



# The Last Minute Guide to Exhibiting

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Your essential GUIDE to exhibiting at lightning quick speed!

This is the guide for anyone who has:

- ✓ Signed up to an exhibition at short notice
- ✓ Been thrown the job by the boss
- ✓ Run out of time and is hyperventilating

## **DON'T PANIC!!!**

Here are loads of time-saving tips and helpful advice....

**OK, IT'S NOT IDEAL BUT YOU'RE NOT THE FIRST PERSON TO FIND THEMSELVES IN THIS SITUATION.**

It might be one or two weeks until the event or you might be lucky and have a month. Whatever your time constraints, believe us when we tell you - you can turn this around and be one of the best exhibitors at the show.



**This guide will help you calm down, chill out, work out the fastest path for event success so that you can kick back and relax before the show!**

### STEP 1



#### GET UP AND RUNNING IN SIXTY MINUTES!

1. Get the exhibitor log in and password to access the show website.
2. Fill out your exhibitor profile on the show website - it normally only needs a logo and 50 words!
3. Follow all relevant social media channels (check out the show website) linkedin, twitter, facebook.
4. Get the name of a customer service contact from the event organiser (again, check out the show website) - you are going to make their life hell.
5. Print off/screen shot the deadlines page of the exhibitor manual (it'll be in the exhibitor zone).
6. Phone up your legal/finance person and ask them to send you a copy of the company's public liability insurance cover or insure you if you don't have one.
7. Take a deep breath, make yourself a tea and pat yourself on the back - you've just made it through the first hour.

### STEP 2



#### TWO QUICK SENTENCES THAT WILL HELP YOU FOCUS

##### 1. At the show I want to: *(tick all that apply)*

- Develop leads
- Meet new people
- Grow our database
- Let people know about our products and services
- Launch a new product or service
- Get feedback on a prototype product or service
- Sell stuff
- Other

##### 2. I will be happy if I manage to get: *(Insert approx number)*

- Leads
- Meetings
- Sales
- Enquiries
- Surveys



### STEP 3

#### A FIVE MINUTE BUDGET PLAN!

My total event budget is  £ and I am/am not flexible on this.



I plan to spend:

**Stand design/graphics**  £

(include plasma screens costs in this if you have them)

**AV/electrics/internet/lighting**  £

**Data scanners**  £

**Flooring/furniture**  £

**Insurance**  £

**Hand outs**  £

**Hotel/food/travel**  £

**Bits and pieces**  £

### TOP TIP

If you are a complete novice to exhibiting phone up the organiser and ask them to help you budget for the show or just double check that you are being realistic.

### STEP 4

#### NOW PICK UP THE PHONE FOR THE STAND DEAL OF THE YEAR!

**Last minute deals are always the best types of deals!**

Phone the ops contact in the organiser team (normally in the exhibitor zone) and get them to give you three names of companies that are already providing stand design/graphics for other exhibitors at your show - ideally with the contact names at each.



### TOP TIP

The companies you will get are already at the show so you'll be able to get great last minute prices - so don't forget to negotiate with them.

### STEP 5



#### GRAPHICS BRIEFING

We've done loads of research into this and the key lesson is to keep it simple, really simple.

Make sure that you have your name and logo prominently displayed with a one sentence line that you want visitors to be absolutely clear as to why they need to do business with you.

### STEP 6

#### PULL IN THE CROWDS THROUGH STAND ENGAGEMENT

**Right, there is no point having a stand and not having anything to engage with visitors so pick a mechanism that you will use to engage with them.**



We know you haven't got a lot of time so the following can be arranged quite quickly:

- ✓ Competitions
- ✓ Food samples
- ✓ Leaflets
- ✓ Promotional items
- ✓ Video content

### TOP TIP

Be creative - it doesn't necessarily have to cost a lot to be creative.



## STEP 7

### GET HELP AND SEND A STAFF EMAIL...

You also need to get colleagues involved... so send them an email...



Dear All,

We are exhibiting tomorrow/next week/later this month (*delete as applicable*). We need to let as many people as possible know so please do the following:

- Can everyone please put the show dates and our stand details on your email signatures?
- If you are attending the show please let all your contacts know through a personal email.
- Try and schedule meetings on the stand at the show.
- Marketing people – can you send an email to our database inviting people to attend?

Thanks,  
A Caring Colleague

### TOP TIP

Badging is really simple so just get it out of the way at the earliest opportunity. Sign up everyone with an exhibitor badge even if they're not confirmed. It takes 10 minutes tops!

## STEP 8

### LAST MINUTE CHECKLIST:

This list may look daunting but a lot can be covered off quite quickly so tick these off when you have them completed:



- |  |  |
|--|--|
| <input type="checkbox"/> AV            | <input type="checkbox"/> Lighting              |
| <input type="checkbox"/> Badging       | <input type="checkbox"/> Parking/travel        |
| <input type="checkbox"/> Data scanners | <input type="checkbox"/> Social media links    |
| <input type="checkbox"/> Electrics     | <input type="checkbox"/> Staff rota            |
| <input type="checkbox"/> Email blast   | <input type="checkbox"/> Stand design/graphics |
| <input type="checkbox"/> Flooring      | <input type="checkbox"/> Stand engagement      |
| <input type="checkbox"/> Furniture     | <input type="checkbox"/> Web profile           |
| <input type="checkbox"/> Hotels        | <input type="checkbox"/> WiFi                  |
| <input type="checkbox"/> Insurance     |  |

### TOP TIP

The stand designers or the organisers will be able to help you complete all the health and safety paper work - so drop them a line.

### TOP TIP

A couple of days before the show contact all your suppliers to make sure that the orders are progressing and on time.

## STEP 9

### ASK MARKETING

If you ask marketing teams nicely they always give plenty of additional support through social media and PR coverage.

# Enjoy the show!



Visit our website if you want more in-depth guides and helpful tips to make your exhibiting activity a great success:

[www.facetime.org.uk](http://www.facetime.org.uk)

Don't forget to follow us on twitter:

[@facetimeuk](https://twitter.com/facetimeuk)

Or call us on: **01442 285809**