



## THE LAST MINUTE GUIDE TO EXHIBITING

We understand how the day-to-day of business can get in the way of ticking all the boxes in the lead up to the show, which is why we've devised "The Last Minute Guide to Exhibiting". Whether you've signed up at the last minute or you've simply been too busy to put in 6 months of prep, this guide is a handy bit of kit to help give you a leg up in all your exhibiting planning essentials.

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### This guide includes pointers on...

Getting a clearer steer on your primary objectives  
Last minute reminders  
On-site strategies  
How to go about pulling in the crowds

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### Mistakes exhibitors and sponsors make:

- Lack of promotion prior to the show
- Lack of tracking leads at the show
- Lack of preparation
- How to stand out at the show
- Underestimating a show
- How to approach potential customers
- Starting a show with a negative mind-set
- Lack of engagement at the show with buyers
- Not understanding or matching the audience

72% of sales team's onsite at events are not prepared!

80% of your success onsite at an event will be down to your pre event & onsite approach!



### Mix up the stand staff

Whether you're sending internal staff down to the show or using a team of promotional staff, it's important that everyone's prepped for questions they're likely to be asked on the day. Your stand staff are the face of your brand but think beyond stand staff – events are a great way to show off your experts.

### Don't miss opportunities

Your offering is better than the competition. Well, that's what visitors need to be convinced of before they buy into what you're selling. Speaker sessions, for example, are a great way to demonstrate what makes your product/service special. If you're exhibiting anyway, why not take advantage of them? This is your time to shine.

### Engage with your senses

Did you know that we recall what we smell for much longer than any of the other senses? Get those creative juices flowing and make people aware of your presence with more than just graphics. How about serving coffee at your stand?

### Keep it simple

Humans have specially-wired brains which allow them to have 'selective attention' when they are overloaded. Keep your stand simple to avoid being lost in the information overload.

### Wow with technology

If your stand is small or your product or services tricky to exhibit, use tech to draw in the crowds. From wearable technology to interactive screens – get creative with what could work for you.



## What retailers will ask you...

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- ▶ What is your product price?
- ▶ Do you offer a sample run?
- ▶ What is the lead time on orders?
- ▶ Do you solely operate in the UK?
- ▶ Do you offer any show discounts?
- ▶ What makes your product different?
- ▶ Do you have a minimum order policy?
- ▶ Can you offer exclusivity on your products?
- ▶ Where is your product stocked/available
- ▶ Has your product price been affected by Brexit?

## Post show...

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### Say thank you & never give up!

Email your database and use social media to thank all of those who visited you on the day, adding what a great success it was. It's important to make those who didn't visit feel like they missed out. Who knows, you might attract interest from unexpected places. Picking up the phone to the leads you generated at the show once, twice, thrice does not make you a nuisance.

**80% of sales  
are only made on  
the fifth to twelfth  
point of contact.  
Perseverance and  
persistence  
win big!!**