TRADE SHOWS

LEVERAGING THE GAZELLE.AI TRADE SHOW FEATURE

GAZELLE.AI

PRESENTED BY:

Janelle Mansfield
VP Customer Success & Customer Experience

Jenna Lane
Sr. Customer Success Manager, Team Lead

AGENDA

1. What to expect with our trade show lists
2. Quick G-Score overview
3. 5 use cases for using the trade shows tool
4. Key benefits and takeaways
5. Q&A

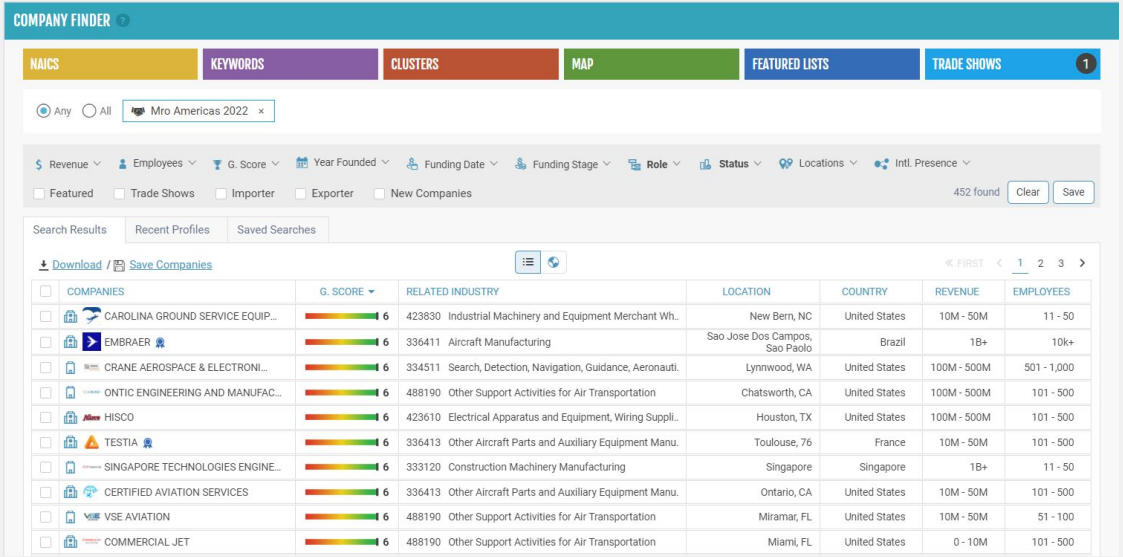
Are You Ready?

QUICK INTRO TO TRADE SHOWS

JENNA LANE
SENIOR CUSTOMER SUCCESS MANAGER

Trade Show Lists

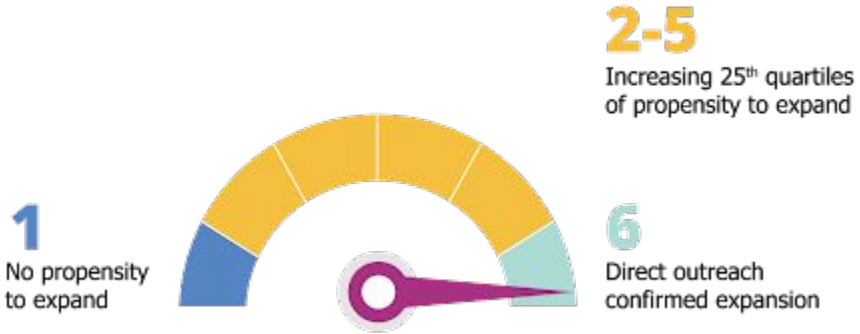
- Exhibiting companies at that trade show
- NOT attendees
- Company profile is already in the Gazelle.ai platform
- Access to the company profile, G-Score, and associated contacts



THE G-SCORE EXPLAINED

Our G-Scores are estimates of an individual firm's propensity to announce an expansion in the next 12-18 months.

- The Gazelle.ai research involves model comparisons and comparative analysis of multiple models and model elements.
  - *'G-Score 1 - no propensity to expand or not enough information available*
  - *G-Score 2-5 - increasing 25th quartiles of propensity to expand*
  - *G-Score 6 - direct outreach confirmed planned expansion (Verified Projects)*

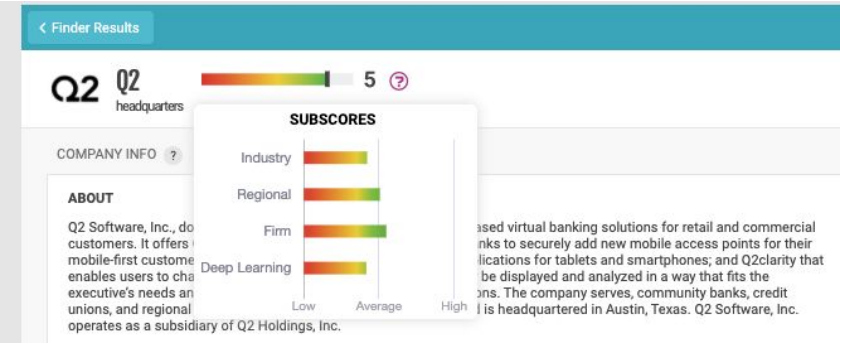


THE SUBSCORE EXPLAINED

The *G-Score Subscore Tool* breaks down a firm's overall propensity to expand in an industry (G-Score) into its Subscores that represent the main groups of drivers. It helps to understand what is primarily responsible for a company's growth signals. It is visible for all displayed G-Scores by NAICS through a hover-over.

Subscores illustrate a firm's performance for:

- **Firm**: Drivers specific to the individual companies such as its age, size, funding status, trade show attendance, past expansions, etc.
- **Regional**: Drivers representing the performance of the region such as business costs or the existing ecosystem, etc.,
- Local **Industry** drivers measure the industry's performance in areas such as financial performance or trade, etc.
- The impact of the AI's **Deep Learning** that represents any possible combination of drivers such as the interaction between current or past firm and industry signals; for example, low state business costs in combination with a strong workforce could have a significantly higher impact on the G-Score than either of the variables on their own.



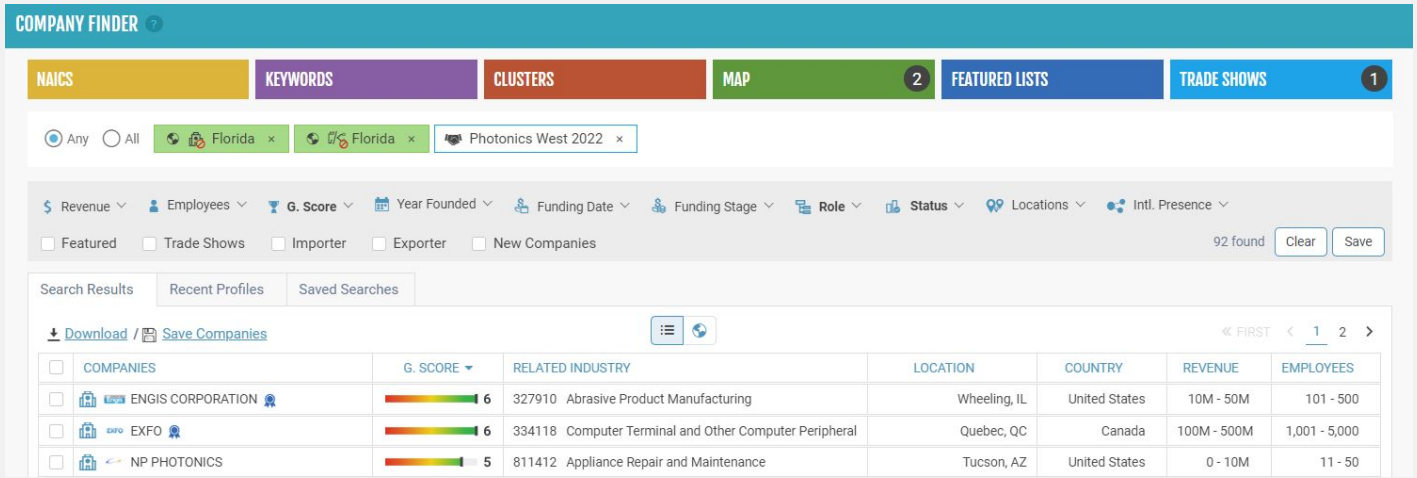
Are You Ready?

TRADE SHOW USE CASES

HOW TO LEVERAGE THE TRADE SHOW FEATURE
Use Case 1

Compliment your physical attendance at a trade show

- Schedule meetings for the show in advance
- Profile companies who are attending
- Prioritize who you want to speak to based on key criteria in Gazelle, such as G-Score, funding information, and company profile data



HOW TO LEVERAGE THE TRADE SHOW FEATURE
Use Case 2

Support research and meetings when not attending the show

- Reach out to exhibitors who are at the show and request a meeting post show
- Find similar companies to those you are interested in

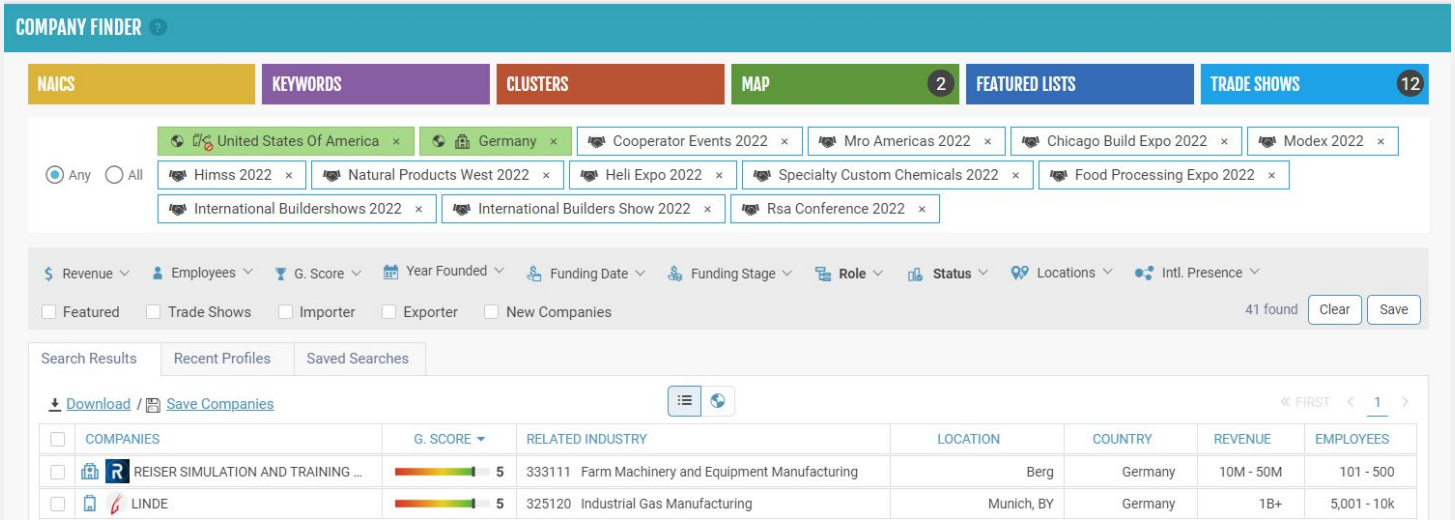
Key filters to support your search

- G-Score
- Funding Stage
- Funding Date
- Map

HOW TO LEVERAGE THE TRADE SHOW FEATURE
Use Case 3

Finding companies that are attending a trade show in a specific country but headquartered in another country

Eg. Companies headquartered in Germany that are attending a show (or shows) in the U.S.

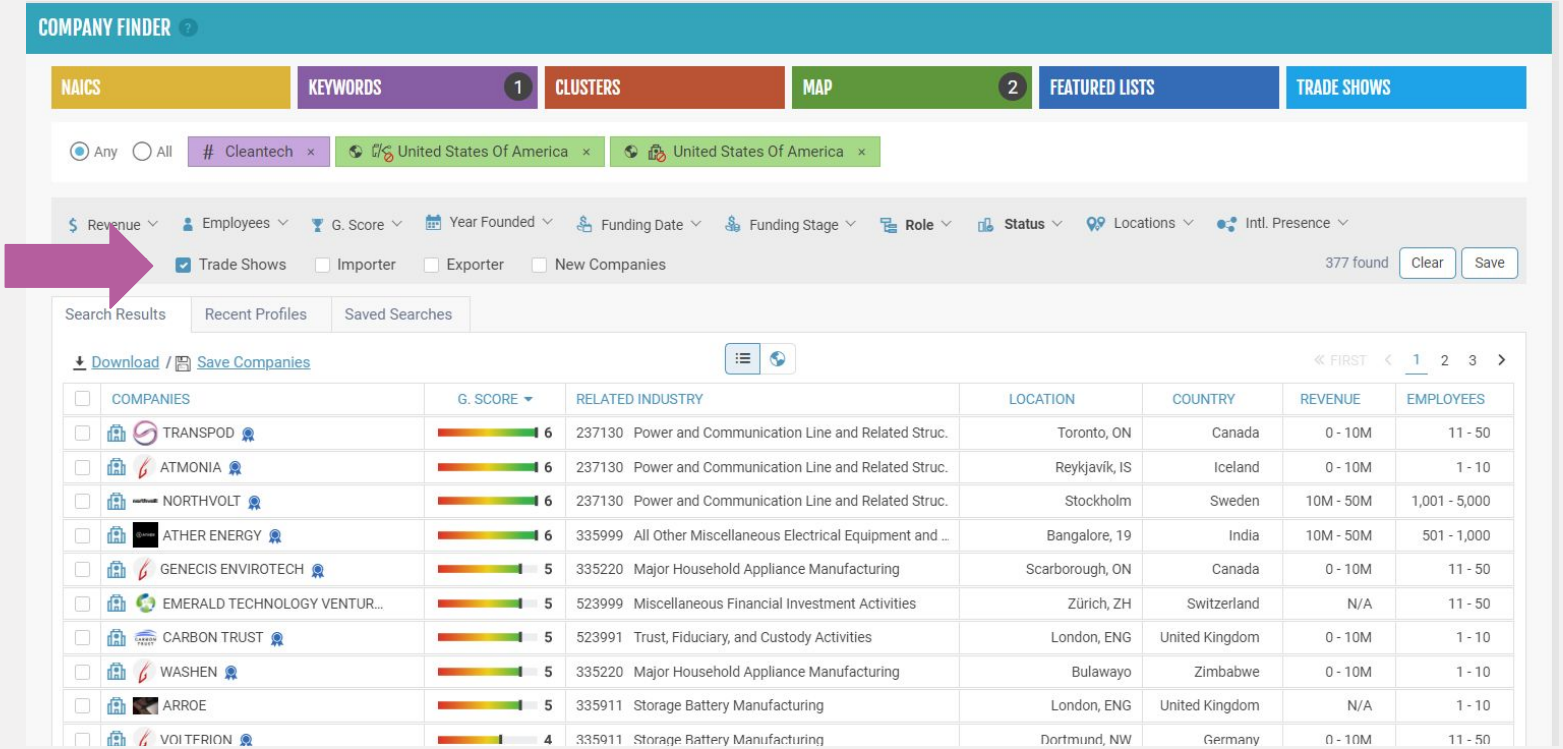


HOW TO LEVERAGE THE TRADE SHOW FEATURE
Use Case 3

Using the trade shows button to filter your list down to companies that are exhibiting at trade shows

- We know that the is a correlation between a company's attendance in trade shows and their likeness for expansion
- Example - Cleantech companies that do not have a presence in the U.S. and are involved in trade shows. When the 'trade shows' button is selected, the list goes from 1,674 to 377

Using the trade shows button to filter your list down to companies that are exhibiting at trade shows



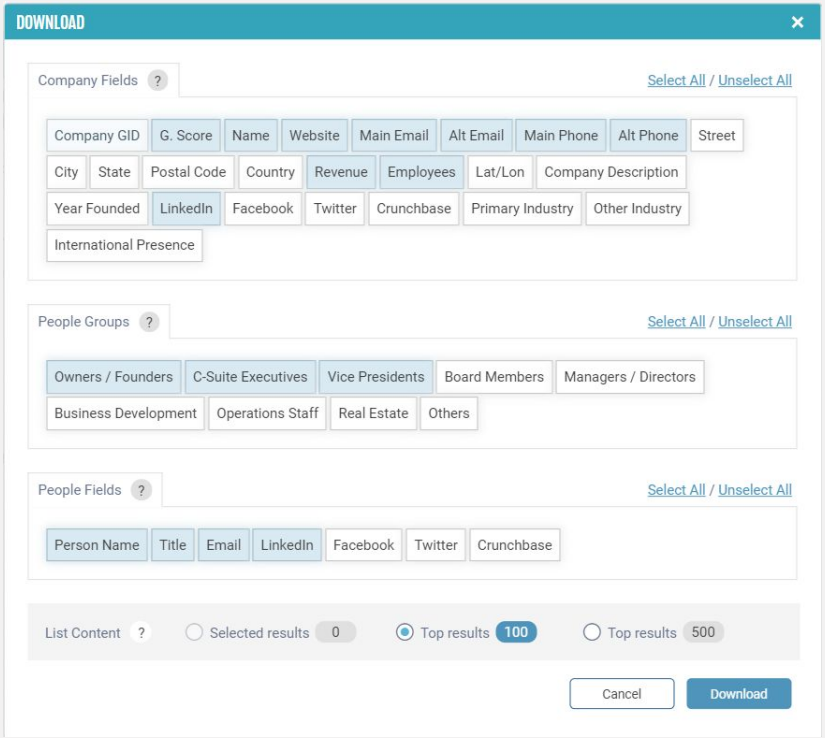
HOW TO LEVERAGE THE TRADE SHOW FEATURE
Use Case 4

You have a colleague attending a trade show and you want to run a report of the show exhibitors and pull your top list for that colleague

- Run your search using the specific trade show and narrow it down with filters
- Save your company list into a folder
- Download the list

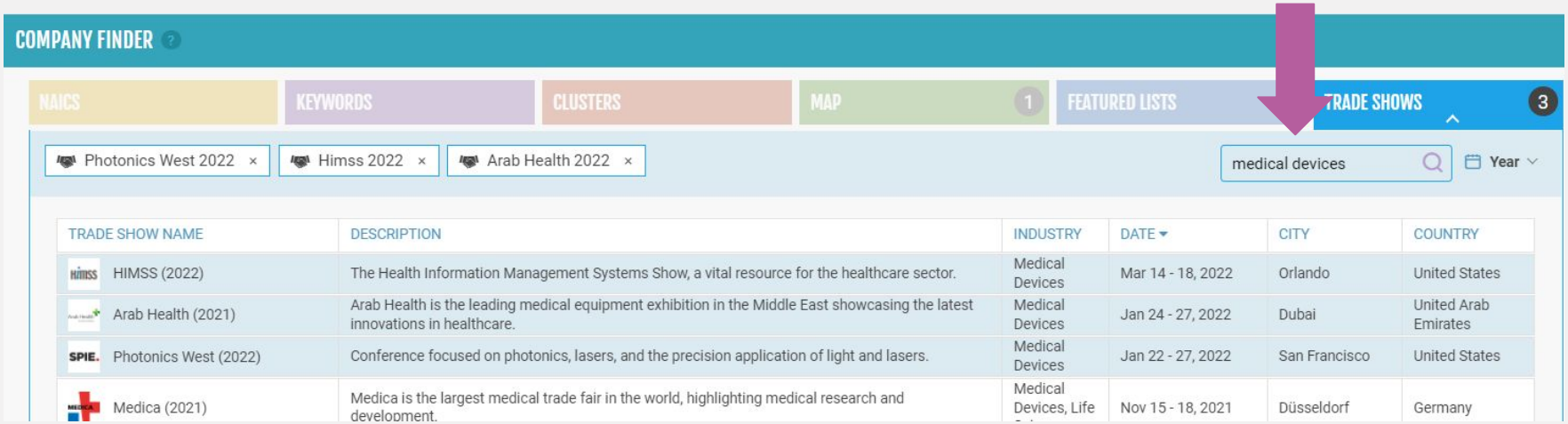
Download the list for yourself or your counterpart

- Go into your folders and find the folder you are interested in, and click the download button
- Select the fields that you are most interested in
- This will download as a CSV file

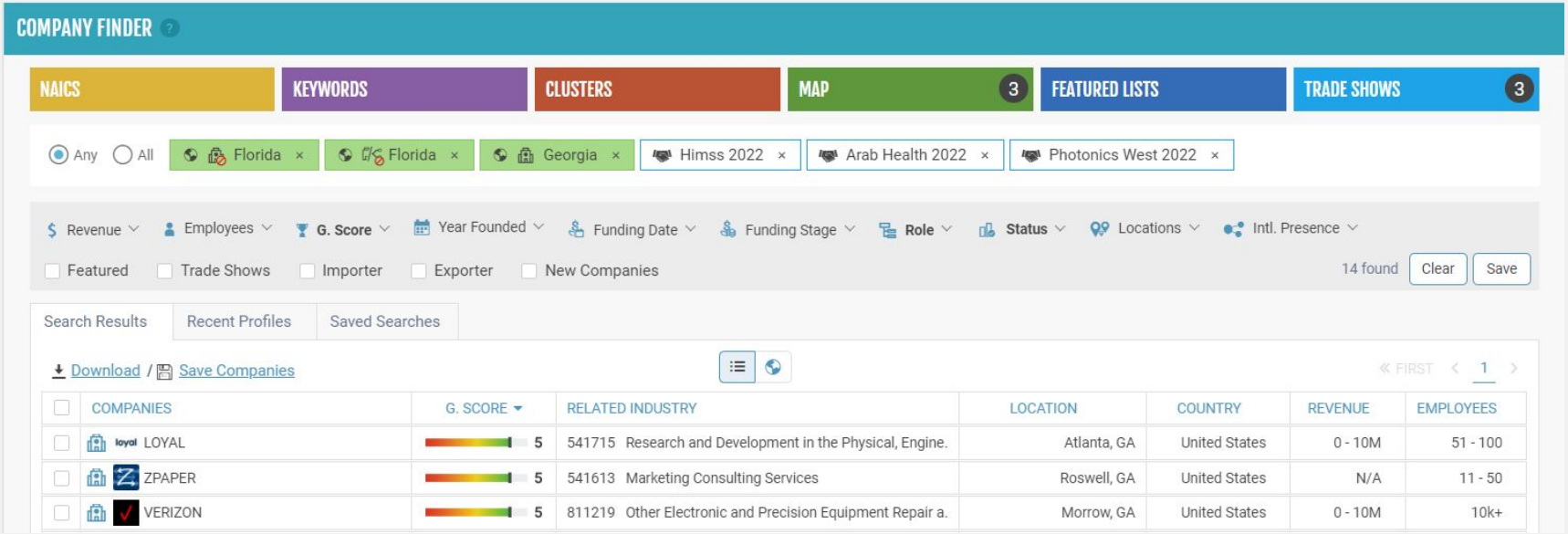


HOW TO LEVERAGE THE TRADE SHOW FEATURE
Use Case 5

You want to view a list of trade shows in a specific region and in an industry you are targeting



You want to view a list of trade shows in a specific region and in an industry you are targeting



HOW TO LEVERAGE THE TRADE SHOW FEATURE

- **SAVE TIME**
  - Use our G-Score to discover and target companies that are expected to grow in the near term
  - We provide you outreach resources in our Gazelle.ai Help Center to strategically contact leads including our 7-Step approach using email, phone and Linkedin (with ready to use scripts!)

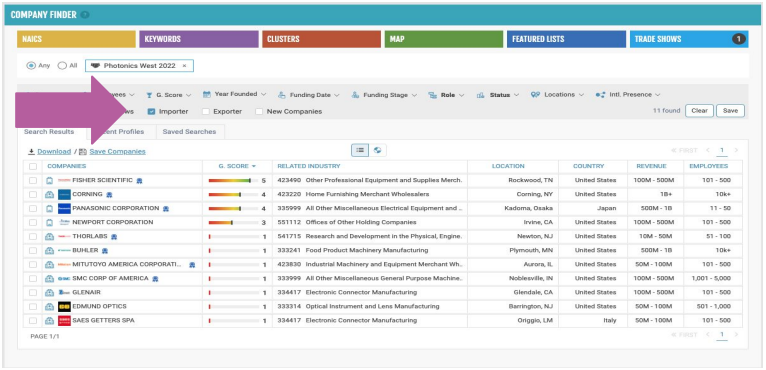
- **STRATEGIC AND TARGETED OUTREACH**
  - We post trade show lists in advance of the show for pre-planning and appointment setting
  - You can request any type of trade show and exhibitor list you wish
  - You can obtain vetted and qualified exhibitor lists as far back as 2018

- **REFINED AND TARGETED SEARCH**
  - Refine your search using our filters to curate a targeted list that meet your firm's needs

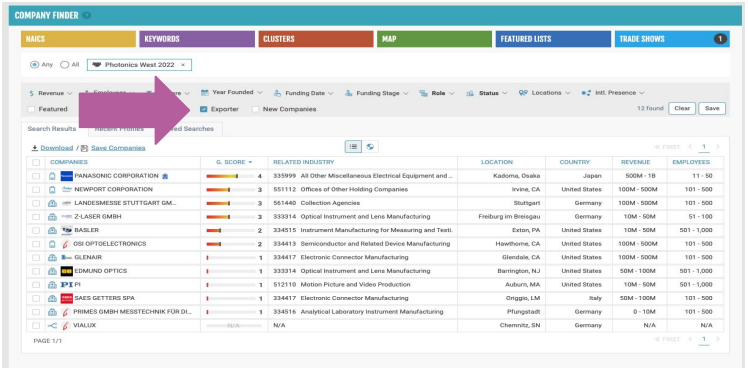
ADVANCED GAZELLE FEATURES

PHOTONICS TRADE SHOW ATTENDANTS YOU SHOULD WATCH FOR

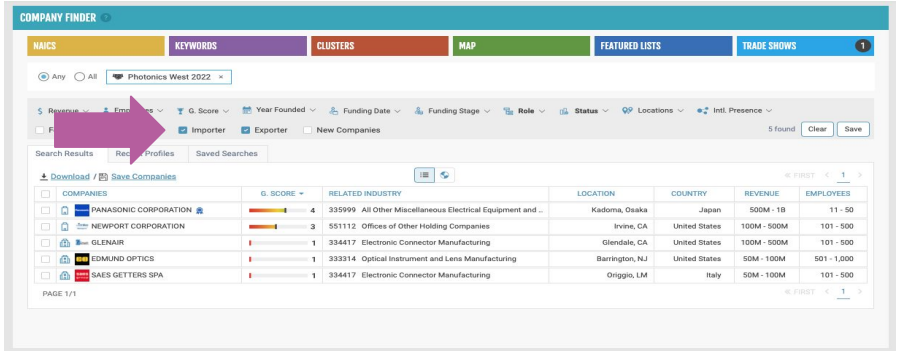
IMPORTER COMPANIES



EXPORTER COMPANIES



IMPORTER/EXPORTER COMPANIES



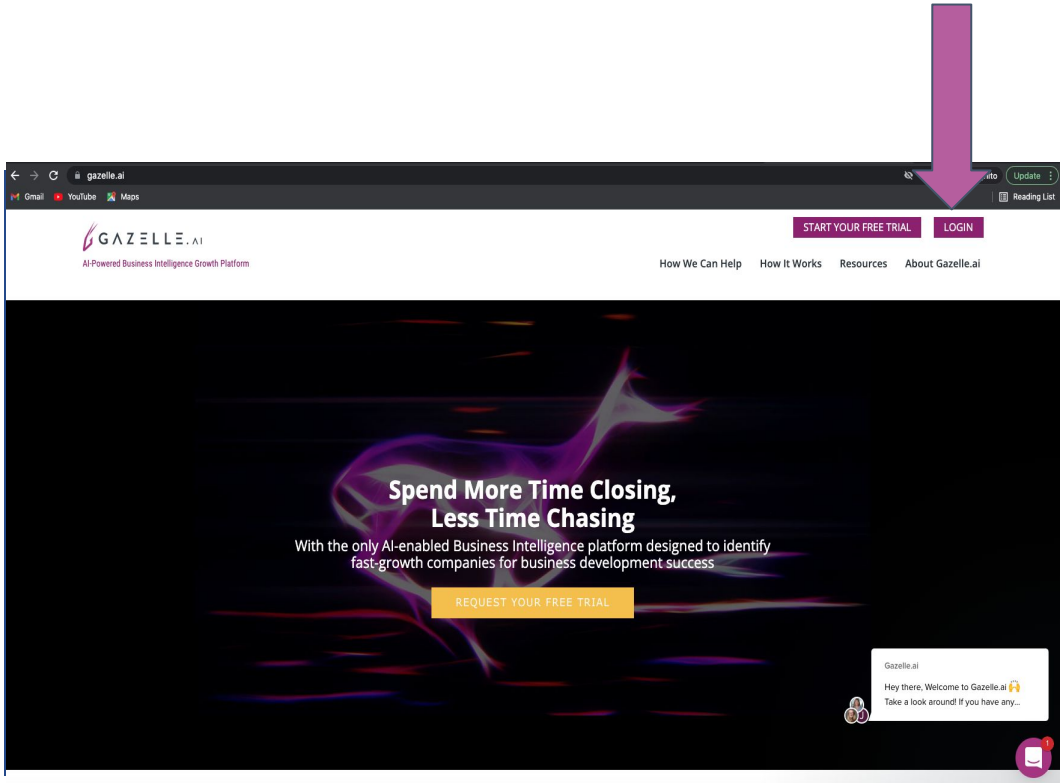
BENEFITS

- Qualified leads and contacts prepared prior to your arrival
- Send us a trade show request!
- An exhibitor list is already prepared for you if the trade show is cancelled/rescheduled
- Refine your search to fit your firm’s needs
    - Industry and/or keywords
    - Recent funding
    - Trade shows
    - G-Score

LET'S START GAZELLING!

Login

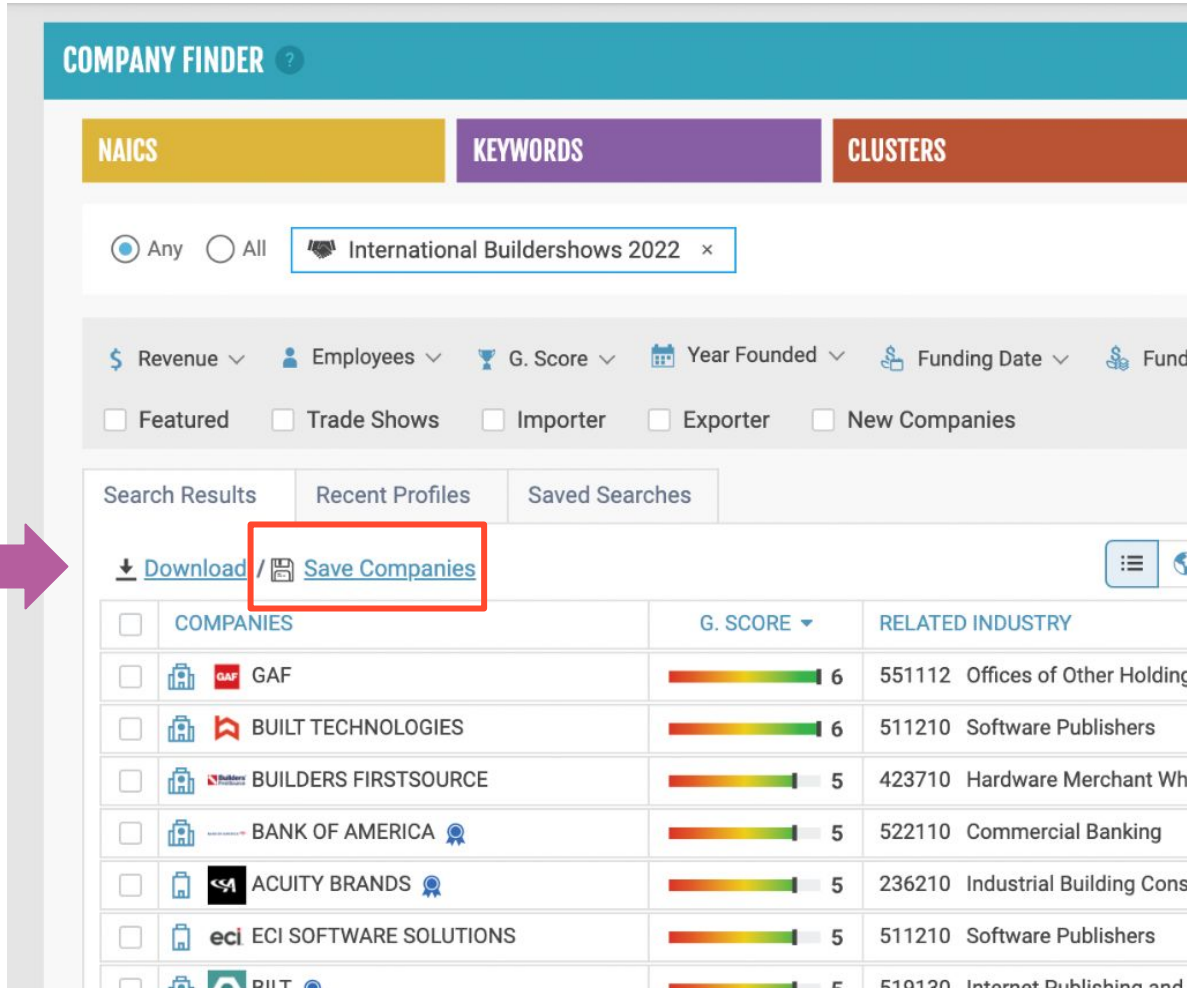
- Log into your Gazelle.ai account using your credentials
- If you have any questions use the chat box and we will help you walk through any roadblocks you encounter
- You can email Janelle at jmansfield@gazelle.ai or Jenna at jlane@gazelle.ai with any questions you may have during or after the demonstration.



GAZELLE.AI TIP

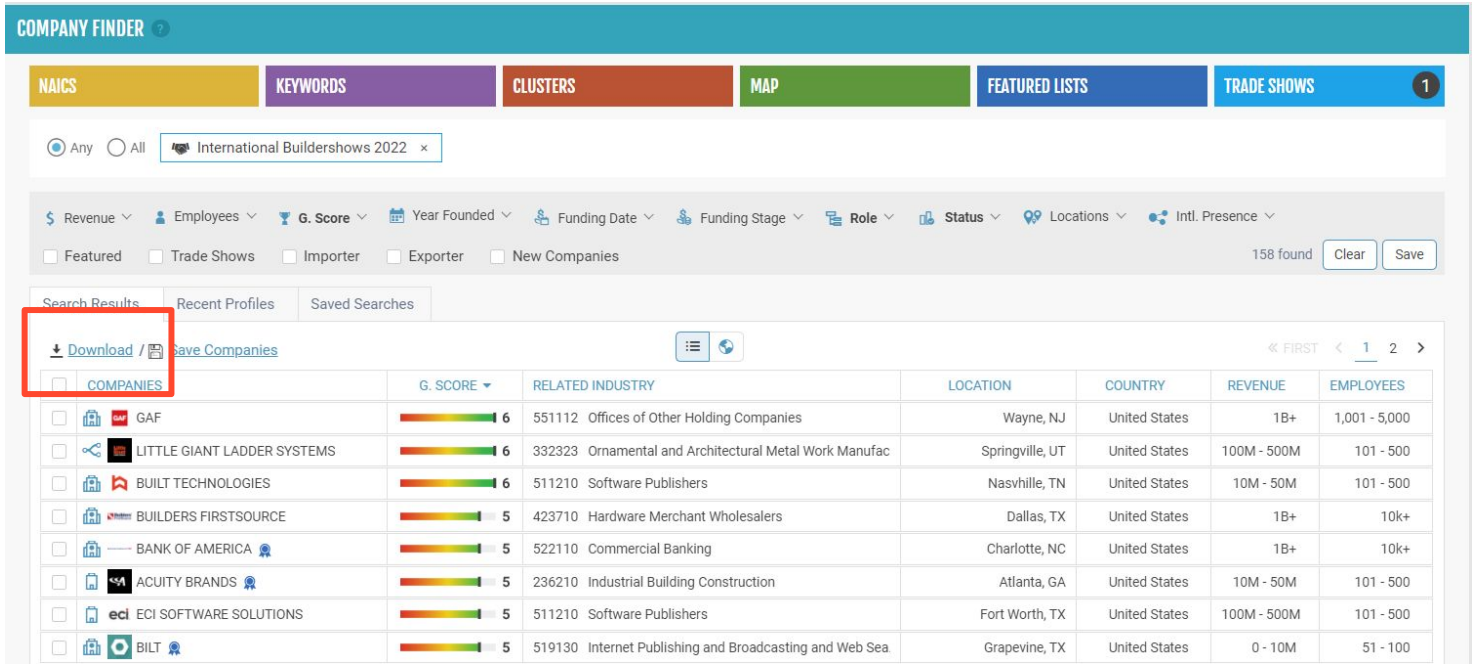
DON'T FORGET TO SAVE YOUR TRADE SHOW EXHIBITOR LIST

398 COMPANIES LISTED



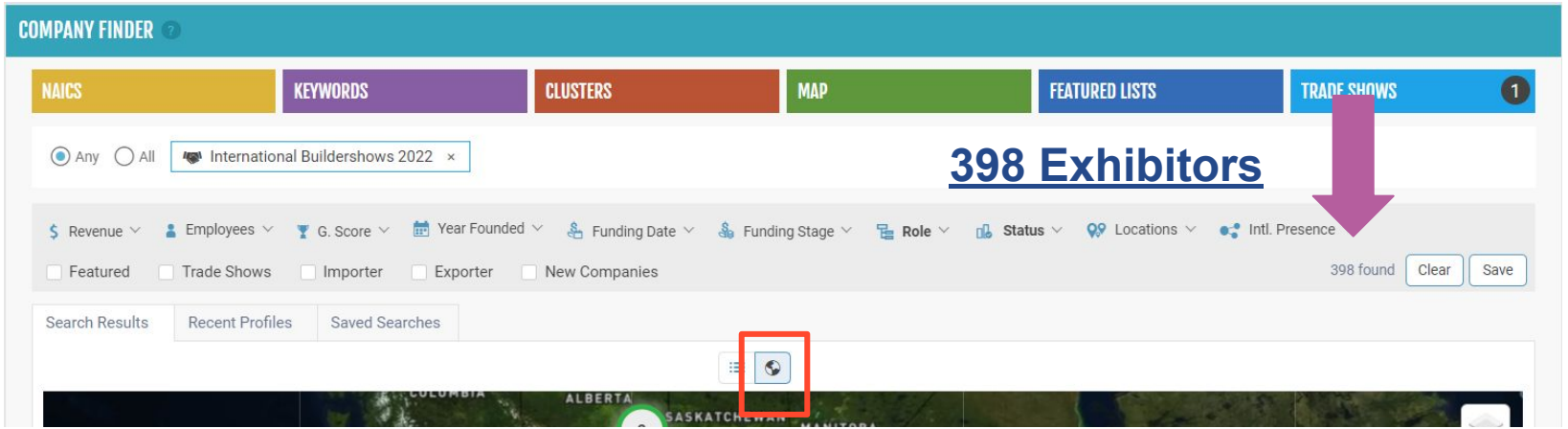
GAZELLE.AI TIP

Download the list for yourself or your counterpart



LET'S BREAKDOWN THE DATA: International Builders Show

[Exhibitors Worldwide]



LET'S BREAK DOWN THE INTERNATIONAL BUILDERS TRADE SHOW WITH EACH INDUSTRY IN ATTENDANCE

EXHIBITOR

333120 - Construction Machinery Manufacturing
238160 - Roofing Contractors
511210 - Software Publishers
321113 - Sawmills
423420 - Office Equipment Merchant Wholesalers
236210 - Industrial Building Construction
443142 - Electronics Stores
454110 - Electronic Shopping and Mail-Order Houses
333120 - Construction Machinery Manufacturing
334111 - Electronic Computer Manufacturing
561499 - All Other Business Support Services
334290 - Other Communications Equipment Manufacturing
337110 - Wood Kitchen Cabinet and Countertop Manufacturing
424920 - Book, Periodical, and Newspaper Merchant Wholesalers
332618 - Other Fabricated Wire Product Manufacturing
322110 - Pulp Mills
423310 - Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers
523999 - Miscellaneous Financial Investment Activities
423830 - Industrial Machinery and Equipment Merchant Wholesalers
335121 - Residential Electric Lighting Fixture Manufacturing
238290 - Other Building Equipment Contractors

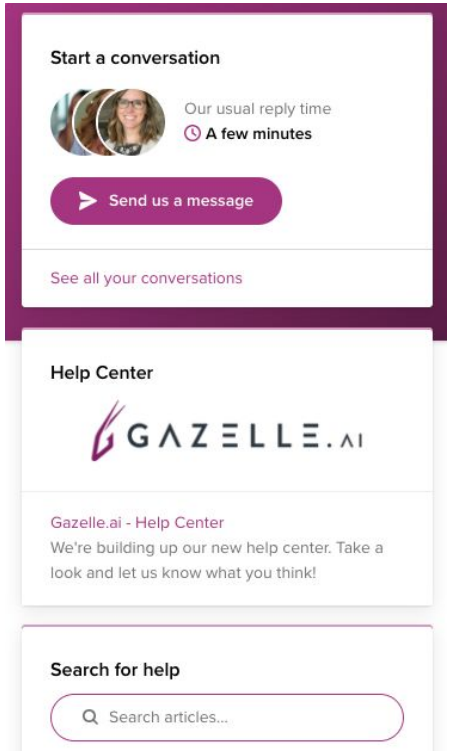
EXHIBITOR

335220 - Major Household Appliance Manufacturing
523991 - Trust, Fiduciary, and Custody Activities
541410 - Interior Design Services
238210 - Electrical Contractors and Other Wiring Installation Contractors
322121 - Paper (except Newsprint) Mills
525990 - Other Financial Vehicles
423910 - Sporting and Recreational Goods and Supplies Merchant Wholesalers
325411 - Medicinal and Botanical Manufacturing
332323 - Ornamental and Architectural Metal Work Manufacturing
236220 - Commercial and Institutional Building Construction
238220 - Plumbing, Heating, and Air-Conditioning Contractors
423390 - Other Construction Material Merchant Wholesalers
423710 - Hardware Merchant Wholesalers
321911 - Wood Window and Door Manufacturing
321999 - All Other Miscellaneous Wood Product Manufacturing
561320 - Temporary Help Services
333415 - Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing

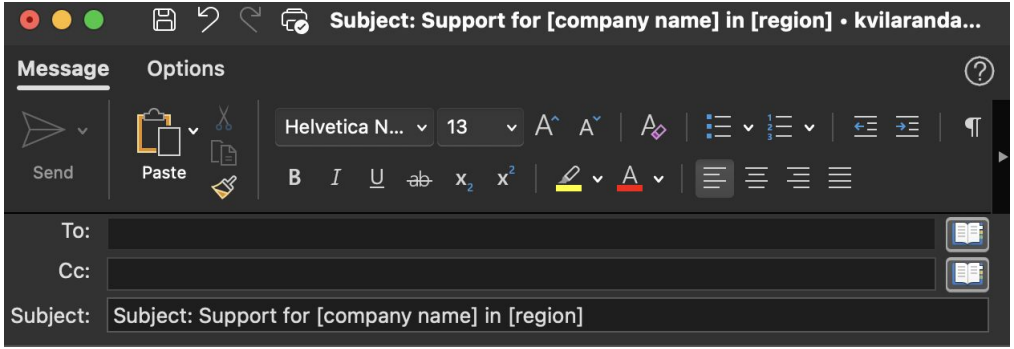
MORE!

OUTREACH STRATEGIES AND TIPS

- *Top Performance in Sales Prospecting* research, it takes an **average of 8 touches** to get an initial meeting (or other conversion) with a new prospect.
- Utilize our 7-Step 7-Day outreach strategy:
  - 1: Email, 2: Phone Call, 3: Follow-up Email, 4: LinkedIn Connection, 5: Phone Call, 6: Email + Phone Call, 7: LinkedIn Message
- You can find outreach resources in the Gazelle.ai Help Center



OUTREACH SCRIPTS FOR EMAIL & LINKEDIN

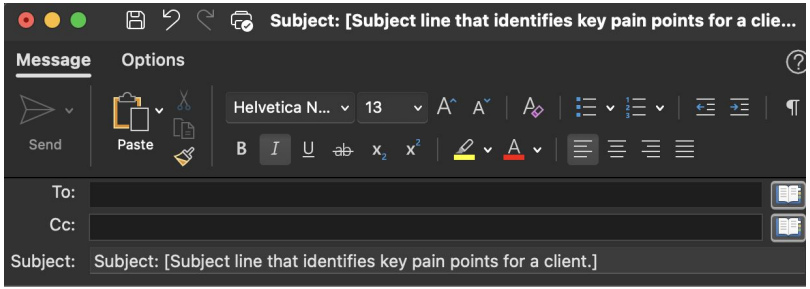


Good Afternoon Mr./Ms./Mx. [Last name],

I hope you're doing well today. I noticed [custom information about the company]. and thought you may be interested in exploring [your company's products/services]. [Introduce your agency value proposition]. Could we set up a short, exploratory discussion next week?

Warm regards,

[Your Name]



Good Afternoon Mr./Ms./Mx. Anonymous,

I hope you're well today.
I just wanted to follow up on my previous email about [custom information] and [your company]. I'd love to explore further.
I'm available next Tuesday afternoon if that works for you.

Warm regards,
[Your Name]

ADVANCED GAZELLE FEATURES

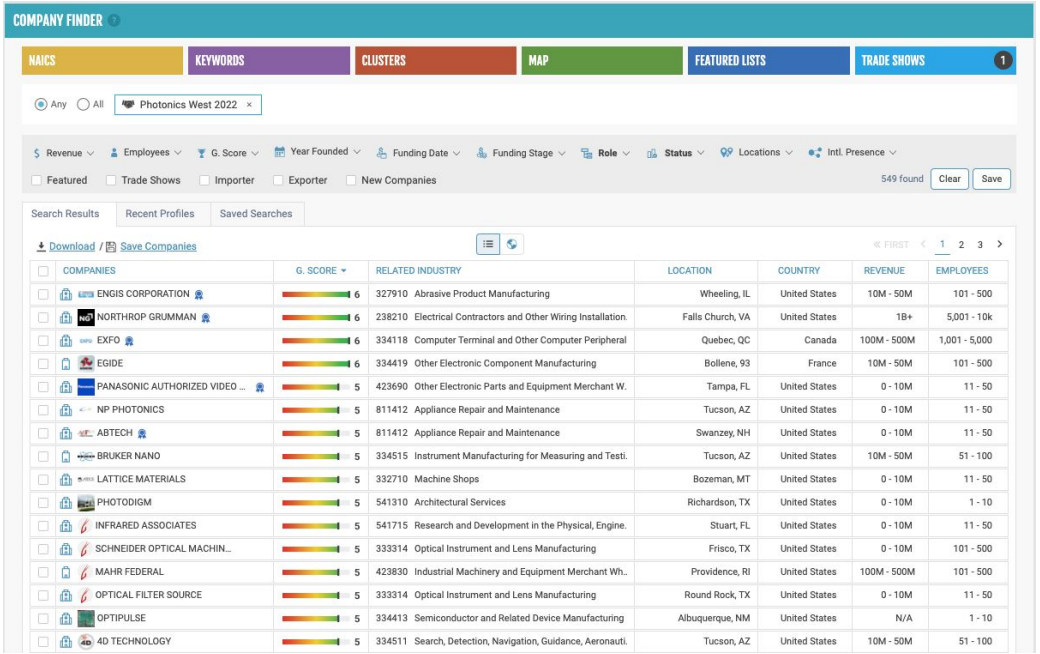
TRADE SHOWS

FEATURING INDUSTRY LEADING COMPANIES

Photonics West

Photonics West, the leading global conference and marketplace for lasers, optoelectronics, and biomedical optics.

Attending: 549 Companies



TAKEAWAYS

- The trade shows tool is useful for more than just attending a show
- Use Gazelle.ai to build your lead generation lists
    - Use keywords, map, funding stage, role, funding date, and other filters
- Consider what trade shows or featured lists are relevant by exploring them through the industries search and the company profile to see what shows a company is attending
- Look for geographic clusters to find target geographies for competitive analysis and benchmarking
- Let us know if you'd like a 1:1 working session!

QUESTIONS?

Mark Your Calendars!

Human Verified Projects: Getting the most out of this data, and how to action it

Date: March 23rd, 2022
Time: 8:30am/11:30am EST

Invite coming soon!

HOW TO SUBMIT A QUESTION

Janelle Mansfield
VP Customer Success & Customer Experience

jmansfield@gazelle.ai

Jenna Lane
Sr. Customer Success Manager

jlane@gazelle.ai

Thank you!

Janelle Mansfield

VP Customer Success & Customer Experience

jmansfield@gazelle.ai

Jenna Lane

Sr. Customer Success Manager, Team Lead

jlane@gazelle.ai