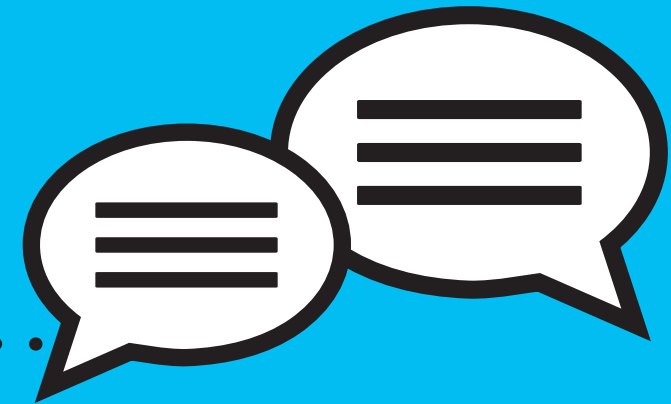




# The Exhibitor's Guide To The Galaxy

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FROM STAND SALES TO SECURITY STAFF,  
YOUR HANDY GUIDE TO THE PEOPLE  
YOU'LL MEET ON THE EXHIBITOR JOURNEY.

**WHO** are the main people to know?

**WHAT** is the best way to connect?

**WHEN** you will meet key contacts.

**WHERE** to focus your time and effort.



# Exhibition Essentials

There are five things you need to hold a successful exhibition:

Exhibitors – that's you – and visitors to the show need little introduction. But what about the other people behind the scenes making up the exhibition universe? At different stages of your journey you will come across these key people who are vital to your show success.



## The Organisers

Chances are, the first person you will meet on your quest will be in marketing or sales, working for the show organiser.

Some exhibition organisers are small companies that run just one show, while others are multinational organisations holding exhibitions around the world covering a diverse range of industries.

It's worth building a good rapport with the person who sells you the stand space, but don't forget about the marketing and operations managers, they will also be able to help you along your journey towards the exhibition.

### TIP

You will have much more choice on the size and position of your stand if you book early.

If you're not happy with your position, it's worth checking with the organisers nearer to the show date as floorplans often change.

If you are relatively new to exhibiting, the organiser should also be able to point you in the right direction for suppliers that can help you with stand design and build and other vital services.

### TIP

Organisers may have a preferred supplier but that does NOT mean you have to use them, so shop around for the best deal.

You can also get extra value from your stand booking by talking to the organisers. Contact the Show Director to see if there are opportunities to promote your company through the content programme (such as giving a talk on your specialist subject).

### TIP

Many organisers will also produce a show daily newspaper, or guide, so again try to get more bang for your buck by getting extra exposure in those.

Many organisers offer preferential rates if you book your stand for the next show whilst at the exhibition. If you've had a good show and you know you want to exhibit again with them, take advantage of it.

### TIP

Building a strong relationship with the different organiser contacts will reap rewards. Don't forget to read and act on prompts contained within your exhibitor manual!



# The Suppliers

If this is your first exhibition, you may be surprised how many suppliers you are likely to deal with. Suppliers of both products and services you are likely to need include:

- Stand design
- Stand build
- Graphic design
- AV and lighting
- Electrics
- Catering
- Furniture

The above list is just a few of the suppliers you will need to build and dress your stand space, but then you also have to consider transport, storage, hotels and before you know it members of your team will be dealing with a dozen or more outside companies.

## TIP

Some larger suppliers are able to handle most of your show needs for a one-stop solution. We recommend using companies that are members of ESSA – the Event Supplier and Services Association.

## TIP

Befriend the show organisers operations manager. They will be able to advise you and point you in the right direction saving valuable time

With so many suppliers to deal with, it's important to get the right members of your own team talking to the right people, at the right time.

The exhibition industry has its own language. Do you know the difference between a modular and bespoke stand design? Any clue what shell scheme is? Learning the lingo is all part of the experience.



## TIP

The design of your exhibition stand is the most crucial element, as it affects your other needs, so make sure your A Team is involved in that process.

Experience suggests that at some stage, something will go wrong – with so many people involved in a time-sensitive process, this is bound to happen. Don't panic!

Exhibition suppliers are a resourceful bunch and are used to last-minute requests and changes, especially close to show time. Once again, forging a good relationship between suppliers and members of your team will go a long way to sorting out any hiccups.

## TIP

Many venues will have suppliers on hand, so even when you arrive at your stand and realise something is missing, you should be able to sort it out. Keep Calm and Carry On Exhibiting.



## The Venue

When deciding to exhibit, chances are you were attracted by the show's audience rather than the venue itself, so why is the location important? Well, remember you are putting yourself in the shop window, so it's important to know what the shop looks like, and how to look your best.

Visit the venue and familiarise yourself with the environment. The venue will welcome a visit from you so reach out to them via your organiser.



### TIP

Some venues provide free wi-fi while others charge, so make sure you consider the best solution for you if you require internet on your stand. A portable wi-fi hotspot, for example, may be more cost effective than the venue's own service.

UK exhibition venues vary considerably, from grand heritage buildings packed with character to purpose-built black boxes providing organisers a blank canvas. Some have natural daylight while others have none. Some have outdoor space and multiple halls. Work out how to make the most of what your venue can offer.

### TIP

Venues usually provide lots of useful information about the surrounding area, from hotels to restaurants, for your team while they are at the show.

Once again, it is worth speaking to the venue if you require any help or advice. Nobody knows the venue like they do, so they may have great insight into where you should position your stand.

Many exhibitors won't ever deal with the venue directly, as suppliers normally handle details regarding electrical sockets, access times and other logistics, but we think they could be missing a trick!

### TIP

Just like talking to your customers at the show, communicating with your organiser, suppliers and venue is a skill that can reap rewards. Work that relationship!

Visit our website if you want more in-depth guides and helpful tips to make your exhibiting activity a great success:

[www.facetime.org.uk](http://www.facetime.org.uk)

Don't forget to follow us on twitter:

[@facetimeuk](https://twitter.com/facetimeuk)

Or call us on: +44 (0)1442 285809



\* Please note - visitor engagement will be covered in a separate guide.