\$7,000.00	65.97%
Marketing and Sponsorships	\$-	0.00%	\$3,500.00	-100.00%
Other	\$406.00	1.23%	\$450.00	-9.78%
SPENDING TOTALS	\$33,118.61	100.00%	\$28,500.00	16.21%

COST TO EXECUTE (COE)*

Complexity Tier	(1) Complex
Event Manager Level	Coordinator or Specialist
Project Start	5/1/2019
Project Length (Months)	5.00
Estimated Planning Hours	100.00
Show Length (Days)	3.00
Headcount @ show	15.00
TOTAL COST OF EXECUTION	\$16,674.65

*COE uses publicly-available salary data and industry benchmarks to assign a dollar value to hours spent by show team members

EVENT POST-SHOW REPORT

COMPETITIVE ANALYSIS

Number of direct competitors present 1

COMPETITIVE ACTIVITY ASSESSMENT

AREA OF PRESENCE	Us	Kyzen	Competitor 2
Booth	(3) High	(2) Moderate	(0) NA
Sponsorship	(0) NA	(3) High	(0) NA
Advertising	(2) Moderate	(2) Moderate	(0) NA
Thought Leadership	(3) High	(3) High	(0) NA
COMPETITIVE POSITIONING INDEX**	N/A	-16.67%	N/A

CUMULATIVE CPI -16.67%