



NEC | Birmingham | 16-19 February 2023

Exhibitors Marketing and Advertising Guide



Hello and welcome

This guide will help you to enhance your marketing plans and increase awareness for the SBS BoatLife event in February 2023.

By using this marketing support guide with us we'll help you reach new audiences through social media, digital and printed press. You'll feature on our website in the news and be included in our email activity to ticket holders old and new.

We'll help tell people all about you!

[Click to visit the Exhibitor Area >>>](#)



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Marketing Support Tools

WEBSITE

Make the most of our digital marketing support to increase awareness of your event and drive visitors to your website and your stand at the show!

You get...

-  Dedicated exhibitor listing
-  Featured on our news page



EMAIL

Access our database and reach thousands of event goers through our mail marketing support.

-  Featured in our email newsletters


SOCIAL

Enhance your social comms plan with the additional reach of our social channels, partners, sponsors and influencers.

-  Featured on our social channels
-  Included in our Instagram post, reels, and stories, TikTok, LinkedIn, Facebook and Twitter

PR

We aim to include as many of our exhibitors as possible while promoting the show across the UK. Our official media partners are Marine Industry News, Canal Boat, Sailing Today and Powerboat & RIB.

-  Included in announcements, news and feature pieces in the press (printed and digital).



Using the digital
world to bring
real-life sales.

Complementing the marketing we do as organisers, with your own marketing, will optimise your investment to exhibit. The marketing we do brings the target audience for the industry to the event. The promotions you do, will bring this audience to your stand.

Promote your show presence

Firstly, promote the fact you'll be at the SBS BoatLife show 2023!

It's never too early to start telling people about it. Promoting your presence a month before serves as a 'save the date' only, so we'd encourage your targeted call to actions to be in full swing three weeks before to build excitement and drive visitors to your stand.

Our marketing brings them to the BoatLife show; yours needs to bring them to your stand. To optimise your stand investment and aim for achieving the best ROI, ensure you run a well-rounded campaign, use a variety of communication mediums to reach your target customers.

Use a range of social media, email, your website, PR and the free promotional support and materials that we offer in the [exhibitor area of the website](#).



Brand Guidelines

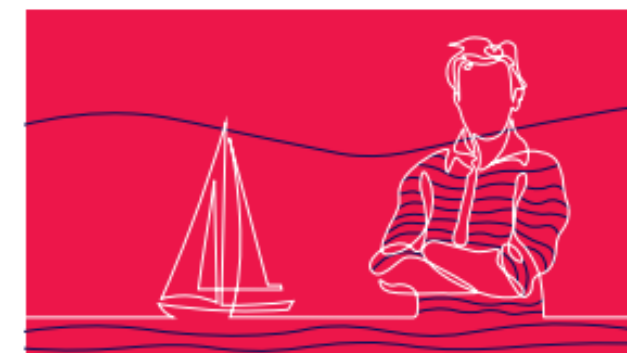
We want to make it as easy as possible for you to communicate about being at the SBS BoatLife show.

Our brand identity (and yours) should be represented to the world in the right way. Brand guidelines simply ensure consistency and demonstrate what the company is, what it does, and what it stands for.

The BoatLife brand uses two main colours (Blue and Red), each of the three BoatLife elements has its own secondary colour which compliments the BoatLife Blue; Community Purple, Digital Orange and Live Green.

This example shows the BoatLife images, the Live image, for example, utilises the Live Green colour as its background. To allow flexibility, the same image could also sit on the Brand Red background, for example when talking generally about the show but wanting to keep the strength of the main brand for awareness.

Everything you need to know can be found here, including fonts and colour reference codes!



Brand image



Community image



Live image



Digital image

Website

Advertise the fact you'll be at an exhibition on your website.

Make sure you add detailed information on what you'll have on your stand and how that will benefit customers, along with any special offers. This can be a "star" or banner at the top of your home page, or a special entry under your news page. Or both.

Include your stand number, and, just like in the email marketing, include a link to the exhibition's website and how people can get tickets.

You could also include a floor plan showing how to find you.

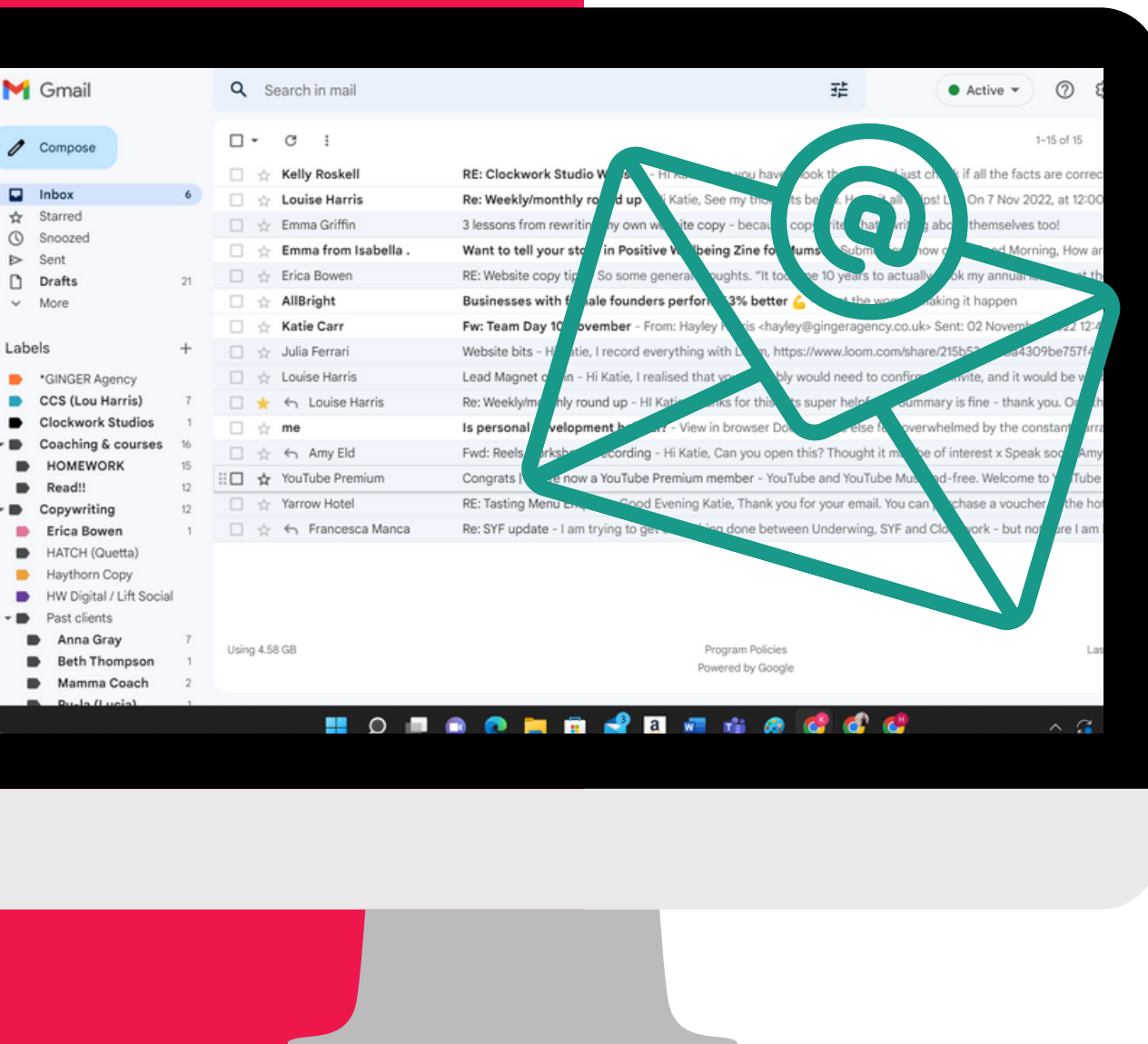


TIP: We are able to provide you with free artwork to help you update your website, and in whatever size you need. Artwork will include the event logo, as well as a 'SEE US AT THE SHOW'. [Check out the website](#) to see if we already have what you need!

Email Marketing

You need a reason; don't just bombard people with “we'll be at the SBS BoatLife Show”.

- Tell them what's on your stand and describe the benefits of that for them.
- Use email to draw customers to your stand with special offers
- Draw loyal customers or lure potential or lapsed customers with a stand-only special.
- You could invite them to the show and use the face-to-face opportunity to further your relationship and let them know you appreciate their loyal custom.
- Include a link to buy their tickets, QR code (can be found with the SBS BoatLife logos in the exhibitor area of the website) and a link to our website.
- Make sure you include a person's name, phone number and/or email address to contact for further information.



Social Media

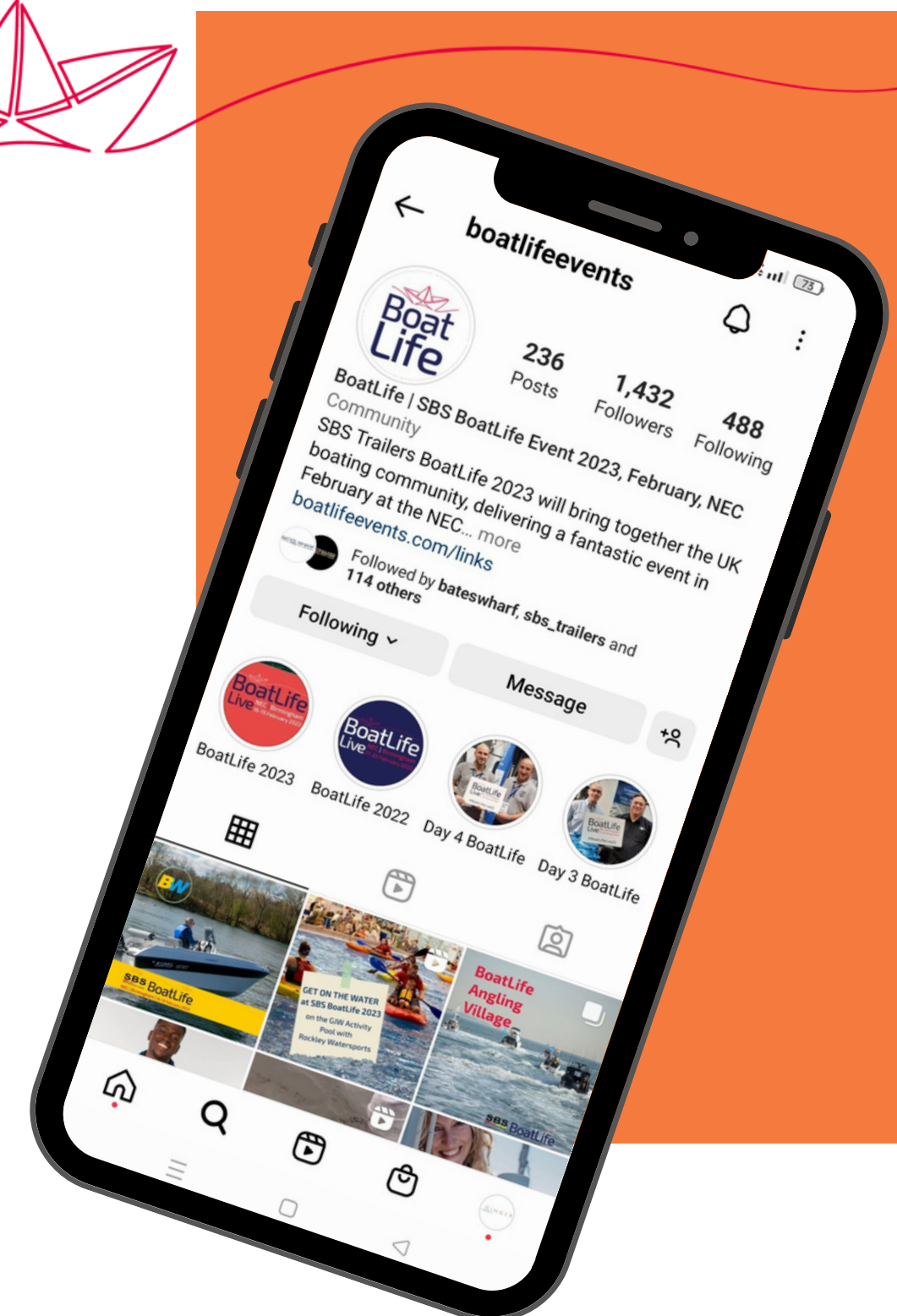
Social media is a perfect channel for telling people you're going to be at the show. You can also support other brands by liking, commenting, sharing their content, as well as ours!

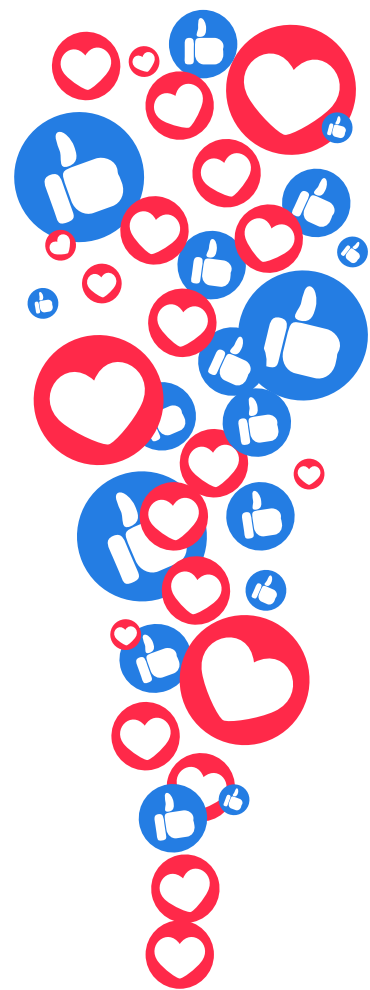
Not only will this help to promote your business but it will help you to build new relationships, grow your reach and followers but you'll also save time creating content.

TIP: Choose the platform that's right for your business. There's little benefit using only Instagram if your customers are on Facebook.

TIP: On social media, engage and make your customers feel comfortable. At all times be transparent and honest.

TIP: Use our handy images, they are ready and waiting for you to use!





Social Media 101

Get your communications right, begin with a social media audit:

- Is the website URL in your social media bio correct?
- Have you included your stand number in all of your online and offline marketing material?
- Do your images reflect your brand across all social networks?
- Are you nurturing and engaging with your community before an event?
- Are you using the event hashtag to promote your stand?
- Are you using the right pitch in your bio?
- Are you engaging with the event sponsors online?
- Are you monitoring brand mentions on social media?
- Are you monitoring your competition on social media? - if applicable

What about #Hashtags?

Hashtags centralise online discussions around a certain topic - in this context the SBS BoatLife Show. It's what will connect you with your community and those visiting the event. Use the event's hashtags, but also make sure you create your own. Talk to our team to help you or just take a look at our posts and use some of them. The official show hashtag is:

#sbsboatlife23

PR



A press release must be “newsy”. It needs to contain the launch of a new product or service at the event. Put the most important information in the introduction, then explain it, then do a quick wrap-up paragraph.

Always include good quality, high-resolution images and videos (for digital PR). No need to send anything fancy, just a simple Word document is perfect. The message will shine if your release is well written. Don’t send too much or too little information. Look at what the publication publishes: are they long, short, a mix, first-person, technical...?

Always include all your exhibiting information: Your stand number, the time and place any talks or demonstrations you’ll be giving and so on. Make sure your words are accurate and clear. It’s 99% unlikely that your “copy” (this is what the words in your press release are called) will be published as you’ve sent it. Don’t take it personally, this is just how publications operate.

You may think a month before is early enough to submit something; but usually there is a lead time of six weeks, don't leave it too late otherwise you'll missed the boat or get lost with other exhibitor news.

If any of this seems too hard or time consuming, outsource it, it's far better to have your PR done properly. Outsourcing also means you can concentrate your efforts on what you do best: your business.

TIP: Alternatively, use our event PR team (email: marketing@boatlifeevents.com) to assist in writing and distributing. They're always looking for great stories to help us promote the event and have excellent connections with media and journalists too!

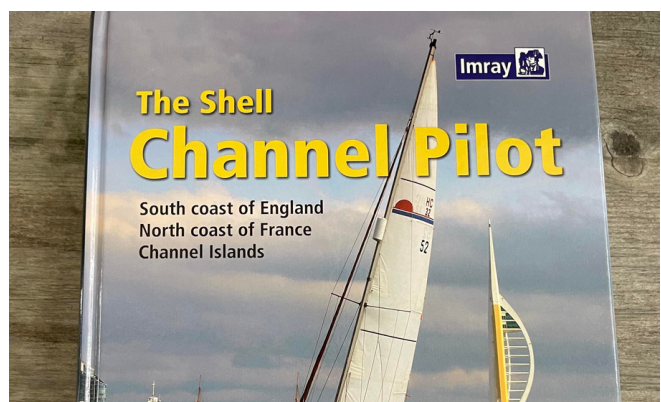




HOME | FAVOURITES | CLUBS | CLASSES | CAL

Freedom Boat Club announce
Marquay, UK

Nicholas E Jones / Shutterstock



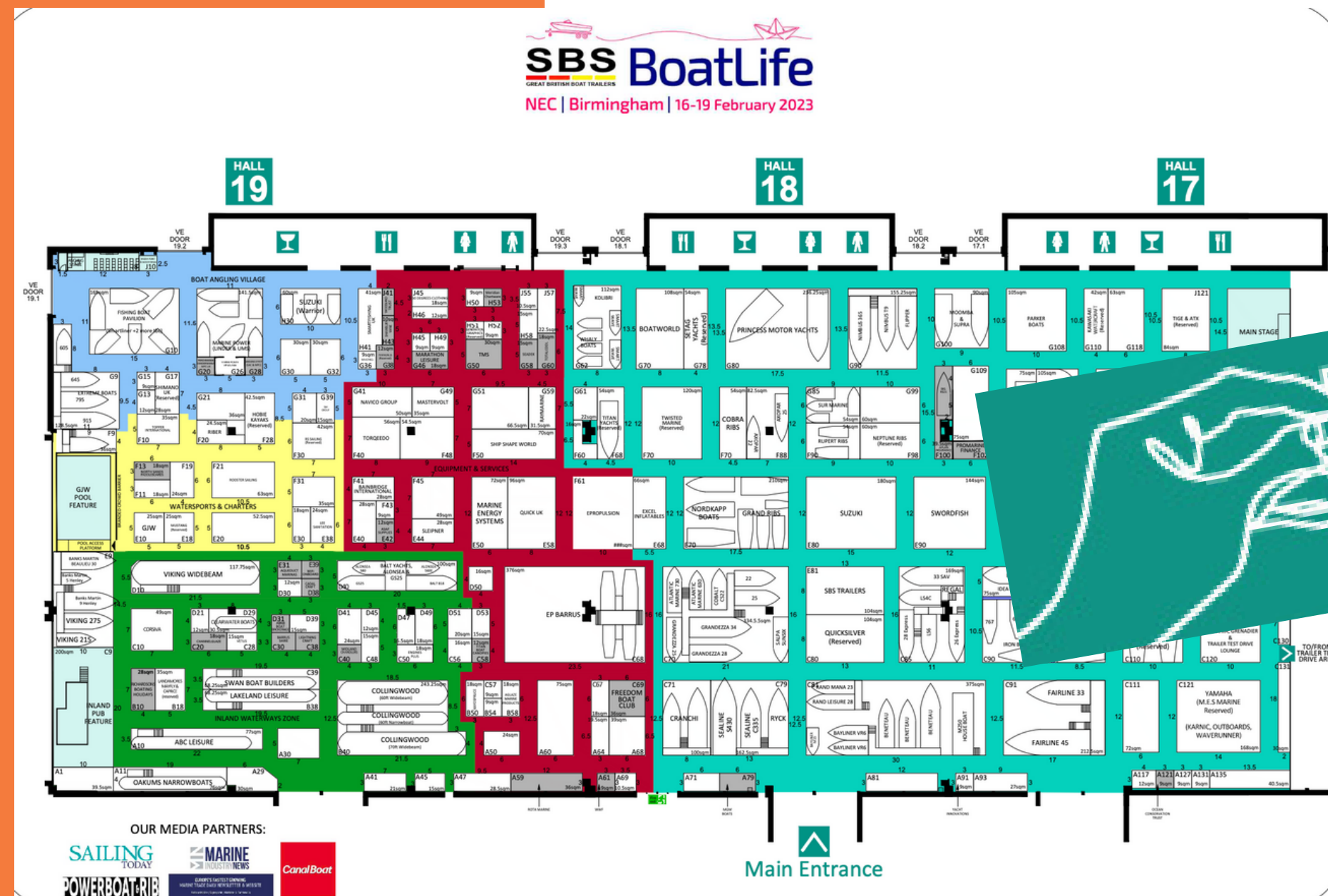
Free Promotional Materials

The marketing opportunities we offer exhibitors, many of which are free and inclusive in your stand package, make us your one-stop shop marketing partner.

We'll provide you with the opportunity to supply articles, social media posts, competitions, show guide advertising (and sometimes editorial), and access to our PR team who can both write and distribute media releases for you.

We're your one-stop shop marketing partner. Working with us doesn't stop at booking a stand. We'll support you throughout the entire marketing period to maximise the value of your exhibiting experience.

[Click to visit the Exhibitor Area >>>](#)

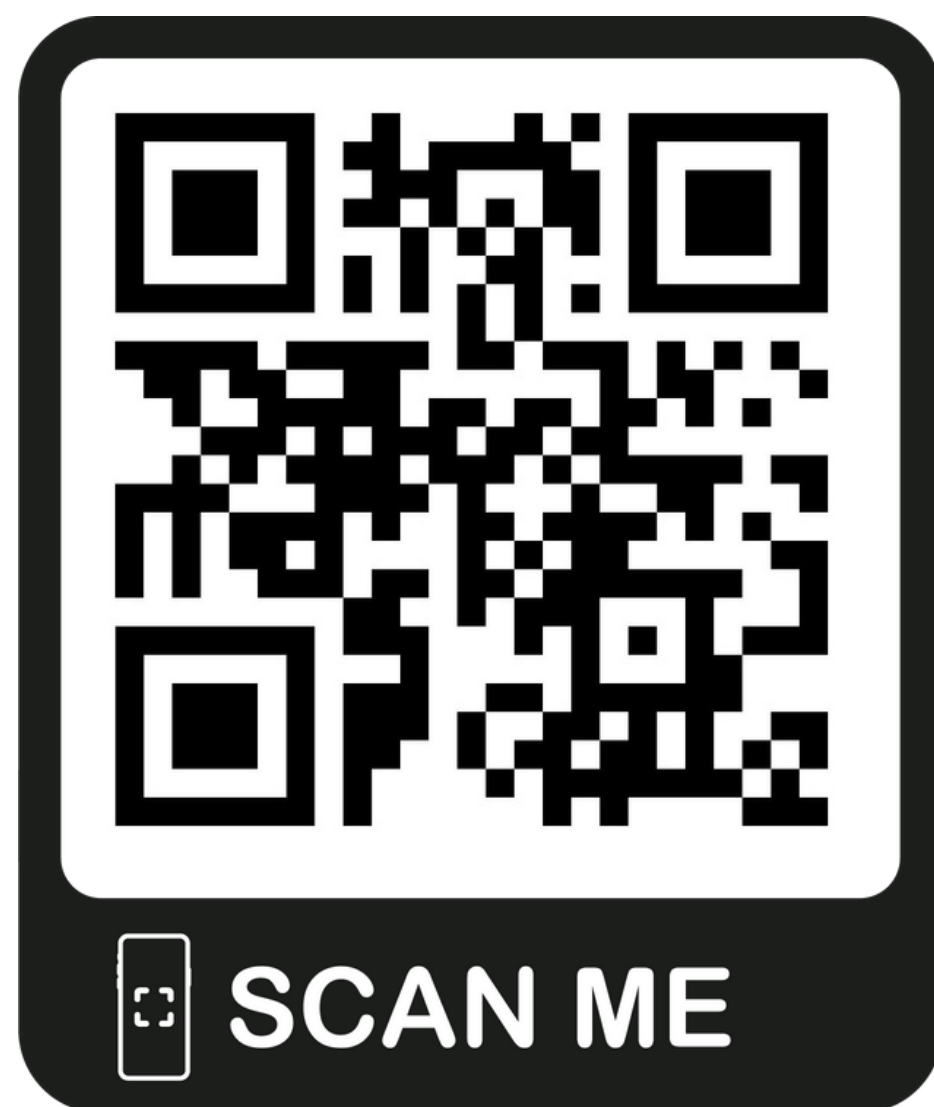


Ticket Discounts

We can provide you with special ticket discounts, email us asap to get yours:
marketing@boatlifeevents.com



QR Code



In a world where we expect everything at our fingertips, QR codes provide instant interaction between businesses and customers. It's a great way to streamline the user experience and ensure customers can access information as quickly and efficiently as possible.

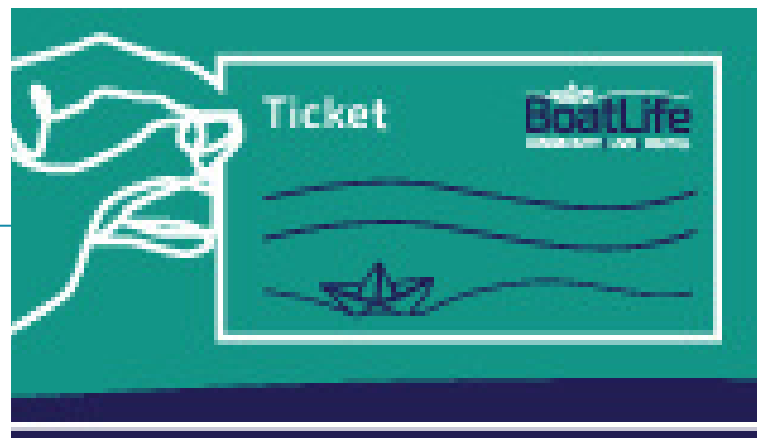
A QR code, short for 'quick response' code, is a black and white image that provides access to more information quickly from their devices.

People can scan the QR codes with their smartphones to learn more about a product or service, or in this case buy SBS Boatlife Show tickets. These encrypted symbols can also hold links, discounts and vouchers.

Most smartphones have the technology to read QR codes, which are built into their camera apps. Users will point the camera at the code, and an option to open the link will appear on their phone screen.

Help us help you!

Make sure you respond when we send call outs for material. The quicker you are, then the more likely you are to get a feature. All this helps you gain extra publicity and it also helps us show the target audience what fantastic new products, services and developments they will find at the event.



Web banners and
e-footers



Social posts and
images



Official event logos

What you need to do now...

Your pre-show to-do list:



WHAT ARE YOU BRINGING TO THE SHOW?

*Tell us what you'll have on show; new or exciting products, any well known boating figures or celebrities?
Send it over and we'll do our best to include it in our pre-show promotions and PR campaign.*



SEND US YOUR NEWS AND UPDATES

If you've got something new and exciting to shout about, then we want to know about it! Simply send us a press release or quick summary with some pictures or even a video, and we'll add it to the "News" section of our website, and share on social media.

Got something to tell us? Complete [this form](#) and we'll make the arrangements!



DOWNLOAD BANNERS AND BRANDING

Head to the exhibitor area of our website to download branded BoatLife banners of all shapes and sizes.

Customize and use them on your website and in your comms to let people know you're exhibiting.



INVITE YOUR NETWORK

Drop your audience an email ahead of the show and encourage them to visit your booth.

Social Media questions

Katie Carr

marketing@boatlifeevents.com or

DM us on Instagram



SOCIAL MEDIA

Don't forget to invite your followers!

*If you're posting about the show on social media, be sure to tag us so we can share with our followers too - [@boatlifeevents](#) on Instagram, Twitter, TikTok and Facebook.
[#sbsboatlife23](#)*



SPECIAL DISCOUNT CODES

We can create a dedicated discount code for you to share, so your valued customers and followers can purchase tickets at a preferential rate.



RUN A TICKET GIVEAWAY

Run a competition for your audience to attend the show - we can provide you with complimentary tickets to give away.

Contacts

Got something to tell us? Complete [this form](#) and we'll make the arrangements!

Got more questions and want to speak to a person?

Email:
marketing@boatlifeevents.com

News and Media Enquiries

Hayley Harris,
Ginger Agency
Hayley.Harris@boatlifeevents.com
07919 869537

[Click to visit the Exhibitor Area >>>](#)

Thank you!

Add text



