



MAKING YOUR EXHIBITION LIFE EASIER

# TOP TIPS TO A SUCCESSFUL TRADE EXHIBITION

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TARSUS SUPPORT  
TRAINING GUIDE

**VOLUME 3**

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19.12.18



## VOLUME 3: TOP TIPS TO A SUCCESSFUL TRADE EXHIBITION

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**Whether you are new to the world of trade exhibitions** or you are a seasoned pro, we have put this guide together to help make your experience at any trade exhibition smooth and successful.

### WHAT WE WILL BE COVERING:

- Setting measurable objectives
- Organising an effective stand
- Generating traffic to your stand
- Creating a great marketing campaign
- Maximising your return on investment



## START PREPARING NOW

**Many exhibitors make the mistake of leaving everything to the last minute**, which can increase the budget spent and decrease the ROI, neither of which you want to do. Make sure you start as soon as you book onto the exhibition to make the experience smoother for you.

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### 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.

### ORGANISE YOUR BUDGET

Don't get caught up in spending all your budget on your stand and forgetting to book your staff accommodation. Use our Budget planner to make sure you have factored in all costs to exhibiting to guarantee you don't overspend and reach your objectives.

### DON'T GO IT ALONE

Get everyone involved! You will need as much help as possible to prepare for this exhibition, so ask for help early on. Marketing will need to help with advertising on your website, creating marketing material and social media coverage, so book them in and give them a brief asap. Your sales and customer service teams are in constant communication with current and potential clients so get them promoting your presence at the show, everyone will have some way of helping.

### MAKE SURE YOU LOGIN

Most exhibitions will have a portal which will hold all exhibitor information and deadlines for orders. Book early and you will avoid the increase in contractors costs closer to the show.

### BRIEF YOUR ONSITE STAFF

You will need to put a brief together and make sure you have clearly outlined your main goals and objectives, and why you have chosen them. In detail explain exactly what is expected from your staff before arriving onsite, this will save you time and ensure your staff are prepared. Don't forget to create some excitement around incentives! Have you planned any team bonding sessions before the show and during? This can be a great way to drive team morale and excitement around the exhibition.



# BUDGET PLANNER

Use the below table to help budget your finances when planning for the exhibition.

ITEMS	REQUIRED/NICE TO HAVE	BUDGET
Stand space		
Stand design and furniture		
Logistics		
Marketing		
Advertising		
Stand USP - e.g. popcorn machine, simulator game etc.		
Accommodation and Travel		
Uniform		
Staff sustenance		
Staff entertainment/ team bonding		
Data Capture		

# ENHANCE YOUR STAND

**Now you have set your objectives, how are you going to reach them?** The next step is designing your stand to sell.

## THE 3 SECOND RULE

three seconds, this is how long you have to grab a visitors attention with your stand. Does your stand clearly convey what your company offers?



### Shell scheme or space only

Double check what stand type you have booked and what it includes, as this will make a big difference to your planning. Space only: This is just the floorplan space. You will need to then supply the flooring, electricity, walls and furniture. Shell Scheme: This includes carpet, walls and fascia, some exhibitions will also include other extras like furniture and electricity.

### Measure up

When planning your stand it can be a good idea to measure out the size in your office, this way you can check how much furniture and staff you can fit without it being too crowded.

### Graphics

Graphics need to be clear, precise and professionally made. Ensure yours can be read from 4 meters away and it's high enough so no furniture is blocking it.

### What is your stand USP?

You need a unique selling point which will draw visitors to your stand and make sure you are remembered. Emotions create memories, if an experience is extremely positive it is more likely to be remembered. Exhibitors have used popcorn machines, freebies, simulation games and even funfair games to draw in the crowds, whatever you choose, make sure it somehow relates to your product or service.

### Do your research

There are plenty of free to attend exhibitions, visit one of these to view other companies stand designs and to give you some ideas.

### Uniform

Have a think about your stand design and what your staff will be wearing, keep it simple with the same colour and slogan on your T-Shirts to help visitors identify who is working on your stand (it's also low-budget advertising walking around the show).

# CREATING A GREAT MARKETING PLAN

**Work with your marketing team to set up a marketing plan well in advance and across all platforms.** Try to link your branding with the show branding to help clients recognise the exhibition and messaging. Our marketing teams are on hand to help you with PR, social media promotions and more, however, we have also listed a few things get you started.

## TESTIMONIALS

Ask some of your loyal customers for testimonials you can use on your marketing.



### PR

Send your documents in early to ensure the best exposure and beat the late bookers. Our PR team is looking for stories and angles to interest the target audience, so make sure your material is enticing, and include detail on New releases or product improvements. Most exhibitions will have a press office onsite which you can drop material at, or you can upload it online, so make sure you check with the press team where you should send your documents.

### Onsite material

Decide how you are going to distribute material at the show, leaflets get the message out there but are also easily thrown away. It is more and more popular to hand out USB sticks containing product and service information and press releases.

### Email campaign

Send personalised emails to existing clients and prospects. Include where your stand is located and who to contact for further information. Use this opportunity to reward loyal or lapsed customers by inviting them to your stand to redeem a one off offer or to an after hours event.

### #Social media

Remember to connect with the exhibitions social media platforms, and potential and current clients before the show so they know you are exhibiting, don't forget to use the show's hashtag!

### Piggyback

Add exhibition messaging to other communication already going out. For example, insert an invitation into your invoices or catalogues to save on postage.

### Free material

Most exhibitions will have marketing material available to you, this can range from the show logo to email templates to banners and buttons for your website. If you don't have an inhouse design team using these can save a few pennies.

### Your website

Add a banner or advert promoting your presence at the show, remember to include your stand number, the show dates, and a link for them to register for the exhibition. Get this up as soon you sign up to the exhibition to ensure maximum exposure.

## SHOW TIME

You will have one or two hours before the show opens to visitors, so take this time to check everything is in place.

## 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).



### 1 THE DO'S

- Do approach visitors
- Do have fun
- Do smile
- Capture everyone's data

### 2 THE DON'TS

- Don't be on your phone
- Don't eat on your stand
- Don't underestimate prospects
- Don't stand in groups
- Don't leave literature around the show
- Don't sit down

### Time to Spruce

Make sure your stand is clean, tidy and how you imagined it to look. You have put a lot of time and money into this stand so make sure it is perfect and ready to go.

### Staff catch up

Have a quick meeting with your staff before hand so they know their job roles when they will have breaks and what you expect from them. Now is the time to fire up your team and get those competitive juices flowing.

### 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, great for when you're sending out requested information and follow up emails post show.

### Refreshments

Keep your stand stocked with bottles of water and snacks for staff, being on your feet all day can be tiring so ensure your staff are kept hydrated and refuelled. If you are looking for ways to entice people to your stand, refreshments like cookies or muffins can be ordered from catering daily.

### Get Social

Social media is a 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, so there is still communication going out promoting your presence onsite.

### Re-book

Visit the sales lounge onsite early on in the exhibition to find out the re-book options available to you. You can guarantee your space for next year and take advantage of any early-bird discounts offered.

## AFTER THE SHOW

**The hard work starts once the exhibition is finished,** so don't put your feet up just yet. One exhibition can determine how the rest of your year will go.

## FOLLOW UP ON LEADS

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.

We have listed a few ideas on how to follow up post-show:

- **Personalised emails** – when capturing data make note of something personal, did they mention a holiday they are going on or going for dinner after the exhibition? Mention this in your email so they don't feel you have just sent a mass email out.
- Send a **special offer** out to those you met onsite.
- **Update your website** to thank those you met at the exhibition.
- Send a **social media post** inviting your new followers to sign up to your newsletter.
- A **reminder of the expiry date** of a show special or an extension of the offer date for customers who didn't buy at the show.

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### ROI

This is where trade and consumer exhibitions differ, at consumer shows, someone is purchasing singular items, at a trade show someone is looking for a long term relationship and investment which is going to take a lot more effort on your part, and will mean sales still coming in 6 months to a year after the exhibition.

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### 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.

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### 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.

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### Get prepared

Using your post show review you can now start planning for next years show to certify 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:

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