



Stand Management

Appoint someone to take overall charge of your exhibition stand, the appointed person should be effective, efficient, diplomatic and flexible.

Exhibition Team

Create the correct balance between sales and technical staff. Buyers attend exhibitions with specific questions about products performance, price and delivery. Staff must be available to answer both technical and sales enquiries.

Exhibition Staff

The cost of bringing one or two extra members of staff will be far outweighed by increased profitability, this also allows for breaks and cover for busy periods.

Good Exhibition Stand Design

Your exhibition stand will say a lot about your Company. Think what image you wish to project, friendly customer orientated, high-tech and so on. "Shell Scheme" exhibitors should pay particular attention to graphics.

Physical Barrier

The more people on your exhibition stand, the more people will be attracted to it, platforms can act as artificial barrier and should be avoided where possible.

Movement

Moving Exhibits or displays attract attention. If you have a static display create movement with the use of light and audio visual effects.

Height Increases Visibility

To attract attention from a distance for the space only exhibitor the use of height is a good tool. The incorporation of an inexpensive pillar or column adds to height, this together with your Company logo will be extremely effective. Pillars also act as beacons for invited guests.

Graphics Design of graphics is of vital importance, do not assume that the visitor to an exhibition will know who you are or what you do. Use graphics to get your message across - Remember visuals say more than text we have a team of graphic designers if you require assistance.

Exhibition Budgeting and Cost Control

Annual Plan

Consider your exhibition requirements for the year ahead. Modular exhibition systems can be adapted to suit a wide range of requirements and also used as a whole or in part to suit specific requirements.

Appoint a stand contactor and designer

Appointing an exhibition contractor is likely to be the most economical solution especially for those on a limited budget. Free exhibition design consultancy is often included in the package

Exhibition Literature

Brochures are expensive to produce, therefore it is not a good idea to leave them on the stand for anyone to pick up. Produce a concise sales leaflet or postcard and keep the glossies back for those with genuine interest

Choosing an Exhibition Contractor

Exhibition Options

Shell Scheme

A Modular Space (commonly 3m x 3m) erected by the exhibition organisers, which is ideal for the first time exhibitor, furniture can be hired. Budget Displays such as Roll up Banner Stands and Pop up Displays can be used to support your goals

Modular Exhibition Systems

Modular Systems can be utilized to fill a relatively small space to large space only areas. Modular systems such as the Wizard Airframe or Wizard Vario exhibition stand ranges can be easily erected and dismantled, so reducing on site costs. As modular systems are reusable they can be used in differing forms at different events the graphics are also simple to interchange. The Wizard Airframe exhibition stand system makes it possible to create a bespoke exhibition stand with all the benefits offered by a modular system.

Stand Size

The stand size should be governed by your objectives, such as the number of exhibitions you plan to attend, the amount of floor space needed for visitors, hospitality and display areas. If large items for demonstration are to be used the space they utilise must also be considered.

Exhibition Brief

A clear brief should be written up detailing your objectives, exhibition service requirements and graphic requirements. Company design rules and regulations need to be clearly laid out. The brief should also include a schedule of work and establish clear lines of communication between the designer, contactor and the person responsible for the stand. If the exhibition stand is to be used a number of times a year who is responsible for storage, transportation and build.



Maximising Opportunities

Exhibiting enables you to reach a number of sales and marketing goals some of these being:-

Generation of Sales Leads

At an exhibition a large number of decision makers can be reached over a period of a few days. Sales impact may be maximized with the use of product display and demonstration. Remember that 'people buy from people'. Exhibition leads must be followed up immediately after the show.

New Product Launch

Exhibitions present an excellent platform for the launch of a new product or service. Many potential customers attend shows to see what's new in their particular market.

Entering a New Market

Exhibitions provide an instant and cost effective method of entering a new market. Exhibiting gives instant exposure providing a concrete database and sales prospects.

Customer Loyalty

Exhibiting at annual events provides a method of rewarding customer loyalty, providing a cost effective way of keeping in touch

Publicity

Send out invitations to potential customers with free entry tickets, posting an advert on the event website, also prepare press releases and catalogue entries.

Stand Packages and Offers

Many exhibition organisers offer stand packages. Promotional packages are also sometimes available, such exhibition packages offer an excellent aid to budgeting and cost control.

Media Activities

Place an advert in relevant trade Press, see us at Stand *** etc. together with an editorial. Send invitations by direct mail to publicise your participation on your website.

Exhibition Stand Staff

Ensure that staff are fully trained and briefed. Make sure that each member of staff understands his/ her role on your exhibition stand also ensure they are for work each day. Remember you only have once chance to impress potential new customers

Enquiry Log

Keep a log of visitors to your exhibition stand and create a clear and precise enquiry form.



Tips for Successful Exhibiting

Exhibiting is one of the most powerful, cost effective and versatile tools available to access your customers

A Marketing Tool

Exhibitions, direct mail, advertising, e-mail campaigns, PR and direct selling are all strategic sales and marketing tools. Such tools should be used in an overall marketing strategy.

The Benefits of Exhibiting

In order to achieve the maximum benefit from exhibiting it is important to understand the benefits that can be gained from using exhibitions as a part of your marketing strategy.

Targeted

As exhibitions draw a focused and targeted audience, this allows for a sales and marketing effort directed in a cost effective and accurate manner.

Customers come to you

Visitors make a conscious decision to attend an Exhibition and set aside valuable time to do so. Many who attend are decision makers, key people who are normally hard to identify.

Sales and Promotions

Display products that customers can see touch and if relevant taste. Such displays should be backed up with DVD or moving images, providing a powerful marketing tool.

People Buy from People

Face to face contact is a persuasive form of selling. Exhibitions also allow for building up of relationships with existing clients without the need to travel.

Sales Environment

Customers are more relaxed when visiting an exhibition and are often looking to purchase. Sales staff are less intimidated as they are on neutral territory.

Market Penetration

The exhibiting environment enables you to reach out to a large proportion of the market in a short space of time. A level of penetration that would normally take months to achieve.

Costing

The cost of exhibiting varies enormously dependant on the type of presence you require, the starting point being the "Shell Scheme" up to a bespoke exhibition stand

Your Expectations

Millions of pounds of revenue is earned from exhibitions each year. Normally orders are generated in the weeks and months following the show. It is vital to follow up all leads immediately after the show and track them on an ongoing basis. Revenue due to your show can then be calculated on an annual basis.

Planning

As with all other forms of marketing it is important to plan your exhibition properly and in good time. Proper planning will result in a good show that will give good results.