

# 7.0 Tips for Exhibition Success

## 7.1 MAKING THE MOST OF YOUR OPPORTUNITIES

### Pre-Show

Return all forms necessary (including the Show Guide entry) - Keep in mind late orders and last minute changes often attract an additional fee, and you may end up waiting longer than expected for the services you require.



### Set objectives

Why are you exhibiting? What products will you feature? What results do you want? Objectives must be measurable in quantity and quality, achievable, and consistent with the company's marketing plan. Establish methods for evaluating the results.

### What do you want to achieve?

Introduce/demonstrate a new product to the market, generate sales leads & contacts, enhance existing relationships and create new ones?



### Prepare a budget

Look at your objectives and determine all tasks necessary to complete them. Be realistic! Keep in mind the costs of promoting, staff training and post-show activities such as making the follow-up calls and direct mail.

### Stand Design

As the design of the stand says a lot about the company think carefully about what image you want to portray. Consult with a stand designer to achieve the desired look. Be sure not to leave it to the last minute as a cheap stand may send the wrong message to potential clients.

### Market your attendance

Your precious time and money has been invested, don't leave the rest up to chance! Promote your attendance to your clients by direct mail/email to potential visitors, set-up meetings at FFTSE in advance and utilise one of our meeting rooms in the adjacent Southee complex, or entertain your clients in the Scape Bar and Grill, advertise in appropriate journals and mail free tickets to potential visitors. Plan how you will follow-up on your leads



## 7.2 DURING THE SHOW

### Identify Important Visitors

Ensure your staff are familiar with the colour of all visitor badges.

### Stand Design

Your stand design plays a crucial part in the success of your attendance at the Expo. The aim of your stand design should be to attract maximum attention from prospective clients. A good design is important and will assist in achieving your objectives and reflect the professionalism of your organisation. Tradevent can supply trackers that house prepared PDF's which can be instantly emailed to potential clients. Carefully consider use of this advanced technology.

### Consider sponsorship

Use sponsorship to stand out from the crowd. Full Frontal Tile and Stone Show offer a range of packaged sponsorship opportunities or we can tailor a package to your particular needs. Please contact Rowena Rowbotham to discuss other ideas to enhance your exposure on + 61 3 9888 3459.

### Demonstrations

Demonstrations are a key element when exhibiting at a trade show and require practised skills and expert communication to captivate the audience's attention. It is important that you know every aspect of the equipment or product before the show and position yourself so that you can see the audience and the product. Ask for questions after the demo and be ready with the answers.

### Press Kit

A typical press kit folder contains news & feature articles about your company and products, fact sheet about the products, case studies, photographs of the product, company history and other important information. Place this material in the press office.

### Your Staff

The more visible you are at the show, the more visitors you are likely to attract to your stand. Keep in mind the success of the show depends largely on the talent, product knowledge and energy level of your staff. Appoint a stand Manager to deal with the many responsibilities and remember to choose the team carefully. Be sure to involve the staff with the planning of the stand and brief the team regarding your objectives. Most of all be sure to look after your staff comforts and you will be rewarded with their full commitment and support.

### Greeting Visitors

It is imperative your staff create an inviting atmosphere that makes it appealing for visitors to want to stop and have a look. What you don't do can be as important as what you do. By following these simple recommendations you will go a long way to assuring your success.

- Don't constantly sit - You will give the attendees the impression you don't care
- Don't read excessively - If you aren't able to make eye contact with the visitor they will walk by your stand
- Don't eat or drink - It is rude and messy. Visitors will not want to interrupt your private time
- Don't ignore visitors - If you are busy when a visitor approaches the stand either acknowledge their presence or try to include them in your conversation.



- Don't constantly talk on the telephone - Try to limit your time on the phone as it taking time away from potential customers.
- Don't be a border guard - Ensure you don't stand where you are a barricade to the visitors view.
- Don't be a "gang" – If you cluster nobody will approach the stand as it is intimidating.

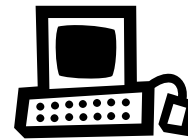
### Security Tips

Whilst we have arranged for security to patrol the venue we cannot totally guarantee the safety of your products. Only you and your staff are responsible for valuables. Be sure to obtain proper insurance for your goods and include transit to and from the show site. To ensure smooth delivery of your goods to the correct stand, mark cartons numerically to indicate the total being shipped. Include your company's name and stand number on your delivery. During dismantling, it is a good idea stay with your exhibit until your goods are packed, sealed, correctly labelled and collected. Remember to keep your eyes on the smaller items such as wallets & mobile phones.

## 7.3 POST EXHIBITION

### Plan your follow up

Follow-up your leads immediately. Make sure you set a deadline to follow up all of your leads, not just the hot ones and make sure you track them to provide a measure of return on your investment. Allocate a staff member to call your "warm" leads right away for further qualification and evaluation. Thank them for visiting your stand, and offer to send information, or email it instantly from FFTSE.



### Be persistent

Most exhibition leads take between three and eight months to come to fruition. Prospects should be followed up consistently until a sale is achieved, or the lead has dried up.



### Track all leads

Establish a central data base of all leads made from the expo. When assigning the follow-ups allocate each lead a code so that it can be tracked through your sales system.



### Further promotion

Don't leave success to chance! By further promoting your company name and logo in the marketplace it will remind the attendees of your products and services on offer. When they are ready to purchase you will be at the forefront of their mind. Keep reminding your prospects with direct mail, appointments, advertisements and phone calls. Once the deadline has passed, prepare a post-show report and analyse the success of your participation. Make sure you maintain all records of the show including images or relevant notes. You can do everything else perfectly but without this, your efforts will fall short of your objectives.

*Exhibiting at the Full Frontal Tile & Stone Expo offers a unique opportunity to expand your business, increase brand awareness and attract more customers. With careful planning & clear objectives, FFTSE can prove to be a highly successful and profitable exercise for your company.*

*The team at Full Frontal Tile and Stone Expo hope this information is of use to you. Good luck!*