Prepared by

THE GREAT BRITISH EXPOS

SUCCESSFUL EXHIBITING

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There Are 4

Critical Factors To Exhibiting

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What are your OBJECTIVES?

SUCCESSFUL EXHIBITING OBJECTIVES

For example are you trying to….

- ☑ Increase Sales/ New Business
- ☑ Introduce New Products or Services
- ☑ Enhance Relationships With Customers
- ☑ Market Research
- ☑ Data Collection
- ☑ Media Exposure
- ☑ Expand Your Market

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Factor 1

Design & Promotion

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Know Your Audience

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Consider your Space!

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How will you get ATTENTION?

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Where would you like to see your

Logo?

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Top Tip

- ☑ Make It Useful
- ☑ Perceived High Value
- ☑ Top of Desk = Front of Mind
- ☑ Be Selective

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Factor 2

Visitors

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40% of the audience
Is attending for the
First time

stats

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50% will not attend another expo This year

stats

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83% of visitors use show guides & exhibitor previews to plan

stats

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69% come to see their competitors are doing

stats

SUCCESSFUL EXHIBITING

40% of the audience
Is attending for the
First time

stats

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Can I help you?

NO!!!

Avoid closed

questions

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Open questions

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Pre-Show
At-Show
Post-Show

promote

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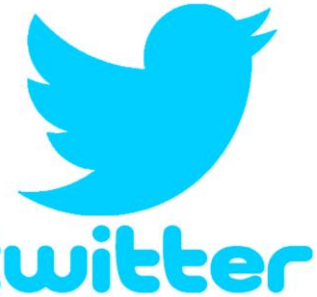
Support / Follow Us

@GBExpos



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Factor 3

Team & Approach

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Dress
Appropriately

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Tip for the girls

AVOID

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SMILE!

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- ✗ Eating on stand
- ✗ Sitting on stand
- ✗ Using mobile on stand
- ✗ Having too many staff

AVOID

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80% of exhibition success is down to staff.... so train!

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Networking

Social Media

Pre - Breakfast

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Speakers

Show Guide

Fellow Exhibitors

Make the most of it....

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Factor 4

Data & Follow Up

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80% of leads are not followed up!

STATS

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The longer you leave a lead, the colder it gets!

Money Loves SPEED

SUCCESSFUL EXHIBITING

- ☑ Have a process
- ☑ Write good notes
- ☑ Classify leads
  - i.e. hot, warm cold

Tips for data

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Within 72 hours!

Follow Up!

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6 times!

Follow Up!

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Tips for

- ☑ Invite networking
- ☑ Newsletter
- ☑ Share something
- ☑ Connect on LinkedIn
- ☑ Invite for coffee

Follow Up!