

# BE EXHIBITIONS

BE THE BRAND | BE THE STAND | BE THE EXHIBITION

## TOP TEN TIPS FOR EXHIBITING

**Thank you for downloading my Top Ten Tips for Exhibiting. I hope that you find these useful and can implement them when you're next exhibiting.**

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### 1. Focus on Your Purpose for Exhibiting

Focus on why you or your company are attending and work to achieving that goal. If it's just to network, great! Get talking. If it's to gain new business, then warm up your product or service knowledge and engage with people.

### 2. Engage with the Attendees!

Don't sit on your phone when manning a stand! It's rude, it makes you look like you don't want to be there or speak to people. Be ready to engage. That doesn't mean jumping on someone and speaking to them endlessly about your company, a simple 'hello' will do. Or, 'How are you finding the show?' 'Have you made any good contacts yet?'

### 3. Image means a lot...

Whether you've contractor, or put the stand together yourself. Your message needs to come across, clearly and effectively. So, your graphics, invest in a good graphic designer that gets your branding and message across for your graphic panels.

7.



#### 4. Make the stand look good!

Again, like number 3 but this is focusing on the physical elements of the stand. Keep your area tidy and clean. Don't clutter the stand so potential customers can't even enter onto it! I encourage my clients to view their exhibition stand a high street shop. You want to be able to view and move around the area, not be crammed in!

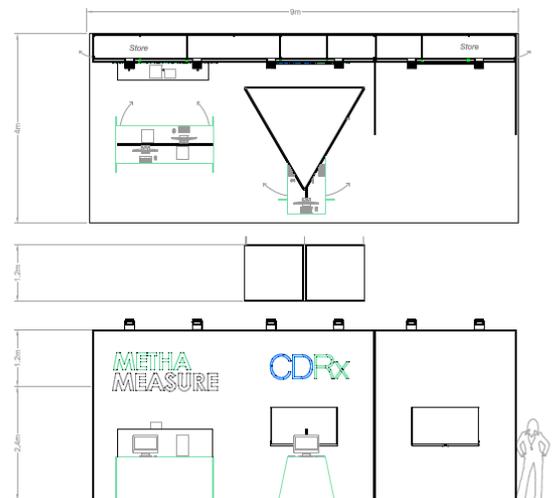
Also...if you're doing table top, like a shirt, make sure the cloth is ironed and not creased! It just gives a better impression.

#### 5. If you have a theme – stick to it

I mean this in the sense that if you're dressed in something slightly different to the norm, make sure it matches to your branding. I went to an exhibition recently where the vendors were dressed in comic strip blazers but their company branding was so dull and lifeless behind them. I didn't know whether to take them as a serious company or a fun, forward thinking one. A confusing brand message is never good.

#### 6. Comfy shoes are a must...!

This may appear a little silly but exhibitors are on their feet for the whole day. Unless you're used to wearing high heels for a long time, I really wouldn't recommend them. You're going to ache anyway after a long day of standing but make yourself as comfortable as you can! (If you have the room, possibly bring a stool or hire one so there is somewhere to somewhat rest)!



7. Giveaways, make them worth it.

Giveaways are great, they allow the exhibitor to take something away after the show with them to hopefully remind them of your company. However, everyone does them so make sure yours' is something different. Something relating more to your business than just a keyring.



8. Data Collection

With GDPR over the horizon in 2018, it's good to get in good practices now. I would firstly advise, ditch the paper! Get your data collection on digital. You don't have to use the event data scanners as they can be quite expensive. There are some really good options with inexpensive (or even free) customizable apps. LeadR Data capture is one of the best ones out there



9. Attend the seminars

Take advantage of what the event is offering. At the end of the day, your company is paying you to be there. If there is a team of you, take advantage of going to the seminars. It not only gives you knowledge in your industry but also gives you a conversation starter post event and can improve engagement on social media, if you choose to use it.



10. #Hashtag #Hashtag #Hashtag!

Everyone who's anyone is on social media, use it to your advantage. Hashtag the show, hashtag the seminar, hashtag your stand. Take pictures, post them, do selfies. Your customers will love to feel engaged on your social media, it also makes exhibiting a little more fun!

Be Exhibitions is a custom modular stand supplier.

We use our expertise and friendly approach to learn about your business and find the best solution for your exhibition.

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