

pure LONDON X JATC  
JUST AROUND THE CORNER

9-11 FEBRUARY 2025 | OLYMPIA EVENTS

# Golden rules to exhibiting

Where fashion meets opportunity

● A Hyve Event



# Maximise Your Investment: Key Tips for Pure London x JATC

Follow these golden rules to get the best out of your show experience.

Pre-Show Preparation

During the Show

Post-Show





# Pre-Show Preparation



1.

## Plan Your Space

Measure for furniture and displays to optimise booth layout and flow.

2.

## Book Key Appointments

Schedule meetings in advance.

3.

## Merchandise Effectively

Curate your collection to ensure it's clear, appealing, and attention-grabbing.

4.

## Promote Your Brand

Share lifestyle images with Pure London x JATC to boost your pre-show marketing.

5.

## Advertise For Agents

Use the "Agents Wanted" section in the Ezone to attract new representatives.

6.

## Explore Sponsorship

Consider sponsorship for extra brand exposure before and during the event.





# During The Show

1.

## Set Up Early

Arrive on time with business cards, order books, and devices ready to go.

2.

## Set Clear Goals

Focus on generating new leads, securing orders, or opening new accounts.

3.

## Be Approachable

Maintain friendly, open body language to encourage engagement.

4.

## Capture Data

Use a Data Pen to gather and organise visitor contact information efficiently.

5.

## Engage Online

Share your experience and tag @purelondonxjtc to boost your online presence.





# Post-Show

1.

## Plan for Breakdown

Ensure all stock is removed by 10 pm once visitors leave.

2.

## Thank Your Visitors

Send follow-up emails and make personal calls to strengthen connections.

3.

## Evaluate Your Goals

Review your performance and adjust strategies for the next event.

4.

## Plan for the Next Show

Book early and seek advice on how to improve for the future.

5.

## Provide Feedback

Complete the post-show survey to help shape future events.





# Ezone & Exhibitor Manual

Your Ezone is key for all preparation, from stand setup to logistics. Contact [exhibitor@purelondon.com](mailto:exhibitor@purelondon.com) if you need assistance.

For stand setup and merchandising, refer to the Exhibitor Manual for advice on display, branding, and storage solutions.



# Marketing Support

Work with the Pure London x JATC team to promote your brand. Use your website, email invites, and sponsorship options for maximum exposure. Update your online profile to attract buyers who couldn't attend.



# Key On-Site Tips

Ensure you have your Exhibitor Pass and vehicle ID for smooth entry.

Review emergency procedures and secure valuable items overnight.

Keep your stand clean and accessible throughout the show.



# We're Here to Help

Our team is here to support you every step of the way – reach out for any assistance and let's make this show your most magical yet!



We are delighted to have you exhibiting with us this season. We look forward to helping you make your show a great success.

## Join our community

Use social media to promote your presence, location, brand updates or planned collections/launches at the show.



Become our fan  
[facebook.com/  
purelondonxjtc](https://facebook.com/purelondonxjtc)



Connect with us  
[linkedin.com/  
purelondonxjtc](https://linkedin.com/purelondonxjtc)



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