

The Dos and Don'ts of Exhibiting



Your Print Management Partner

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Contents

Page 1	Introduction
Page 2.....	What's Your Objective?
Page 3	The Right Pond
Page 4	Location, location, location
Page 5	Stand up, baby stand up
Page 6	Follow Up and Analyse
Page 7	About Us

Introduction

Exhibitions are a HUGE opportunity for business. I mean, when will you find a room full of potential customers that are looking to speak to you?

It would take you absolutely ages to try and replicate those numbers in a day to day setting. Think about it, a potential to speak to around 500 people! How many hours and days would that take you? This is why exhibitions, done right, can be a huge boost to your bottom line.

Over the next few pages, we'll take you through just a few things you should be considering when you're thinking about attending an exhibition.

What's Your Objective?

You have to decide before you head to an event what your objective is. Attending an exhibition without a prior strategy is a waste of money and time.

Are you there to Sell?

Are you there to gather leads?

It seems simple, but also you need to be aware of the following... what's the most important thing to remember if you've decided you're attending a show to sell? To make sure you have enough stock, to make sure you've remembered a card payment machine? Ok, well it's all of these, but the most important thing people forget is that you need to gather the lead too.

Lets say your customer attends your show and buys your product, you don't take their details but they love your product and want to buy it again, but they can't remember who you are or what your business name/website was, they find something elsewhere and you've lost the sale. For the ease of taking details, this is something you don't want to miss.

Whilst we're talking about gathering leads. Please, please, please make sure you use your time effectively to qualify those leads while you're at the show. Spend extra time making sure the information you're gathering is worthwhile. I bet you'd rather leave a show with just 15 super qualified leads than 150 rubbish ones that just gave your their email address for a free pen!

The Right Pond

Making sure you're fishing in the right pond is a good analogy for this subject. You need to make sure you're attending the right show for your business, do your research on the shows you're thinking of attending. Talk to the organisers, find out their attendance figures, demographics and previous exhibitors.

There's no reason out there that says you can't contact previous exhibitors and ask how they found the show, what their thoughts are on the quality of visitors.

Exhibitions aren't generally cheap to attend, so you want to make sure you're maximising every opportunity. Buy trade journals, join linkedin groups, do whatever is needed to find out where your customers are so you can be there too.

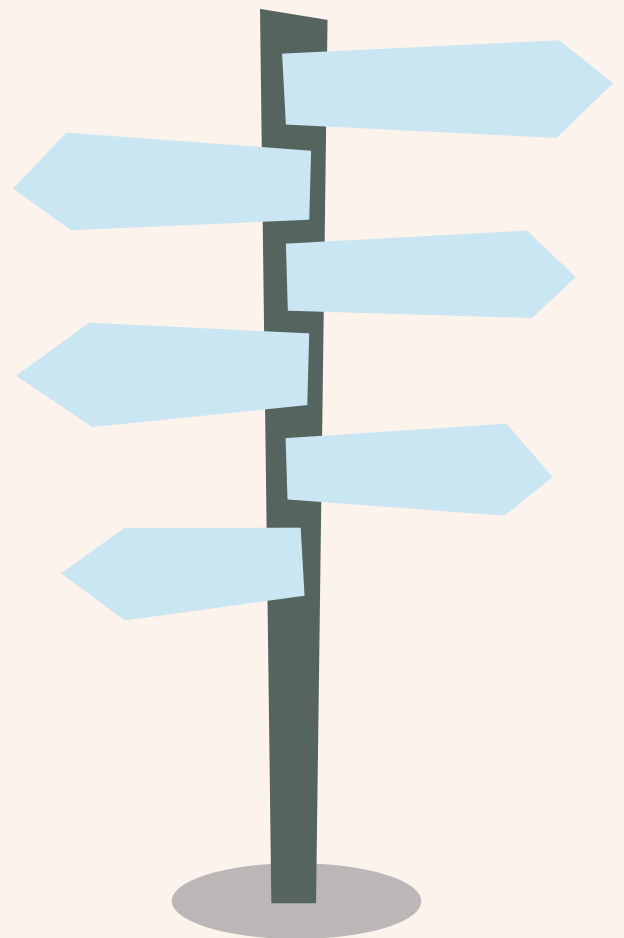


Location, location, location

It's true what they say, it's all about the location. Footfall in an exhibition is an important thing and the prime sites will usually get booked up fast.

You want to look for these prime sites and get them as fast as possible. Crowds are said to turn left on entering a venue and work clock-wise. You could also position yourself near the seminar halls, food areas or closer to toilets and demo areas. If you can, it's sometimes good to get close to a larger exhibitor.

Then you'll need to consider the tupe of stand you want, where possible I would always try to avoid a closed 3 sided booth as you'll only be seen by passing traffic, missed from any distance and covered by people easily.



Stand up, baby stand up

Obviously the next important thing you'll want to consider is how you're going to look when you're at the show. What stand will you have while you're there. Will you hire in, will you create a bespoke, will you create something modular?

Pull-ups, pop-ups or fabric displays

You have the benefit of choice and mobility here. All these can be put up by one person in minutes and look great. They can also be used in the majority of situations

Utilising the Shell Scheme

This one utilises the basic shell that the organisers provide and you'll add in panels and furniture etc. Customers will usually order panels to attach to the shell walls.

Modular System Stands

These are the next step up from pop-ups and fabric displays. You'll be able to add to these and interchange pieces, creating various designs and looks.

Custom Builds

Of course, if you really want to stand out (no pun intended) then a custom built stand is your way forward. These can be designed and built for you and also re-used for multiple events.

GRAPHIC RULE = Height and Light

Keep your message high and make sure it's well lit.

Follow up and Analyse

You'll find this one is often over-looked, how many times have you been to an event and then only heard from the exhibitors maybe once afterwards?

There are very little people that will follow up effectively. The follow up can also be used to qualify any leads that you didn't have time to qualify at the show.

Then you should process everything you've received from the show and work out whether the show was worthwhile for you. This will let you know whether it's worth booking again in the future and it will also let you know how valuable any customers generated from that exhibition are.

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



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