



# PREPARATION & PLANNING

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## TIPS & ADVICE

*Expertise tips to maximize your show experience*

### Things to Do Onsite

1. Take photos of your stand and of stands that you think have good ideas
2. Collect a couple of copies of the director /Onsite guide
3. Think about future them ideas
4. Note things missing from your stand/Display
5. Reflect on your objections
6. Check you have the right staff

### SOCIAL MEDIA

If possible post photos and commentary using your Social Media Outlets each day of the event.

Not only does this send the message that you are proactive, potential visitors can see what you may have new or featured at the event – it might just ensure they visit your stand!

**TIPS FOR A GOOD PIC! Taking a pic with your mobile phone? No problem! Just follow these simple tips from our design team!**

We recommend that you send us at *least* 5 high resolution images. The more we have to choose from, the more opportunity you have to be mentioned in visitor EDM's (emails)! These emails are sent to thousands of people. By providing us with high resolution/ up close photos we are more likely to use them!

- Pinks, lime greens, and yellows show very nicely. The more colourful the better!
- Make sure there is enough light when taking the photo.
- Only photograph what you want to highlight (up close) and be aware of a distracting background. A plain white background works well.
- Take 2-3 photos for each image you want to send and try taking them at different angles.
- Send your pics in FULL SIZE when your phone asks you! Leave the cropping and adjusting to us!

**Steps to MAXIMIZE your Results at the Event.**

**QUALIFY** the visitor: what do they do or what are they responsible for? Are they the CEO, a technician or, worse, a competitor?

**UNDERSTAND** what they are looking for at the Exhibition. Establish how you can help them.

**IDENTIFY** how you can help them and if you can't maybe refer them on or disconnect.

**CONNECT/COMMUNICATE.** Agree when you will contact them to follow up, and with what.



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**SEPARATE.** Move them on. Once the above is achieved, shake them by the hand and move on so you can service the next potential sale.

### EXHIBITOR BADGE

Make sure all staff wear their name badge clearly visible – high on the right hand side, and not at a right angle or askew. This ensures eye contact is made when they shake hands. Discourage staff from wearing badges at waist level because they think it looks trendy; gazing into nether regions will certainly make

Visitors feel uncomfortable.

### PUT YOUR BEST FOOT FORWARD

7. Have a defined policy for what your staff are to wear
8. Make sure your uniform has a range of clothes to cater for all weather conditions
9. Specify exact standards for employee supplied items of clothing

### SOME STAFF APPEARANCE RULES TO THINK ABOUT

**HAIR:** Should be clean and controlled. Long hair maybe better worn up

**FACIAL HAIR:** Staff with beards and moustaches should trimmed and tidy. If they don't have them, they should be clean shaven.

**Nails:** Should be clean and well – manicured. If polish is worn, it needs to compliment the uniform and theme.

**Make-up:** Should be businesslike and professional, not over done

**Jewellery:** Some companies may have policies regarding facial piercings which requires them to be removed or covered. Overall piercings should be tasteful and not intrusive

### MANAGING VISITORS

#### 1. The Opening Approach

Ask some exploratory questions to establish rapport. First impressions create strong impressions. Your initial approach to a visitor should establish rapport and enable you to qualify them.

#### 2. Controlling you time

Time is a luxury that few exhibit staff have. You need to think in terms of how many minutes the event is open for rather than hours.

#### 3. Multiple Visitors

Often you may be making a presentation to one visitor, while others have a nearby listening in. Acknowledge them and make them feel that they can listen in and be part of it.

#### 4. Asking a visitor to wait



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It may not be possible to include other visitors in your presentation. Yet someone may be waiting to speak to you and you don't want them to leave. Ask them to wait or arrange a time to speak to them.

### 5. Dealing with unwanted shoes

Not all visitors are leads you want. Sometimes unwanted ones will hang around your stand or you might be subjected to the complaints of a disgruntled customer. It is important you have a system in place to break away from people like this.

### 6. Overcoming Objections

Acknowledge the objection and empathise with their concerns. Ask questions to clarify and determine the true obstacle. If you don't know the answer to their question, be honest and admit it.

### TOP 7 RULES FOR SELLING AT AN EXHIBITION

- 1. Look authoritative** – that is, dress to look as though you are obviously competent, capable, knowledgeable and able to give advice on what you are selling
- 2. Defensive gestures-** Don't use any! Especially crossing your arms or legs, or hands in pockets.
- 3. Body Language** - Firstly, you need to nod your head repetitively as you're talking. Secondly, you repeatedly touch the point of the person's elbow for three seconds or less as you speak. And thirdly, if you are taller than them, crouch so you are closer to their eye level.
- 4. Stand**  
On a stand – do exactly that – stand. Don't sit and read newspaper or anything else.
- 5. Shake**  
Shake hands when the opportunity presents itself, and, when you shake, keep your palms straight and give the same amount of pressure you receive.
- 6. Use positive Speech**  
Rather than bluntly stating the cost of a product, look at a vocabulary of words you could use.
- 7. Smile**  
Have a ready smile and don't be afraid to show your teeth. People don't like smiles when you can't see your teeth.



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## CHECKLIST

### 6 to 8 Weeks before Event

- Make final payment for your stand – due 6 weeks before the event
- Read the information on the Exhibitor portal thoroughly
- Submit the appropriate forms that are due – Marketing & Promotions pack, Exhibitor Order form and Staff Badges
- Provide public liability insurance cover
- Book your flights and accommodation
- Organise freight pick up and delivery
- Check inventory of your stock, order books, receipt books and stationary
- Draw out your stand and how you would like it to look – order furniture if required
- Check signs and display cards required for your stand. Get signs/banners made if needed
- Advertise your presence at the event on your social media outlets and website
- Send an email out to your valued customers to let them know you will be at the event

### 3 to 4 Weeks before Event

- Update social media outlets each week with any show specials and promotions you will be doing at the event

### 10 Days before Event

- Prepare for set up of stand
- Prepare a tool kit for all items necessary to set up your stand – example of items that should be included are opposite
- Pack products and label clearly what is in the box. Label clearly company name, stand number, full venue address and contact phone number. Ensure these are ready for pick up from freight company (if using a freight company)
- Check bump in times and venue information to ensure you know how to get there
- Hold a pre show meeting with staff who will be at the event to go through objectives and responsibilities
- Prepare a document to capture visitor contact details – including email address to build your database

### During Bump in at the Event

- Have adequate staff present at the stand to help during set up
- Ensure all stock has arrived to stand and follow up if needed. If organised through Agility, they will be onsite to assist. Report immediately any discrepancies in goods received
- Set stand up as per pre planned drawing
- Once stand is set up take a photo for future reference
- Storage is sometimes available for excess stock – ask at the Help Desk to find out where is closest to your stand



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- Ensure all electrical items are fully charged and tested ready for show open
- Ensure you have plenty of change

### During Event

- Don't leave your stand unattended during the event. Call the onsite Help Desk number, given in the welcome letter, if you need assistance or ask a neighbouring stand to help
- Post on social media daily about your products and your presence at the event
- Ensure you are gathering visitor information to update your database
- Pack away all valuable items and lock up or take away at night
- Cover up your stand each night. Cover ups can be purchased from the Help Desk.

### During Bump out at the Event

- Secure all cash and valuables first
- Do a stocktake of all your products
- Pack boxes and clearly label with return address.
- Speak to freight company to see where you should leave your boxes

#### **Exhibitor tool kit essentials**

- Pens, pencils and permanent markers
- Scissors/ Stanley or box knife
- Pins and safety pins
- Velcro (Male side)
- Double sided sticky tape
- Packing tape
- Notepad/ spare paper
- Screwdriver and hammer
- Business cards
- Order books
- Receipt books