



Why Participate In Business Facilities LiveXchange?

Ted Coene, Chief Business Officer
Ben Nachsin, Senior Account Executive
Joyce Wasserman, Senior Account Executive



The Lead Qualification Process



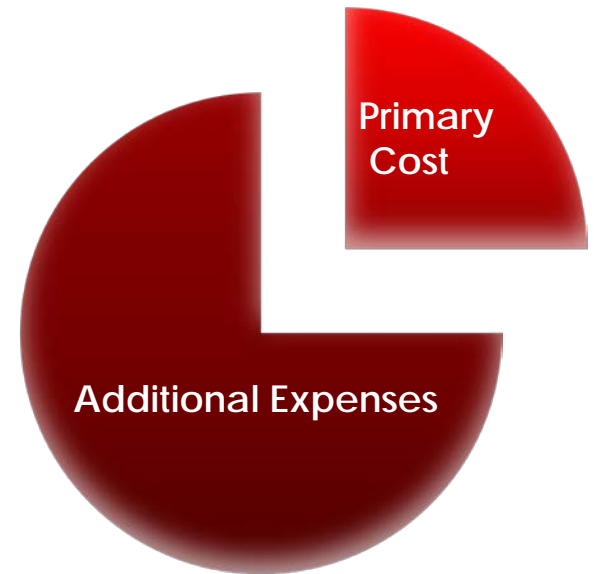
Sources of New Business

- How do EDOs prospect for new customers?
 - Print Advertising
 - Consultants
 - Online marketing
 - Broadcast advertising
 - Referrals/Word of Mouth
 - Direct Marketing
 - Public Relations
 - Trade Shows & Conferences
 - Prospecting Missions



Face-To-Face Marketing

- Face-to-face marketing is an effective method of communicating the benefits of your community to potential customers. These efforts include:
 - Industry Trade Shows
 - Economic Development Conferences
 - Prospecting Missions
- When measuring the success of these efforts, it's imperative to calculate the "all-in" costs to determine if there is true ROI.



Industry Trade Shows

- The cost of an exhibit hall booth will vary depending upon the conference and booth size:
 - CoreNet Global: \$6,000
 - BIO International Convention: \$4,600
 - World Forum for Foreign Direct Investment - \$10,000
- The true cost of a trade show is 2-3x the booth cost when factoring in T&E, additional show services (carpeting, electricity, wifi), promotional items, and shipping costs.
 - If trade show booths are staffed by multiple people, the cost of T&E increases accordingly.
- The biggest challenge with trade shows is that it's difficult to find true qualified prospects. Most attendees don't come with projects in hand. Rather, they are there to stop by your booth – and dozens of others – and gather information.



Economic Development Conferences



There are a number of conferences that connect EDOs with site consultants:

- Consultant Connect
- Area Development Consultants Forum
- Logistics Development Forum

While these conferences are valuable in terms of helping EDOs understand how to best present and market their communities to potential clients, discussions are not focused on specific projects. Rather, the conferences are set up more for education and networking.

Prospecting Missions

- Prospecting missions are a great way to get in front of potential customers in order to try to secure their business, but they are costly.
- These trips may require the attendance of multiple staff members, which exponentially increases the related costs of travel, lodging and meals.
- One of the biggest expenses related to prospecting missions is the need to hire an outside firm to research target companies, and secure meetings.
 - Recruitment efforts typically start at \$5,000, and don't guarantee a set number of meetings.
 - Meetings can get cancelled, postponed, etc.
- The average cost of a qualified meeting, when all expenses are factored in for every participant, ranges from \$1,500 to \$2,000.



The Business Facilities LiveXchange Solution

- Business Facilities LiveXchange has taken the best aspects of industry trade shows, conferences and prospecting missions to level the playing field and present a unique face-to-face deal-making opportunity that ensures a return on investment for EDOs.
- LiveXchange is a one-of-a-kind event that connects economic developers with corporate site selectors and consultants in prescheduled and confidential one-on-one meetings.
- LiveXchange is the only event that brings together EDOs with both site consultants and corporate end-users.



How Does LiveXchange Work?



- All delegates who attend LiveXchange are required to fill out an extensive application to ensure that they have an active project in the pipeline, or show that they're responsible for ongoing site selection projects for their company.
- All approved delegates must meet the following criteria:
 - For active projects, they plan to make the final decision on where to expand/relocate to within the next three years.
 - The project will result in at least one of the following over a three year time period:

Full Time Jobs	Payroll	Capital Investment
30	\$1 million	\$2 million

Who Will You Meet With At LiveXchange?



- The objective of Business Facilities LiveXchange is to help corporate site selectors and consultants find new locations for their active or ongoing expansion or relocation projects. You'll meet with:
 - Corporate site selectors
 - C-level leadership and business owners
 - Corporate economic development managers
 - Site selection consultants
 - Tax and incentives management
- Only a select number of delegates are ultimately approved to attend LiveXchange each year, guaranteeing that you'll have productive meetings throughout the event.

The Recruitment Process



- 4-6 months prior to LiveXchange, an extensive multi-channel marketing campaign is launched to identify and secure qualified attendees. This campaign leverages the full strength of the Business Facilities brand and its relationship with its audience across all channels. Efforts include:
 - Print advertising and editorial tie-ins in *Business Facilities* magazine
 - Online advertising on BusinessFacilities.com
 - Outsourced telemarketing
 - Weekly eMail campaigns
 - Social media
 - Search engine marketing
 - In-House telemarketing
- The collective cost for these efforts would easily exceed \$50,000 alone if purchased outside of the LiveXchange recruitment process.

Prior LiveXchange Delegates

- LiveXchange has been attended by corporate site selectors from Fortune 100 companies and leading site consultants.



The Matchmaking Process



- Before the event, all EDOs have the opportunity to choose which delegates they would like to meet with at LiveXchange. Delegates will also have the opportunity to choose which EDOs they'd like to meet with based on their location needs.
 - One-on-one meetings will only be scheduled between interested parties in order to ensure a productive meeting on both sides of the table.
 - If prescheduled meetings are not set, additional opportunities exist throughout the event in order to facilitate these conversations, including meal meetings.
- Once all selections are completed by both delegates and sponsor locations, our matchmaking system will create a personalized itinerary which includes one-on-one meetings, meal meetings, conference sessions and networking events.

Personalized Itinerary

- All EDOs receive a personalized itinerary with their complete meeting schedule one week before the event.
- Itinerary consists of one-on-one meetings, conference sessions, meals and networking events.
- Sent out one week prior to LiveXchange in order to give EDOs adequate time to prepare in advance.

BUSINESS FACILITIES
LIVE XCHANGE
RENTALS • LEASES • AND MORE SOLUTIONS FOR YOUR BUSINESS

Itinerary: Chad Carter & Stephanie Wiggins, Greater Houston Partnership/Centerpoint Energy

Monday, April 2, 2014

Start	End	Details	Location	
1	7:00 AM	8:00 AM	Monday breakfast	Atlantic Ballroom 6 & 7
2	8:00 AM	9:15 AM	Panel Discussion: The Future of Site Selection	Atlantic Ballroom 6
3	9:30 AM	9:55 AM	Holly Swartzell, Vice President - McQuayNorris Consulting, LLC	Owens Ballroom
4	10:00 AM	10:25 AM	Jason Hickey, President - Hickey & Associates	Owens Ballroom
5	10:30 AM	10:45 AM	Break	Owens Ballroom
6	10:45 AM	11:10 AM	Joseph Vranich, President - Spectrum Location Solutions	East Loggia
7	11:15 AM	11:40 AM	Christopher Lloyd, Senior Vice President - McQuayNorris Consulting, LLC	Owens Ballroom
8	11:45 AM	12:10 PM	Deane Foster, President/CEO - Fluid Consulting Group, LLC	Owens Ballroom
9	12:15 PM	12:40 PM	Sue Sternstein & Akmal Rivers, Operations Analyst - Qesera Corp	Owens Ballroom
10	12:45 PM	2:00 PM	Monday Lunch	Owens Ballroom
11	2:00 PM	2:25 PM	Mark Benschamp & Michael Gronow, Vice President and Partner - The CAI Global Group	Owens Ballroom
12	2:30 PM	2:55 PM	Michael Mihalakis, President - MCS Strategies, LLC	Owens Ballroom
13	3:00 PM	3:25 PM	Pat Sheridan, Broker of Record - Mihalakis & Vasilko Real Estate, LLC	Owens Ballroom
14	3:30 PM	3:45 PM	Break	Owens Ballroom
15	3:45 PM	4:10 PM	Free Appointment Time	Owens Ballroom
16	4:15 PM	4:40 PM	Mary Lilly, Partner - Greenfield	East Loggia
17	4:45 PM	5:10 PM	Steven Benson, Manager, Global Grants & Incentives - DuPont	Owens Ballroom
18	5:15 PM	5:40 PM	Steven D. Hutchins, VP - Fabulous Operating Products, LLC	Owens Ballroom
19	5:45 PM	6:30 PM	Free Time	Owens Ballroom
20	6:30 PM	7:00 PM	Pre-Dinner Cocktails	Owens Ballroom
21	7:00 PM	8:30 PM	Monday Dinner	Owens Ballroom
22	8:45 PM	10:00 PM	Afterglow	East Hall Atlantic Ballroom 6 & 7 Owens Ballroom Courtland

One-On-One Meetings

- Meetings are private and are 30 minutes in length. Delegates will circulate to the different sponsor locations over the course of the meeting hours.
- On average, sponsors participate in **12 one-on-one meetings over the course of the event, plus an additional 3 meal meetings.**



Networking

- Business Facilities LiveXchange features multiple networking opportunities that allows attendees to relax, have fun and make valuable connections.



Executive Conference Program

- Business Facilities LiveXchange presents a comprehensive, practical and strategic conference program that helps delegates better plan and manage their companies' relocation or expansion projects, and allows EDOs to understand what site selectors are looking for when undertaking a project.
- This unique experience is supplemented by an all-star list of guest speakers, who make presentations and lead discussions on a number of hot-button issues.



2017 Conference Program



- Keynote: High Performance, The Key To Success – Billy Demong, Executive Director, USA Nordic Sport and 2010 Olympic Champion
- Evaluating and Negotiating Incentives – Allea Newbold, Ryan
- Issues in Facility Consolidation Analysis – Jerry Szatan, Szatan & Associates
- Mentoring Entrepreneurship – Angelos Angelou, AngelouEconomics
- The Evolution of the Global Supply Chain – Adam Wasserman, GLD Partners
- Brexit/NAFTA: Beginning of the End of Free Trade? – Courtney Fingar, *fDi Magazine* and Jack Rogers, *Business Facilities*

Return On Investment

Average cost of attendance is \$10,000, and includes the following:

- A personalized itinerary of your scheduled one-on-one meetings, which is sent out one week prior to the event to give you time to prepare
- Fully equipped meeting area, including seating, table and signage
- The complete list of attending delegates
- Two nights' hotel accommodations at The Edgewater in Madison, WI
- All organized meal meetings – including lunches and dinners – as well as breakfasts and coffee breaks
- The opportunity to participate in all networking events
- Each EDO has an average of 15 meetings (12 prescheduled meetings plus three meal meetings)

Average cost per qualified meeting: \$714

Don't Take Our Word For It...



- "We were looking to optimize our time and meet a good number of people with active projects in a relatively short amount of time. You're not spending wasted time manning a booth or walking the floor searching for the prospects. They've been identified and the meetings have been lined up for you to talk to them." – Business Development Director, New Mexico Partnership
- "Some of the top site selectors in the country are here. **You'll get exposed to projects that you wouldn't see anywhere else.** If somebody hasn't been to LiveXchange before, I would just say, "Go." – Executive Director, Churchill Economic Development Authority
- "I was surprised that we had so many good meetings with companies that had an existing project or with companies that have multiple projects going on at the same time. **We were struck by the amount of opportunities we had in the one-on-one meetings.**" – Manager of Economic and Business Development, American Electric Power

Interested In Attending?



- To attend the 2018 Business Facilities LiveXchange, contact:
 - Ben Nachsin, Senior Account Executive
 - bnachsin@groupc.com
 - 732-559-1251
 - Joyce Wasserman, Senior Account Executive
 - jwasserman@groupc.com
 - 732-559-1265
 - Bill Dey
 - bdey@groupc.com
 - 732-559-1257

Questions?

