

# WHERE TO START WITH YOUR EXHIBITION PRESENCE



..... follow our top tips to ensure you don't miss a trick.

**If you've ever** been given the task of arranging your stand at a national or local exhibition it can seriously take up a lot of time, especially when you're not sure how to go about it. At W17 Ltd we assist clients with the design and look of their stands, the staff, literature and gimmicks and also the management of their presence at the show. Of course you may want to do it all yourself, so have a look at our top tips to help guide you through it all. If you want a bit of help just shout, we're only at the end of a phone.

## **Tip No 1: The Show**

First question to ask is why are you attending the show? Are you there to launch a new product, shout about a new or existing service, to be amongst your competitors or to look for new customers? Whatever the reason, this needs to follow through your whole presence at the show. Also, ask yourself, is this the right show for you? It may be that attending more local rather than national shows would work better for your business.

## **Tip No 2: The dreaded budget!**

There's no easy way to say this other than exhibitions can cost a lot of money! However, by setting a realistic budget you can ensure that the costs don't run away with you. Stand firm with it and you're onto a winner, especially when as a rule of thumb exhibitions should give you a 3 fold return on your investment.

## **Tip No 3: Planning the event**

We suggest that when you start formulating your ideas in the early days you start to make a list of the kind of things you want to do/see on your stand. Think about the look and feel of it, the colour scheme, and more importantly the literature you may want on it. Do you need to get a generic brochure produced, are there enough business cards to go round, have you considered a small gift for people who genuinely offer their details to you. Build the list then you won't miss anything along the way. It will also help you keep tabs on the costs.

## **Tip No 4: The lite pens**

Experienced exhibitors may use 'lite pens'. These are the little zappers that capture your details. As these cost money to hire from the show organisers, why not help keep costs in check by producing a sheet to capture details on. You may decide to attach a card to it with a stapler (remember to bring spare staples with you), this is much better than writing (or defacing) their business card. It's more respectful.

## **Top tip 5: The staff**

It goes without saying that your staff will be the most knowledgeable about your business, but are they the right people to be on your stand. It may be that you decide to hire people in to work on your stand. Ensure they have plenty of information about the company and have clear objectives and defined roles be it card gathering, dishing out freebies or just to be an added attraction. Not necessarily in scantily clad clothes, but perhaps a magician, a singer or entertainer. Whoever is on show must be fully briefed and dressed appropriately. And remember, this is what they are good at, they're professionals at exhibitions, are your staff?

So, for some free, time saving help, just call our **events team 01604 621155**.

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