
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.

- Know who your target audience is and let them know you are attending the show
- Consider the exhibition in conjunction with the rest of your marketing and sales 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), though it's fair to say that the majority of visitors simply register on arrival and not in advance.

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 are aware of your attendance at Slide.
 - Issue press releases to specialist press and show organisers in advance of the show.
 - 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 Slide'. We can supply you with a Slide logo to add to your adverts. Some of the key trade publications are as follows:

Publication	Contact	Trade Type
Boardsport Source	clive@boardsportsource.com	European Board Sports
OCC Outdoor	lizzie@occoutdoor.com	Outdoor
Outdoor Review	0116 202 2728	Outdoor
TheSkiTrade	info@theskitrade.com	Skiing

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

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 2017 catalogue will be available at no cost to each and every visitor and is an excellent way to promote your company. As a vital information source for industry buyers, the catalogue has a long shelf life.

Your exhibiting 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.

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, shelves or slatwalling 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 the 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 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.

Full Circle, who are the shell scheme suppliers also have a department for custom build stands and can be contacted on 0161 393 3949. 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 of approved suppliers is available from the following website: www.essa.uk.com

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. Please deliver no more than 10 press packs to the press office on Monday 23 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

Please note that any press packs left at the end of the show 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).

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 or more scanners at: www.eventdata.co.uk/Scanners/Slide.aspx

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 is likely that they are an exhibitor!

Following the show, the organisers will supply you with a listing of all attendees at Slide, free of charge, within a week of the show finishing. Bear in mind that visitors have the right to request that the organisers do not share their details with third parties - and many of the visitors take this option.

Show Awards

Exhibitors will be invited to submit entries for the annual Slide awards. Full details will be supplied in December 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 you in December.

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.

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|---|-----------------|
| i. Sponsorship of central cafe | SOLD |
| ii. Supply of branded lanyards for visitors
You will be required to supply 500 lanyards at your own cost | Fee £200 |
| iii. Supply of branded bags for visitors
You will be required to supply 500 bags with your literature already included within the bags. | Fee £200 |
| iii. Supply of any of the following: | Fee £100 |

- branded pens at visitor registration
- branded notebooks at visitor registration
- any other giveaways

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

Banners/branding

£10/metre run

Slide takes place in 2 adjoining halls. Running between the halls is a walkway above the height of the stands, with railings on either side. The walkway will not be used during the show, but it will make a great place for banners to be viewed from below: an ideal way to gain some extra exposure/awareness for your brand at Slide. Use the booking form to order space

If your stand is located near to the walkway, your banners will be placed as close to your stand as possible, but specific locations cannot be guaranteed.

On arrival at the show, supply your banner(s) to the organisers office. The organisers will attach your banners to the railings as per the venue regulations, and will remove and return your banners to you at the end of the show.

Banners should be 1m in height, length is variable. Order your banner space via the banner booking form.

