

# February 2014 | Exhibition Guru

## EXHIBITIPS February 2014

### **STOP! Have you read the Exhibitor Services Kit?**

Whether you have exhibited for many years or you're new to it, make time to read the Exhibitor Services Kit manual. Avoid missing deadlines and neglecting to order power, badges or services. There are legal OH&S requirements for the setup and dismantling of your stand, so by being aware you can save time and additional stress. Prevent costly onsite or late fees with organisation and careful planning.

### 15-STEP SUMMARY

#### PRE-SHOW

##### **1. Set Objectives and Goals**

Know what you want to accomplish and make it realistic. Plan every aspect and ensure it ties back to your objectives. Have goals in writing and focus on them.

##### **2. Budget**

Once your objectives are set, put the funds aside to make it happen. Track your costs and stick to your budget.

##### **3. Stand Selection and Size**

Make sure the space booked is large enough to fit your products. By the same token don't book too much – your stand may look like something's missing! Pick a location that suits your product and take advantage of complementary exhibitor areas, feature areas, education, catering etc.

##### **4. Stand Design**

Identify the core message. Select colours, furniture, displays and shape to achieve your goals. Know what you need to do to get visitors' attention.

##### **5. Timetable**

Establish a timeline and monitor it to ensure you don't miss deadlines. Set up a file to keep everything together and take it onsite.

##### **6. Staff**

Make sure you select staff to match the visitor. Train for the show and practise interaction with attendees. Ensure they know everything that is happening on the stand and what they are expected to deliver.

##### **7. The Exhibitor Services Kit**

This was sent to you via email one month before the event. You can read it online or print it. Read it and know it!

#### AT THE SHOW

##### **8. Get Orientated**

Make sure you know the location of the organiser's office as well as toilets, catering, first aid stations and other amenities.

##### **9. Remember the Visitor**

The reason for your presence at the event is the visitor. Look after them and have a plan to qualify them. Spend appropriate time with them and gather contact details.

##### **10. Stay Focused**

You're not there just to hand out brochures to anyone who passes the stand, nor are you or your staff there to go off and collect premiums and giveaways. Remember your role at the event.

##### **11. Know Your Stuff**

Don't take staff who are unfamiliar with your products and services. It's not wise to use an exhibition as a training

ground. Most visitors are there for solutions from the experts.

### **12. Make Your Stand Work**

Don't have the stand overcrowded by your own staff. Likewise with furniture and products – make it easy for visitors to gain access to your stand.

## POST-SHOW ACTIVITIES

### **13. Follow-up**

After the show, put resources into tracking the follow-up of sales enquiries. It's too easy to get distracted and forge about it. Make sure you have a plan of post-show communication to capitalise on future sales. Brand impression can last more than 12 months!

### **14. Evaluation**

Assess your objectives: did you achieve them and if not, why not? Review the budget – look at where you need to increase spending next time or where you need to cut costs.

### **15. Rebook**

Most shows have an incentive to rebook. If the location worked for you, it's good to keep it so that next time visitors know where to find you. Complete the rebook on time to secure your location and take advantage of any financial incentives.

See you on the floor,