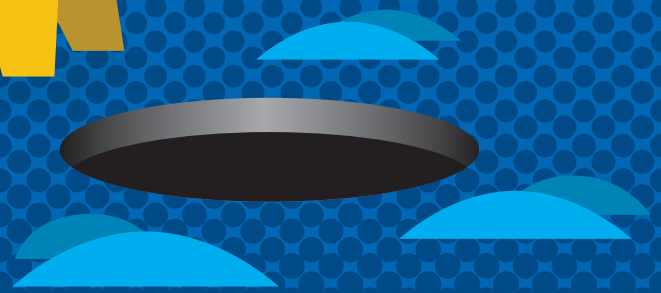


Common Pitfalls of Exhibiting



Your Print Management Partner

Common Pitfalls of Exhibiting

Print is a BIG part of business and personal life, without it we wouldn't have the simplest of items.. like business cards, leaflets or letterheads. It's also hard to imagine a life without print, it's all around us

It's effective, it has impact,

CONTENTS

Page 1.....	Introduction
Page 2.....	Mouse Trap 1 - Planning
.....	Mouse Trap 2 - No Objectives
.....	Mouse Trap 3 - Stand Size
Page 3.....	Mouse Trap 4 - Pre-Marketing
.....	Mouse Trap 5 - Products
.....	Mouse Trap 6 - Appearance
Page 4.....	Mouse Trap 7 - Run Through
.....	Mouse Trap 8 - Equipment
.....	Mouse Trap 9 - Photography
Page 5.....	Bear Trap 1 - Qualification
.....	Bear Trap 2 - Leads
.....	Bear Trap 3 - Follow Up
Page 6.....	Bear Trap 4 - Stand Management
.....	Bear Trap 5 - Planning
.....	Bear Trap 6 - Rotas
Page 7.....	Bear Trap 7 - Collateral
.....	Bear Trap 8 - Budgets
.....	Bear Trap 9 - Enjoying Yourself
Page 8.....	About Us

Introduction

Exhibitions are a huge boost to your business, but done incorrectly, they'll affect your business in a completely different way.

Take a read through the next few pages as we let you know some of the most common traps people fall into when attending exhibitions.

We'll call the little mistakes a *Mouse Trap* and we'll call the HUGE mistakes *Bear Traps*.

Mouse Trap 1 - Advance Planning

This is a simple one, people just accept that they're booked into an exhibition and that there's nothing to plan other than making sure you have a stand and enough business cards. But you need to make sure you're completely prepared for your attendance at the show.

Mouse Trap 2 - No Objectives

This goes with the first trap. Making sure you've set your objectives of the show is key to making sure you have a successful one. Make sure you know why you're there... are you there to make sales, are you there to reinforce your brand or are you just there to gather leads? Know this before you go.

Mouse Trap 3 - Stand Size

If you've planned correctly, then you know the space you have available. One of the most common mistakes that's made at exhibitions is not creating a stand that fits your size. Either people order a stand that's too big or they under order and have a stand that's too small.

If your stand is too big, you'll end up not having enough space for literature or staff. Worse case - you'll be asked to change your stand or charged more by the organisers. Too small and you're risking not being seen by potential customers.

Mouse Trap 4 - Pre-Marketing

Allowing your customers a chance to come and see you or potential leads you're marketing to is a huge benefit. If you're not letting your customers know you're attending a show, then you're missing a trick. Add it to email signatures, create social media campaigns and even add flyers to goodie bags. Whatever you can do to let your potential customers know that you're attending is a benefit.

Mouse Trap 5 - Products

I'm talking about having the incorrect products at the show. Or attending the incorrect show for your product. Make sure you have demographic and visitor data from the organisers so you can tailor your offering to those customers.

Mouse Trap 6 - Appearance

If your stand and outward appearance are boring or lack anything interesting your customer will go elsewhere, Given the choice a potential customer will have at an exhibition, you could be surrounded by competition - you want to make sure you're being as eye-catching as possible.

Mouse Trap 7 - Run Through

It may seem silly or a waste of time - but you may have staff that have never experienced an exhibition before. Having a quick run through will help them with expectations and their roles. It will also make sure that staff know where they should be and what role they'll be playing.

Mouse Trap 8 - Equipment

It's an important one. Check the equipment you're taking with you to make sure everything's working and in good order. Check lightbulbs, electrics, all graphics are up to date and relevant and all numbers are correct.

Mouse Trap 9 - Photography

It's easy to forget and usually we'll find customers wishing they'd taken photographs of the event when they were there. Make sure you're taking photos to use in social media and for marketing whilst at the event and for afterwards.

Bear Trap 1 - Qualification

This is an important one for time saving and to maximise the outcome of your exhibition. When people approach your stand, make sure all questions are taking your potential customer down a qualification route. This will save you loads of time. Not only at the show, but following it too. If you know which lead is worthwhile following up on, you've maximised your time on the stand.

Bear Trap 2 - Leads

This follows on from the previous. Leads could possibly be the reason you're attending the show. But, if it's not. Then just make sure you're taking information from your customers. Some attendees to shows, simply sell the product and don't think about lifetime value. The customer could love your product and want to buy more, but if you're not marketing to them, if they forget who you are and you're not marketing to them, they'll go elsewhere.

Bear Trap 3 - Follow Up

As they say, don't f**k up the follow up. once you're away from the show - your work starts again. You should already have in place a marketing campaign for new leads generated from the show, so as soon as you're back and you've loaded your new contacts into your CRM, you can start generating more interest and ideally, more sales.

Bear Trap 4 - Stand Management

By this I mean poor stand management. You're there to do a job and your stand is a reflection of your business. You need to keep it clean and tidy, you need to make sure staff are not relaxing about the stand and you need to make sure everything is stocked at all times.

Bear Trap 5 - Planning

Plan everything. Plan your journey there, plan your load in, plan the stand set up, anything you can plan.. do it. I'd also say have a plan b too, just in case. You'll also need to plan your objectives and your targets. Once you do, make sure you communicate these to your staff too. There's no point keeping them to yourself and then berating everyone if you don't hit the targets

Bear Trap 6 - Rotas

Important to keep your stand staff motivated and energised. Make sure your staff have ample breaks to refresh and head to the toilet, it's hard work being on your feet all day especially talking to and getting to know a huge amount of people.

Bear Trap 7 - Collateral

Making sure you have enough of your newest leaflets, flyers, brochures or business cards is part of your planning. If you know how many people fit your target market and you have a total attendance number, you can work out how many items you'd need to take with you without over-ordering.

Bear Trap 8 - Budgets

You want to make sure you're not overspending on a show, especially if you're not sure what it will bring you back. Be aware of your budget, which can be worked out by finding your customer value and lifetime spend. Based on all that - you can work out how much you're willing to spend on getting those new customers. Here's where the qualifying comes into it's own as you'll be able to say with near certainty that the customers that receives your most attention or even walks away with a more expensive info pack is perfect for you.

Bear Trap 9 - Not Enjoying It

You're there to do business, yes. But there's no reason why you can't enjoy it! Infact you're enjoyment will come over in your appearance and your approachability. It will also com across in the way you're talking to potential customers. Enjoy yourself.



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About Us



We're a family run print management company based in Northamptonshire, looking after print communications for a wide range of customers. We use our knowledge and experience of the print industry to save you time and money without sacrificing quality, leaving you to focus on your business.

Quite simply we provide high quality print, managed by experts to help you save on costs while growing your business.

Blue Star Print Solutions was founded in 2011 by Richard Markie with the sole aim to provide superior printing and distribution services that enable clients to easily and cost-effectively communicate with their customers.

We've worked, not only with local start up's, but multinational and internationally recognised brands to improve their purchasing and procurement of print and bring control of their brand back to the business.

To stop making mistakes on your print, and to experience a little print freedom for yourself. Get in touch with us now on 01933 698 123 or email us info@bluestarprintsolutions.co.uk.

It's Your Print, Our Passion