

Maximising Marketing & PR Opportunities



“People do not buy goods and services. They buy relations, stories and magic”
- Seth Godlin

Collaboration Between The Organisers & Exhibitors Is The Key To The Success Of All Exhibitions

Exhibitions are the only form of marketing which incorporate a live experience with opportunities for targeted PR and Marketing.

Only by utilising all the opportunities this unique platform offers and exploiting channels for promotion provided by the Organisers will exhibitors gain from increased brand awareness and sales.

Organisers provide a platform and have a marketing strategy to attract potential buyers to the show.

Exhibitors strategy must be to undertake their own marketing with the objective of getting potential buyers to their stand.

Without A Clear Reason Or Reasons For Attending An Exhibition

Your Participation is Destined For Failure

In deciding to exhibit, the overriding question should be:

‘How can my company gain, as part of its corporate marketing strategy, a significant benefit from exhibiting?’

To gain a significant benefit and be a successful exhibitor, it is essential that your exhibition objectives are identified.

Only by doing this and agreeing the actions required to achieve your objectives will you be able to formulate a Sales, Marketing, PR & Stand Design strategy for the exhibition.

The design of your exhibition stand should be the end result of your exhibition strategy.

Exhibition Objectives & Actions

- **Meet Existing Customers** – have you invited them?
- **Make New Contacts** – from which market segment?
- **Maintain And Improve Company Image** – how?
- **Maintain Market Share** – how?
- **Enhance European Market Share** – how?
- **Launch New Product** – which product and how?
- **Find Agents & Distributors** – who? how?
- **Obtain Competitive Intelligence** – who? how?
- **Re-establish Current Products** – which products? how?
- **Stimulate Media Coverage** – PR and Marketing Plan?
- **Conduct Business With Other Exhibitors** – who? how?
- **Acquire New Marketing Data** – how?
- **Take Enquiries & Orders** – How? ROI target?

Maximise On The Marketing & PR Opportunities Exhibiting Provides

Include A Banner On All Company Email Correspondence Include dates, venue and ‘See Us At x exhibition’ or ‘New Product X To Be Launched At x Exhibition’ If the Organiser doesn’t provide one develop your own banner sign off.

Promote Your Attendance On Your Website Detail special show offers, competitions and products that will be launched at the exhibition. It isn’t good enough to say that you are there, provide a reason to come to your stand

Promote Your Attendance On Social Media Make the stories interesting and newsworthy. Get people talking about what you are doing prior to, during and after the exhibition. Make one person responsible for this activity.

Utilise All Marketing & PR Opportunities Provided By The Organisers These opportunities are included in the cost of your participation so use them. Read the Show Marketing Manual carefully and make the Show Marketing Manager your new best friend!

Explore All Sponsorship Opportunities On Offer These will have been designed for a range of budgets and could include: Official Carrier Bags, Product Insert in Carrier Bags, Coffee Points, Feature Areas, Gangway Floor Tiles, Online / Hard copy Show Catalogues. Develop your own ideas for brand exposure via sponsorship and present them to the show marketing team. Always remember to calculate the cost of sponsorship and cost to you for delivery.

Promote Your Expertise via Participation in Exhibition Conferences / Seminars Programmes Exhibitions provide an opportunity for your company to be seen as the experts in your field. Make sure you have a good, credible speaker and the content is not merely a sales pitch – this type of content is likely to have a negative effect on your organisation. Make content relevant, interesting and newsworthy.

Collect Data Utilise lists of previous attendees prior to the exhibition and scan visitor badges via data capture devices at the exhibition. Lists of visitors are usually available to purchase after the event. Utilise these to capture data on anyone you may have missed. Have a clear follow up plan to engage with potential customers pre, during and after the exhibition.

Use Online Listings And Show Guides Communicate the reason for your participation at the exhibition (new product launch, seeking new distributors etc..) Make it more than a potted company biog. Make it relevant to your participation at that particular exhibition.

Develop On Stand Promotions Competitions and prize draws are a cost effective way of gaining publicity prior to the show and if linked to an innovative competition draw on the stand, they can enhance your social media reach during and after the show.

Get Visitors To Promote Your Company Stand Selfie Stations, if done in an amusing and appealing way, are attractive to the millennial audience. Alternatively offer a fun download that can be uploaded to the visitor’s Facebook or Twitter account.

Get The Press Talking About You Get ahead of the game and personally invite key editors to your stand. Make sure you have something interesting to entice them with!

Use Branded Clothing To Promote Key Messages Corporate branded clothing is rather like Marmite, some like it some hate it. Personnel on stands and walking around an exhibition centre promoting the brand and key brand messages can, however, be a powerful marketing tool particularly if the message is linked to activities taking place on the stand.

Celebrate And Promote Company News And Credentials such as: ‘Celebrating 25 Year In Business’ ‘1 million Units Now Sold’ ‘As Featured in Vogue’ ‘25,000 Users Worldwide’ ‘Preferred Partner of X’. Claims do not need to be big to be impressive but ALL claims do need to stand up to scrutiny.

Explore Venue Marketing Opportunities Venues such as ExCeL, Olympia and the NEC offer poster advertising sites, electronic advertising and external banner sites. Marketing within the venue puts your brand at the fore before visitors have reached the exhibition hall

Make The Show Marketing Manager Your Best Friend Exhibitions are a collaborative effort between organisers and exhibitors. Tap into Organisers marketing and PR plans and supplement these with your own activities.