



EFFECTIVE EXHIBITING: MAXIMISING YOUR IMPACT

A well planned and properly executed exhibition can be one of the most effective marketing activities of your year: the opportunity to speak with new and existing clients, to show off how good you are, as well as to network.

An exhibition can be a meaningful way to engage with potential and current customers and can deliver an outstanding return on your investment, but this does not happen by chance. As with all highly effective marketing, it requires a proper plan, sufficient resources and some hard work too!

Some points to consider:

- What is your desired result? Are you seeking to attract new customers, impress existing ones or both? Are you launching new products or services or showing your existing range? What are your key messages – what do you want delegates to remember you for?
- Is the exhibition suited to your target audience/s? Will they turn up? Is the time of year and location convenient for the audience? *After 12 years AREC can definitely deliver on this point!*
- Is the delegate attendance consistent year-on-year? Is the event well marketed and respected? Do your clients have positive things to say about the event? *As above!*
- Will your competitors be there? This can be a positive opportunity for you to highlight your unique selling points.

- Pre-event marketing is at least as important as being at the event itself. What can you do to cause delegates to be excited about visiting your booth? Advertise your involvement to your own database of current and potential clients. Consider some special hospitality for them from your booth. Pass on special delegate offers from the organiser. *Take part in the TRET affiliate program and pass on great savings to your contacts and earn a cash rebate.*

- Make sure you have the required human resources to exhibit properly. An impressive booth manned by bored people who lack knowledge can actually do more harm than good. It is vital you have your best people working the crowd, who are motivated to be there.

- Avoid too much technology – something inevitably goes wrong. Having your booth full of technicians being barked at by stressed executives does not give the right impression.

- What handouts or giveaways will you have? Will yours be trashed by the delegate lightening the load for the trip home? Much better to scan a name badge or collect a business card and send them a brochure as a follow-up. *Rent an InfoTracker and automatically collect detailed delegate data via the web any time, any place.*

- Post-event follow-up – if you've gone to all the trouble and expense to meet new prospects, make sure you follow them up quickly and appropriately. Do this during the exhibition – have members of your team allocated to following up the previous day's leads. *An InfoTracker makes this so simple.*