



## Frequently Asked Questions – DEMA Show 2018 Magnet Exhibitor Program

### **Q: What is the Magnet Exhibitor Program?**

**A:** This program places interested DEMA Member exhibitors in strategic, pre-determined locations around the DEMA Show floor, using incentives to encourage qualified exhibitors to participate. The 2018 program takes advantage of the fact that trade show sales floors function similarly to “shopping malls” which place attractive stores in specified areas, helping to direct the flow of traffic. Like a shopping mall, DEMA’s Magnet Zones and Magnet Exhibitors help direct show floor traffic flow and benefit all exhibitors.

### **Q: What is the Purpose of the Magnet Exhibitor Program at DEMA Show?**

**A:** The Magnet Exhibitor Program is designed:

1. To help insure that major exhibitors exhibit at DEMA show, in turn helping to attract more and better qualified show attendees
2. To assist all exhibiting companies by helping direct attendee traffic throughout the show floor
3. To provide additional return on investment to Magnet companies willing to be located in specified zones, while investing in purchases of 800 net square feet or more.

### **Q: Which companies are eligible to become “Magnet Exhibitors?”**

**A:** Any DEMA Member exhibitor. Eligibility is based on Magnet space availability which is tied to seniority point order, and the requirement to purchase at least 800 nsf within a Magnet location.

### **Q: How many Magnet Exhibitor zones are available?**

**A:** There are three separate Magnet “zones” on the DEMA Show 2018 floor plan. Exhibitors that select at least 800 net square feet in exhibit space within these zones are eligible for the promotional pricing.

### **Q: How will this new program assist *all* DEMA Show exhibitors?**

**A:** There are several benefits to all exhibitors:

1. By creating “zones” on the show floor in which “Magnet Exhibitors” select space, attendee traffic is optimized; traffic direction maximizes the exposure received by the other exhibitors in the path of and near the Magnet zones.
2. Optimizing the flow of traffic allows all exhibitors to have a greater opportunity for “face time” with potential and current customers. Especially when exhibits are designed to attract these customers, get them to dwell longer, and provide more time and interaction with them, the result is a better show for all.
3. Exhibitors that recognize the value in this program also help attract additional diving professionals to the show. This means more attendees will be engaged in educational programs and more will be excited about buying new products and services from multiple vendors at the show.

**Q: How do Magnet Exhibitors directly benefit from this program?:**

**A:** For Magnet Exhibitors there continue to be essential benefits of exhibiting at DEMA Show, including:

- “Face time” with customers and potential customers
- Attracting new persons to the industry and retailing (remember, more than 30% of all DEMA Show attendees are “first time attendees” EACH YEAR)
- Support of current retailers through seminars and other contact opportunities
- Show-only sales
- Future sales/sales orders
- Enhanced brand image

Evidence shows that a majority of retailers/attendees come to DEMA Show because they want to see new products and services from all their vendors, and they expect these vendors to support them at the show. However, in recent years some companies have altered their sales cycle and process by using a field sales force to introduce products and services to their professional customers prior to DEMA Show. While it is understandable that the marketplace has changed in the last few years, the result is that some major exhibiting companies do less selling at DEMA show, which impacts their dollar ROI. This program changes the cost/sales equation for exhibitors that wish to purchase substantial exhibit space at DEMA Show.

**Q: How does this program affect space selection?**

**A:** There are two space selection considerations that are impacted by the Magnet Exhibitor Program:

1. The program provides more opportunities for exhibitors to select their space in close proximity to a major exhibitor. This helps to increase visibility for all exhibitors, as more attendees will be directed around the show floor.
2. Magnet zones are designed to attract attendees to various areas of the show floor, and as such are not placed directly near the front show entrance. This means that additional space is available for non-magnet exhibitors near the entrance, and in locations near areas of interest, such as the demonstration pool, image resource center, etc.