



Top Tips for Exhibitors

Before the exhibition

It's worthwhile letting your contacts, clients and potential customers know where and when you will be exhibiting.

- Include details of the Expo in your newsletter or send a direct email to your database inviting them to attend.
- Add the Expo details to your email signature and of course utilise social media.
- Use your **Facebook** page to promote the event details, show off your stand design and preview your expo offers.
- [Tweet](#) about the event, keep your follows up to date with your preparations and connect with other Expo exhibitors and visitors using the **@KingstonExpo** twitter account or hashtag **#KingstonExpo**

Define your key objectives

Consider the competition at your event and identify what aspects of your products and services are unique. Decide what you would like to achieve from your exhibition:

- Build brand awareness?
- Promote / demonstrate a specific product or service?
- Take new orders on the day?
- Gather leads and network to support future sales and marketing?

Visual impact & branding

How do you get your exhibition stand to communicate who you are & what you do, in the time it takes someone to glance at your stand? Intelligent use of graphics can communicate a powerful message in a single glance.

Focus on the benefits of your products or services, keep text to a minimum. Create a focal point on your stand and ensure everything revolves around your overall message & brand concept. Don't include time sensitive information if you intent to use your materials again.

Staff preparation

The preparation and suitability of your company representatives should not be underestimated. 'People buy from people they know, like & trust'

- Staff should be people orientated
- Be knowledgeable about your company and relevant products and services
- Be enthusiastic and confident
- Be good listeners
- Look and act professionally at all times
- They should be informed of the key benefits of your products and services vs the competition

Also, make sure you have enough people to cover lunch/comfort breaks and to allow you to make the most of the networking opportunities and business seminars.

Company Literature

It is thought about 90% of all literature collected by people at exhibitions or trade shows never makes it back to their office. Design material that is simple and gets your message across effectively.

- Determine how many brochures/give away items will be required, never run out on the day!
- For an economical point of view ensure you can also utilise any leftover marketing materials for future events and mail outs.
- Be innovative; offer them a gift that they can use again or design a competition that showcases your product. Creative, attractive offers will encourage people to visit your stand and keep them there longer.
- Don't miss an opportunity to gather contacts & leads, a classic business card draw is a simple way to do this.