

TradeShows **PLUS!**

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CASE STUDY:

*Trade Show and Event
Planning, Execution and
Follow-up*

CLIENT:

Avid Bioservices

AVID 
BIOSERVICES

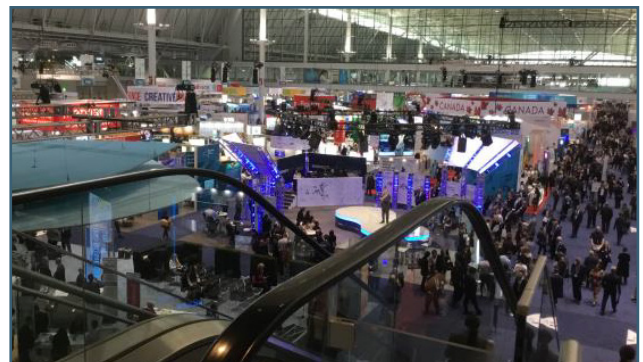


COMPANY DESCRIPTION:

Avid Bioservices is a CDMO (Contract Developer and Manufacturer) and a major player and partner in developing molecules from concept to commercialization.

TRADE SHOW/EVENT/OTHER:

The BIO International Convention (BIO) attracts 16,000+ biotechnology and pharma leaders from 67 countries. These attendees gather for one week of intensive education to discover new opportunities and promising partnerships.



CLIENT CHALLENGE:

- In 2017-2018 Avid Bioservices wanted to reinforce why the company was a major player and partner in developing the molecule from concept to commercial. This was especially critical as Avid was operating as an independent CDMO for the first time, having separated from the former parent company Peregrine Pharmaceuticals at the end of 2017.

BUSINESS OBJECTIVE:

Branding

- In 2017-2018 Avid Bioservices goal was to communicate its message as a major player and partner in developing the molecule from concept to commercial.
- Reinforce a leadership position and increase brand awareness

Product Positioning

- Introduce new product/service/solutions such as product filling robot and other expanded manufacturing capabilities of interest to Avids' target audience

Sales

- Attract 100 quality attendees (10%-20% qualified for follow-up)



What did TSP add to the program?

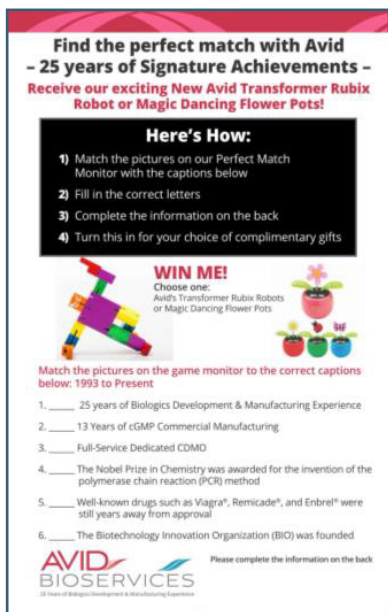
- + TradeShows Plus consulted on pre-show planning and implementation of the marketing promotion strategies, onsite execution support and post show follow-up with successful results
 - 1) Developed the message "Find the Perfect Match-25 Years of Signature Achievements" to support tagline "Trusted Partner, Quality Solutions, Reliable Results – Your CDMO Partner for Success"
- + Developed an in-booth activity- "Find the Perfect Match with Avid" to ensure prospects got the message
 - 1) Searching a couple of continuous loop PowerPoints, attendees could find and match at least three pictures to the signature achievements from 1983 to 2018. In turn the players filled these in on the game card side of the lead/game card
 - 2) All attendees that completed the game and lead information on the back of the card received one of two gifts including a transformer Rubik robot or magic dancing flower pots that respond to sunlight

TSP Responsibilities and Results:

- + Adjunct Trade Show/Marketing/Measurement from initiation to conclusion including:
 - 1) Strategy and creative ideas for client selection
 - 2) Feedback on the booth and graphics
 - 3) Creation of all promotional signs and starbursts based on the look and feel of the graphics for optimum consistency
 - 4) Recommendations for promotional approach to attract attendees to the booth
 - 5) Design custom PowerPoint educational game, (described above),
 - 6) Lead management and quantification
 - 7) Post show management summary reportsPost show competitive analysis comparing Avid to 6 comparative offerings

AVID BIOSERVICES Goals and Results

- + Attracted 100 attendees to the booth with 10-20 percent qualified for follow-up
 - 1) Met Objectives – 23% qualified for follow-up
- + Encourage 50% to participate in activity
 - 1) Encouraged 23% to participate
 - 2) The rest just scanned badges
 - 3) However most provided valuable data for follow-up
- + Recommend attendees spend at least 5 or more minutes in the booth – Mission accomplished



Front of the game/lead cards. Attendees completed game to win their gift

Please complete the following or attach a business card:

Name (as it appears on badge): _____
 Company Name: _____
 Title: _____ Phone: _____
 Email: _____

Find the Perfect Match with Avid – 25 years of Signature Achievements –
 Complete the following

- 1) What is (are) your primary business segment(s)?
 Biotechnology Company
 R&D Laboratory/Institution or Academic
 Pharmaceutical Company
 Consultant
 Contract Manufacturing Organization (CMO)
 Contract Research Organization (CRO)
 Other (Specify): _____
- 2) Follow-up timeframe (Check one only)
 Immediate urgent 2-4 weeks
 Over 4 weeks No follow-up required
- 3) As a result of your visit are you more likely to consider Avid for a future project?
 Yes No
 Don't know/hot sure Already work with Avid
 Not applicable
- 4) Please indicate your knowledge of the New Avid Bioservices before and after your visit on a scale of 1-4 with 1 being un knowledgeable and 4 being very knowledgeable (Circle one number in each row)

	Un knowledgeable	Some what knowledgeable	Knowledgeable	Very knowledgeable
Before Visit	1	2	3	4
After Visit	1	2	3	4

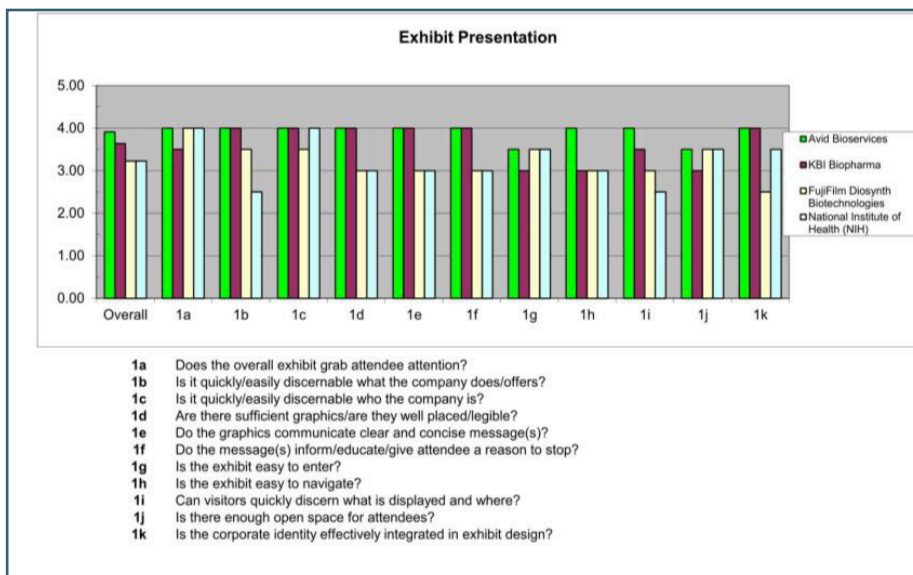
- 5) Do you have an open RFP and/or current need for a CDMO?
 Yes No Not right now, but may in the near future
 Not sure Not applicable

For Avid Staffers Only

Comments: _____

Day of visit - Check one:
 Day 1 - Tuesday Day 1 - Tuesday/ Hospitality Hour Day 2 - Wednesday Day 3 - Thursday

Back of card. Attendees filled this out to indicate post show needs



Comparison between four exhibitors including AVID based on 11 booth characteristics. Avid compared favorably in all 11 categories. The other three exhibitors were compared to Avid on another chart

For: Avid Bioservices

E3 - Exhibiting Effectiveness Evaluation™ Scorecard


Booth: 1073 Evaluator: JBN Date/Time: 05/18 11:21 AM Category: Island

	Your Score (1)	Island Average	All Show Average
3 Overall	3.80	3.70	3.70
3a Are there an appropriate number of booth staffers?	4.00	3.79	3.81
3b Does their dress quickly/visibly identify them as a booth staffer?	3.50	3.36	3.38
3c Do they keep body language open to visitors/attendees in aisles?	3.50	3.71	3.69
3d Are they quickly responsive to booth visitors?	4.00	3.53	3.84
3e Are booth staff behaviors appropriate?	4.00	3.71	3.69

(1) Score shading indicates your effectiveness relative to overall averages.

Score key: Below average Average Above Average

>> Go to <http://exhibitoreffectiveness.com/trs.html> to learn how to raise EXHIBIT STAFF score <<



Comments

- Staffing level was appropriate for booth size and time of day.
- Staff apparel and/or accessories quickly identified them as a booth staffer.
- Quickly responsive and attentive to booth visitors.
- Consider branded staff apparel to identify staff and reinforce brand.
- Staff learning on furnishings/equipment.
- Staff congregating with each other in the booth.

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Avids' booth evaluation and staff performance results. The statistics for the Comparative Analysis above were compiled from the results of the E3 Exhibitor Effectiveness Evaluation scorecard

For: Avid Bioservices

E3 - Exhibiting Effectiveness Evaluation™ Scorecard


Booth: 1073 Evaluator: JBN Date/Time: 05/18 11:21 AM Category: Island

	Your Score (1)	Island Average	All Show Average
1 Overall	3.91	3.62	3.64
1a Does the overall exhibit grab attendee attention?	4.00	3.93	3.94
1b Is it quickly/easily discernable what the company does/offers?	4.00	3.71	3.75
1c Is it quickly/easily discernable who the company is?	4.00	3.93	3.94
1d Are there sufficient graphics/are they well placed/readable?	4.00	3.71	3.75
1e Do the graphics communicate clear and concise message(s)?	4.00	3.64	3.69
1f Do the message(s) inform/educate/give attendee a reason to stop?	4.00	3.64	3.69
1g Is the exhibit easy to enter?	3.50	3.43	3.38
1h Is the exhibit easy to navigate?	4.00	3.29	3.31
1i Can visitors quickly discern what is displayed and where?	4.00	3.43	3.44
1j Is there enough open space for attendees?	3.50	3.43	3.38
1k Is the corporate identity effectively integrated in exhibit design?	4.00	3.71	3.75

(1) Score shading indicates your effectiveness relative to overall averages.

Score key: Below average Average Above Average

>> Go to <http://exhibitoreffectiveness.com/trs.html> to learn how to raise EXHIBIT PRESENTATION score <<



Comments

- Attractive booth. Good use of color, lighting and/or imagery.
- Good graphics.
- Good use of lighting.
- Good use of AV.
- Good job communicating brand promise/value proposition.
- NEW is a big draw for show attendees. Better emphasize new products/services.
- Booth appears crowded. Could use more space or less product/furnishings.

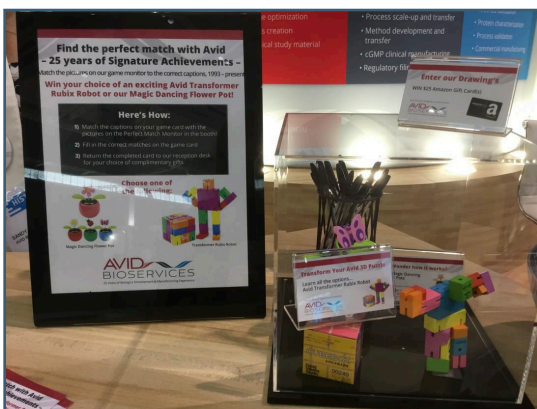
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Graphics presented on large screen monitors. Starbursts at corners were successful at drawing attention to critical messaging



Reception desk with sign promoting the activity and gift reward. This was used to attract attention to the booth and encourage attendees to participate for the chance to win!



Perfect Match Game encouraged attendees to learn more about Avid and 25 years of signature achievements. Attendees were intrigued by the game and needed little prompting to participate