

Top 10 Tips – Getting the most from exhibiting

Supplied by: Milton Keynes Chamber of Commerce



1. Decide what you want to achieve from exhibiting. For example:
 - a. Build brand awareness
 - b. Promote or demonstrate a specific product or service
 - c. Gather leads and network support for future plans
2. Create a newsletter or an email that can be distributed to your database of contacts, letting them know that you will be exhibiting. Also remember to tell people you come into contact with at networking events and meetings prior to the event and use your social media profiles.
3. Use your page on the Chamber website in the run up to the exhibition. Revisit your keywords, put a news item on there to say you will be exhibiting, perhaps tailor a Member 2 Member Offer towards something you will be promoting at the exhibition.
4. Promote the event on your website and link to <http://www.chambermk.co.uk/events/Business-Exhibition>
5. Think about the marketing literature you need, such as pop up banners, flyers and giveaways. Does your exhibition space need anything that will make it stand out? For example audio visual displays, gimmicks, props etc. Organise these in plenty of time and allow for any printing or delivery.
6. Think about energy requirements and remember to take any leads required for projectors, speakers, laptops etc. Will you need electricity? If so, make sure you book a stand space that has access to a power point.
7. Think carefully about how you present yourself to your stand visitors – e.g how you dress, body language, will you be sitting or standing? Appear friendly and approachable and remember to smile.
8. Look to run a prize draw on your stand to obtain contact details from those that attend. Make sure they are aware that you may contact them after the event.
9. Take time to create a lead form to record important information for follow up actions.
10. Ask those that visit your stand for feedback. What is appreciated? Is there anything you could do better next time?

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