

Maximizing Tradeshow Revenue and Efficiency for the Texas Library Association

THE TEXAS LIBRARY ASSOCIATION (TLA),



a long-standing and successful organization, has thrived despite the challenges posed by the COVID-19 pandemic. With a history of hosting annual conventions and tradeshows, TLA transitioned to a fully virtual event during the pandemic. Looking to the future, TLA aimed to innovate and enhance their tradeshow operations and revenue generation strategies.

THE CHALLENGE

In the wake of the pandemic, TLA sought new ways to optimize their tradeshow revenue and streamline operations. They turned to SB Expos & Events, a renowned expert in non-dues revenue optimization for associations, particularly in the realm of exhibits and sponsorship development. They tasked SB Expos & Events with conducting a comprehensive evaluation of TLA's exhibits and sponsorship program and making recommendations to increase revenue.

OUR STRATEGY

Phase 1: Targeted Consultation Services

SB Expos & Events initiated Phase 1 of the project by conducting a thorough analysis and enhancement of various aspects of TLA's tradeshow operations.

"SB has done an amazing job navigating our complexity. We are excited about all of the changes that you recommended."

Shirley Robinson, CAE
Executive Director

This phase included:

1. Floorplan Analysis: SB evaluated the existing floorplan to optimize exhibit space and revenue allocation and flow for maximum engagement and revenue potential.

2. Sales Strategy and Tactics: SB reviewed TLA's current sales strategy, sales tactics, and timeline to improve efficiency and effectiveness. SB identified separating sales/marketing and operations tasks as a key step to success.

3. Event Technology Integration: SB recommended the use of effective event technology to create an exhibitor online portal, streamlining operational tasks and enhancing the exhibitor experience.

Maximizing Tradeshow Revenue and Efficiency



4. Priority Points System: SB developed a new methodology for selecting exhibit spaces to support sponsors and long-standing exhibitors, ensuring a fair and beneficial allocation process.

3. Priority Points System: SB recommended a scheduled priority points system to allocate exhibit space in a manner that supports sponsors and exhibitors, both new and longstanding. This new system will contribute to a fair and transparent process.

KEY SUGGESTIONS

SB Expos & Events presented TLA with a comprehensive report outlining the proposed changes and insights. The primary recommendations focused on these key areas:

1. Prospectus Development: SB created a comprehensive prospectus to serve as a compelling resource for potential exhibitors and sponsors. SB emphasized the importance of data analysis from attendee and membership databases to enhance the prospectus's effectiveness. This marketing document outlined attendee demographics, exhibit pricing and benefits, and a range of sponsorship opportunities. The prospectus also provided significant operational clarity on dates, policies and terms and conditions.

2. Sales/Marketing and Operations Separation: Recognizing the distinct nature of sales and operations tasks, SB recommended separating these functions while ensuring they worked seamlessly together. This approach was seen as vital for optimizing sales and streamlining operational tasks.

4. Innovative Sponsorships: SB worked with TLA to develop creative, interactive sponsorships to maximize sponsors' involvement across a wide range of options, including: thought leadership, brand awareness, booth traffic drivers, advertising and exclusive access.

OUR RESULTS

Following the implementation of SB Expos & Events' recommendations, the Texas Library Association is poised to increase revenue and exhibitor satisfaction in their tradeshow. The enhanced prospectus, streamlined sales and operations processes, and the priority points system will help TLA increase exhibitor and sponsor engagement.

SB Expos & Events' expertise in optimizing non-dues revenue for associations, combined with their tailored recommendations, empowered TLA to navigate the evolving landscape of conventions and tradeshows successfully. This case study showcases the power of strategic consulting and innovation in revitalizing and strengthening associations' revenue-generating capabilities.