



Marketing Guidelines For Exhibitors

Maximise your success at Slide & OTS Winter

Thank you for exhibiting at Slide & OTS Winter. Booking your stand is just the beginning – your success at the show depends on planning and promotion in advance. We would recommend that you spend some time planning your marketing for the show to maximise your investment, and to improve your team's experience at the show.

Whilst we work hard to promote the show to retailers and media, it is up to you to ensure that they visit your stand.

1. Plan ahead

Slide & OTS Winter provides a unique opportunity, where you can reach a large percentage of your target audience face-to-face in just a few days. However, booking space is not, in itself, a guarantee of commercial success. Careful planning in advance will help you achieve better results.

- Identify your target audience and contact them in advance.
- If you employ a PR specialist, either within your company or externally, make sure they are aware of your attendance at Slide & OTS Winter, so that they can send out information and arrange press appointments.
- Ensure that all samples, price lists and brochures will be delivered on time.
- If you are distributing a product from a foreign supplier, seek their advice and support.

2. Invite your contacts

- Shows are fantastic for interacting with customers and a great place to invite your hottest prospects. It is important to contact your existing customers, inviting them to make an appointment to see you at Slide & OTS Winter.
- Add the show banner (which we will be emailing to you) or new logo (which can be found [here](#) along with our new brand guidelines) to your outgoing emails, website, social media and printed material.
- Make sure that you encourage your contacts to register in advance of the show to ensure a quick entry once they are there.
- **Remember, if you don't invite your key contacts, your competitors will!**

3. Make use of the show website

- www.slideotswinter.co.uk is the source of information for visitors at the show, and a key way for exhibitors to promote their presence at the show.
- It is vital that you make the most of your [online exhibitor listing](#) – submit your FREE listing, logo, contact e-mail and your website address, so that they're visible [here](#). If you haven't done so, please send it as soon as possible to the [organisers](#).
- We have a [news section](#) on the website as well, where we include exhibitor news related to the show. Please send us any new products, launches or stand events that you are planning at the show. If we know about them, we can promote them on the website.

4. Social media

- A key part of show attendance is the gaining of new customers, and thanks to social media you can, in advance of the show identify potential customers and contact them directly to make appointments in advance and notify them about your product launches at the show.
- Consider trade-related social media to raise awareness, with posts about your attendance at the show, to give your brand and products more visibility to show visitors. Slide & OTS Winter has [Facebook](#), [LinkedIn](#) and [Instagram](#) accounts ([#slideotswinter](#)) that can be accessed and connected with your own social media presence.
- Also keep an eye on SIGB social media accounts [Facebook/ LinkedIn/Instagram](#)

5. Enter the Awards

Information on awards format and entering guidelines will be distributed soon.

6. Sponsorship

This is one of the key ways of promoting yourself during the show other than on your own stand. We will send details to exhibitors of all the various sponsorship opportunities, but we are always willing to listen to any additional ideas or proposals you may have. Sponsorship opportunities will be distributed soon.

7. First-time exhibitor or need some help?

- [The Association of Event Organisers \(AEO\)](#) provides some excellent resources and advice on how to exhibit. Their [Facetime website](#) offers really practical advice to new and seasoned exhibitors about making the most of Show attendance. Check out their site for [webinars](#), [videos](#) and [handy guides](#)

8. Create an engaging stand at the show

- Your stand and its style/design are 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 – an open and welcoming layout is recommended.
- 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. 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 are spending all day at the show will be keen to sit down. Comfortable seating and attractive furniture can enhance your stand and some refreshments are always appreciated.

9. Follow GDPR guidelines

All visitors to the Show agree that they will have their details held within their badge barcode, and that this will be scanned to gain free entry to the event. We do not sell their data to third parties.

● During the Show

- Brief your team on what is acceptable or unacceptable on your stand. Do NOT scan badges without consent – ask “Can I take your details/Can I scan your badge?”
- Have a copy of your Privacy Policy available.
- If using video or photography – be careful where pointing your camera, try not to capture aisle traffic – focus on YOUR stand. Have a clear sign on your stand “You may be captured in our company video/photography on our stand – please let us know if you do not want to be included”
- Keep visitors’ data secure – if you take their details on paper: keep notes/forms safe and locked up, on a device/tablet: make sure secure, locked/encrypted, or in a “goldfish bowl” business card drop, empty and secure cards every few hours
- Public Wi-Fi: there is a publicly available Wi-Fi network at the venue. We would recommend that you access this via a VPN for any communications, as public Wi-Fi is relatively easy to hack.

- **After the Show**

- Keep data secure.

Follow up emails – under “legitimate interest” you may recontact someone who has given you their details at the Show; however, do not add them to an email mailing list unless you have specifically requested and gained consent to do so. “Legitimate interest” suggests just sending ONE email as a thank you/follow up with the option to sign up or unsubscribe.

- Have a clear data retention policy.

- Subject access request: Visitors can ask to see what data you hold on them. Have a simple policy that is within your privacy policy. Refer to the [ICO website](#) for more information.

- Data breach: if any data is lost or disclosed you are liable, and all your staff must be prepared for this. You have 72 hours to report it to the ICO – full guidelines are available on the [ICO website](#). If a high-risk breach occurs you will need to contact every individual on that list.

