
4.0 Marketing Tips

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4.1 Introduction

Exhibitions provide a highly targeted sales platform, where you can reach a large percentage of your customers face-to-face in just a few days. But booking space is not, in itself, a guarantee of commercial success. Those companies who put more effort in, reap greater rewards from any exhibition. So plan your entire show campaign in advance.

- Understand why you are exhibiting
- Know who your target audience is and let them know you are attending the show
- Be sure of the message you want to convey, and be consistent with this
- Set realistic, quantifiable objectives for participating
- Consider the exhibition in conjunction with the rest of your marketing strategy
- Ensure that all samples, price lists and brochures will be delivered on time
- If you are distributing a product for a foreign supplier, seek their advice and support

4.2 Pre Show

Invitations and Mailings

Everyone likes to feel important. The Slide organisers will supply you with a pdf of a visitor registration form to forward to customers. It is wise to contact all existing customers inviting them to make an appointment to see you at Slide. Agreeing a specific appointment time helps both you and your customer make the most of the available time.

The organisers are happy to supply you with the show logo to use on any pre-show publicity material in your adverts or on your website.

Research shows that 83% of the most successful companies at a range of exhibitions (in terms of business generated and leads collected) were the ones that took the trouble to contact their prospects and customers before the show. If you want to send a mailshot to ALL pre-registered visitors, you can buy the list of pre-registered visitors from the specialist registration company. They will even distribute your mailing for you at a reasonable cost (contact the Slide office for further details 0131 555 3820).

Give people an extra reason to visit your stand – the chance to enter a competition, reduced prices for orders placed at the show, or to collect a 'freebie'. Once on your stand, you have their attention...

If you are a new company or are exhibiting at Slide for the first time, it is especially important to try to raise awareness of visitors before the show and to make sure you are noticed while at the show. Effective PR, Advertising and Sponsorship are some ways of achieving this and the following information may help with your planning.

PR

Publicity for your product or service in advance of the show will generate more visitors to your stand.

- If you employ a PR specialist, either within your company or externally, make sure they know of your attendance at Slide.
 - Issue press releases to specialist press and show organisers in advance of the show.
 - Plan early so you can meet publication deadlines.
 - Supply photography to enhance any editorial you may achieve.
 - Invite key press to visit you on your stand.
 - Keep the show organisers informed of your activities (new products, celebrity visits etc).
 - Supply press packs to the show press office on arrival at Slide.
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Advertising

It may be worthwhile placing show-specific adverts, or adding a banner to existing ad placements such as 'See us at stand x at Slide'. Some of the key trade publications are as follows:

Publication	Ads Contact	Trade Type
Boardsport Source	clive@boardsportsource.com	European Board Sports
OCC Outdoor	01926 632583	Outdoor, Board Sports
Outdoor Review	gill.wootton@greenshirespublishing.com	Outdoor
OE Retailer	01279 816300	Outdoor
Drapers online	mary.hydes@emap.com	Fashion
Menswear Buyer	silvia@ras-publishing.com	Fashion

Several of the above may also feature previews and editorial coverage of Slide in the run-up to the show.

We also plan to work with Mellor Media again to create an A5 Slide Preview supplement to be inserted into key trade publications.

Various specialist consumer titles will also be exhibiting at Slide. What better chance to discuss future promotions and advertising requirements.

Show Catalogue

The A5 Slide catalogue will be the indispensable buyers' guide for the industry's key influencers and purchasers. Advertising your company's products and services will ensure you maximise your presence, draw visitors to your stand and boost your sales. The 2010 catalogue will be available to each and every visitor and is an excellent way to promote your company, not just during the show but also for many months after, as requests for catalogues continue long after the show. As a vital information source for industry buyers, the catalogue has a long shelf life.

Your company name, stand number and a 100-word profile will appear free of charge in the catalogue – please complete the Catalogue Forms in Section 5 of the handbook on time to ensure your free entry. You can enhance your entry in the show catalogue by booking advertising or adding your logo to your catalogue entry.

4.3 At The Show

Your Stand

Your stand and its style/design is the first impression a visitor has of both your brand and company, and is therefore very important. Consider the orientation of your stand in relation to the exhibition aisles, neighbouring stands, potential direction of visitor flow, and plan the presentation of your product so that it is visually attractive.

Bear in mind that potential buyers will want access to feel, touch and even try on your products, so ensure that this can be easily achieved without dismantling your displays. If your stand is big enough, a small changing room and mirror can be useful and you should always factor in some storage space (out of sight) for your own use. Effective lighting will enhance the impression you create and you can use static or moving images to create a suitable ambience on your own stand.

Visitors who spend all day at a show will be keen to sit down. Comfortable seating and attractive furniture can enhance your stand and some refreshment is always appreciated (can be ordered in advance from the venue caterers).

Shell Scheme

Double sided sticky tape, Velcro or screws will be required to attach graphics or products to the walls, depending on which type of shell scheme you have. Any additional lighting, rails or shelves will need to be ordered direct from the supplier or brought with you. Technical specifications on what you will receive with your stand can be found in Section 6 of this handbook.

Space Only

All aspects of the stand build are your responsibility. Building your own stand can be very cost-effective if you select a simple style of stand, but if you go down a more sophisticated route, can be

hugely time-consuming and stressful. There are a large number of stand-builders who specialise in producing either one-off designs or modular systems but if you have booked a space only site and have not yet organised the build of your stand, this should be a main priority **NOW**. Bear in mind that, even if you bring your own lighting, you will still need to contact the electrical contractors in advance of the show to order a mains connection and to received a quote for your anticipated power usage.

Early Action Group, who are the shell scheme suppliers also have a department for custom build stands and can be contacted on 0161 874 5154. We recommend that you use a standbuilder who is a member of a trade body such as ESSA (Event Supplier and Services Association). A list is available from the following website: www.aeo.org.uk

Press Office

The Exhibition Press Office will be the first port of call for journalists and publishers looking for a guide as to what they must not miss while at the show. Exhibitors are encouraged to supply press packs to display in the press office. Press packs should include more than just catalogues; they should include newsy pieces of information regarding your company, brands and products which will assist journalists in writing features. Please deliver no more than 15 press packs to the press office on Tuesday 26 January.

Each press pack should have your company name and stand number on the front and contain:

- Press releases
- Suitable captioned photography
- Background company information

There will be a daily news information board in the Press Office so if you are planning any launches, celebrity visits, demonstrations or anything of interest to visitors, do let the Press Office know. Remember to check each day if you need to top up your press packs and please note that any press packs left after 1800 on Friday 29 January will be discarded.

Interacting with visitors/potential buyers at the show

Unless you are in the enviable position of having every minute filled with pre-booked appointments, the way you and your staff behave on the stand can be crucial to attracting browsing visitors: reading magazines while slumped in a chair, ignoring or pouncing on visitors over-zealously can be equally off-putting. Many visitors are experienced retailers who may be well-trained in how to approach customers successfully. Make sure your staff know how to communicate effectively (both verbally and non-verbally). Tips for exhibitors are available at www.aeo.org.uk

Data Capture

Each visitor to the show is issued with a badge on arrival. This badge is bar-coded and can be scanned using a small device on your stand. Each exhibitor can hire one of more scanners using the form in section 9 of the handbook. Asking to scan badges is standard practise and should offend no visitors. The scanner stores all details of the visitor and you can download these at the registration point as regularly as you require. If a badge has no barcode, it means they are an exhibitor!

Show Awards

Exhibitors will be invited to submit entries for the annual Slide awards. Full details will be supplied early January and products selected will be displayed prominently at the show and voted for by retailers, media and industry experts.

The Media will make a point of visiting the Awards area for pointers as to what's new or especially interesting at the show – and the winners gain a great marketing opportunity post-show. What easier way to get a photo printed and gain some editorial coverage? So if you have a product that meets the criteria, make sure you enter. Entry forms will be emailed to exhibitors early January.

Sponsorship

This is one of the ways of promoting yourself during the show other than on your own stand. Please get in touch as soon as possible if you are interested in any of the following. In addition to the suggestions listed below, we are always willing to listen to any ideas or proposals you may have yourself.

i. Supply of branded lanyards for visitors

Fee £200

You will be required to supply 2,000 lanyards at your own cost

ii. Supply of branded bags for visitors

Fee £200

You will be required to supply 2,000 bags with your literature already included within the bags.

iii. Supply of any of the following:

Fee £100

- branded pens at visitor registration
- branded notebooks at visitor registration
- supply of branded beer/coffee mats for the feature cafe
- any other giveaways

You will be required to supply agreed quantities of the product at your cost.

4.4 Post Show

Leads - all leads from your on-stand data capture should be followed up as soon as possible.

The organisers will supply you with an excel spreadsheet of all the visitors who attended the show within a few days. This listing gives you all their contact details as well as any other information they supplied such as which particular product sectors they are interested in (ie ski, snowboard, fashion, skate, outdoor etc).
