



# Preparing For An Exhibition



**Your Print Management Partner**

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## CONTENTS

Page 1.....	Introduction
Page 2.....	Get Online
Page 3.....	Watch The Money
Page 4.....	Keep It Brief
Page 5.....	Measure, Improve and Follow Up
Page 6.....	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 things you can do to prepare for your next exhibition.



# 1 - Get Online

You should've done the majority of this prior to booking as you'll have wanted to know more about the show you're interested in. But head online and research a little about previous years, who attended (exhibiting or visiting). Find out who's signed up to exhibit this time around and what their target audience of visitors is.

Don't dismiss the exhibitors too, are there any there that you'd like to speak to too? Just make sure this is done on the down-time, Exhibitors will be busy before and during.

What kind of keynote speakers are there? Do you want to catch anyone talking? What about putting yourself down for a speaking part? Keynotes are great ways to elevate yourself in your field.



## 2 - Watch The Money

Exhibitions are an expensive mistake done incorrectly. You need to be careful of the pennies when starting to look into these.

Make sure you set a budget for the show. You should already know how much you're willing to spend to get a customer. You also have to be wary about the cost of extras at an exhibition. Things like power and broadband or just as simple as a table-top.

Don't forget to include any extra design or print costs you'll need, is everything up to date and do you have enough printed?

What about while you're there? If the show's over a few days you'll need to include hotel stays and subsistence for you and your team.



## 3 - Keep It Brief

You have to make sure you're keeping everyone in the loop with your plans. You need to make sure all your staff are working towards the same goal and they're all on the same page.

Make sure you've also created a brief for your designers if they're working on new items for you. Designers have a busy schedule and would've planned in your work prior. If you have changes, they'll need to plan them in too. Also make sure you've communicated any budget for design first.

With technology as it is now, why not create a team board with all relevant details in. Everyone has their favourites, whether it's Slack, Evernote, Dropbox or Microsoft. One central point of information will keep any confusion out of the mix.

## 4 - Measure and Improve

You've already set your objectives. So you'll know if you've achieved them. You'll also be able to fully measure and improve for your next show.

The follow up is a great way of finding out more information about how you were doing. A great tip to find out is if your lead had been aware of you previous to visiting the show or if it was the show that brought them to you.



# 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](mailto:info@bluestarprintsolutions.co.uk).

It's Your Print, Our Passion





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