



Connect @ Bett guidelines: exhibitor organisation admins

4-minute read

Introducing a better way to meet buyers at Bett! Connect @ Bett drives greater and more relevant footfall to your stand, and maximises your ROI from the event.

EdTech companies join the programme to:

- Generate qualified leads by inviting prospects from education institutions and governments to visit them. Engage with new and existing buyers within current customer organisations to find future ways to work together.
- Plan Bett based on a very detailed view of the education decision makers that are attending Bett, including their sourcing needs and interests.
- Promote solutions, launch new products and make announcements to groups of qualified education buyers.
- View detailed profiles of the education decision makers who intend to visit their stand, enabling them to better prepare for each buyer's visit.

Here's how it works:

you'll use our simple and easy-to-use technology before the show to get detailed information about education buyers, reach out to qualified education buyers who should know about you, share information about your company with education buyers, and prepare to meet those who plan to visit your stand. It really is the most efficient way to support your investment in Bett and drive the most success for your business.

Connect @ Bett gives you:

1. **Pre-show access to detailed profiles** of thousands of qualified education buyers so that you know who's coming to the event.
2. The ability to give an unlimited number of education buyers **specific reasons why they should visit your Bett stand** and how you can **help their organisations and learners**.
3. **Increased visibility with education buyers**, who will get pre-show access to your detailed Exhibitor Profile (including your product ranges, target geographies and audience suitability, any special offers/incentives, product launch announcements, etc.) so they can add your company to their personal schedule of stands to visit.
4. **Access to detailed profiles of all education buyers who added you to their schedules** so that you can prepare for their visit to your stand and get straight to business!

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 with reminders. If you don't get an email, check spam (from donotreply.bettuk24@eventpt.com), then let us know at connect@bettshow.com.

	You must	Takes you	We'll email you on		Your deadline is	
1	Complete Your Exhibitor Profile & Make Announcements	30-45 mins	Wed 13 Dec	9:00 am GMT	Mon 1 Jan	5:00 pm GMT
2	Provide Buyers with Reasons to Visit Your Stand	60-90 mins	Tue 2 Jan	9:00 am GMT	Fri 5 Jan	5:00 pm BST
	Buyers Add Exhibitors to Their Schedules	-	Mon 8 Jan	-	Thu 18 Jan (and until end of Bett)	-
3	Receive List of Buyers Who Added You to Their Schedule	-	Fri 19 Jan	9:00 am GMT	Fri 19 Jan	-
4	Attend Bett!	-	Wed 24 Jan	-	Fri 26 Jan	-

13 Dec – 1 Jan

Complete Your Exhibitor Profile

You can do this on: Desktop

Start Your Exhibitor Profile on Wednesday 13 December, and complete it by the Monday 1st January at 5:00 pm GMT deadline.

- Tell us about your company. Your Exhibitor Profile will help education buyers 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.

 - You can upload images to your Profile to help buyers further understand your brand and the solutions you provide.
 - 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)
- Tell us how many team members you'll have available to meet with customers at your stand each day.** Buyers 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 buyers have already added you to their schedules) when they're adding you to their schedule to help them decide when to visit you.
- Consider making an announcement:** Tell thousands of education buyers your big news, including new products, geographies served, capabilities, new partnerships and anything else newsworthy that you're releasing for the first time at Bett 2024. You can give a summary of the announcement (300 characters max.) and share any relevant website link, such as to a press release or blog post.

If you miss the 1 January deadline, you can still complete your Exhibitor Profile up until the show and be added to buyer schedules once you've completed your Exhibitor Profile. However you won't be able to provide buyers with reasons to visit your stand.

2 Jan – 5 Jan

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

You can do this on: Desktop

Start Your Exhibitor Profile on Wednesday 13 December, and complete it by the Monday 1st January at 5:00 pm GMT deadline.

- 1. It's time to tell thousands of education buyers why they should visit your stand.**
 - Start on Tuesday 2 January and complete by Friday 5 January at 5:00 pm GMT.
 - In addition to providing buyers 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.
 - 2. You can also update how many team members you'll have available at your stand each day.**
 - To help you decide, you can view a summary as well as a detailed Profile (click) for each buyer.
 - Use Filters, Predefined Lists and Search to zero in on the most interesting buyers for your company.
 - Don't wait til the last minute to reach buyers! With tools like Bookmarks and Saved Lists, you can start and come back, if needed.
- If you miss the 5 January 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 8 January, reasons provided after the deadline may not be viewed.

8 Jan – 18 Jan

Buyers Add Exhibitors to Their Schedule

Thousands of Bett buyers are viewing Exhibitor Profiles and requests to visit stands as they add companies to their schedules.

Your Exhibitor Profile will remain visible to buyers during and after Bett, so they can continue to use it to find the right products and solutions for their institutions and learners.

19 Jan

Receive Detailed Profiles of Buyers Who Added You to Their Schedule

On Friday 19 January, Organisation Admins will be able to view detailed profiles of all buyers 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 plans to visit your stand, so you can prepare and be ready to get straight to business!

- You should:
 - Review who's added you to their schedule and identify the buyers you want to prioritise and prepare for their visit, including sharing relevant information with the team members who will be on your stand.
- Buyers adding you to their schedules is not a definitive commitment that they'll be there at that precise time slot. There is so much to see and do at Bett that some buyers will run late, reschedule their visits or visit your stand at another time without notice.
- We recommend you scan the badges of Bett attendees who visit your stand, so you can receive detailed profile data after the event of the individuals you met with. Email exhibitor@bettshow.com to request information on badge scanners.