

NACDS

marketplace 2011

Where retailers shop, for 25 years

Baby Care • Photo

Cosmetics & Fragrances

General Merchandise

Household Products

Home Healthcare

Healthcare/OTC

Merchandise Programs

Personal Care/HBC

Seasonal • Services

Consumables

Non-Edible Consumables

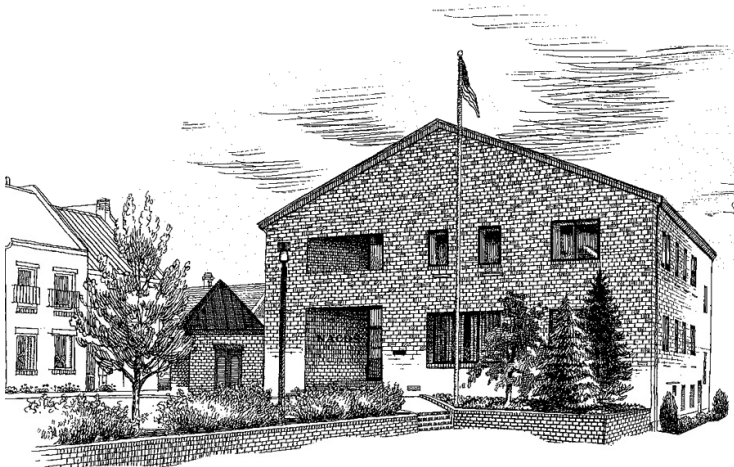
June 25 – 28, Boston Convention and Exhibition Center

Boston, Massachusetts

First Time Exhibitor Tips

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*You must register for the Meet the Market Pre-scheduled Appointments Program in advance. If you have questions about Meet the Market or you wish to confirm your registration for this special program, please call the Exhibits Department at (703) 837-4320.

Pre-Conference

Planning:

- ❖ **Begin planning NOW.** Marketplace is an **appointment-driven** show. It is appropriate to start soliciting appointments as soon as you receive your booth assignment (late-March).
- ❖ Set realistic goals and objectives for the meeting. Targeting the smaller and medium sized chains may prove to be your segue to the larger retailers.
- ❖ Develop and tailor your marketing and promotional plans to each retailer.

Conference Material:

Read all conference materials carefully to ensure you:

- ❖ Take advantage of all opportunities afforded to First Time exhibitors (e.g. "Meet the Market" Program, Mentoring Program, First-Timer Conference Call, etc.).
- ❖ Be aware of the schedule (Exhibit Hall hours, Retailer Preview, booth preparation and closing times, booth installation and dismantling hours). The Day-by-Day Schedule is on the Marketplace website and is updated periodically.
- ❖ Use the website to research attending retailers and their contact information, under the Directory tab, Participating Companies section and by using the Advance Registration List.

Marketplace Website: www.nacdsmarketplace.org

- ❖ **Password:** Selected portions of the website are password-protected and available to paid registrants only. Should you forget your password, please click the "Forgot/Reset My Password?" link on the NACDS log-in screen or contact the Registration Department at (703) 837-4320. If you are not attending, but are assisting in pre-conference activities (i.e. scheduling appointments), you may use the username and password of a registrant from your company.
- ❖ Familiarize yourself with the website's key features and revisit often.
 - **Register**—your destination for all registration fees, exhibition information and rules; as well as links to purchase your booth and register your personnel.
 - **Program**—the events and activities that constitute the Marketplace Conference.
 - **Day-by-Day Schedule**—what's happening and when at the conference.
 - **Education Sessions Information**—Details on who is speaking and session topics.
 - **Meet the Retailer**—Hear representatives from major retail companies explain who they are, how they come to market, and what they are looking for from the manufacturers who supply them. You will learn firsthand from a senior management team from each retailer, and have the opportunity to ask questions.

Pre-Conference (continued)

- **Hotel**—our process for accommodations and where to stay.
- **Directory**—company profile information to include: web address, points of contact, description, and top products.
 - **Advanced Registration List**—(under Participating Companies), this is password-protected for registered attendees only (updated daily). The list contains complete registrant contact information to include: address, phone, fax, and email.
- **Exhibitors**—a grouping of the most important links and offers for supplier participants.
 - **Floorplan**—a look at our grand exhibit hall and booth locations.
 - **“Meet the Market”**—a special program to introduce your company to buyers.
 - **Product Showcase**—an additional opportunity to showcase your product.
 - **Exhibitor Resources**—explore each of these to best prepare you for Marketplace.
- **Sponsorship**—info on opportunities to enhance your company image at Marketplace.

Additional website selections appear/become live at determined intervals prior to Marketplace.

- ❖ **Appointment Planner**—A username and password accessed tool to make/receive and manage requests for meetings in the Exhibit Hall. This online program is activated for all registrants once booth assignments are released.
- ❖ **Exhibitor Tutorial**—this tutorial will be available online and explains access and use of My Marketplace and the Appointment Planner. (mid/late-March).
- ❖ **My Marketplace**—a username and password accessed location on the website where participants can access information personalized to match their product categories.
- ❖ **Interactive Floorplan**—an interactive display of company booth locations that goes live when the booth locations are released to all supplier participants (mid/late-March).

Pre-Conference (continued)

Appointments:

Requesting Appointments: Conduct a coordinated campaign to solicit appointments with retailers. A series of personalized mailings will capture a retailer's attention more effectively than one "mass" mailing. A coordinated campaign may include:

- ❖ **1st contact:** Mail/email a brief company background to include:
 - Company information (your website address, profile, fact sheets, customer list, where products are being sold and sales record, etc.).
 - One-page spec sheet with graphics and product photos.

- ❖ **2nd contact:** Mail product sample (and color catalog) particularly if a new or unique product is involved.

- ❖ **3rd contact:** Request an appointment via the Appointment Planner Program on the Marketplace website as soon as you know your booth number, as retailers are reluctant to schedule an appointment without knowing your location. Please be patient if you do not receive an immediate response to your request. Most of the retailer participants collect and prioritize appointment requests up until one month before the conference, at which point they notify requesters of their appointment times.

- ❖ **4th contact:** Follow up the appointment request with phone call.

- ❖ **5th contact:** Confirm appointment(s) through the Appointment Planner program and then if necessary, e-mail the contact with a proposed agenda or additional details that may be of interest.

Appointment Notes:

- ❖ **Contact Info:** Complete contact information for each registrant is located in the "Directory" of the Marketplace conference website.
 - **Agenda:** Ask the retailer in advance what topics they may have on their agenda or specific issues they desire to address. This way you will both come better prepared.
 - **Phone Calls:** Be persistent in making phone calls, as many retailers have busy schedules.
 - **If feasible:** Designate one sales representative for each trading area or retail chain prior to the show. Have that person attend all pertinent meetings and handle all follow-up actions to ensure continuity.
 - **New vendors in particular:** Need to emphasize company's key categories and highlight unique, current, new and "hot" items.
 - **Be prepared:** To discuss marketing, supply chain topics, and advertising plans.

Pre-Conference (continued)

Consultants/Manufacturing Representatives:

If you are new to the industry and not particularly well-connected, consider the use of consultants/manufacturing representatives to assist you in setting goals, developing a marketing plan and scheduling appointments (please see the Manufacturer's Representative Policy, Item 10 in the "[Rules and Regulations](#)" section under "Exhibit Information"). To search for manufacturer agents who are members of NACDS, please visit our NACDS Online [Membership Directory](#) or call the Membership Department at (703) 837-4111.

Research:

- ❖ **Familiarize** yourself with each chain and their critical information (store counts, store formats, trading areas, categories, etc.). Information may be obtained by consulting the [NACDS Online Membership Directory](#) or Viewing the Company Profile accessed by clicking on a Retail company name listed in the Participating Companies section of the Directory tab on the Marketplace website.
- ❖ **Store Visits:** Visit a retail store for each chain you are targeting and/or for those with whom you have appointments.
- ❖ **Points of Contact:** Find out who the decision-makers are for each particular category and/or product. Use the "By Product Responsibility" search feature of the Marketplace website to assist you. Direct inquiries to them.
- ❖ **Industry Publications:** Review industry-related publications to include: NACDS Membership Directory, past issues of Chain Drug Review, Mass Merchant Retailers, and Drug Store News (especially Annual Report issues coinciding with the NACDS Annual Meeting and Marketplace Conference), AC Nielsen, Symphony IRI Group, retailer websites, etc.
- ❖ **First-Time Exhibitor Conference Call(s):** Be sure to participate in the First-Time Exhibitor Conference Call(s) **usually held in March and May**. Date and time will be posted online under Exhibitor Resources.
 - An experienced panel of both retailers and exhibitors will give an overview of the conference and important tips to approach Marketplace and prepare for your meetings with retailers.
 - A "Questions and Answer" session follows, where you will have the opportunity to ask your Marketplace questions directly to the panel.
 - An invitation to participate is sent to all registered First-Time Companies.

Pre-Conference (continued)

Promotional Opportunities:

Take advantage of special opportunities to promote your company's visibility or to launch your products.

- ❖ "Meet the Market" Prescheduled Appointment Session:
 - **"Meet the Market" Table Program:** Saturday, June 25 from 9:00 a.m.-4:30 p.m. NACDS will schedule your company for a series of 10-minute pre-set appointments with retailers prior to the opening of the exhibit hall. **Eligible manufacturers may designate two representatives to work together in the program;** however each company will have only one set of appointments under the name of your "Main Representative." Your representative(s) will move to each retail appointment table and are encouraged to bring appropriate company and product information for demonstration purposes; however it should not be more than you can hand carry or pull in a Pullman type/carry-on rolling case.
 - **"Meet the Market" Exhibit Hall Appointments:** NACDS will be scheduling a limited number of 15-minute appointments with retailers in your booth, in addition to the appointments you make on your own. To be eligible for these 15-minute appointments, your "Meet the Market" form must be submitted by **May 1, 2011**. The appointments will be scheduled during regular exhibit hall hours over Sunday, Monday, and Tuesday. Match-ups will be created according to your product category(s) and will not duplicate appointments you have made in your online Appointment Planner. **You will need to update your online Appointment Planner** with all of your self-booked appointments **no later than May 10, 2011** to accommodate this portion of the program. You must have this information updated in the online planner in order to avoid double booking companies or time slots. You will be notified of these appointments the same time you receive your "Meet the Market" table program schedule. The "Main Representative" listed in the sign-up form will be the individual to receive the appointments in their schedule. There is no additional cost for this program.
- ❖ **Website:** All exhibitors will be provided a courtesy "24-7" advertising product profile in the "Participating Companies" section of the Marketplace website. As such, please ensure information is complete and "tailored" to capture a retailer's attention. You may email any edits or updates to your company profile to exhibits@nacds.org.
- ❖ **Retailer Preview Session:** The Retailer Preview Session will occur Sunday morning, June 26, from 8:00 a.m. - 10:30 a.m. During this time, **only retailers** will be permitted on the exhibit hall floor. This time provides retailers with the opportunity to browse the hall without interruption in order to discover new vendors and products. Please ensure that your booth is "show ready," and that you have business cards and an appointment sign-up sheet readily visible within your booth.

Pre-Conference (continued)

- ❖ **Marketplace Product Showcase:** Offers exhibitors a prime opportunity to launch products by displaying them in lighted display cases located within the registration area. In addition, a [Product Showcase](#) is on our website, enabling attendees to preview your featured products. To participate, please contact Patty Velez at (703) 837-4637. Deadline for entry is **May 27, 2011**. Entries received after this deadline will be considered on a space-available basis.
- ❖ **Sponsorship Opportunities:** Please contact Terry Arth at (703) 837-4603 for details or visit [Sponsorship](#) on the Marketplace website.

During the Conference

“Meet the Market”

- ❖ Arrive early (stop by the “Meet the Market” Registration Desk by 8 a.m. on Saturday, June 25).
- ❖ Sign-in and check your revised schedule of meetings, updates are very common.

***You must register for the “Meet the Market” Pre-scheduled Appointment Program in advance. If you have questions about “Meet the Market” or wish to confirm your registration for this special program, please call the Exhibits Department at (703) 837-4320.**

Exhibit Hall Meetings:

- ❖ **Be Prepared:** Most retailers will only give you a 15-minute appointment in your booth. Be concise, limit handouts to a minimum and recap your meeting with a follow-up note. Exhibitors should be prepared to discuss:
 - Sales results in average per store/industry terms;
 - Extreme successes and best practices; and
 - Noteworthy highlights which help to explain the success formula for the products (i.e., promotion, pricing, merchandising, etc.).
 - Supply chain capabilities. Topics that you should be prepared to discuss include minimum order quantities, lead times, transportation costs, case and package sizes and EDI capabilities. Many retailers have a vendor portal on the internet for their suppliers that includes all information they need from you in order to do business with you. We encourage you to visit these sites.
- ❖ **Protocol:** Limit the time for introductions as retailers are anxious to get to the business at hand. Briefly exchange pleasantries, and use the evening functions to follow-up socially.
- ❖ **Document:** Document all conversations during your meetings and highlight any proposed follow-up actions.

Booth:

- ❖ Get to your booth on time each day and remain until the end of each day.
- ❖ Plan and design the booth for both the Retailer Preview and duration of the show to ensure that key items are prominently displayed and easily understood.
- ❖ Set up merchandising display(s) and be prepared to speak specifics to the drug, mass, supermarket, and specialty retailers.
- ❖ Ensure someone is always at your booth. If possible, always have someone available who is not involved in appointments to take advantage of non-appointment inquiries which may result from the Retailer Preview or daily walk-throughs by the retailers.
- ❖ Ensure company name and booth number are easy to see.
- ❖ Have business cards readily available.
- ❖ For new products, have “live” sample(s) readily visible in your booth.

Marketplace Special Features

Special Sessions:

Special sessions are described in detail in the previous “Promotional Opportunities” section, but to reiterate some key points:

- ❖ **“Meet the Market”:** Pre-Scheduled Appointment Session. Don’t miss it! This is a prime opportunity to make your presence known to key retailers prior to the opening of the conference.
- ❖ **Meet the Retailer:** Hear representatives from major retail companies explain who they are, how they come to market, and what they are looking for from the manufacturers who supply them. You will learn firsthand from a senior management team from each retailer, and have the opportunity to ask questions.
- ❖ **Retailer Preview:**
 - Make certain that your booth is show-ready for the “Retailer Preview.”
 - Have sign-up sheets for appointments readily visible, and a separate sheet that asks, “May we call you at your office next week to set an appointment?”
 - Ensure your featured product is prominently (and artistically) displayed within your booth.
- ❖ **Social Functions:** Look for retailers at all NACDS social functions and introduce yourself as these are key networking and bridge-building opportunities -- and your chance to meet them in a more informal atmosphere (e.g. “Meet the Market” Reception, Sunday night reception, etc.). Functions also provide an opportunity to develop business alliances with other manufacturers/suppliers.
- ❖ **General Sessions & Workshops:** As many retailers attend these forums, be sure to attend all sessions and get to know the industry you serve. Sessions also provide key opportunities to make introductions and discover new business prospects.

General:

Do not hesitate to greet customers as they approach your booth; however, respect their space if they appear headed for an appointment.

- ❖ If potential customers don’t have an appointment time available, leave them with your business card. Solicit their business card and ask if you may call them in the office next week.
- ❖ Walk the exhibit floor to educate yourself on your competitors, observe their “best practices” and look for potential business alliances.
- ❖ Write your booth number on the back of your business card when handing them out at NACDS functions.

Marketplace Special Features

Follow-up:

Post conference actions are critical! Ensure you:

- ❖ Send follow-up letters thanking those you have met and outlining your commitment and time frames for achievement.
- ❖ Establish a tickler file to prompt you to make regular recurring contacts at appropriate time intervals. As a general rule, follow up within a couple of weeks, or as agreed upon (Note: Follow-up should be done in accordance with the buyer's request. Too soon or too often won't help.)
- ❖ Letter and/or email should be sent to announce that more detailed information will be forthcoming. Follow up the letters and/or emails with a phone call, and if at all possible, with an appointment.
- ❖ Supply any promised samples and/or information within two weeks.

Debrief:

- ❖ Debrief with your staff within one week of the conference while experience and "lessons learned" are still fresh. Evaluate what worked and what didn't work to better prepare you for next year's conference.

Recommendations:

- ❖ Should you have any recommendations on ways for NACDS to enhance next year's Marketplace Conference, please feel free to submit your suggestions to the attention of the NACDS Exhibits Department at:
Phone: (703) 837-4320
Fax: (703) 836-5678
E-Mail: exhibits@nacds.org