



# 1.0 Marketing & Exhibiting Tips

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## 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

## 2. Pre-Show

### Invitations and Mailings

In the approach to the show, the organisers will supply you with links to online visitor registration to forward to customers and social media graphics to use in your social media accounts. It is wise to contact all existing customers inviting them to make an appointment to see you at Slide & OTS Winter. Agreeing a specific appointment time helps both you and your customer make the most of the available time.

The organisers will also 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.

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 this show 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 & OTS Winter.
- Issue press releases to specialist press and show organisers in advance of the show.
- Invite key press to visit you on your stand.

- Keep the show organisers informed of your activities (new products, celebrity visits etc). Such information can be featured in updates distributed by SIGB and MCS or used by the Slide & OTS Winter communications team in generic releases, if appropriate and relevant.

## **Social media**

Consider trade related social media to raise awareness, with posts about your attendance at the show. Slide & OTS Winter will promote your presence through its social media channels below, make sure you like and share in your own profiles.

Both SIGB and Slide & OTS Winter have various online accounts that can be accessed and connected with your own social media presence.

## **Slide & OTS Winter**

Facebook – [Slideotswinter](#)

[Linkedin](#)

## **SIGB**

Facebook: <https://www.facebook.com/The.SIGB>

Linkedin - <https://www.linkedin.com/company/snowsport-industries-of-great-britain/>

Twitter - @SnowIndGB

## **Advertising**

It may be worthwhile placing show-specific adverts, or adding a banner to existing ad placements such as 'See us at Slide & OTS Winter'. We can supply you with a logo to add to your adverts and social media posts.

## **Exhibitor Listings**

This will be online on the show website and will appear as a simple listing of exhibitors along with their information and stand number.

## **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 (this should 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 slat walling 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 the stand design information section.

## 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 receive 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 stand builder 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](http://www.essa.uk.com)

## Press Office

There will be a Press Office in the halls which will be the first port of call for journalists and media looking for a guide as to what not to miss while at the show. Exhibitors are encouraged to supply press packs to display in the press office. Please deliver press packs to the press office on Monday 8 January.

We suggest that 25 press packs should be supplied on clearly labelled usb pen drive/memory sticks and should contain:

- Press releases
- suitable captioned photography
- background company information

## 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 or engrossed in your phone while slumped in a chair, ignoring or pouncing on visitors overzealously 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 nonverbally).

## 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 from the registration company. 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 that have opted in for their details to be shared with exhibitors at the show.

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 Show Awards. Full details will be supplied in November 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.

## 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. Sponsorship of Networking Drinks Reception (at the show Central Cafe on 9<sup>th</sup> Jan) @ £2,500
- II. Sponsorship of branded show lanyards – logo on all lanyards combined with the Slide & OTS Winter show logo @ £1,500

- III. Supply of any of the following - Branded pens, notebooks or any other giveaways at the visitor registration. You will be required to supply agreed quantities of the product at your own cost @ £250 per item
- IV. Water stations sponsor – Branding on water stations around the halls. Please note that the sponsor will have to supply relevant branding for the water stations @ £1,000
- V. Charging stations sponsor - Possibility to place charging stations and branding on all seating areas @ £500
- VI. Logo on the 'You Are Here' boards around the show - Logo included in 3 'You Are Here' boards which are strategically positioned in the entrance, hall1 and hall 2. High visibility, as visitors use them for reference. @ £600

Other sponsorship options are available, including seating areas or any other ideas that you might have. Please contact [marta@mcspr.co.uk](mailto:marta@mcspr.co.uk)