



Exhibitor Workshop

How to exhibit successfully at an event



How to get the most from exhibiting at events...

Why Exhibit?



- Raise awareness**
- Create or build a database of contacts**
- Meet prospects face-to-face**
- Generate sales leads**
- Launch new products**
- Promote something**



Why People Attend?



- Ideas and inspiration
- Meet new suppliers
- Networking
- Check out competition
- Nothing better to do
- To research companies





12 reasons why businesses fail at exhibitions...

Why Businesses Fail?



- Don't bother to turn up to training event
- At the wrong event
- Didn't show visitors how they can help them
- Didn't capture enough leads
- Didn't follow up with leads
- Uninspiring stand



Why Businesses Fail?



- Boring literature
- Ran out of literature
- Didn't set goals or no clear objectives
- Failed to promote their attendance
- Don't follow up enough
- Didn't follow up long enough





Setting goals and objectives...

Why Do We Bother?



S *Specific*

M *Measurable*

A *Achievable*

R *Realistic*

T *Time*





Designing your stand for the event...

Designing Your Stand



Stand reflects your brand

Your stand is your stage

First impressions count



Example Stands



Creating a Buzz



- Think about your opening gambit
- Give reasons for visitors to come to you
- Interact with visitors
- Show offers and discounts
- Demos, sampling and testing
- Use all of the five senses





PART 2 of 2
(maybe possibly 3)

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Managing your staff on your stand...

Your Staff



- Knowledgeable
- Behaviour
- Uniform
- Targets
- Individual goals
- Approachable





What to do and not do during the event...

Do...



- Talk to people**
- Capture data**
- Give advice and help**
- Walk around the event**
- Take regular breaks**



Do not...



- Ignore passing visitors
- Eat or drink on your stand
- Be on the phone/laptop
- Be negative or moan
- Leave stand unsupervised





Capturing data at the event...

Data Capture



- Run a competition or prize draw
- Give away relevant prizes
- Something to collect business cards
- Make notes and comments
- Entry forms or data sheets

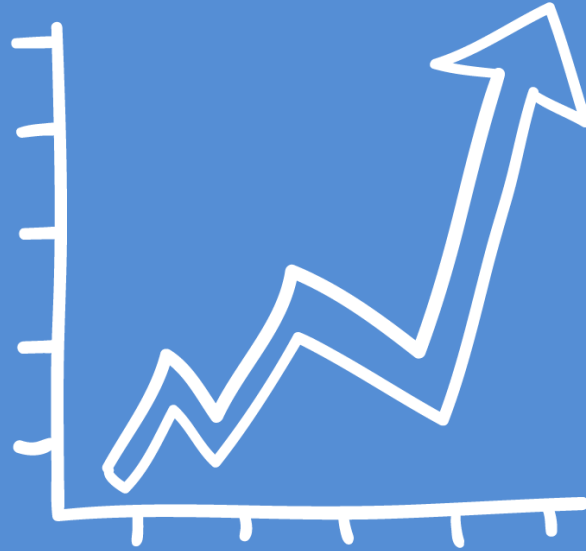


Following Up



- Follow up on leads after the event
- Hot leads go cold quickly
- Send 'thank you' email to visitors
- Follow up with sales visit or phone call
- Use social media
- Don't leave it too long





**Key points to remember
when exhibiting...**

Just Remember



- ❑ Invest in the design of your stand
- ❑ Plan in advance and be prepared
- ❑ Tell everyone about you exhibiting
- ❑ Be focused and work towards your goals
- ❑ Talk to everyone and data capture
- ❑ Follow up with leads





PART 3 of 3
(I should have rehearsed this!)

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Top Tip #1

Promote your attendance



Top Tip #2

Use a special offer

Top Tip #3

Run a competition

Top Tip #4

Capture data



Top Tip #5

Talk to people



Top Tip #6

Network with other exhibitors



Top Tip #7

Take a break

Top Tip #8

Don't forget the importance of your stand

Top Tip #9

Follow up

Top Tip #10

Don't stop following up

Thank You

And we'll see you at the event!

