

The Last Minute Guide to Exhibiting

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.

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This guide will help you calm

down, chill out, work out the

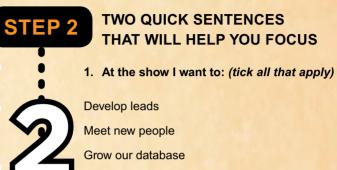
fastest path for event success

so that you can kick back and

relax before the show!

GET UP AND RUNNING IN SIXTY MINUTES!

- 1. Get the exhibitor log in and password to access the show website.
- Fill out your exhibitor profile on the show website – it normally only needs a logo and 50 words!
- Follow all rel evant social media channels (check out the show website) linkedin, twitter, facebook.
- Get the name of a customer service contact from HYVE (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 manuals (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.
- Take a deep breath, make yourself a tea and pat yourself on the back -you've just made it through the first hou



- 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!

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

I plan to spend:

	Stand design/ graphics	E.
/	(include plasma screens costs in this if you ha	ve them)
	AV/electrics/internet/lighting	
	Data scanners	
	Flooring/ furniture	
	Insurance	
	Hand outs	
	Hot el/food/travel	
	Bits and pieces	

TOP TIP

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

STEP 4

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STEP 5

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 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.

GRAPHICS

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.

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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 att ending 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 da tabase 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:

Lighting

Staff rota

Web profile

WiFi

Parking/tra vel

Social media links

Stand design/graphics

Stand engagement

AV Badging

Data scanners

Electrics Email blast

Flooring Furniture

Hotels

- Insurance
- **TOP TIP**

The stand designers or HYVE 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.





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Don't forget to follow us on twitter:

@hyvegroupplc

Or call us on: **+44 (0)20 7596 5000**

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