

# Trade Show Masterclass

Transforming Your Variety Act  
into a Trade Show Presentation



# Overview of Trade Show Masterclass



# Overview of Trade Show Masterclass

- What is a trade show?
- Danny Orleans' Experience
- The Players and their Goals: Exhibitors and attendees
- Examples of Exhibit Attractions
- Pros & Cons of working trade shows
- Types of trade shows and frequent locations
- Research Challenge: to do on your own
- The Client's Mindset
- Your Fee
- The typical trade show day
- ★ Five steps of Mastery ★
- Additional income opps for you
- Dos and Don'ts for the trade show presenter



# Your Goal Today

Is performing at trade shows a  
good fit for me?



# What is a Trade Show?

- What does it look like?
- How many are there?
- How many people attend?
- What do people do all day?



# Trade Show

[https://en.wikipedia.org/wiki/Trade\\_fair](https://en.wikipedia.org/wiki/Trade_fair)

**DEFINITION:** An exhibition organized so that companies in a specific [industry](#) can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent [market trends](#) and [opportunities](#).

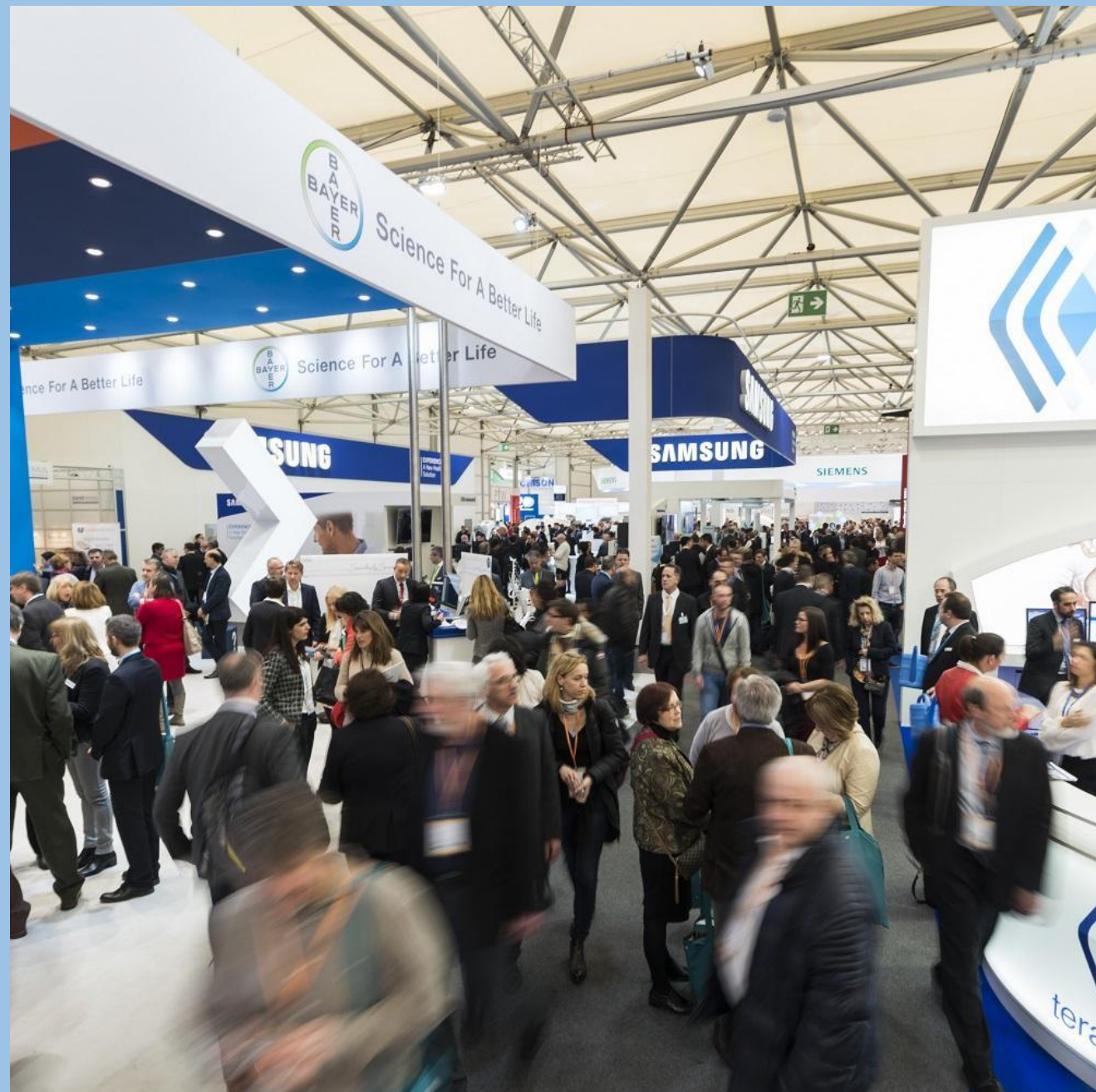
**Synonyms:** Trade Show, Trade Fair, Conference, Convention











# Big Booths





keep your data

Benchmark your DevOps maturity level

Benchmark your Database DevOps maturity level

Quest  
Yep ... that Quest!

Quest  
and we're taking our customers to the future.

redgate

redgate

- Intel
- Google
- FedEx
- citigroup
- Verizon
- AT&T
- Amazon

91% of Fortune 100 companies use Redgate's software

- TATA
- Comcast
- AT&T
- Microsoft
- Verizon
- HP
- Amazon.com
- Verizon
- IBM
- IBM
- IBM



# Small Booths



OAME 2017 Tradeshow



<< Typical Booth





# Big Booths at NRA Show Chicago





**Who is Danny Orleans  
and why is he  
an expert in trade shows?**



Started in early 1990s. Done over 500 trade shows in NA and Europe.  
First two clients: Quebecor Printing and American Express



<< Quebecor 1993  
DMA Canada

*Danny Orleans surprises onlookers as yellow balls burst from a spectator's hand emphasizing the number of services Quebecor Printing can offer the Direct Marketing Industry.*



Did 20 trade shows/year in the late 1990s.



<<Alcon Labs  
2001



# Alcon Labs – Primary Medicine 2003





# J&J ACG 2003



**Current workload: 30 trade shows/year**



<< Activelon  
CLEAN SHOW  
2010



Current client list includes Honeywell, ExxonMobil



<< Honeywell  
ConExpo  
2011



# ExxonMobil – O'Reilly AutoParts 2015



**Currently: my 80% of income is from 5 clients**



**<< WhereScape  
2014  
Teradata Show**



**Additional income is from a few one-show/yr clients.**



**<< Produce  
Marketing  
Assoc.  
2018**



# .....Corporate parties.



# Chicago Magic Lounge



# Who is Danny Orleans?

[www.corporatemagicltd.com](http://www.corporatemagicltd.com)

<https://www.facebook.com/Corporatemagicltd>

<https://www.instagram.com/dannyorleans>



# Goals of Exhibitors

- ★ Attract attendees ★
- Demo product
- Get leads
- Elevate their profile
- Brand their company/product
- Make sales
- Hold short meetings
- Check out competition



<https://www.tsnn.com/blog/16-powerful-stats-value-trade-shows>



# 3 Top Goals of Exhibitors\*

- Brand awareness
- Lead Generation
- Relationship building

*\*Skyline Exhibits market research*



# 3 Top Goals of Attendees

- Learn about new products/services
- Find products/services that can help improve their business
- Meet with current vendors



# Why are we discussing **these** goals?



We must understand the mindset of attendees and exhibitors. They do NOT attend trade shows to see entertainers!!!

**We are a rarity!**



# Exhibit **Attractions** (Our Competition)

- Mini-Golf
- Guessing games
- Video games
- Mini Race cars
- Bean Bag Throwing
- Darts
- Pachinko
- Caricaturists
- Arcade games
- Robots
- Celebrity Look Alikes
- Actual Celebrities
- Handwriting Analysis
- Game Show Hosts
- Beer/Wine Bar
- Coffee Bar
- Smoothies
- Ice Cream
- Warm cookies
- Popcorn
- T-shirt giveaway
- Boxer shorts giveaway
- Socks giveaway
- Juice bar
- Photo Booth
- Spin the Wheel
- Puzzles
- Roulette



# Adding a Live Presenter/Entertainment to the booth



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# Pros and Cons of Performing at Trade Shows

## Pros

- Indoors, daytime
- Well-behaved spectators
- Professional environment
- Multi-day event
- Excellent opportunity for leads
- Usually close to major airport
- Nice hotels
- Potential for very good fee
- Work 7 days/yr for avg client

## Cons

- Noisy setting with hustle bustle
- Very long hours
- Usually do 6 -15 presentations/day
- Multi-day event
- Standing on feet all day long
- Lots of people/germs
- Small performing space
- Audience not expecting you
- You must build the crowd



# Additional Challenges of Performing at Trade Shows

- You will make a significant artistic sacrifice.
- Your show will be interrupted: Cell phones, attendee socializing
- Your performance is NOT #1 priority for attendees. They are at the trade show to learn about new products and services.
- Your success might upset other exhibitors.
- Audience sometimes walks away from you.
  - Cell phone rings
  - Alpha in the group decides they are wasting time
  - Attendee wants to see product demo
  - Attendee realizes that the product is not a fit for him/her.



# Trade shows occur in every imaginable industry.

(Partial List)

- Manufacturing
- Electronics
- Software
- Travel
- Food & Beverage
- Funeral
- Automotive
- Hospitality
- Healthcare
- Printing
- Internet
- Video Games
- Casino
- Construction
- Robotics
- Mining
- Direct Mail
- Legal
- Logistics
- Clothing
- Furniture & Décor
- Toy
- Government
- Hardware (both)
- Pets
- Energy
- Oil & Gas



# Where do these trade shows happen? **Major Cities**

About 50% of the largest 200 shows in the USA take place in just 3 cities: Las Vegas, Chicago, and Orlando

- Moscone Ctr, San Francisco
- Anaheim Convention Ctr
- San Diego Convention Ctr
- Las Vegas Convention Ctr
- Venetian Convention Ctr, Las Vegas
- Mandalay Bay Convention Ctr Las Vegas
- Colorado Convention Ctr
- Dallas Convention Ctr
- Ernest Morial Convention Ctr, New Orleans
- McCormick Place, Chicago
- Georgia World Congress Ctr, Atlanta
- Washington Convention Center, Washington, DC
- Jacob Javits Center, New York City
- Henry B. Gonzales Convention Ctr, San Antonio
- Orange County Convention Ctr, Orlando



# Where do these trade shows happen? **Minor Convention Ctrs**

- San Jose
- Seattle
- Los Angeles
- Indianapolis
- Houston
- Boston
- Tampa
- Miami
- Memphis
- Vegas
  - Caesars Palace
  - Wynn
  - Bally's
  - Paris Hotel & Resort
  - Cosmopolitan
- Milwaukee
- Wisconsin Dells
- Charlotte
- New York City, Hilton Hotel
- St. Louis
- Minneapolis
- Philadelphia
- Chicago, Donald J. Stephens Convention Ctr
- Nashville Convention Ctr "Music City Center"
- Gaylord Hotel and Resorts
  - National Harbor, Washington DC
  - Nashville
  - Grapevine TX
  - Orlando



# Find a trade show near you in just a few steps!

1. Google name of convention center from the previous two pages or another one near you. [www.mccormickplace.com](http://www.mccormickplace.com)
2. Search a phrase in the menu like this:
  - Calendar
  - Upcoming Events
  - Schedule
3. Click on it and read about the trade shows coming to a convention ctr near you. Pick one and do some research.
  - Ticket price/Registration fee: Between \$10 - \$2000.
  - Dates, # attendees, # exhibitors
4. Which of the following categories do you think it fits into?



# Trade Show Categories



- **Public Shows:** Auto Show, Boat Show, Home & Garden, Comic-Con
- **Industry Specific:** Restaurant Show, CES, NAHB, PMA
- **User Groups:** Apple WWDC, Oracle Open World, Microsoft Ignite
- **Internal Conferences:** Dairy Queen Mgrs; Ace Hardware, AutoZone
- **Professional Conferences:** Targeted toward specific profession
  - ALA (Librarians)                      Lineman’s Rodeo (Utility Linemen)
  - AAP (Pediatricians)                      ANCC (American Nursing Conference)
  - ABA (Lawyers)                      AICPA (Accountants)
  - AIA (Architects)                      ASPE (Plumbers)



# Trade Shows in U.S. – By the Numbers

[www.ceir.org/2018-index#sectors](http://www.ceir.org/2018-index#sectors)

- Net Square Feet – 285 million
- Attendees – 32.5 million
- Exhibitors – 1.3 million
- Revenues -- \$9.3 billion
- **Number of Trade Shows: 9400/year = 200/week**



**Conclusion: Tons of opportunity**



# Challenge: Shows to Research

**NRA – National Restaurant Show** [www.show.restaurant.org](http://www.show.restaurant.org)

**NADA – National Auto Dealers Association** [www.show.nada.org/2019](http://www.show.nada.org/2019)

**CUNA – Credit Union National Association** <https://www.cuna.org/gac/>

**ICA – Int’l Carwash Association** <https://www.carwash.org/>

**RSA – Cyber Security** <https://www.rsaconference.com/events/us19>

Visit the above trade shows’ sites. Determine their purpose.

Who attends? What industry exhibits there? How many people attend?

Where is it? When is it? What are the exhibit hours?

Can you find and analyze the exhibit floor map?

Can you find the names of companies that might be a fit for your act?



# The Mindset of your Trade Show Client

## The Booth

Here's what they are concerned about:

- Booth Setup
- Backdrop
- Computer/Video Monitors
- Products
- Lighting
- Signage
- Hanging sign above the booth
- Booth staff
- Furniture
- Electric/Internet Connection
- Badge scanner
- Brochures
- Giveaways
- Storage of crates
- Carpeting
- Evening events



# The Mindset of your Trade Show Client

## The Cost

Four main costs for exhibitors at a trade show

1. Design/Construction cost of booth
2. Show services: delivery, material handling, drayage, electric, WiFi
3. Staff, sales force, marketing team, temp staff + travel expenses
4. Trade show collateral: Brochures, giveaways



# The Mindset of your Trade Show Client -- Budget\*

Budget = cost of their floor space (between \$25 - \$35/ sq ft) multiplied by 3.

Example: 20 x 20 = 400 sq. feet. 400 x \$30 = \$12,000. \$12,000 x 3 = **\$36,000**

Here's how the average exhibitor's trade show budget breaks down:

- Exhibit space – 35%
- Travel & lodging – 14%
- Show services – 13%
- Exhibit design – 11%
- Shipping of exhibit materials – 10%
- Graphic design / production – 6%
- Promotion – 6%
- Other – 5%



# Industry Average Costs to Exhibit

## Exhibit Costs

- Custom exhibit prices range – \$138.00-\$154.50 per square foot
- Storage – \$1.63 per square foot (\$0.21 per cubic foot)

## Labor Rates

- General display labor – \$91.28 per hour
- Electrician – \$89.34 per hour
- Rigger – \$96.52 per hour
- Plumbing – \$86.25 per hour
- Forklift with operator – \$196.28 per hour

## Drayage Rates Based on CWT (weight per 100 pounds in the United States)

- Direct, crated shipments to exhibit hall – \$84.46
- Direct, crated shipments with special handling to exhibit hall – \$109.74
- Direct, uncrated and loose shipments to exhibit hall – \$126.36

## National Daily Per-Diem Rates (These are averages, per-diem rates vary widely across the United States.)

- Hotel – \$159.00
- Food – \$85.00
- Car Rental – \$48.00

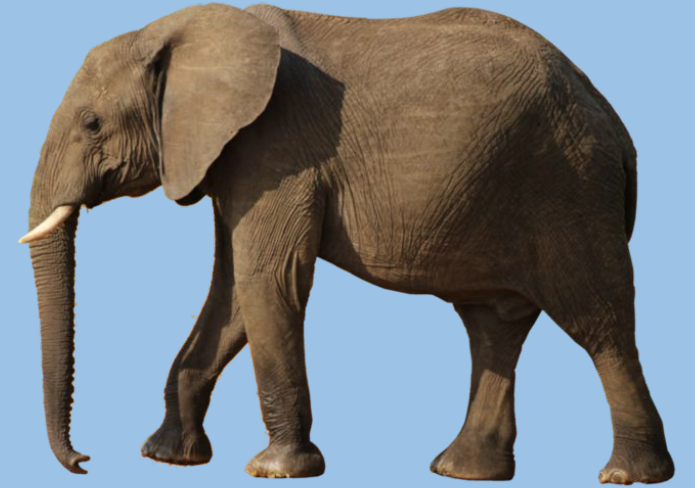


# Fees

**There are many factors to consider before you quote your rate.**

**Here are just a few:**

- How big is client's booth?
- What show are they attending?
- How many staff?
- How many days? Show hours?
- Your relationship with the client.



# Fees

**Current range for EXPERIENCED trade show performers/presenters doing 10 – 30 trade shows annually**

- Working direct with client: \$1500 - \$3000/day
- Working through agent/producer: \$1200 - \$1750/day
- Plus expenses: Air/ground transport; hotel; per diem
- Additional fees can be charged for scripting; sound system; giveaways; magician's table; large scale illusions; customized props; evening entertainment



**What is a typical day like  
on the trade show floor?**



# Typical Day at the Trade Show for Presenter

- Wake early
- Get a big breakfast
- Hotel > Trade Show floor.
  - Small shows: In same hotel
  - Big shows: Might take 30 min. Might have to walk a mile.
- Do two 10-min presentations each hour • Repeat for 4 – 8 hrs/day
- Stand all day, except for lunch which is usually less than 60 min.
- Dinner alone, with client, or with other trade show entertainers
- Hot bath to treat sore back/leg muscles
- Early to bed



# What are the **five areas** to master in order to succeed and get booked as a trade show entertainer/presenter?

1. Preparing the presentation
2. Logistics to succeed at the show
3. Getting leads for yourself
4. After the show
5. Marketing to trade show exhibitors



# 5 Areas to Master



## AREA 1: Preparing the Presentation

### 1. Capturing the client's message



### Messaging Form

Please include the details requested below so Danny Orleans can include your corporate message in his magical presentation.

**Section I - CORPORATE BACKGROUND INFORMATION AND SHOW DETAILS**

1. Please indicate the acceptable full and abbreviated names of your company:
2. Tell us about your company. (age, market position, experience, relative size)

**Section II - Marketing And General Information about the Company**



1. Does your company have a Mission Statement, Vision or Philosophy? If so what is it?



# 5 Areas to Master

## AREA 1: Preparing the Presentation

1. Capturing the client's message
2. Scripting the Message: 3 approaches
  - Briefly with 1 – 3 talking points
  - Street Performer style: Pitch at the end
  - 1 – 2 talking points per routine

	<p style="text-align: center;"><b>Stick with Continuity Logic</b></p> <p>A signed playing card is penetrated with a stick about the size of a golf pencil. When the prospect pulls it out, the "hole" in the card vanishes. The trick is instantly repeated with a ballpoint pen that is also thrust through and pulled out of the card. <u>Finally</u> the undamaged card is handed to an audience member.</p>
Prospect picks a card.	<i>Welcome to Continuity Logic. Choose a card. If you choose the right card, you can win a big prize.</i>
Prospect writes their name on card while another prospect takes a stick that the magician hands him.	<i>And, Karen, write your name on it. Spelling counts. Sometimes people misspell their name on purpose just to try and fool me. Here Bob, you hold on to this little magic wand please.</i>
Magician takes stick and pushes it through the signed playing card without puncturing the card.	<i>And we'll turn your card face down. If I rub the stick on the back of your card, suddenly it looks like it's going right through.</i>
Then he shows the stick/card from various viewpoints to show it really is going through.	<i>Now, it's not really going through, it just looks that way. It looks even better this way.</i>
Magician holds up sign with the CL Logo and text. Here is an example of what the 8 1/2" x 11" signs will look like...	<i>If you think this is amazing, wait until you see how Continuity Logic software can help you protect your company in the event of a disruption.</i>
 	



# 5 Areas to Master

## AREA 1: Preparing the Presentation

1. Capturing the client's message
2. Scripting the Message
  - Briefly with 1 – 3 talking points
  - Street Performer style: Pitch at the end
  - 1 – 2 talking points per routine
3. Delivering the Message
  - Verbal presentation – Narrator Style
  - Verbal with moments of audience interactivity
  - Visually using your props, signs, logo, client name, etc.



Double click on above to play video

<https://vimeo.com/301488164>

[https://youtu.be/p\\_KrSsE4hI0](https://youtu.be/p_KrSsE4hI0)



# 5 Areas to Master

## AREA 2: At the Show -- The Logistics you need to Succeed

1. Your Badge
2. Your Table (optional)
3. Your Mic/Sound
4. Elevation



# 5 Areas to Master

## Area 3: Getting Leads for yourself at the Show

1. Considering the proximity of other booths, which is the best booth to target to get a future booking?
2. How do you hustle, hustle?
  - Business Cards – Give one/Get one
  - Postcards
3. Work the Booth/Work the Show
4. Know about related shows
5. Other exhibitors
6. Attendees



# 5 Areas to Master

## Area 4: After the Show

1. Thank you note to marketing director/trade show coordinator
2. Email everyone who worked the booth
3. Follow up email with folks who gave you business cards.
  - a. Leads go into a BC funnel
    - Three custom emails
    - Monthly newsletter
    - Phone call mentioning specific event they are planning
  - b. LinkedIn – Work it. Get [Ted Prodromou's](#) Free LinkedIn Cheatsheet.
4. Other exhibitors
5. Attendees



# 5 Areas to Master

## Area 5: Marketing Yourself to Trade Show Exhibitors (from your office).

Secret is to understand the trade show website

What are the show dates/hours?

(Might be called Agenda, Schedule, Timeline, Track, etc.)

- Breaks
- Food and beverage draws to the hall
- Lunch in the hall or not in the hall



# 5 Areas to Master

**Area 5: Marketing Yourself to Trade Show Exhibitors (from your office).**

**Secret is to understand the trade show website**

What does the website call the “Expo Hall”?

- Solutions Pavilion
- Vendor Hall
- Partner Exposition
- Showcase
- Community Showcase
- Trade Show
- Exhibits
- Show Floor



# 5 Areas to Master

## Area 5: Marketing Yourself to Trade Show Exhibitors (from your office).

Secret is to understand the trade show website

Where is the Exhibit Hall Map and how do I use it?

>>> [CLICK HERE](#) for CUNA GAC show <https://www.cuna.org/gac/>

Finding an exhibitor

- Determine is location of the entrance.
- Size Matters – determining booth size.
- Where are the best locations in the hall and why?
- Where should your presentation be located in the client's booth?

Remember: The location of your booth is directly proportional to the number of people that will walk past it.



# 5 Areas to Master

## Area 5: Marketing Yourself to Trade Show Exhibitors (from your office).

Here's my top 3, from a list of 10, ways to get booked for the first time at a trade show.

- Cross-selling the client
- Client referral to another client
- Colleague referral



# Resources on Performing at Trade Shows

- *The Trade Show Handbook* by Bud Dietrich & Dick Jarrow
  - Out of print, but available through the magician second hand market
- *The Magic Business* by Michael Bailey (England)
- *Corporate Presentations* by Leo Behnke.
- *Hustle, Hustle – Making Magic...Your Business* by Joel Bauer (out of print)
- *Modern Trade Show Handbook* by Seth Kramer.
  - This is the most recent (published 2010, I think. Digs deep into both performing and getting trade show gigs.) <http://www.trafficstoppers.com/handbook/>



# Additional Income Opps from Trade Shows

- Evening events
- Trade Show Booth Staff Training
- Selling your client giveaways (magic tricks, juggling balls, etc)
- Booking other trade show entertainers



# Do's and Don'ts of Performing at Trade Shows

## Do's

- Make friends with neighbors
- Get the BC of everyone who works for your client
- Overdeliver appropriately
- Use your own sound system
- Show up early
- Get a key to the booth closet
- Confirm hotel and show registration.

## Don'ts

- Turn your volume up too loud
- Talk or text on cell while in booth
- Eat or drink in booth (H2O is okay)
- Hustle other clients in front of your client.
- Exchange BCs openly with other exhibitors, especially client's competition. Be discrete.
- Talk to other trade show entertainers' clients



# Summary: Make an informed decision

## Is the trade show market right for you?

Go to an industry trade show.

- Pay the \$50 - \$100 admission for a badge
- Wear business attire
- Walk the show. Observe activity and human interactions.
- How are booths attracting customers?
- What is the mood of attendees?
- Are the exhibitors attentive to the attendees?
- How would you feel about spending 8 hrs/day in this setting?
- Pick up a “Show Guide” or download the app. This book may have all the exhibitors listed. Might have contact info also.



# Summary: Make an informed decision

## Go to an industry trade show (continued)

- Talk to the exhibitors when they are NOT talking to customers.
  - How do you attract traffic to the booth?
  - What are your trade show goals?
  - Do you get a positive ROI by attending this trade show
  - How many trade shows do you exhibit at each year?
- Talk to attendees when they are NOT talking to exhibitors.
  - What are your goals for attending this show?
  - What booths were the best? Why?
  - What booth activities catch your attention?
- Do you feel comfortable in this setting?
- Does the activity in the expo hall excite you or intimidate you?



# Coming Soon...

## Danny Orleans' Trade Show Seminar



Email me if you'd like to be contacted about registering.

[danny@corporatemagicltd.com](mailto:danny@corporatemagicltd.com)

