



There is an exhibition every week of the year. You could potentially be out of the office permanently attending an exhibition!

Here are some Top Tips for maximising your time and investment when attending exhibitions as a visitor.

Why Visit?

- ✦ At an exhibition you have a unique chance to find information on products and services, try them, see them and meet face-to-face with the sellers.
- ✦ Exhibitions are the place where new products are launched and where you can keep up to date with industry developments and trends.
- ✦ With so many competitive sellers all under one roof, you can easily evaluate each product/service.
- ✦ An exhibition is a temple of business, it is the meeting place for everyone involved in the industry to come together to meet, discuss, network, buy, sell, utilise media, attend press conferences, product launches, educational seminars, see industry associations, and socialise.
- ✦ Exhibitions are a neutral business platform where you can achieve more in a few days than in several months.

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Plan your visit

- ✦ Decide what your aims are for attending the exhibition.
- ✦ Contact your clients beforehand to arrange meetings.
- ✦ Review the Show Preview Exhibitor List from industry publications or the Organisers website and highlight who you would need to visit.
- ✦ Order your Visitor Badge well in advance. You will then receive all pre-show information from the organisers.
- ✦ If you qualify, register onto a Hosted Buyer's Programme. You will have VIP access to exhibitors.
- ✦ Reserve a space on seminars/conferences/workshops early to avoid disappointment.
- ✦ Prepare a Meetings Schedule - allow time for getting to and from different areas/stands.

Other top tips...

- ✦ Avoid carrying lots of seller's brochures; ask for brochures to be sent to you.
- ✦ Ensure you have plenty of business cards as you are sure to meet more people than on your meeting schedule.
- ✦ Try to stick to your plan/schedule; it is very easy to get sidetracked. However, leave time to view all the show, new ideas and markets may present themselves when you least expect it.
- ✦ Wear comfortable shoes!
- ✦ Finally, do not forget to *enjoy the show!*