



exhibitions WORK



[how to exhibit guide]



10

reasons to exhibit

01. Meet thousands of new buyers and build qualified leads
02. Launch a new product and generate media interest
03. Develop a personal and direct relationship with your clients
04. Let buyers use all five senses to gain a full appreciation of your product
05. Show your full product range in real life rather than a catalogue
06. Overcome objections and accelerate the buying process
07. Raise your profile in the industry and add value to your brands
08. Get immediate feedback on your product range
09. Sell product at the show
10. Locate new agents and distributors for your products

> Choose the right exhibition for your business

To ensure you make the most of this marketing medium, the exhibition visitor should be a close fit with either your client profile or that of your prospects. An appropriate exhibition can be identified by following these steps:

- Ask the Organiser for the demographic statistics from previous events
- Secure from the Organiser a list of marketing avenues being employed to promote the event – do they encompass your target audience?
- Speak with companies who have exhibited in the past and are targeting a similar audience
- Peruse the list of previous and current exhibitors to see if your competitors or suppliers of related products/services participate
- Identify any industry association support / endorsements
- Find out if the organiser is a member of the Exhibition & Event Association of Australasia
- Investigate the track record of the organiser – what other events do they run, and how many years do they have in the business



set specific goals

Companies who exhibit with clearly stated objectives achieve results.

This strategy enables all staff to stay focused and optimise the time spent on the exhibition floor.

Objectives should be realistic, personal and team oriented, committed to paper and with quantifiable outcomes.*

Start with this sample listing and elaborate with your team.

Some examples:

- Make sales – short and long term
- Accelerate the sales process
- Secure new business contacts and develop a prospect database
- Provide hands-on exposure to products
- Maintain or extend relationships with existing clients
- Introduce a new product to current markets
- Increase share of customer – getting your customers to buy more
- Identify and assess new markets
- Generate media exposure for company, product, service
- Build brand awareness for your product and/or company
- Maintain your profile with competitors
- Network with the industry
- Recruit: new distributors, retailers, representatives, staff

create a stand that sells!

Whether your stand is large or small, custom-built or standard shell scheme, built on a shoe-string budget or a significant investment, it must clearly communicate your message and reflect your objectives and image. When planning your physical presence:

Dress to impress

You have a matter of seconds to capture the visitor's attention so focus on ways to arrest them in the aisles. Colour, movement and sound are extremely effective

Engage the senses

Exhibitions are unique in that you can engage the visitor using all 5 senses. Brainstorm ideas on how to incorporate smell, taste and touch along with sight and sound with your message

State your business

Boldly state what your business does with explicit and highly visual signage. Don't assume people will recognise your company name and/or know your business. Remember: many visitors attend in pursuit of a spe-

Make way for visitors

Remove the physical barriers to allow visitors access to your stand and the products / information therein. Barriers may include furniture, mobile banners – and even people!

Space for everything

If possible, pace out your stand in your office. If too large, use a scale drawing. Position your furniture, displays and people and ensure there's room enough for the visitor. If you have a custom built stand, the stand builder will guide you

Don't just stand there! Do something!

Consider incorporating some activity on your stand. Movement, entertainment, presentations, demonstrations all get the visitor's attention and provide an opportunity for engagement

Exhibitions are about relationships – creating, reinforcing, developing and even mending them. In a world where business transactions are increasingly online and anonymous, exhibitions offer personal interaction, the chance to meet face to face with a handshake.

All the more reason to have the right staff on your stand with appropriate skill, knowledge and attitude:

- Involve all staff in the exhibition planning process
- Have a common understanding of your objectives and target audience
- Ensure everyone participating understands their role
- Update your product knowledge, especially with new offers
- Remember to smile and look welcoming
- Create a roster for breaks

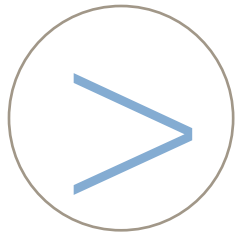
briefing a stand designer

The selection of a stand designer should be based on your research of the quality of their work and their business reputation in the industry. Ensure you secure references as part of your evaluation.

Stand designers bring a wealth of experience to the creation of your stand but your input is needed to create an effective stand. During a meeting, be prepared to:

- Clearly state your exhibition objectives
- Provide a realistic and indicative budget
- Explain the activity you foresee for your stand like hospitality, seminars, competitions
- Indicate the number of staff who will be on your stand
- Communicate your needs for portability, flexible stand size and storage
- Let the stand designer know how much time you have for move-in or setup
- Advise if the stand will be used in multiple exhibitions

It is also important that your conversation with the stand designer accurately reflects the guidelines provided by the exhibition organiser as these will vary between exhibitions.



it's all in a
name

Collecting visitor contact details in a systematic way is essential. There are several options:

Hire an electronic tracking device

These devices, available via the organiser and used predominantly in trade shows, enable you to efficiently manage visitor contact by swiping their badge. Particularly useful during high traffic exhibitions, they offer a professional image of your business and an easily downloaded file for your database post-show. Some units can also be customised with qualifying questions of your choice.

Collect business cards

On their own, business cards don't provide much opportunity for the collection of detailed information. More effective is the collection of business cards *in conjunction with a lead collection form*.

Create a customised lead collection form

A lead collection form enables you to collect the specific information you require to do business with a visitor.

When designing the form:

- Nominate full contact details including email address (or attach business card)
- Use tick boxes for speedy completion
- Note a timeframe for action
- Note a timeframe for a buying decision
- Record the level of decision-making authority of the visitor
- Record specifically their specific area of interest
- Consider recording potential sales details such as volume, budget and required delivery date
- Keep it simple! Focus on the visitor. They don't want to feel interrogated. Detailed information can be collected as your relationship develops, and following up is a great reason to call!

Become a 'must visit' destination

The exhibition organiser is responsible for getting visitors to the exhibition door. Thereafter, it's up to you to attract them to your stand. To ensure you are on their must-visit list, prior to the exhibition:

- Advertise your exhibition participation on your website
- Enquire about links to your website from the Exhibition website
- Send a series of communications to your prospects and clients over the weeks prior to the event
- Use various mediums to communicate with prospects/clients like email, direct mail or telephone
- Create a special offer, only redeemable by attending your stand
- Pre-arrange meetings to take place at the exhibition
- Tag your pre-show advertising with your Stand Number

Measuring ROI

As with any marketing investment, you want to know if exhibiting delivered your desired result. So once you have stated your objectives, apply a measurement unit to them. Here are some suggestions:

- Number of leads collected with specific criteria
- Sales by volume, revenue or conversion rates postshow
- Sales – by timeframe for decision
- Number of appointments
- Duration of visit to your stand
- Redemption of pre-show offer
- Number of visitors with decision making authority
- Number of completed on-stand surveys
- Number of attendees to seminar, scheduled information sessions or demonstrations
- Volume of interest expressed in a specific product/ service
- Number of visitors by geographic area

Followup the Business

- Post-show activity is the most frequently neglected stage of exhibiting – yet the most critical in the securing of business
- Use your lead collection method to prioritise post show action on the leads
- Send visitors to your stand a thank you or acknowledgement of their attendance
- Deliver what you promised in the timeframe agreed
- Implement a system to track the activity of a lead long term



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