

# How to Exhibit Guide

## *Be prepared for your tradeshow*

### Set goals

Do you want to generate 200 sales leads?

Launch your new product to customers, prospects and the media? How about meeting at least 25 qualified new prospects? Finding three new dealers? Establishing specific, measurable goals is probably the single most important thing you can do before every exhibition.

### Plan your stand presence

Your stand location, design and activities should reflect what you hope to achieve. Even if you have a company exhibition stand in storage, think about how you can tailor it to a specific audience.

The number of staff manning the stand and the mix of disciplines should also be goal-driven. Let your goals be your guide!

### Tell people you'll be at the show

Research has shown that 83% of the most successful companies at a range of exhibitions (in terms of business generated and leads collected) were ones that contacted their prospects and customers before the show.

- **Email**

Invite your key customers and prospect clients to visit your stand by sending them a free personalized PDF e-invitation. It's a fast, paper free service which is easy to use with no postage costs. The e-invitation links directly to the registration page on the show website to allow the recipient to pre-register.

- **Direct Mail**

Mail your customers and prospects and invite them to visit your stand at the show. Every show produces tickets (hard copy, digital or both) available for you to insert into a mailing. We recommend you also insert tickets with your invoice/catalogue/ brochure mailings.

- **Use exhibition's web tools**

Most of show organizers have specifically designed different size banners/buttons/skyscrapers for you to use on your websites and email campaigns prompting visitor registration.

- **Stand out in the Event Guide**

Make the most of your 50-word entry in the Event Guide – tell show visitors why it is your stand that they cannot afford to miss.



## Make the most of PR

There are a range of PR opportunities available to help promote your presence at the show:

- **Event website**

Firstly, make the most of your online profile. Exhibitions' statistics show that the most visited section on the show website is the Exhibitor List. Make sure you upload your company logo and short description of what your company will demonstrate.

If you have an Enhanced Listing, ensure that you also upload videos, images and press releases – this will help generate more interest in your products/services.

- **Trade advertising**

As part of the exhibition marketing and PR campaigns, a number of industry leading publications are always writing previews on the upcoming event. Advertising in those publications can be a great opportunity to gain exposure on your presence at a specific show.

- **Social Media**

Announce your presence at the show using Twitter, Facebook, LinkedIn and others.

Join the show/exhibition social media groups, comprising of hundreds of professionals, and start discussions, make announcements and post related show news.

- **Leading professional magazines and show daily**

Find out who is the industry's most authoritative and respected online resource, with a team of editors updating content on a daily basis, and who is the magazine that running the show daily. Get in touch with the editors and send your news stories.

- **Do what you always do**

You can promote your presence at the show easily and cost effectively by making the most of the activities you already do. For example, include the exhibition logo plus your stand number at the bottom of your email signature, promote your presence at the show on your company website and if you are planning to advertise prior to the show, make sure you include the show logo plus your stand number.



- **Make the most of Sponsorship**

Plan your show marketing budget in advance. However, whatever your show objectives are, sponsorship is an integral way of achieving them! By creating brand awareness through visual pre-show and onsite marketing, sponsorship can really help generate interest in your products and services, whilst also helping you reach your sales targets.

- **Train your staff**

The first rule of exhibitions is 'The people make the stand'. Make sure your staff is well trained for the job. Selling at exhibitions is different from selling in a one-to-one sales call. This is a great opportunity to gain in depth knowledge about how to avoid the do's and don'ts of exhibiting, best practice tips and great ideas to increase ROI

## Onsite Activities

- **Brief your staff daily**

The people on your stand make the difference between a good event and a great event. A highly motivated, well informed team does more than any other factor to differentiate you from the other stands and make an impact on your market. Daily briefings are a must, to keep the energy up and the attitudes positive.

- **Spend optimum amount of time with visitors**

The key to success is to find the right people and spend the right amount of time with them - not too much (there are lots more to meet) and not too little (you need to get that lead or appointment).

- **Body language**

We've all seen them:

The crossed-arms-and frowns brigade.

The newspaper readers.

The quick lunch eaters with their backs to the aisle.

Staffs that are so busy chatting with each other they ignore the visitors on their stand.

**Smiles, eye contact, open questions ... it may be commonsense but it is not common practice!**

- **Remember your targets**

Chances are your key prospects are a subset of the total audience at the show. Decide who your key targets are and brief your team to focus on them

- **Collect lead information**

- **Light pens/Badge scanner** -They are easy to use, look professional; you are guaranteed to get the right and timely information. Light-pens capture every visitor's contact details and code them according to their potential value.
- **Business cards** - Many exhibitors still choose to ask visitors for their business cards and drop them in a box. Normally there is a competition at the end of the show where at least one visitor wins a prize.
- **Pen & paper** In most instances this method still works but make sure you get some time aside to input all the data and avoid missing out on hot leads. **Prepare, in advance an exhibitor form relevant to your company!**

## After the exhibition

- **Measure your results**

Remember your specific, measurable goals? Now is the time to measure your success against them. If you exceeded your goals, try to determine why, so you can replicate that success next year. If you fell short, figure out what you could do better.

- **Track the leads**

Don't just evaluate your results immediately after the event. Many companies produce written lead-tracking reports three, six and even nine months after the show, to track the new contacts right through to the bottom line. Only then can you truly determine the value of the exhibition for your company.

- **Follow up all contacts**

Every visitor to your stand should receive a timely follow up. The degree of follow-up will depend on the classification of the contact, ranging from a simple thank you letter to a sales visit, phone call or information pack. To your prospects, the days and weeks following the exhibition make it clear who most wants their business and who may not be ready to handle it. Don't blow it now!

- **Evaluate**

Summarize the results achieved against the goals you set and share the report with key managers from sales, marketing and top management.

