bett | ExCeL London
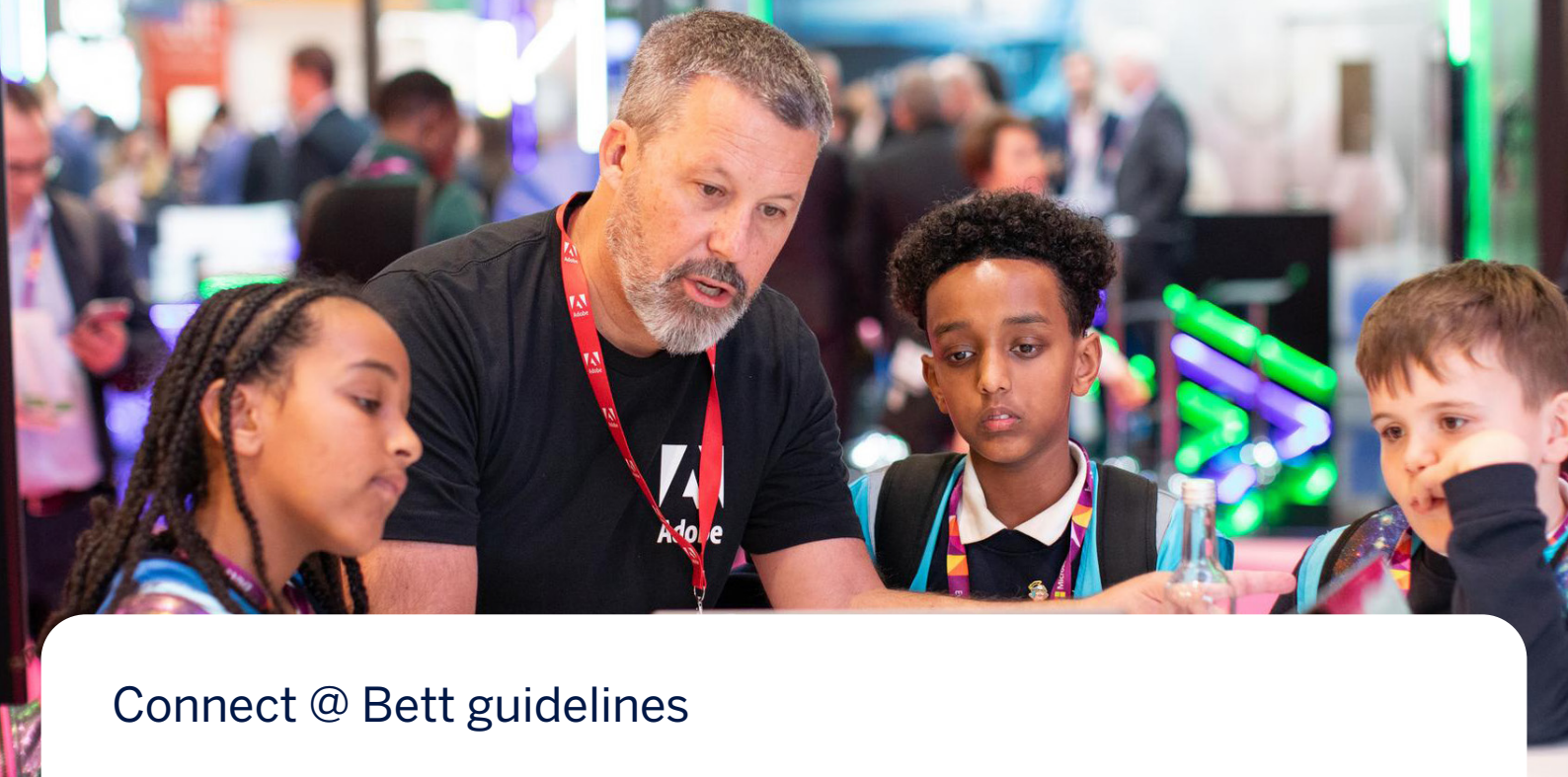22 - 24 January 2025

A Hyve Event

CELEBRATING **40** YEARS

Exhibitor Guide

Connect @ Bett Guidelines:
Educators, Investors, Resellers & Distributors

3-minute read

Connect @ Bett guidelines

Enhancing the way you meet with buyers at Bett, Connect @ Bett drives greater and more relevant footfall to your stand, and maximises your ROI from the event.

As an Organisation Admin, you can complete Connect @ Bett tasks for your company. Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way and will share reminders at key points.

If you don't get an email, check spam (from donotreply.bettuk25@eventpt.com), then let us know at exhibitor@bettshow.com.

	You must	Takes you	We'll email you on		Your deadline is	
1	Complete Your Exhibitor Profile & Make Announcements	30-45 mins	Mon 2 Dec	9am GMT	Fri 13 Dec	6 pm GMT
2	Provide Qualified Attendees with Reasons to Visit Your Stand	60-90 mins	Mon 16 Dec	9am GMT	Fri 3 Jan	6 pm GMT
3	Receive List of Qualified Attendees Who Added You to Their Schedule	-	Fri 17 Jan	9am GMT	Fri 17 Jan	-
4	Attend Bett 2025!	-	Wed 22 Jan	-	Fri 24 Jan	-

2 December - 13 December   You can do this on: Desktop ☑ Mobile Web ☑

Complete your Exhibitor Profile (takes 30-45 minutes)

Start Your Exhibitor Profile on Monday 2 Dec, and complete it by the Fri 13 Dec at 5:00 pm GMT deadline.

- **Tell us about your company. Your Exhibitor Profile will help education buyers, resellers and distributors, and investors decide if they're interested in visiting your stand at Bett.** You can share information about your company, the products you offer, any geography and audience compatibility considerations, special offers/incentives, product launch announcements, and more—all the information education buyers need to know.
  - » Prepare now! You'll be able to upload:
    - Company logo (file types: jpg, jpeg, png; max. file size 50 KB)
    - Upload 1 main profile image (file types: jpg, jpeg, png; min. recommended resolution 600 x 300; max. file size 2 MB. Recommended aspect ratio 2:1 or 3:2, other ratios accepted)
    - Hero Billboard - Upload up to 3 images that best represent the style of products or ranges your company offers. The images will be displayed in your Profile in a "carousel" format. (file types: jpg, jpeg, png; min. recommended resolution 600 x 300; max. file size 2 MB. Recommended aspect ratio 2:1 or 3:2, other ratios accepted)
    - Brochures - Upload up to 3 company brochures (file type: pdf; max. file size 5 MB)

Keep reading for 2 December - 13 December...

» **Tell us how many team members you'll have available to meet with qualified attendees at your stand each day.** Qualified attendees will be able to see "Peak" and "Off-Peak" times (when you're busier or quieter, based on your team's availability and how many qualified attendees have already added you to their schedules) when they're adding you to their schedule to help them decide when to visit you. You can update your team's availability until Friday 3 January at 5 pm GMT.

» **Consider making an announcement about a new product:** Tell thousands of education buyers, resellers and distributors, and investors about your new product launches which will encourage them to visit your stand to find out more. You can give a summary of the new product (300 characters max.) and share any relevant website link, such as to a press release or blog post.

If you miss the 13 December deadline, you can still complete your Exhibitor Profile up until the show. Once you've completed your Exhibitor Profile, buyers can add you to their schedules.

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16 December - 3 January

Provide Qualified Attendees with Reasons to Visit Your Stand
(takes 60-90 minutes)

It's time to tell education buyers, resellers & distributors and investors why they should visit your stand.

• **Start on Monday 16 December and complete by Friday 3 January at 5:00 pm GMT**
  » In addition to providing qualified attendees the detailed Exhibitor Profile you've already completed, you can now tell them why they should visit your stand at Bett
    • For example, tell them how they can benefit from working with you, such as how you can help them achieve better outcomes for their learners, and which other organisations like them you already work with
  » You can provide a reason to **everyone you want to visit your stand (there's no limit)**–they'll see your reason when they're adding exhibitors to their schedule
  » To help you decide, you can view a summary as well as a detailed Profile (on desktop click 🔗 on mobile app ➜ for each buyer
  » Use **Filters, Predefined Lists** and **Search** to zero in on the most interesting buyers for your company
    • Use the **Recently Registered Buyers** predefined list to view all buyers who have registered in the last 7 days!
  » Don't wait till the last minute to reach buyers! With tools like **Bookmarks** and **Saved Lists,** you can start and come back, if needed.

• **You can also update how many team members you'll have available at your stand each day.**
  » If you miss the Fri 3 Jan deadline, you can still provide buyers with reasons to visit your stand up until the show. However, as buyers will start building their schedules from Mon 6 Jan, reasons provided after the deadline may not be viewed.

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17 January

Receive Detailed Profiles of Buyers Who Added You to Their Schedule

• **From Friday 17 Jan onwards, Organisation Admins will be able to view detailed profiles of all qualified attendees who have added you to their schedule, so your organisation can prepare for their visits to your stand.** You'll also get information about when each visitor intends to visit your stand, so you can prepare and get straight to business!

SOME FINE PRINT: Our buyer list is confidential and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Connect @ Bett, you can't solicit buyers outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programmes. Do not assume that buyers adding you to their schedule indicates any interest in meeting with you outside of Bett.