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**Lead Generator Program**  
A Networking Tool

# Sales Objectives

- Lead generation
- Face-to-face meetings
- Schedule meetings with customers
- Non-sales environment
- Entertain customers
- Reward sales force
- Conduct sales planning
- Recruiting



# Marketing Objectives

- Competition Surveillance
- Learn process “best practices”
- Introduce customers to management
- Conduct corporate strategy meetings
- Develop new partners
- Attend customers QBR’s
- Strengthen “brand” recognition
- Find new vendors



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# Lead Generator Program

Very important networking tool

## Sales Management Tool

- Set Quotas for sales to determine success
- Track your Sales Team success
- President's Club Incentives



# Lead Generator Program

- Decreases the cost for exhibitors
- Process for inviting clients
- Customer appreciation
- For RLA Members who Exhibit
- Email notification when prospects register
- Turn leads into hot prospects
- Mailing list Scrubbing
- Top prospects attend Conference
- Invitation list is secure



# Discount Conference Vouchers

- Invitation lists are confidential, never sold
- Sales management tool
- Leads 3-4 months prior to event
- Up to 3 personalized email pushes
- Vouchers (valued at \$800)
- Provide 400 VIP's for every 100 sq ft used
- All confirmations are secure via email
- VIP Subscription to RL Magazine



# Free Subscription

Your clients receive a 1 year courtesy subscription to RL Magazine in care of your company

## Customer Appointments

- Client's responses come back to you
- Registration of Clients, notified via email
- Advance onsite visits before the conference

## Nomination of OEM's, Branded and Retailers

- Nominate your OEM/Retail prospects to be speakers

## OEM's/Retailers join RLA's Industry Committees



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# **Presidents Club (Las Vegas Exhibitors)**

## **Sales Incentive Program Travel SPIFF**

- **4 day/3 night Hawaiian Trip**
- **For every 12 Registered VIPs**
- **Using the Discounted \$800 Vouchers**
- **Includes Delta Airfare and Marriott Hotel for 2**

## **Marketing Manager Incentive**

- **4 day/3 night Hawaiian Trip**
- **For 24 Registered VIPs**
- **Using the Discounted \$800 Vouchers**
- **Includes Delta Airfare and Marriott Hotel for 2**

# External Passes

## Golden Tickets for OEM & Retailers only and VIP Discount Vouchers

External Passes	Golden Tickets \$1799 Discount	VIP Tickets \$800 Discount
10x10 booth	2	30
10x20 booth	4	60
20x20 booth	8	90

# Booth Cost

## With Lead Generator Program (LGP) Pricing

Booth	SQ FT	Types	Triple Net SQ FT	Non-LGP Pricing	LGP Before Discounts	Mailing List
10x10	100	Aisle	150	\$15,000	\$9,000	400
10x20	200	Aisle	300	\$25,500	\$15,300	800
10x20	200	End Cap	450	\$39,000	\$23,400	800
20x20	400	End Cap	750	\$57,000	\$34,200	1600
20x20	400	Island	900	\$67,500	\$40,500	1600



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# RLA Memberships and Multi-Location Discounts

Membership	<u>PERCENT</u>	Multi -Locations Discount	<u>PERCENT</u>
Professional	5%	2 Shows	5%
Silver	10%	3 Shows	10%
Gold	10%	4 Shows	15%
<b>Early Bird Payment</b>	<b>5%</b>	<b>1 Year Advance</b>	<b>5%</b>



# Internal Passes For Exhibitors Using the Lead Generator Program

30 Days Prior \$1799 Discount	Internal Passes
10x10 booth	4
10x20 booth	8
20x20 booth	16

1 additional pass is granted for each VIP that registers using the \$800 Discounted External Passes of the Lead Generator Program

# Lead Generator Incentive

## Receive a Booth Discount for Next Year's Event

- 4% Additive Discount
  - For every 12 Registered Clients
- Clients use the \$800 Discount Vouchers at the current event/show



# Unbroken Tenure Discount

- RLA Members who register at current event

4th year	1.0%
5th year	1.5%
6th year	2.0%
7th year	2.5%
8th year	3.0%
9th year	3.5%
10th year	4.0%



# Lead Generator Program

# ROI

Matrix Pricing for Early Bird & Multiple Event Discounts

10 X 10 Foot / 3 X 3 Meter 100 Sq Ft or 9 Sq Meters	Las Vegas Feb.	Brazil April	Amsterdam June	Singapore Sept.
<b>Standard Price for 1 booth</b>	<b>\$9,000</b>	<b>\$9,000</b>	<b>\$9,000</b>	<b>\$9,000</b>
Early Bird Pricing - 5% Discount if paid in full by:	\$8,550 1 <sup>st</sup> Oct	\$8,550 1 <sup>st</sup> Dec	\$8,550 1 <sup>st</sup> Mar	\$8,550 1 <sup>st</sup> Jun
Silver Membership – 10% Discount	\$7,695	\$7,695	\$7,695	\$7,695
Purchase 4 Event Locations – 15% Discount	\$6,541	\$6,541	\$6,541	\$6,541
<b>24 Registered Clients using the \$800 Discount Coupon - 8% Discount</b>	<b>\$6,017</b>	<b>\$6,017</b>	<b>\$6,017</b>	<b>\$6,017</b>
President's Club SPIFF - \$6,000 Value (24 Registered Clients)	\$17	\$17	\$17	\$17
<b>Return On Investment</b>	<b>99.9%</b>	<b>99.9%</b>	<b>99.9%</b>	<b>99.9%</b>



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Thank you!

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