



World Exhibitions Club

www.wecexhibitions.com

## *your* exhibiting guide

### A. WEC objectives are to help you

1. Plan & prepare.
2. Set realistic objectives.
3. Be effective.
4. Generate business.
5. Get a return on your investment.
6. Enjoy the events!

### B. some misconceptions you may have

1. Exhibitions are expensive & unproductive.
2. I have to have the biggest possible stand.
3. I don't need to be there, everyone knows us.
4. We don't need to do any extra marketing.
5. Planning? That's the organisers, job!
6. I have to be there because my Competitors are.
7. Unless you are at the front no one visits your stand.

### C. why exhibit ?

1. Exhibitions provide more leads than any other medium, at lower costs!
2. Decision-makers visit shows.
3. They are the best Face-to-Face marketing opportunity.
4. Exhibition visitors are responsive; they want to be there.
5. In Europe it is known that companies spend 25% of their marketing budgets on exhibitions. Why? Because They Work!
6. Buyers come to the seller.
7. New prospects attend shows.
8. Exhibitions improve your image.
9. Your stand becomes a stage.
10. Easy market penetration.
11. Neutral business environment.
12. Every exhibition around the world is effective, no matter if is it big or small.
13. Consumer & Trade Exhibitions can directly increase your business.
14. Highly targeted audience.
15. Flexible – can achieve one or many objectives.
16. The chance to do so much under one roof at one time.

*'time is your most valuable resource'*



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### D. exhibitions as part of your marketing mix

1. Exhibitions are a vital part of your marketing mix but will not work alone.
2. Plan your promotion to happen together with the show.
3. State your stand number on all promotions/adverts/flyers, etc.
4. Take advantage of the PR value of exhibitions to strengthen your product/service.

### E. common traps

1. No advance planning.
2. Too small or large a stand.
3. Correct staff not present.
4. No verification of prospects.
5. Last minute build-up.
6. No appropriate promotional materials.
7. No objectives set.
8. No pre-marketing.
9. Bad stand display.
10. Insufficient lead-taking.
11. No follow-up of leads.
12. Poor stand layout.
13. No show budget.

### F. why exhibit?

1. Decide which geographical market you are interested in targeting.
2. How many years has the exhibition been running?
3. Do your competitors exhibit? If 'yes' maybe you should too? If 'no', maybe this is the time to strike - you could be first to target a valuable new market and gain more business with no immediate competition.
4. Review the visitor statistics; are the right people attending.
5. Does the exhibition have a good reputation? Does it have government backing or the support of the National Tourism Board?
6. What geographically area does the exhibition cover? e.g. is it just one country or a region? Does it cover your objective criteria?
7. If your target market has more than one event, consider attending them all, as it shows you are serious about conducting business and expanding in the market.

*'big companies come from small ideas with the right marketing'*



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### G. plan in advance

1. To participate well takes time and effort.
2. The more you plan the more you will achieve.
3. Planning will make the difference between a good show and a bad one.
4. Set your objectives early.
5. Identify & book the stand well in advance.
6. Design the stand layout to the products & budget.
7. Appoint a freight company to ensure all necessary procedures are followed.
8. Decide on the products to promote.
9. Produce a timetable & budget.
10. Produce a marketing plan.
11. Brief your PR agency for creative ideas.
12. Appoint a stand manager for the show.
13. Be on-site at least one day before the official opening of the exhibition.
14. Read the Exhibitors Manual as soon as it arrives. Do not miss deadline dates, it could be costly.
15. Working backwards from the exhibition start date, create a detailed checklist so you minimise last minute problems and costs. *(See WEC A-Z Exhibition Checklist)*

### H. set objectives

1. Objectives provide direction for your participation. Make sure the goals are achievable and measurable.
2. Make sure all staff knows what the objectives are, so you work together as a team to achieve them.
3. Prioritise objectives as many can be achieved at an exhibition.
4. Your Objectives may include:
  - i. *Carry out market research.*
  - ii. *Reinforce/re-launch company image.*
  - iii. *Recruit a new agent or partner.*
  - iv. *Entering a new market.*
  - v. *Generate sales.*
  - vi. *Launch a new product/service.*
  - vii. *PR and networking.*
  - viii. *Check out the competition.*

*‘by preparing well you are  
preparing to succeed’*



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### I. the budget

1. Space rental - (early booking can save you money).
2. Transport, storage, freight.
3. Staffing costs.
4. Promotion.
5. Advertising.
6. Public Relations.
7. Press Conference/Seminar.
8. Stand design, build, signage, fittings, etc.
9. Stand services.
10. On-site entertaining..
11. Personnel, transport, hotels
12. Estimating the cost of your exhibition participation is essential - do not underestimate the investment.
13. The budget must include everything from your stand to all promotions, staff training, follow-up promotion, etc.

*‘the challenge of success is to remain a success’*

### J. choosing the right stand design

1. There are two options; Space Only - requires a stand designer and are great for large stands. Or Shell Scheme - usually includes basic furniture, lighting, etc. ideal for budgeting.
2. Is it functional for the objectives you have? What do you need the stand to do for you? Do you need a demo area, lounge, reception desk, etc
3. The size should be enough for meetings, visitor consultations, entertainment, demonstrations, etc.
4. Design within the available space.
5. Keep it simple with the essential items.
6. Produce a written brief and put out to tender your stand design (space only).
7. Stay within your budget.
8. Carefully read the stand rules and regulations.
9. Make sure you have necessary access to additional services (electricity, water, gas, etc) to be booked via the Exhibitors Manual.
10. Keep the design open plan it is more welcoming.
11. Allow plenty of time for setting up. The exhibition will open even if you are not ready.



## K. pre-show advertising & pr

1. No one will know you are exhibiting unless you tell them.
2. Do you have the necessary up-to-date promotional materials? Is it in the right languages?
3. Most visitors arrive with a pre-set agenda - make sure you are in their list. Visitors are highly receptive to what they see and hear prior to the event.
4. Use the services of the exhibition organiser to contact your prospects via mailing lists/database information.
5. Personalised direct mail is highly effective. Send out 3 direct mails prior to the exhibition and include Exhibition Tickets.
6. Produce a Newsletter; either printed or electronic.
7. Take a sponsorship opportunity from the organisers. You are then directly linked to the exhibition and in all the organiser's advertisement/promotions.
8. Advertise in pre-show publications stating your stand number.
9. Consider advertising in the local language.
10. Link your campaign to the organisers.
11. Get your sales staff to issue personal invitations.
12. Plan a PR campaign to build interest in advance.
13. Use the opportunities of free editorial in publications related to the exhibition.
14. Place an advert in the Exhibition Catalogue.
15. Prepare press packs for the Press Centre.
16. Invite key members of the press to your stand, even if it is just to offer them hospitality.

17. Conduct a press conference to announce your new/latest product/service.
18. Think carefully about the use of expensive literature - 66% of it is discarded. Offer to send the information. Give literature to qualified visitors only or produce an inexpensive brochure/flyer specifically for the exhibition. Remember, literature does not sell - people do.
19. Place show posters in your office reception.
20. Plan on-site receptions for valued clients.
21. Link your campaign to the organisers.
22. Get your sales staff to issue personal invitations.

## L. sponsorship opportunities

1. Sponsorship gives added impact to your participation. Many organizers offer a variety of opportunities including:
  - i. *Registration Desks.*
  - ii. *VIP lounge sponsorship.*
  - iii. *'Belly-bands' around the Official Catalogue.*
  - iv. *Advertising in the Catalogue.*
  - v. *Exhibition Carrier Bags.*
  - vi. *'You are Here' Boards.*
  - vii. *Sponsor special days within the exhibition.*
  - viii. *Carpet tiles throughout the exhibition halls*
  - ix. *Sponsor the opening 'Gala Dinner'*
  - ix. *Catalogue Bookmark.*



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### M. *your stand display*

1. Attract visitors visually, have a moving feature on the stand; it does not have to be connected with your product/service.
2. Choose striking colours for maximum impact.
3. Keep the stand welcoming and open.
4. Make sure you state what you do ie: Travel Agent, Hotel, etc.
5. Keep your message brief. Visitors need to know who you are, what you do and how they can benefit from seeing you in a few seconds of passing your stand.
6. Pictures speak louder than words. Use high quality graphics; it says a lot about the kind of company you are.
7. Ensure promotional posters text is easy to read and at eye level or higher.
8. If appropriate, use the word 'new' it attracts interest immediately.

### N. *promoting your products / services*

1. Sell yourself, sell the company and sell the product.
2. Are people attracted to the stand.
3. Is the signage clear & easy to read?
4. Are the exhibits clearly visible?
5. How can you gain an extra advantage?
6. Is the lighting positioned correctly?

### O. *running the stand*

1. Use your best people. Do not assume this is all your sales team.
2. Make sure they are enthusiastic and know the company well.
3. Utilise staff with languages.
4. Have a staff rota system.
5. Keep the stand tidy.
6. Have at least two staff on the stand.
7. Make sure everyone is briefed on the show objectives.
8. Wear company badges.
9. Provide refreshments but not too much.
10. Employ a translator if necessary.
11. Your stand team is the face of your company - it is important that they work well together and is helpful to the visitors.
12. Hold daily staff meetings to build team spirit and update on objectives.
13. Do not smoke on the stand.
14. Make sure flyer/brochures racks are regularly stocked up.
15. Opening conversation is important.
16. Let the visitor know you will follow-up the visit.
17. Look for PR opportunities.
18. Don't ignore journalists.

*'pleasure in the job puts perfection in the work'*

Aristotle 384 322 BC



## P. selling from your stand

1. Wear suitable attire.
2. Be professional.
3. Know your product.
4. Hold a daily sales meeting.
5. Be proactive; attract visitors/buyers onto the stand.
6. Qualify the visitor. Identify what needs they have and then match with a solution.
7. Identify serious prospects from those 'simply passing by'.
8. Take their details.
9. Make sure all staff know what details are required from each visitor.
10. Opening conversation is important.
11. Let the visitor know you will follow-up the visit.
12. Look for PR opportunities.
13. Don't ignore journalists.

## Q. follow-up & measuring the response

1. If you cannot measure it; don't do it.
2. Plan your follow-up process before the show.
3. Fast and efficient follow up is essential (maximum after 1 week).
4. Keep accurate records of all visitors to follow up appropriately.

5. Contacts made at an exhibition can take time to flourish. But with careful regular contact/promotion they often end positively.
6. Arrange further visits to clients.
7. Prioritise leads as 'ready to buy', 'considering' and 'serious prospect' for the future.
8. Conduct a post-show debriefing to all staff.
9. The week after the show allocate for all follow-up activities.
10. Evaluate your results against objectives. Do this in a number of ways; value of sales achieved, no. of qualified contacts made, cost per useful contact, level of media coverage.
11. Address the individual questions asked by visitors.
12. Prepare a Post-Show Report highlighting both good and bad aspects.
13. A regular annual participation should be maintained in your promotional plan.
14. Continue to advertise and use media opportunities in the market.

## R. some exhibition facts & figures

- 80% of trade visitors are personally involved in buying the products or services on show.
- 83% of the most successful companies at a range of exhibitions were the ones that mailed their prospects and customers before the show.
- 76% of visitors arrive at an exhibition with a fixed agenda.
- 80% of exhibition leads are never contacted!
- 91% of decision-makers find exhibitions an 'extremely useful source of purchasing information'.
- 87% of marketers said 'face-to-face marketing is important to their company'.