



Tarsus
S U P P O R T

MAKING YOUR EXHIBITION LIFE EASIER

OUR GUIDE TO EXHIBITING OVERSEAS

TARSUS SUPPORT
TRAINING GUIDE

VOLUME 2

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A group of people are gathered around a wooden table in a meeting room. They are looking at various documents, a tablet, and a laptop. The scene is brightly lit, suggesting a professional and collaborative environment. The background shows a brick wall and some office furniture.

VOLUME 2: OUR GUIDE TO EXHIBITING OVERSEAS

We have consulted the exhibiting gurus and put together some top tips to make sure you get the most out of your event and don't make the same mistakes that so many before you have. If you check off everything in this guide, you will have a successful show.

WHAT WE WILL BE COVERING:

- What you need to do before the show checklist
- What you need to do at the show checklist
- What you need to do after the show checklist

BEFORE THE SHOW

We understand there is a lot to do before an exhibition, and even more when it comes to exhibiting overseas, because of this we have put together a list of things you need to think about before arriving onsite.

LEARN THE LINGO

Make sure you take a look at our local knowledge section on the website, you don't want to insult a potential client because of a unfitting handshake.



CHECKLIST

Clear manageable objectives □

Make them SMART, whether it's meeting new prospects, shaking hands with current clients or raising your brand's profile, make sure you've identified your goals before the show and that everyone knows how these will be measured.

Check your booking □

Make sure you know the type and size of stand you have booked, and what is included in your booking.

Plan your stand □

Plan and build a stand that can deliver against your objectives. Make sure your stand is noticed amongst the crowd in order to attract potential clients. You can do this by using eye-catching signage, floral and lighting to make you stand out in a sea of stands.

Book travel and hotels early □

You could save a lot of money booking early, and you don't even have to do the hard work, contact our travel agents and they will give you the best hotel deals close to the venue.

Triple check logistics □

Exhibiting overseas can be confusing, especially if you aren't used to the counties rules and regulations. You need to consider time zones, exchange rates, tax and even different working days. However, if you contact our official logistics company they will ensure it all runs smoothly for you.

Be remembered □

How are you going to guarantee visitors remember you? Leaflets outline what your company offers, however, can also be thrown away. Give them something they want to keep, branded stress balls, tote bags, stationary all work well.

Prepare your material □

Whether you're handing out leaflets or USB's ensure these are ready in time for shipping, no one wants to use up their baggage allowance on forgotten marketing material. Printing marketing material and business cards in the local language can be a nice touch.

Check Passports and Visa's □

Check your teams Passport expiry dates, different countries have different policies on how long you must have left on your passport to gain entry. You will also need to check if you require Visa's.

Know your location □

Ask for a floorplan before travelling so you can work out where your stand is in relation to the entrance, facilities and management and contractor offices.

AT THE SHOW

This is when your local knowledge comes to hand, greet visitors in their local language, know when is appropriate to shake hands, and have some fun! We know exhibitions are long tiring days, even without jetlag, however glum faces aren't going to entice visitors to talk to you.

GET COMPETITIVE

Another great way to collect data and create excitement around your stand is to set up a competition (local rules and laws may apply).



CHECKLIST

Time to Spruce



Make sure your stand is clean, tidy and how you imagined it. You will also want to be organised, ensure your staff know their job roles, when they will have breaks and what you expect from them, you want to hit the ball rolling from show open.

Collect Data



With so many potential clients visiting your stand, data capture apps can be a life saver. Gone are the days of filling out paper forms, data apps scan the visitors badge and gives you access to their data instantly allowing you to add notes, perfect for your marketing team back home to send out requested information.

Refreshments



Keep your stand stocked with bottles of water for staff, jetlag can affect people in different ways, so ensure your staff are keeping hydrated. Please remember some countries have different attitudes towards alcohol, so avoid having any on your stand. Also if you are looking for ways to entice people to your stand, refreshments like cookies or muffins can be ordered from catering.

Get Social



Social media is great way to drive traffic to your stand and interact with visitors. You can always pre-schedule social media posts so if you get tied up selling, or your social media team back home are in a different time zone, there is still communication going out promoting your presence onsite.

Convert your currency



Make sure any prices quoted are correct and up to date with local currency exchange rates. Working off old exchange rates could cost you!

Re-book



You can guarantee your space for next year and take advantage of any early-bird discounts offered.

AFTER THE SHOW

So many think the hard work is done once the exhibition is finished, this is a crucial mistake! One exhibition can determine how the rest of your year will go. We have put together a few tips to get you started.

CHECKLIST

Follow up on leads

Now make sure you follow up with all leads! It can take more contacts than you think after the onsite meeting to get a contract back. Try to record your data captured as hot, warm and cold to help your sales team hit the ground running.

Sums Time

Wrap up all costs and include forecast sales for the up coming months, not all sales will be done at the exhibition, you might have to build more of a relationship with some clients.

Post show review

A good post show review will outline all aspects of the exhibition to help you improve for next time. Ask everyone who was involved for feedback, even if they didn't travel to the exhibition for a great all-round review.

Get Prepared

Using your post show review you can now start planning for next years show to ensure an even better ROI.





Visit our website if you would like to read more of our guides
and top tips to make your exhibiting life easier:

www.tarsussupport.com

You can also contact us on twitter:

[@tarsussupport](https://twitter.com/tarsussupport)

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