

## Exhibition success = information + relations

## Post-exhibition tips

More than 83% of trade fair visitors source specific information about exhibitors before the exhibition.

### A selection of the most important sources of information:

- Adverts/advertorials in trade journals 35.8%
- Editorial articles in trade journals 13.9%
- Internet sites and (exhibition) catalogues 16.4%

An average of 70% of visitors attends thanks to a personal invitation

Success factor	Passive exhibitor	Average exhibitor	Active exhibitor
Contacts that visit stand	0- 0.5 conts./m <sup>2</sup>	0.5- 1 conts./m <sup>2</sup>	1- 4 conts./m <sup>2</sup>
Attention catcher on stand	No	Sometimes	Always
New product	No	Sometimes	Always
Advertising/promotional Activities	No	Often	Always
Press information	No	Sometimes	Always
Marketing	Product	Company	Image
Risk profile	Defensive	Neutral	Sprited

### An active exhibitor:

- Welcomes up to 300% more visitors to the stand
- Makes on average 250% more follow up appointments. This considerably reduces the costs of receiving visitors per new contact and per lead.

Make your follow-up plan an integral part of exhibiting in the same way as the invitation strategy. This will ultimately determine the benefits you will gain from exhibiting.

### A number of tips

#### Leads

- Before the exhibition make a list of prospects in order of importance.
- Update your sales department during the fair on all new prospects
- Ensure you have an adequate staffing level to successfully deal with all the leads after the show.

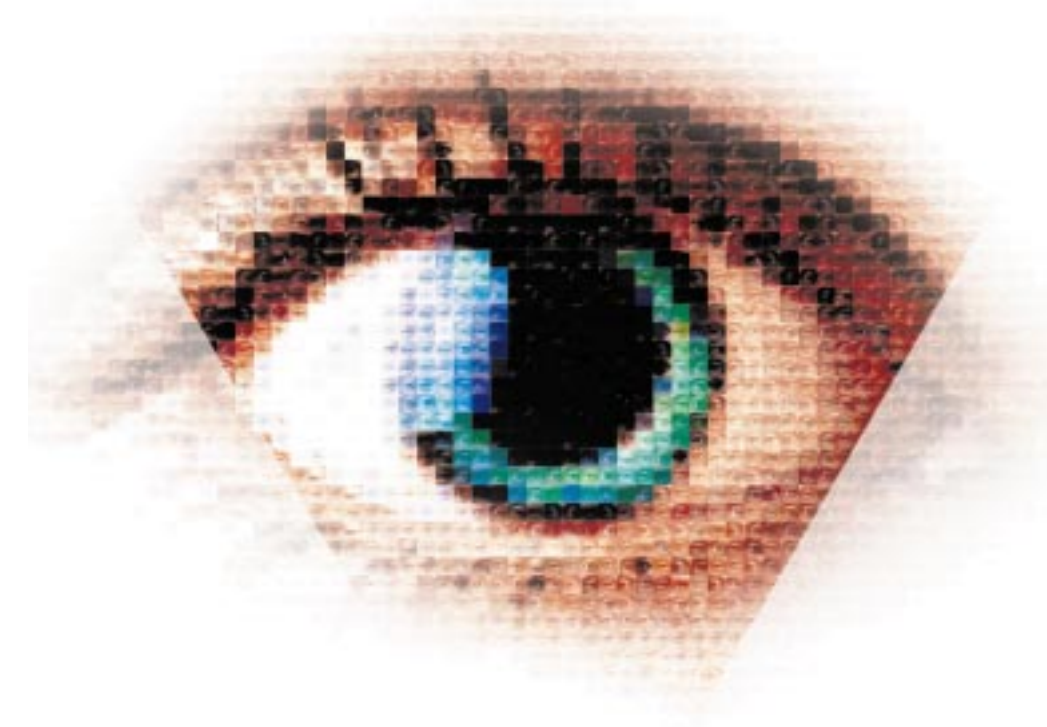
#### Communication

- Prepare your mailings, information handouts and thank-you letters before the trade fair.
- Send everyone who visited your stand a thank-you letter 1 to 2 weeks after the fair.
- Keep your word!

#### Assessment

- About six months after the trade fair, assess the results obtained
- How well did your exhibition plan work?
- Did you reach your goals?
- Use these results to plan organizing the next exhibition.

# Tips for an excellent show score



VNU Exhibitions Europe b.v.  
P.O. Box 8800, NL-3503 RV Utrecht  
Telefoon +31 30 295 2700  
Fax +31 30 295 2701  
info@vnuexhibitions.com  
www.vnuexhibitions.com



**Exhibiting demands masses of practical preparation. For guaranteed returns, here are a few essential tips.**

**Use these golden tips for the most successful show ever:**

## Visitor marketing

**Define the quantity and quality of your targets when you make the decision to exhibit.**

Exhibiting can help achieve several goals simultaneously. Specify three priorities, such as:

- To make X number of new contacts in market X
- To turn X number of prospects into customers via the trade fair
- To make X number of follow-ups/leads
- To increase the turnover of existing customers by X%
- To consolidate the market image
- To introduce a new product in market X
- To explain the product line through personal contact

**Define your target market**

Who are you aiming at via the trade fair? Market, branch, business, position

**Define your communication strategy**

How do you intend to achieve this aim? Exhibiting alone will not help you achieve anything. The plan below will help you obtain better results from exhibiting.

**Immediately after the kick-off**

Publicize your presence at the trade fair:

- Put the pre-registration button on your own website
- Add " visit us at..." in the auto-signature on all your emails
- Write an article about your exhibit at the trade fair on your website
- Add a fair banner to your homepage
- State your intention to exhibit on all your correspondence
- Complete and return your catalogue details
- Provide full press information on the website
- Send press releases to trade journals

**From 8 weeks prior to the exhibition**

- Advertise in trade journals and mention the trade fair (choose the trade fair special published three weeks before the fair)
- Carefully plan the invitation strategy and post them 4 weeks before the fair)
- Monitor the impact of your invitations via the fair dating module
- Make appointments at the show with pre-registered contacts
- Contact companies that haven't (yet) pre-registered to remind them
- Ensure the press centre has all your relevant details

**Formulate an exhibition strategy**

Make a written exhibition plan based on the points mentioned above. Don't forget the sales and logistic organization. In the plan, appoint exhibition coordinators. Evaluate your attendance after the trade fair.

- Invite existing business contacts personally. They will generate more business and new contacts. References on a busy stand will help your salespeople sell more. A busy stand not only encourages confidence, but other attendees will be enticed onto the stand by familiar faces. A stand is a place to meet and greet.
- Fifty percent of visitors attend a trade fair to meet other visitors (networking). So, the greater the opportunity for networking on your stand, the better you can answer this primary need.
- Send your invitations four weeks before the fair to maximize the response. Send as many invitations as possible: 150 invitations per 10m<sup>2</sup> of stand space.
- Building relationships at a fair means getting across a message of emotions, energy, pleasure, ideas and initiative; the power of personal contact is a blend of these components. Spend time motivating your staff, they are the ones who have to score for you.
- Use the fair dating module to monitor the effectiveness of your invitation strategy. Contact companies that haven't (yet) pre-registered to remind them. Contacts that have already registered can be personally invited to make an appointment at your stand. This increases the chance of them actually visiting the trade fair. Experience proves that 80% of all contacts with an appointment will attend the fair.
- Ensure you exceed the attendees' expectations.
- Ensure correct staffing levels (see website for lead calculation)
- Draw up an after sales plan for the trade fair. This is the actual core of successful exhibiting.

## Avoid the three biggest pitfalls:

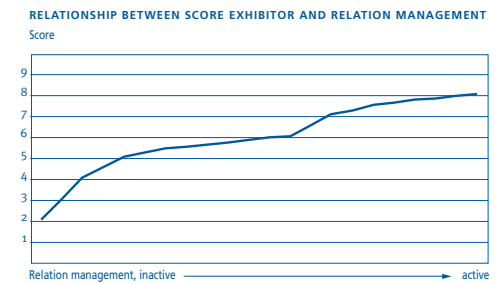
- Too much attention to stand design and logistic problems, and too little attention to stimulating visitor attendance.
- Too much (or exclusive) attention for new contacts is a missed chance to increase existing business potential.
- Too many products on display in the stand and too little focus on visibly new information for the customer.

**Who meets the most new contacts?**

On average, active exhibitors (who invite the largest number of existing contacts) are the ones who make the highest number of new contacts.

**Which exhibitors are the most satisfied with their attendance?**

Active exhibitors (who sent large numbers of invitations to existing and potential contacts) award high figures for satisfaction (score up to a full point difference)



**Why do some stands get busier and others emptier?**

- Seeing a familiar face on a stand encourages confidence in potential contacts and entices them to enter the stand.
- An empty stand is about as attractive as an empty restaurant and puts off passers-by (= potential new customers).
- Exhibitors with an active relationship management plan score up to three times as many new contacts as those who sent no invitations at all.
- On average, exhibitors with an active relationship management plan make an immediate follow up appointment with 25% of the new contacts. (for exhibitors without an active relationship management plan the figure is just 15%).

**How can I avoid an empty stand?**

- Ensure you can welcome 1.5 more existing contacts than the floor surface size of your stand.
- Make appointments for the trade fair with contacts via the telephone or your sales team. This is a proven way to increase the visiting intention!
- Ensure your stand is your company's visiting card. This means a clear layout, inviting, well displayed products etc.

**Don't just invite decision makers, invite the entire DMU! Important decisions are never taken by a manager alone.**

TIP

**When is the best time to mail?**

- A mailing strategy governs 70% of your results from the exhibition.
- The ideal time to mail your contacts is 3 to 4 weeks before the opening day of the trade fair.
- The average response is 12.5%. If your mailing is sent too late, the response will be considerably lower!
- A personal invitation increases the chances of a reply!
- A guideline for the number of invitations to send: try to send 150 invitations for each 10m<sup>2</sup> of stand space.

**Visit the exhibition site for your calculation including the number of leads you can expect**

TIP