



YOUR FREE COMPLIMENTARY EXHIBITOR GUIDE



MAKE YOUR EXHIBITION A HUGE SUCCESS

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Preface

This brochure was created by PMT Digital Ltd to offer advice and direction to future business exhibitors who wish to promote their products and services. PMT Digital Ltd have vast experience, (both as suppliers and exhibitors) in this market and retain an infectious enthusiasm for their benefits and potential and wish to share their knowledge.

Some content has been designed to advertise products and services provided by PMT Digital Ltd, to promote any future business between the reader and the company.

The material contained in this brochure is set out in good faith for general guidance, and no liability can be accepted for loss or expenses incurred as a result of relying in particular circumstances on statements made. It is advised that the reader of this brochure should check with the relevant exhibition organiser, for the up to date and qualified rules of the exhibition.

Any prices quoted or products mentioned in this brochure are subject to change without prior notice and are correct at the time of printing.
All prices exclude VAT and delivery unless stated.

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OVERVIEW

– Preparing for your exhibition

Exhibitions and trade shows are a unique chance for your potential customers to see, hear, touch and experience your product or service(s) at first-hand, usually for the same cost of a colour page advert in a trade journal.

There exists no other way in which you can demonstrate your product or service(s) to so many potential customers in such an effective environment. Nine out of ten visitors to exhibitions have an influence on the buying decision of their company or organisation.

Before the event – *which show?*

Organisers of shows and exhibitions can supply you with all of the information you will need.

Questions to ask are:

- How well established is the event, and how will it be promoted?
- What sort of visitors, and how many market leaders attend?
- Which Trade Bodies support the show?
- What was the previous year's attendance?
- Which press and media attend?
- What is included in the cost?

Preparation

Once you have chosen your event, the first thing to do is to appoint a show manager to have overall responsibility for organising the stand and show staff.

Decide on your objectives. Are you launching a new product or service, raising company profile, contacting a new market, re-launching existing services, conducting market research, or measuring the competition? What you want from a show will affect your decision on how to exhibit.

Fix a budget that includes the exhibition stand and design, transport, security, insurance, catering, accommodation and the cost of all the follow-up work. Remember, the cost of exhibiting is likely to be roughly four times the cost of the stand/space, so add in a 5%

contingency to cover the unforeseen.

Finally, book your site as far in advance as possible and choose your stand design and the products to be displayed.

Once the above have been agreed and well considered, now is the time to contact PMT Digital Ltd. We'll help you take care of all your display requirements and show you how easy it is to achieve eye-catching exhibition materials and graphics that will make your show a success.

Some planning tips

1. Produce a progress calendar and aim to begin your planning as early as possible. Ideally, up to twelve months and not less than three months in advance.
2. The earlier you book your site the better the position you'll get. Generally a central location is best as that's where most visitors will want to go. Others benefit from an entrance or exit position.
3. Remember the little things that sometimes get overlooked, like vehicle passes and I.D. badges for your staff.

Stand size and layout

There are often only two options of display area. The shell scheme or open space. The shell scheme will give you an enclosed walled area with a fascia board displaying your name and the stand number. A space is just that, an open area for you to do with as you wish. The size of stand will depend on the nature of your product and the size of your graphics/backdrop. The smallest shell scheme is normally 2 metres x 3 metres. Do remember that shell scheme walls are rarely flat, or regularly sized, and may require an interior "skin" of nylon boards.

Find out how easy a banner display stand or pop up system is to use, or discover how economical a panel and pole system can be. We can show you examples of exhibition graphics and modular displays that have proven successful for others, and suggest practical ways for you to make your show a success too.

One of the easiest and most powerful ways to make your stand more visible is to use floor graphics. PMT are experts at producing these exciting display graphics and use only materials that comply with the safety standards for non-slip floor surfaces or carpets.

Some do's and don'ts

DOs

- Use the 3 second rule: In the 3 seconds that it takes for a visitor to pass your stand, they have to know who you are, what you do and a good reason for using you.
- Have as much lighting as possible, a dark stand is a dead stand.
- Keep it simple, at a glance information.
- Have a staff rota for rests and walkabouts, more than 2 hours a shift is too much.
- Include time for staff to visit seminars or "Meet the Buyer" forums.

DON'TS

- Put too many staff on the stand at once, it can prove too intimidating.
- Leave personal belongings or litter in full view, take a waste bin.
- Just give away your card, write your stand number on it and the name of the show. Give the potential customers as much literature for them to take away as possible. You may not get another chance to get in front of them or leave that longer lasting impression.

At the event

The individuals you choose to staff your stand make or break the event. Nothing is more off putting to a visitor than a gaggle of bored, hung over staff sitting around chatting on your stand.

A briefing session is a must to define your targets. Give each person an area of responsibility, front of stand, walkabout duty. An organised stand is actually fun to work on... Honest!

Dealing with time wasters

- Competitors: Will usually give themselves away. Find out who they are and what they do, most competitors will fall at this first fence.
- Windbags & Magpies: A pre-arranged code word to a colleague conjures the forgotten appointment or the emergency phone call.
- Complainers & Salespeople: You are there to sell not be sold to, or be solving unconnected problems. An exhibition stand is the last place to be dealing with these things. If they must be dealt with, take them off stand into a neutral area.
- At the end of the first day hold a debrief session with your staff. It will help discover what works and what doesn't.

The art of attraction

Your display, your floor show and your special offers can only do so much to attract potential customers, the rest is up to your people. Ask open ended questions, don't allow visitors to answer just "yes" or "no". The phrase "can I help you?" has very rarely worked. Your body language is also as important as what you say, try to develop a way of making eye contact with potential customers, whilst still talking to an existing visitor. Practice passing on a visitor to other staff, thus freeing up your front line 'troops' to bag another passer-by. Don't miss these little tricks for getting the most out of the show: Take a camera, you never know when a local celebrity may wander in unannounced, if you get the shot you could use it again in future publicity. Build in time for you and your staff to walk around the show, you may find potential new business in and on other stands, or even new suppliers. Always be prepared, the next enquiry could be the big one.

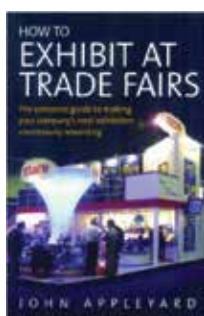
The follow-up

The whole event will have been a waste of time unless you are prepared to devote as much time and effort to following up your leads as you did for the show.

Generally the first contact should be in writing/email within the first week. You won't lose any business by

being too quick to follow-up. Your letter should be an acknowledgement of your meeting and the subjects discussed, this will show the potential client that they are important to you.

You have already spiked their interest at the show, but remember that on average it takes up to 11 separate contacts to secure an order. Yes 11! A successful exhibition can keep working for you long after the event. Keep up the PR by sending out photos and press releases of the stand full of people and customer stories of discovering you at the show. More about this on page 18.



The Complete Guide to Making Your Company's Next Exhibition Enormously Rewarding (Paperback). Exhibiting can be enormously rewarding. That's why it accounts for over a tenth of total media spend in Britain. But it's not for the faint hearted. You need commitment and sound planning. Whether you are considering exhibiting at a particular exhibition or are formulating an exhibiting policy, this book will be your single most important tool. It covers all aspects of the subject from the planning stages, to getting the best out of your stand at the show, right through to measuring the effectiveness of an exhibition campaign. It features: devising an exhibition strategy; booking the exhibition; planning your stand; design, graphics, demos and live entertainments; marketing your stand; safety and security; staffing and training; attracting press coverage; and following up after the show.



An Illustrated Guide for Those Staffing Stands at Exhibitions or Hosting in Hospitality Suites (Paperback).

This amusingly illustrated guide is a "must" for those on stand duty at exhibitions or working in hospitality suites. It also provides useful information for those responsible for planning attendance at exhibitions.

Both of these books are available at Amazon or various other online book companies.

Maximising your investment

So you've managed to secure an excellent position at the exhibition, the stand looks great, your marketing material is up to date, and you've come up with some fantastic ideas for attracting visitors. So what about your people? There's the usual sales crew, support staff and a couple from admin to make up the numbers. "They'll be fine, it's not like it's difficult or anything - the customers are coming to us right?!"

It's easy to make this assumption but so many companies make elementary mistakes. We recommend purchasing one or both of these books from Amazon or visiting a specialist exhibition training website to book a one day training course for you and your staff.



Manning the Exhibition Stand is a one day course to ensure your team has the skills to maximise on your investment.

You've spent thousands on your stand, graphics, literature, hotels, but have you invested in the people manning the stand? Whether the team are sales or non-sales people you want to project a professional, consistent image that generates business.

The course is designed to be a fun day using exercises and group work to make the exhibition training stick. The instructors try to make the course as relevant as possible by tailoring it to your business.

Exhibition training ensures your team is fully prepared to make the most of your stand. Visit the website for more info.
www.manningthestand.co.uk

What type of stand?

Shell scheme or space only?

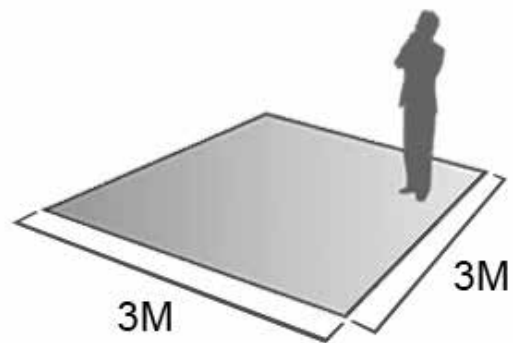
A show organiser will offer you a shell scheme package or space only. Shell scheme packages are pre-erected rows of stands, and you turn up and decorate the stand; whereas space only means you just get an area of floor, and you must provide everything.



Shell scheme

Whatever you go for, don't forget to find out about contractor services, including power and telephone – details are usually found in the show organiser's Exhibitors' Handbook.

A good rule of thumb is to assume nothing!



Space only

What are the stand options?

Shell scheme

- Shell scheme infill panels
- Shell-Clad Graphics
- Banner Stands
- Pop-up Stands
- Twist Stands
- Portable Folding Displays
- Floor/Carpet Graphics*
- Literature Rack
- Plinths/Counters
- iPad/Tablet Holders
- Signage Boards
- T3 Systems
- Cut-outs & Standees
- Literature & Giveaways

Space only

- Banner Stands
- Pop-up Stands
- Twist Stands
- Portable Folding Displays
- Floor/Carpet Graphics*
- Literature Rack
- Plinths/Counters
- iPad/Tablet Holders
- Signage Boards
- Flags
- Ceiling Hanging Displays*
- Modular Displays
- Gantry System
- T3 Systems
- Custom Builds
- Cut-outs & Standees
- Literature & Giveaways

*Permission is usually required from the event organiser

Shell scheme

A shell scheme package is usually the cheapest option and typically includes stand walls, lighting, carpet, and possibly a power socket.

A basic shell scheme package is like a blank canvas: stand walls that consist of bare, grey metre-wide panels and a fascia board with your company name on. Exhibitors frequently use pop-up systems and/or banner stands to fill the space.

Shell scheme in-fill panels

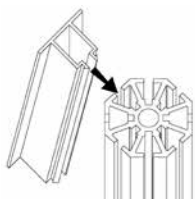
A Shell scheme wall can be dressed in between the poles to make an effective display using either rollable or rigid media. These graphics are usually stuck to the provided Shell scheme panels using Velcro or double sided tape, and can be displayed from the floor to the ceiling. Please be aware, the panel poles remain visible at all times.

**CALL NOW FOR A COMPETITIVE QUOTE
BESPOKE TO YOUR REQUIREMENTS
THE MORE YOU BUY
– THE CHEAPER THE UNIT PRICE!**

Shell-Clad graphics

To create seamless graphic walls, shell scheme frames can be adapted to hold graphics that join with no gaps. This system is called Shell-Clad and it is designed to clip in and out of the vertical profiles used to construct exhibition shell scheme stands. The Shell-Clad clips form a flat area for graphic panels to attach to using hook and loop Velcro, and these graphic panels need to be rigid when in position.

**CALL NOW FOR A
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SHELL-CLAD CLIP

Regrettably, every other shell scheme exhibitor at the event starts with the same blank canvas, but you don't have to accept a stand that looks the same as theirs. Even on a small budget your stand can successfully promote your message.

USAGE: SHELL SCHEME



USAGE: SHELL SCHEME



Roller Banners

A Roller Banner is the most popular, cost effective, lightweight and portable display solution used in the exhibition and display market. The functionality means the stands can be free-standing and used for multiple purposes before, during and after the show. Roller Banners (also known as Pull-up Banners), are usually used in conjunction with other exhibition materials and are available in many sizes (height and width) and qualities.

Our best sellers are as follows:



Grasshopper Stand

800mm wide
850mm wide
1000mm wide
1200mm wide
1500mm wide
2000mm wide



Orient Stand

800mm wide
1000mm wide
1200mm wide
1500mm wide
2000mm wide



Original+ Stand

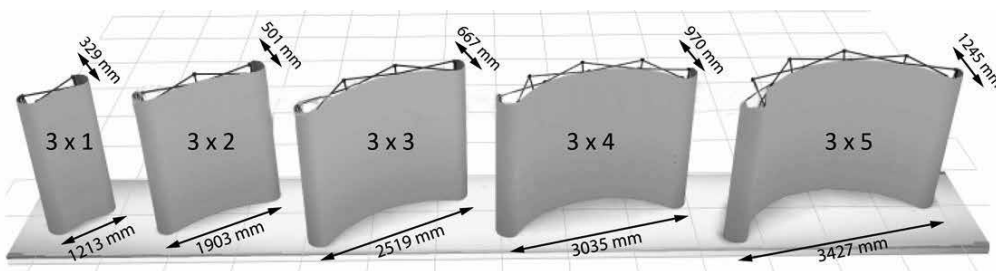
600mm wide
800mm wide
1000mm wide
1200mm wide
1500mm wide
2000mm wide
2400mm wide
3000mm wide

DISCOUNTS AVAILABLE ON
MULTIPLE ORDERS

Pop-up Stands

Pop-up display systems are one of the quickest and simplest ways of creating effective backdrops for exhibition stands. With a clever frame system that clicks together with ease, your display is ready in minutes. Complete your look with lights, and convert the hard carry case into a stand-alone plinth. Stands can be dressed both sides with many configurations available.

USAGE: SHELL SCHEME / SPACE ONLY



An Impact bundle includes frame, graphics, lights, carry case and tabletop.

Twist Stands

The world's most versatile exhibition stand, that can create virtually any stand shape you require. The Twist System utilises a 'Flexi-link' panel option which allows you to bend the stand to any angle at any given point. Sleek silver powder coated steel bases with minimal footprint make the Twist attractive, slick looking exhibition stands that fit in any Shell scheme, or work as free standing exhibition display.

The Twist Display Exhibition Stand system is designed not only to appear 'upmarket' when compared to other exhibition stands, but being expandable at any time, offers the ultimate in flexibility for companies who may not always know what their future stand space requirements are going to be.

The unique design, allows the graphics to be easily interchangeable and the hardware can be used time and time again for years to come. Thus, saving on future capital expenditure and maximising the return on investment.

USAGE: **SHELL SCHEME / SPACE ONLY**

Visit our dedicated website

Twist
banners®

www.twistbanners.com



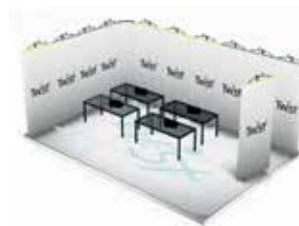
Single Twist stand



3 Panel Twist stand



Above: Twist stand fitting a 7m x 4m Shell scheme with divider



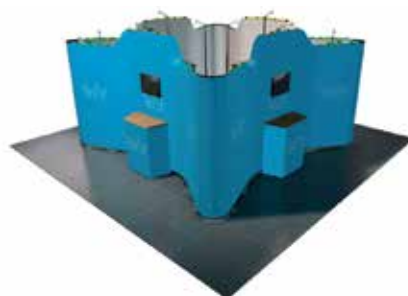
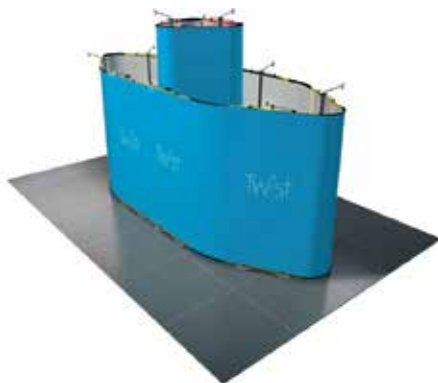
Left: Twist stand fitting a 6m x 4m Shell scheme

CALL NOW

FOR A
COMPETITIVE
QUOTE
BESPOKE
TO YOUR
REQUIREMENTS



Twist stand fitting a 3m x 3m Shell scheme



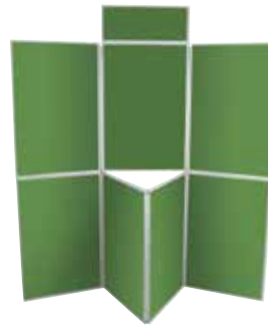
Twist stands created for space only exhibitions



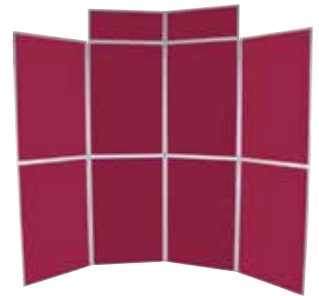
USAGE: SHELL SCHEME / SPACE ONLY

Portable folding displays

Portable folding displays are also a popular display method. Ideal for any portable exhibition of limited space and budget. The lightweight material is ideal for transporting via the exhibitors' own transport, and the loop nylon fabric panels are an ideal base to attach posters and information too. The panel and pole kits are easy to assemble and are supplied in handy carry bags.



Baseline 7 Panel Folding Kit



Baseline 8 Panel Folding Kit



Tabletop Kit



Baseline 6 Panel Folding Kit



Baseline 10 Panel & Pole Kit



1.8m Baseline Jumbo

Tabletop Kit

Baseline 6 Panel Folding Kit

Baseline 7 Panel Folding Kit

Baseline 8 Panel Folding Kit

Baseline 10 Panel & Pole Kit

1.8m Baseline Jumbo

Phantom 10 Panel Kit

Gear Edge 6 Panel Kit (inc. graphics)

DISCOUNTS
AVAILABLE
ON MULTIPLE
ORDERS

Many more varieties, sizes and colours are available - please ask for details.



Phantom 10 Panel Kit



Gear Edge 6 Panel Kit

Floor graphics

USAGE: SHELL SCHEME / SPACE ONLY

Floor graphics are a great way to get the attention of passing potential or used as a "bread crumb" trail to your stand. An effective or intriguing message can stimulate brand awareness from an unexpected source - the floor. Or you can create a fully 3D effect for your stand theme. Floor graphics can be stuck to smooth indoor floors, carpets, or even outdoor pavement slabs or tarmac. A lino type floor mat (Digi Flooring) could be produced for full coverage exhibition flooring.

Indoor Smooth Floor Graphics

Carpet Graphics

Outdoor Pavement Graphics

2mm Digi Flooring (Lino)



Left: Pavement graphics



Right: Indoor smooth graphics



Left: Carpet graphics

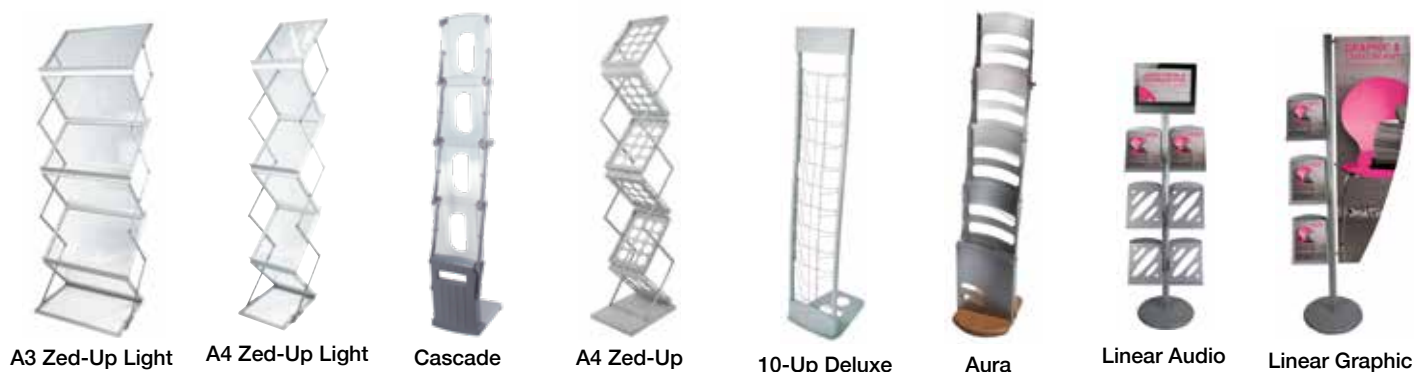


Right: Digi flooring lino

Literature racks

It is not possible for you and your colleagues to greet and meet every passer-by at an exhibition. Literature Racks are a must for every exhibitor. Literature can inform your prospects about who you are, what you are offering and why they should do business with you. Available in a range of materials including aluminium, polycarbonate, wood and injection moulded. There is a rack suitable for any stand.

USAGE: SHELL SCHEME / SPACE ONLY



Plinths and Counters

Portable plinths and counters can be used for a variety of applications. From welcoming guests to your stand, storing items, displaying products, or as lecterns for presenting your ideas. Whatever your needs, there is a unit to suit your space and budget.

DISCOUNTS
AVAILABLE
ON MULTIPLE
ORDERS

USAGE: SHELL SCHEME / SPACE ONLY



Many more varieties, sizes and colours are available - please ask for details.

USAGE: SHELL SCHEME / SPACE ONLY

iPad / Tablet holders

Engaging a potential client using an iPad or Tablet can stimulate interest in your product or service and personalise their experience on your stand. So display audio visual information using a range of tablet holders from counter, flush mounted, free-standing and 360° versions.



Telescopic iPad Holder



Design iPad Holder Post



Free-standing iPad Holder



Free-standing Tablet Holder

iPad Holder 360
Telescopic iPad Holder
Design iPad Holder Post
Free-standing iPad Holder
Free-standing Tablet Holder
Spiral Plinth Tabletop with iPad Holder
Slim Linear Column
Standard Linear Column



iPad Holder 360° (with fixing kits)



Spiral Plinth Tabletop with iPad Holder



Slim Linear Column



Standard Linear Column

Signage boards

Catch the attention of passers-by with a varied range of professional signage systems. Choose from a wide range of products including swing signs, A-frames and free-standing systems suitable for indoor and outdoor use.

USAGE: SHELL SCHEME / SPACE ONLY

Shield
Whirlwind
A-Sign Board
B2 Metal A-Sign
Liquid Chalk Board
Limpit Suction System
Trojan
Sentry



Shield



Whirlwind



B2 Metal A-Sign



Limpit Suction System



A-Sign Board



Liquid Chalk Board



Trojan



Sentry

Flags

One of the most visual and striking ways of promoting your business at a show is a flag that can be seen above the competition. A wide choice of bases and styles mean the flag can be used after your exhibition in multiple applications, indoor and outdoor, so you get good return on investment.

**DISCOUNTS
AVAILABLE
ON MULTIPLE
ORDERS**



USAGE: **SPACE ONLY**

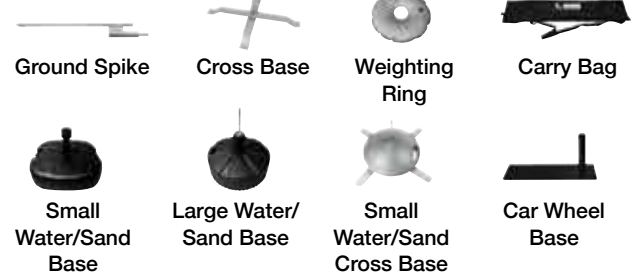


Feather Flag 2.3m
Feather Flag 3.2m
Feather Flag 4.1m
Feather Flag 5.1m
Tear Drop Flag 2.3m
Tear Drop Flag 3m
Tear Drop Flag 4m
Rectangle Flag 2.5m
Rectangle Flag 3.5m
Rectangle Flag 4.5m
Ground Spike
Cross Base
Weighting Ring
Carry Bag
Small Water/Sand Base
Large Water/Sand Base
Small Water/Sand Cross Base
Car Wheel Base

Rectangle
Flags



Accessories



Ceiling hanging displays

With the permission of the event organiser, ceiling hanging displays can be an effective feature that helps your potential customers locate your stand and give you brand awareness. The structures are lightweight, and can be produced in many sizes and shapes.

USAGE: **SPACE ONLY**

1.5m Diam Circular Structure



USAGE: SPACE ONLY

Modular displays

Modular display kits and Panel kits can deliver designs with real style and impact. Ideal for exhibitions and any semi-permanent use in the future. Enhance your kit with accessories that fit easily into the system, including counters, tables, literature stands, TV mounts, lights, shelves and much more. The versatility of the systems mean you can add (or take away) parts of the stand to fit your allocated space for future events.



Linear Vector 1



Linear Executive Wave



Linear Executive Curve



Linear Vector 2



Examples of stands created using Vector Frames



Linear Vector 1
Linear Vector 2
Linear Executive Wave
Linear Executive Curve

Gantry system

USAGE: SPACE ONLY

Exhibition Gantry systems are ideal for creating large freestanding structures and exhibition stands that feature large products or create a visual impact with the graphics. Gantry systems are a versatile and adaptable display structure, ideal for a host of visual display applications and especially suited for space only events. The designs we create can feature plasma screens, meeting rooms, presentation plinths, lighting truss, shelving, reception tables and storage cupboards.



Gantry Components



Gantry Kit 1



Gantry Kit 2



Gantry Kit 3



Gantry Kit 4

Gantry Kit 1
Gantry Kit 2
Gantry Kit 3
Gantry Kit 4

T3 systems

The T3 system bridges the gap between the smaller types of exhibition stand and the fully bespoke, purpose built stand. The system is easy to build (no tools required), compact, flexible and no other variety of system competes on build speed or versatility. The range has been designed to be adaptable to a wide variety of display environments; exhibition stands, point of sale, conference sets, mobile bars, counters, light boxes, photo-booths and hanging banners. With the nature of the structure, any shape or size is achievable and the possibilities are endless.

USAGE: SHELL SCHEME /
SPACE ONLY



Twist to lock



T3 frame

Example T3 layouts



Please contact us with your exhibition requirements, including your budget and we will tailor a stand design to meet your approval.



T3
SYSTEMS



Custom build

Custom exhibition stands are unique builds, made to specifications determined by you, the client. These stands allow you to display confidence that delivers the objectives set out by your company. Our understanding of your audience and objectives, combined with our creatively driven, professional approach and attention to detail, ensures that you receive only the best custom exhibition stands. Typically custom built stands are more suited to a one-off event but can also be manufactured for re-use. This helps to save costs when exhibiting long-term or for multiple shows when needed. Through combining the expert skills of our inhouse design, build and account management teams, we are able to deliver the very best custom exhibition stands.

USAGE: SPACE ONLY



Examples of custom built stands

Please contact us with your exhibition requirements, including your budget and we will tailor a stand design to meet your approval.



Cardboard cut-outs and standees

Make sure you stand out at trade shows and industry events with our standees.

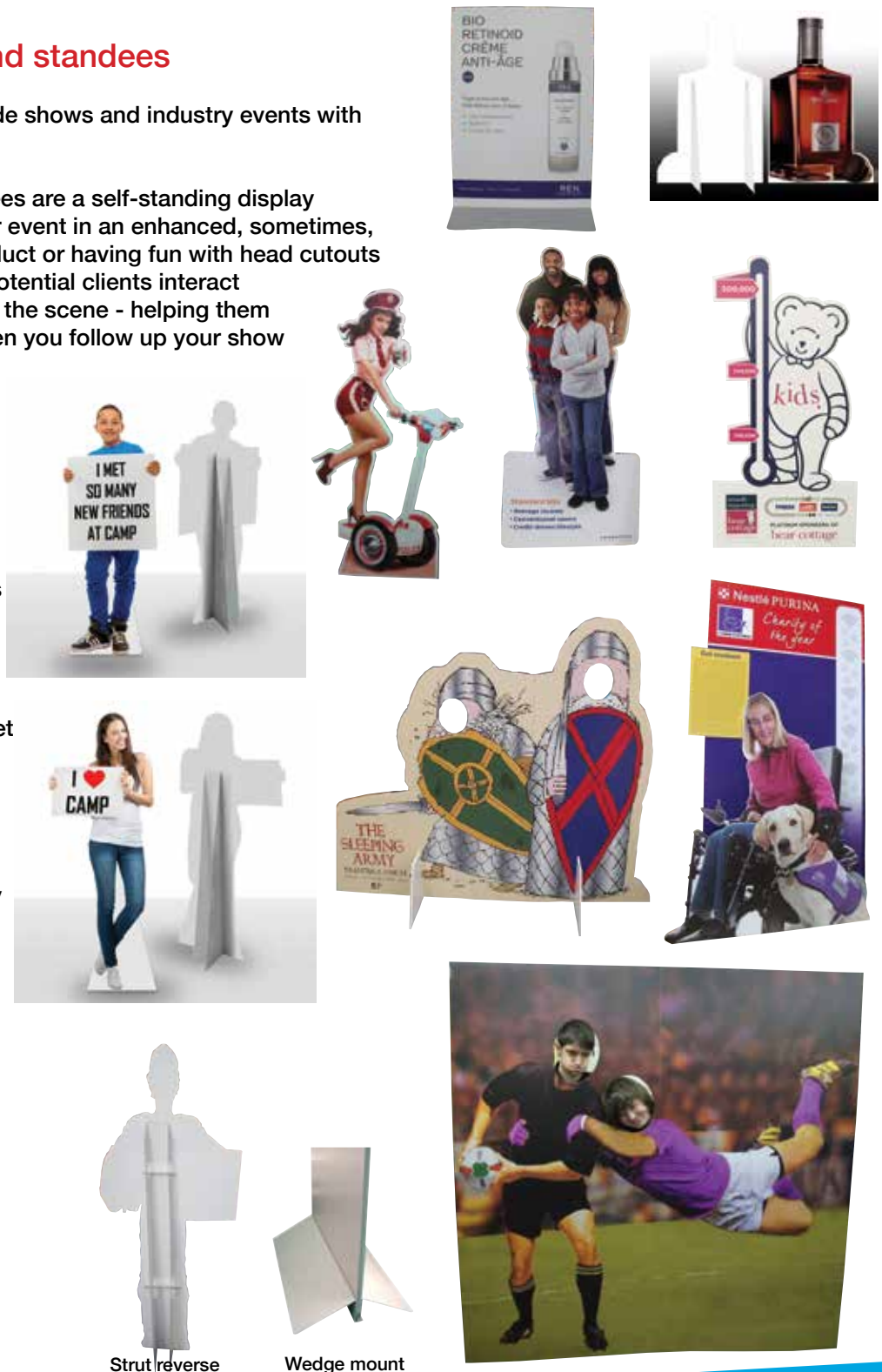
Cardboard cut-outs and standees are a self-standing display promoting a service, product or event in an enhanced, sometimes, 3D way. By making a giant product or having fun with head cutouts on a surreal back drop, helps potential clients interact with your stand and feel part of the scene - helping them remember you in the future when you follow up your show leads.

Launching a new product or promoting an event? Get your favourite celebrity to help you out in the form of a life-sized cardboard cutout. Cardboard cutouts are proven to grab the attention of customers. Ideal as POS marketing tools, for retail displays, photo opportunities, exhibitions, press releases or conferences. Life size cutouts are the answer if you want to get noticed.

We typically produce these in cardboard, foam-board, honeycomb board or MDF, and we make them free-standing by using a strut or wedge feet.

- 4ft Standee with strut
- 5ft Standee with strut
- 6ft Standee with strut
- 4ft Standee with wedge
- 5ft Standee with wedge
- 6ft Standee with wedge

DISCOUNTS
AVAILABLE
ON MULTIPLE
ORDERS



Strut reverse

Wedge mount

Literature and give aways

As important as getting a potential customer on to your stand, is leaving a long and lasting impression which can be followed up with orders. After-all, the whole point of you participating at an exhibition is simply 'to get more customers and increase your turnover and of course - profit.' As professional and appealing your stand looks (especially if you use our services!), don't forget to make sure your prospects take literature that can reaffirm what you have to offer. Sometimes a 'show offer' or 'deal' can be the catalyst to their first transaction with you, and it is always nice to get a free gift like a pen, sweets, or even a sample product (if applicable to your type of business).

USAGE: **SHELL SCHEME / SPACE ONLY**

**DISCOUNTS
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ORDERS**

DL Flyers



24pp A4 Company Brochures



A4 Presentation Folder
with pocket



Business Cards



6pp DL Brochure



A5 Show Offer Leaflet



Mugs



Pens



Stress Balls



USB Drives



Umbrellas



The most IMPORTANT thing you need to do – the follow-up

The follow-up is the most important stage of your exhibition. But is over-looked by most businesses. The whole reason why you have exhibited is to gain leads that will generate more sales. With inadequate preparation and organisation, you will miss the chance to fulfil the potential you have created and the leads will simply fizzle away.

Before you start, know your numbers - calculate how much it has cost you to exhibit. Included in these costs are the exhibition space, exhibition stand, graphics, giveaways, wages, accommodation, transport, marketing and anything else related. Now calculate how many leads you have collected from the show and simply perform this sum.

$$\text{Cost of exhibition} \div \text{Number of leads generated} = \text{Cost of each lead}$$

When you and your team realise how much each lead has cost to generate, everyone will realise how valuable this information is and why you must follow this up with detail, persistence and determination.

1. Have a plan in place. Believe it or not, this simple step alone will place you at an advantage compared to many exhibiting companies, because more than 30% have no plan in place. Decide how you are going to follow-up leads before your exhibition show, and who will action this, so that this step is an integral part of your exhibition marketing plan.

2. It is never too soon to follow-up; - leads are highly perishable. The first contact should be made within days of the exhibition with a simple 'thank you for visiting our stand' email. Email is a great follow-up because you don't get caught playing phone tag and it gets your details in front of the prospect as a reminder at the first convenient moment. Remind them of your conversation at the show, detailing any specifics discussed and have a call to action i.e. a solution to a problem they posed or a show offer. A quick company / product overview can be included but more details will follow.

3. Plan to call the prospect within a fortnight and give them a reason to want to listen to you. An unsolicited call is even worse if you are not giving them important, relevant information or a call to action. You could be

reminding them of a show offer that is about to run out, or a solution to a problem they posed.

4. Follow the call with a letter and information pack about your business but make it relevant to your conversation you had at the exhibition. A general information pack can be gazed over, but if you highlight the specific areas of interest you discussed, a relevance inspires their interest.

5. Always look to quantify your prospects, because not all will want your services and after a while you will become annoying to them and time consuming for you. Don't write them off completely though, there is a good chance they will be at the same trade show next year, if you attend, their circumstances may be different.

6. For those prospects showing all the right signs, make an excuse to go and see them. A pre-qualified meeting, face to face is a very effective step to gain a customer. Make it personal to them and not 'another waffling salesman'.

7. Keep at it. Remember 80% of sales are made after the fifth point of contact and as little as 2% is from the first or second point of contact. On average, it takes 11 points of contact to gain a customer.

8. Don't let the contacts go cold, send out photos and press releases of the stand full of people, and customer stories of discovering you at the show. Everybody likes to read a success story and can relate their business to it.

9. Measure your ROI (Return On Investment). After a short time, you should know if the exhibition was a success, and you have gained some good customers and orders. It may take a while to fully recuperate the money invested with replicate orders, but you are looking for the long term customers who are going to continually spend with you in the years to come. Record what you have done well, and worked for you at the show, as well as what didn't work so well. What you could have done better next time? If the exhibition has been a great success, book early for next years event and take advantage of the early bird discounts. You will also get your pick for the best stand locations.

30 Killer Secrets to Successful Exhibiting

Trade shows can be a great opportunity to network and showcase your business. But they also demand quite an investment of your time and money, so make sure you're well prepared. Here are our top tips to help you get the best out of exhibiting, from designing your stand to the most effective ways to engage with prospective customers

1. On average 75% of visitors to an exhibition are there to buy or plan to buy in the future.
2. Exhibiting is the most cost effective way of getting your products and services in front of customers.
3. Exhibiting is the only medium which allows you to interact with potential customers, using all the five senses (sight, smell, hearing, taste, and touch).
4. Decide why you are exhibiting and what you want to achieve. Have some specific, measurable targets in mind. For example, get 300 qualified sales leads or conduct 50 research interviews.
5. Design your stand to help deliver your objectives. Make sure it is smart, attractive, relevant and reflects well on your company.
6. Have one person in charge of every aspect of the exhibition.
7. 80% of stand success is down to staff, so train them.
8. If you can invite people, do. If you don't, your competition will. Use social media, email and your website to get the message out.
9. Formulate a plan for how you will follow up all leads.
10. At the show, let people know you are there, advertise.
11. Don't ask closed questions. Open questions encourage prospects to talk about their company, issues and needs.
12. Keep your conversations with clients short and concise. Your aim is to speak to as many prospects as possible.
13. Turn off your mobile phone and focus on the visitors to your stand.
14. Get all the contact details and information you can from your prospect.
15. Make a rota, so everyone knows where he or she is and what he or she is doing when.
16. Make eye contact and smile.
17. Listen to your prospect and sell benefits not features. For example, "this is good for you because..."
18. Go for it! Have staff whose presence says "Hi, how are you?".
19. You and your staff need to look fresh and feel fresh.
20. Use all five senses to attract people to your stand.
21. Have daily team debriefs.
22. Classify all leads.
23. Don't eat whilst on the stand.
24. Don't get into conversations about products you do not know, ask another team member to help or demonstrate.
25. Remember why you are there, stay focused on your objectives.
26. Talk less, listen more.
27. Conduct a show debrief with the stand team and identify what went well and what didn't.
28. Follow up leads, you will need to contact them at least six times.
29. Make use of all the information you have gathered.
30. Book early for next year.

Have fun and good luck!



The PMT team at the Marketing Week Live trade show at Olympia, London in 2016. The theme for the stand was 'Super Heroes' and proved very popular.

Get your free exhibition checklist



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