

DIRECTORS' BRIEFING



The Chartered
Institute of Marketing
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Exhibitions

● Exhibitions provide a unique opportunity to display your product and business to large numbers of potential customers. A clear idea of what you are trying to achieve, and how to go about it, helps you maximise the impact.

This briefing looks at:

- ◆ Defining your aims.
- ◆ Choosing exhibitions to participate in.
- ◆ Designing and running your own stand.
- ◆ Generating sales from the exhibition.

1 Your aims

Decide what your priorities are and quantify your aims. You may have several distinct objectives.

- A** Collect **leads** to follow up, or compile a mailing list.
- B** Make **direct sales** at the exhibition.
- C** Launch and promote a **new product**.
 - ◆ Trade shows provide an ideal opportunity to contact the specialist journals in your field and generate press coverage for your new product or service.
- D** Meet and entertain **customers**.
 - ◆ In a day or two at an exhibition, you may get more chance to talk to people who use your products than you will have in the rest of the year.
- E** Find **agents**, distributors or other businesses to work with.

See **Planning your marketing**, MA 5, and **Marketing with your database**, MA 6.

2 Choosing the exhibition

The key consideration is which exhibitions your target customers will attend and read about.

- A** What is the exhibition's **track record**?
 - ◆ Ask for an analysis of the previous year's attendance. How many decision-makers from your target market were present?
 - ◆ Look at the previous year's catalogue. How professional is it? Which companies were exhibiting?
 - ◆ Ask your competitors what they got from attending — most people will tell you.
- B** **When** is the exhibition?
 - ◆ Is that a good time for your business to

FURTHER HELP

There are other Directors' Briefing titles that can help you. These briefings are referred to in the text by name and by the code given to each briefing. For example, the marketing briefings have the codes MA 1, MA 2, etc.

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the services available to you.

be disrupted by the extra work?
Could you cope with any extra business the exhibition generates?

- ◆ How far in advance will you need to plan?

C Where is the exhibition?

- ◆ Is the location convenient for you and your target customers?

D What size is the exhibition?

- ◆ Smaller and more specialised exhibitions may represent better value for money.

E How much publicity does the exhibition receive?

- ◆ Where will the organisers advertise the event?
- ◆ Do they have any links to the media (eg magazine publishers that will feature them)?

F What else will the exhibition offer?

- ◆ What services will the organisers provide?
- ◆ What special events will there be?
- ◆ Will your trade association have a stand for members there?

G How much does it cost?

- ◆ Exhibition organisers charge rent on the floor space.
- ◆ Total costs may be around two to four times as high as the rental cost (see 8).

3 Booking space

A Make sure you book a space suitable for your proposed display (see 4).

- ◆ Stands with more frontage are likely to attract more attention.

B Different locations within the exhibition hall may have different costs.

- ◆ Ask for a map of the hall.
- ◆ Ask the organisers which parts of the exhibition have attracted the most attention in the past.
- ◆ You can see how the crowd moves by attending an exhibition at that venue.

C Book early to ensure that your name is included in all the organisers' promotional materials (see 5).

- ◆ The organisers usually require a deposit when you book and full payment before the exhibition starts.

D Arrange electricity, lighting and any other supplies you require.

- ◆ Many organisers require you to use their own contractors to install these.
- ◆ Plan your electrical requirements carefully. For example, are there going to be enough sockets?

4 Stand design

A Exhibition organisers usually offer a 'shell scheme'.

At a minimum, this includes the back and side walls of your stand. Extras which may be included are:

- ◆ Floor covering.
- ◆ Board with your company name.
- ◆ Electrical supplies and lighting.
- ◆ Furniture.
- ◆ Display racks.
- ◆ Shelving.
- ◆ Telephone.
- ◆ Other office items (eg waste bins).

B You can use your own designer.

A designer is more likely to produce a distinctive stand.

- ◆ A designer is essential for a space-only site.
- ◆ Check what the organisers' rules are. In particular, you will be responsible for health and safety and any fire risk your stand may represent.

- ◆ Brief the designer on what you hope to achieve.

If you plan to exhibit regularly, ask for a stand that can be taken apart and used again.

- ◆ Confirm the time and costs schedule in writing.

C Make sure your stand design is effective.

You will have only a few seconds to attract the attention of people passing the stand.

- ◆ Keep it simple. Have one central theme rather than trying to crowd everything onto the stand.
- ◆ Allow space for visitors. Keep the front clear and provide a focal point at the back to encourage them into the stand.
- ◆ Avoid building a 'corporate fortress' to mark your territory. Raised floors, walls and other constructions often distance you from the visitors.

"Most companies spend far too much on their stands and spend too little time thinking about what they want to achieve. Typically, the finished stand will cost four times as much as space rental. It is far better to keep down these stand costs and to try to attend another exhibition instead."

*Jonathan Scott,
Centaur Exhibitions*

- ◆ Your stand should fit in with your other designs and your corporate image. See **Design**, MA 1.

"It is crucial to determine your objectives for exhibiting and then to choose the exhibition accordingly. Too many companies just go along and hope for the best."

*Clive Bingham,
Business Link for
Berkshire and Wiltshire*

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5 Exhibition promotion

- A** Let **target customers** know about your stand.
- ◆ Ask the organisers for free complimentary tickets to send to selected customers.
 - ◆ Consider a press release.
Briefly describe your stand and your product. Include pictures and samples if appropriate. Give details of how they can contact you for further information.
 - ◆ Consider using advertisements or direct mail to announce your presence at the exhibition.
- B** Make the most of the **organisers'** PR and promotional materials.
- ◆ Ensure that your name appears in the catalogue.
You should be offered a free listing, and you may want to advertise as well.
 - ◆ Ask the organisers what their PR plans are and whether they will have a press office you can use for your own PR.
Tell them if something about you is particularly newsworthy.
 - ◆ Offer to take part in special events where you can gain extra exposure.
For example, by speaking at an exhibition seminar.

If you are planning to attend an overseas or international exhibition, see **9B**.

6 Running the stand

- A** Plan the **details** well in advance.
- ◆ When will you set up the stand?
Where will your packing materials be stored?
 - ◆ When will electricity supplies, lighting and any special requirements be installed?
 - ◆ Have you got an adequate supply of brochures, leaflets and business cards?
Where will you keep them?
 - ◆ How will the stand be kept clean and tidy?
 - ◆ What are the security arrangements?
Does your office insurance cover the exhibition?
 - ◆ Will there be refreshments for your team and visitors?
- B** Plan your **message**.
- How will you respond to different types of visitors?

- ◆ What information will you give out to students and other visitors who are unlikely to be customers in the near future?
- ◆ What will you say to journalists or VIPs who visit the stand?
Who will look after them?
- ◆ How will you handle competitors who are looking for information?

Prepare briefing notes for all employees.

- C** The right **employees** are essential to create a good impression.

- ◆ Always appoint a stand manager.
Make this person responsible for timetabling and for briefing everybody involved.
- ◆ Choose personable and knowledgeable employees.
Ideally, your stand should always have one sales expert and one technical expert.
- ◆ Allow for breaks.
If the same people are on the stand all day, they will become tired and jaded.
- ◆ Employees should be smart and punctual.
You may want to give them incentives according to the number of leads they generate.
- ◆ Good selling technique is vital (see **7**).

- D** Attract **attention** to the stand.

- Activities like displays and demonstrations will help generate interest in your stand.
- ◆ Activities visitors can participate in are likely to be more effective.
 - ◆ Prize draws can be a good way of collecting names and addresses of potential customers.
 - ◆ Refreshments perk up tired visitors and encourage them to spend more time on your stand.

7 Selling technique

Most exhibitors aim to make introductory contacts rather than to complete sales on the spot.

- A** **Respond** to visitors.

- ◆ A visitor should be allowed to browse briefly and then be approached.
Employees must not hide at the back of the stand chatting among themselves.

- B** Start by finding out what **kind** of visitors you have.

- ◆ Ask whether they use your kind of

"In my experience, some of the best stands are created by IT companies. These are casual, low-cost displays that encourage people to drift in and out without having to face a phalanx of sales people."

*Jonathan Scott,
Centaur Exhibitions*

"Don't just collect names — try to qualify leads as you go. That way, you can work out who to concentrate on once the exhibition is over and who just to send a brochure to."

*Louise Ward,
Ingamell Consulting*

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product and what their interest is in your stand.

- ◆ Ask what their roles are in their organisations and what their businesses do.

Find out whether a visitor has purchasing power or influence.

C Stress the **benefits** of your product.

If a visitor is a potential customer, you must create enough interest to pave the way for a follow-up meeting or call.

- ◆ Find out what the visitor's needs are.
- ◆ Explain how your product can satisfy those needs.

D Make arrangements to **follow up**.

A visitor should not leave your stand until you have agreed what the next step will be.

- ◆ Make sure you record the name, job title and area of interest of each prospective customer.
- ◆ Record any information you need for following up the enquiry. Who should you contact, when and how?
- ◆ Arrange to get one of the organisers' mailing lists and consider mailing everybody who attended, even if they did not come to your stand.

Your aim is to deal with as many visitors as possible. Five minutes should be long enough to interest the visitor, provide them with relevant information and make follow-up arrangements.

8 Cost

A Floor space **rental** costs typically range from £100 to £300 a square metre.

- ◆ Rental costs for a 12m² stand at a small exhibition might be £3,000.
- ◆ Services (electrical outlets, furniture, plants, and so on) can add up to 20 per cent extra to the cost.
- ◆ Costs will generally be higher for exhibitions with high attendances and for some specialist exhibitions.
- ◆ If an organiser will not give you a discount, consider asking for written confirmation that nobody else is getting one, either.

B **Total** costs will include several other elements, such as:

- ◆ Stand design, delivery and installation. Professional stand design will typically cost from £4,000.

- ◆ The cost of three employees for the duration of the exhibition in order to have two employees on the stand at all times.
- ◆ Publicity costs of any direct mail, advertising or PR.
- ◆ Miscellaneous costs (eg insurance).

C Calculate how **cost-effective** an exhibition is likely to be in achieving your aims.

- ◆ If you aim to get leads (and sales), what is the expected cost per lead, and how does that compare with the anticipated profits you will ultimately make?
- ◆ If you want to get exposure, how much coverage do you expect?
How much coverage could you get by spending the same amount on an alternative promotional effort?

Be realistic about how many visitors you will be able to see, and what percentage will produce a positive result.

D **Measure** the results of the exhibition once it is over. Did you achieve your aims?

- ◆ How much press coverage did you get?
- ◆ How many leads did you generate?
- ◆ How many sales resulted from them?
- ◆ What was the total cost?

How does this compare with the cost-effectiveness of alternatives, such as direct mail?

9 Getting help

A You can get information about **upcoming exhibitions** from a variety of sources.

- ◆ Ask your local trade association.
- ◆ Contact the Association of Exhibition Organisers (01442 873331 or www.aeo.org.uk).
- ◆ Marketing Event is published 12 times a year, and is available by subscription for £54 (020 8606 7500).
- ◆ The Exhibition Bulletin is published 12 times a year, and is available by subscription for £100 (020 8846 2700).

B You may be able to get **government assistance** if you plan to attend an overseas or international exhibition.

- ◆ Contact Trade Partners UK for details of the SESA scheme (020 7215 5444 or www.tradepartners.gov.uk).

EXPERT CONTRIBUTORS

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FURTHER READING

This briefing was co-written by David Bittleston and Martin Ralton, authors of **Beating the Drum**.

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