

## Handy Hints for a Successful Exhibition

We have compiled the following points to help you either as a first time exhibitor or a returning exhibitor. We hope that these may help you.

### Before the exhibition

#### **Deadlines and Information.**

Please make sure that you read the exhibitor manual as soon as you receive it. Check the deadlines and make sure you keep to them. Missed deadlines for stand items can often incur a surcharge, which will be an extra amount on your budget. This can be easily avoided. Also, remember to complete your catalogue entry. The show guide is produced for the benefit of the visitors and exhibitors and will be used as a reference for many years to follow.

#### **Your Stand**

Whether you have a shell scheme stand or you are building your own stand, think carefully about the layout and its functionality before beauty. Again you must take your objectives into account. If you want a lot of traffic through your booth you must put as few obstacles in the way of the visitors as possible. If you plan to entertain existing customers then be sure you have enough seating and you may wish to offer some unique refreshments. Make it eye catching but not over crowded.

If you have hired your stand builder be sure to confirm the build-up and breakdown times with them. It is also recommended to have at your office someone who can solve possible technical and financial problems on that day. Please, do not switch your mobile phones off!

#### **Staffing at the Event**

Send all the details of the exhibition to ALL of the staff that will be working on your stand. You may wish to hold a pre-show meeting so everyone is fully briefed, motivated and has an understanding of what is expected from them during the exhibition.

If you have employed staff specifically for the exhibition take time to brief them on the basics of your products, who the other staff are on your booth and if you are expecting any key customers during the event. In some cases it may be worth getting temporary staff in early for training so that when the exhibition floor opens you are ready to go.

#### **Your Returns**

In today's environment you will want to ensure that you have received an acceptable return from the investment in the exhibition. Take the time to discuss and make a list of your objectives and ensure they are measurable. For example, instead of "Create new sales leads", set a goal "Create 10 new sales leads". If your objectives are either too high or too low the results will give the incorrect conclusion to the event.

#### **Equipment Shipment and Delivery**

Be sure to read the shipping instructions carefully, especially, the dates and time of equipment shipping-in and out and stand building. Get all necessary documents ready beforehand. Agility is our official transportation agency and we recommend you use their services as they will be on-site throughout the build up period and the event.

Schedule the delivery of equipment for 3 June and please refrain from placing your equipment on the space of neighbour stands, as it will impede their construction.

If you have hired other shipping agents it would be good to ensure that they are aware of restrictions within the exhibition grounds. You should maybe consider sending a representative of your company who will oversee the build-up and pull-down process especially if you have hired your own stand contractors.

## **During the exhibition**

### **Opening**

Inform all staff of the opening and closing times, as you will never know when that new customer will walk past your booth.

### **Stand Etiquette**

If you must set into motion any visual aspects on your booth, please be sure to give yourself enough time, as it is a potential embarrassment if there are any problems while visitors or potential customers are walking past. During the day, remember to keep the stand tidy at all times.

Selling at an exhibition is all about proactive greeting. If you are sitting when people approach make sure you rise to meet them, don't stand with your backs to your aisles and avoid standing in numbers on the threshold of your booth as this can be very imposing – unless you are greeting each visitor walking your aisle.

Use plenty of open questioning and try to draw the visitors onto your booth, this will put them in your environment and while they are not in the aisle they will not be as inclined to walk on to the next booth.

If you are interested in a specific audience at the show you could construct a sentence for your staff to ask as many people passing your booth as possible such as "Are you involved in turbine maintenance?" This should filter out non-relevant visitor and encourage the correct people onto your booth.

You may wish to produce a specific query form to be sure that if you are at a busy exhibition all of the necessary questions have been asked and this will also help in assessment after the event.

### **Your Competition**

Explore the exhibition; watch others in your field present and make acquaintances and connections.

Finally – remember to enjoy the exhibition experience, it does not all have to be hard work!

### **Stand Reservation for 2011**

On the opening day of the exhibition you will have a re-booking pack delivered to your stand. Enclosed will be a floor plan for next year and a new copy of the Exhibition Space Application.

Make sure you visit the re-booking lounge on the PennWell stand at your assigned time to book the best possible stand location for your company.

## **After the Exhibition**

### **Leads**

Follow up your sales leads immediately upon return to the office. Your competitors will be after their business as well, so contact them whilst your conversation is still fresh in their minds.

### **Analysis; Facts and Figures**

Analyse the exhibition. Did you achieve your objectives? Is there anything that can be improved upon for your next exhibition? If possible, organise a debriefing meeting to hear all of the thoughts of those present, as they can vary tremendously.