



**EXHIBITIONS
& TRADE FAIRS**

EXHIBITOR TRAINING MODULE 4:

A MARKETING GUIDE FOR EXHIBITORS

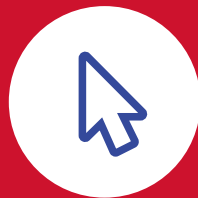
Promoting that you'll be at a certain exhibition is a must.

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.

In this training module you'll learn how to use:



Email Marketing



Website



Social Media



Public Relations

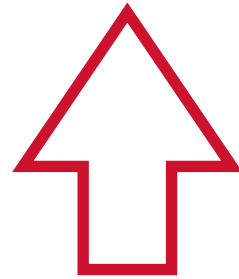


***Your free promotional
materials***



You'll also learn why
Content is king





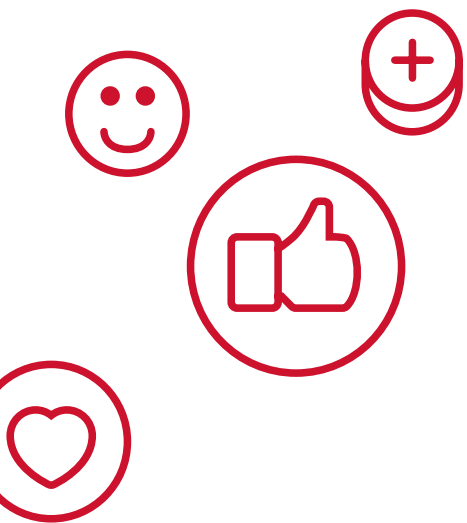
USING THE DIGITAL WORLD TO BRING REAL-LIFE SALES

**This series of Exhibitor Training Modules is for both those new to exhibitions
and those who want to improve their results from events.**

We've created six easy-to-understand Exhibitor Training Modules, covering why exhibit in the first place; who you need to know in the Exhibition Galaxy; how to plan for an exhibition including setting objectives; how to go about marketing (this guide); tips on dressing your stand and creating a memorable experience and how to measure your Return on Investment.

For a full list of modules, see the end or contact your Exhibitions & Trade Fairs' representative.





PROMOTE YOUR SHOW PRESENCE



Firstly, promote the fact you'll be at an exhibition. But to do this well, think back to Module 3 when we looked at creating your USP for the event. (If you don't have this module, ask your Exhibitions & Trade Fair's team for it.) Make sure all your exhibition marketing materials contain this USP.

Also talk about **why** visitors will benefit from visiting you – a hot sales deal, an exhibition-only voucher to be used at a later date, the chance to test a new product/flavour/colour.

Again, think benefits: what's in it for the event visitor to spend time at your stand?

HOW EARLY SHOULD YOU START PROMOTING?

Well, not too early — but not too late! Too early could create overload and your target customers could start to get annoyed or bored. Too late and you'll probably miss the boat. **For a B2B event, a good time to start is about three months before the event; then ramping up in the two weeks before it.**

For a B2C event, promoting your presence a month out serves as a 'save the date' only, so we'd encourage your targeted call to actions to be in full swing two weeks out to drive visitors to your stand.

SO HOW MUCH SHOULD YOU EXPECT TO SPEND?

This will vary, of course, depending upon your business and the exhibition; however, a good guide is around 15% of your event budget. Most exhibitors underinvest in event

promotion, relying solely or mostly on the organiser's marketing. But don't forget: **our marketing brings them to the exhibition; yours needs to bring them to your stand.** Think of it like a shop in a shopping centre: the centre gets people through the doors; once they're there, it's the shop's job to get people through the shop's door.

To optimise your exhibition 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. Marketing channels do not operate in isolation, so use a range of (or all of!) social media, email, your website, PR and the free promotional materials that we offer.





EMAIL MARKETING

Email is the virtual version of ‘lumpy mail’ or direct mail that you post because you personalise it and send it directly to that customer or prospect.

But you need a reason; don't just bombard people with “we'll be at XYZ exhibition”. 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. Make sure the wording is different according to whether they're loyal, potential or lapsed! Or you could make the reward for

loyal customers something like a small private function. Use the face-to-face opportunity to further your relationship and let them know you appreciate their loyal custom.

If you're speaking or part of a demonstration or workshop, it's a great idea to include a link to that to make it easier for your customers to attend. Do this whether it's a paid activity for them or a free one they can just rock up to.

Include a link for registration to the exhibition and a link to its website. Talk to your Exhibitions & Trade Fairs team; we may be able to set up a special hyperlink for you.

Also on each email send out, make sure you include a person's name, phone number and/or email address to contact for further information.





SUBJECT LINES

It's really important to think about the subject line of your email.

Think about what makes you open an email and then use that process to create something that will encourage your prospects to open the email.

- It's a great idea to **write your subject line first**; this will also help you make the content follow it.
- **Don't be boring!** (But do make sure you're compliant with your brand.)
- **Mention your key USPs.** Over and over. It's effective. Key USPs. Over and over. Effective.
- **Do a split test**; test a couple of different subject lines, then see which draws the best results.

TIP:
When you personalise the data, make sure you spell your customer's name correctly!

TIP: Ask us for a **PROMO CODE!** We're able to provide exhibitors with a promo code that may have a discount attached to it. Send this to your database and they can receive discounted event tickets.

TIP: Ask us for a free email footer which features the event logo. We can even include your stand number and logo.

TIP: Having a well-designed email will make it more readable and therefore more likely to be read. If design is not your specialty, outsource it. Focus on the content and subject lines.

4 TOP TIPS:



1. Make it responsive

About half of all emails are opened on mobile devices, so making them responsive to different devices means they are usable.



2. Short or long copy?

Experiment. Different lengths will work with different email lists. So test it.



3. Re-send to non-openers

This simple strategy increases responses. A couple days after your email is sent, just re-send the same message to those who didn't open it the first time.



4. Images

They're great when they add value. If they won't add value to your message, forget it.





SO HOW OFTEN SHOULD YOU BE SENDING EMAILS?

Send at least three personalised emails before the exhibition. Research has shown that businesses being this consistent are rewarded with at least 50% more event traffic. That's significant!

EMAIL TIMELINE

4 MONTHS OUT

Devise a content plan; make sure it's value-based. Email is a great branding channel. Include all the unique things your business has done (say in the past 12 months) plus big things you have planned in the next 12 months.

3 MONTHS OUT

Start emailing customers and prospects with value-led content messages. Hang off on invitations to the event, build your buzz first.

2 MONTHS & 1 MONTH OUT

Promote what you're doing at the exhibition, new releases, special events, being part of a presentation, "refreshment hours" and so on.

2 WEEKS OUT

Set up appointments at specific times. They won't always be kept, but you are more likely to meet with people when you have an appointment. It also creates a sense of urgency.

1 WEEKS OUT

Now's the time to announce your best content. Not really 'newsy'? Think of an angle to make it so. This is the time for some 'show business' in your exhibition presence.

THE EVENT

2 - 3 WEEKS POST EVENT

Set up trigger-based, follow-up campaigns, based upon people's response to the previous campaign. Most email platforms offer a campaign automation tool. Use this to your advantage!

1 WEEK POST EVENT

Follow up with a content-led email. Build solid interest from their attention. Personalise the content and make it relevant to your on-stand sales conversations. Continue to nurture and engage this lead, especially if they are a high-value prospect.

DAY AFTER THE EVENT

Send out a 'great to meet you email' and link it to a web form asking people for more information about themselves. Having just met you, this is the time stand visitors will still be highly engaged. Find out more about their product requirements and purchase intent.





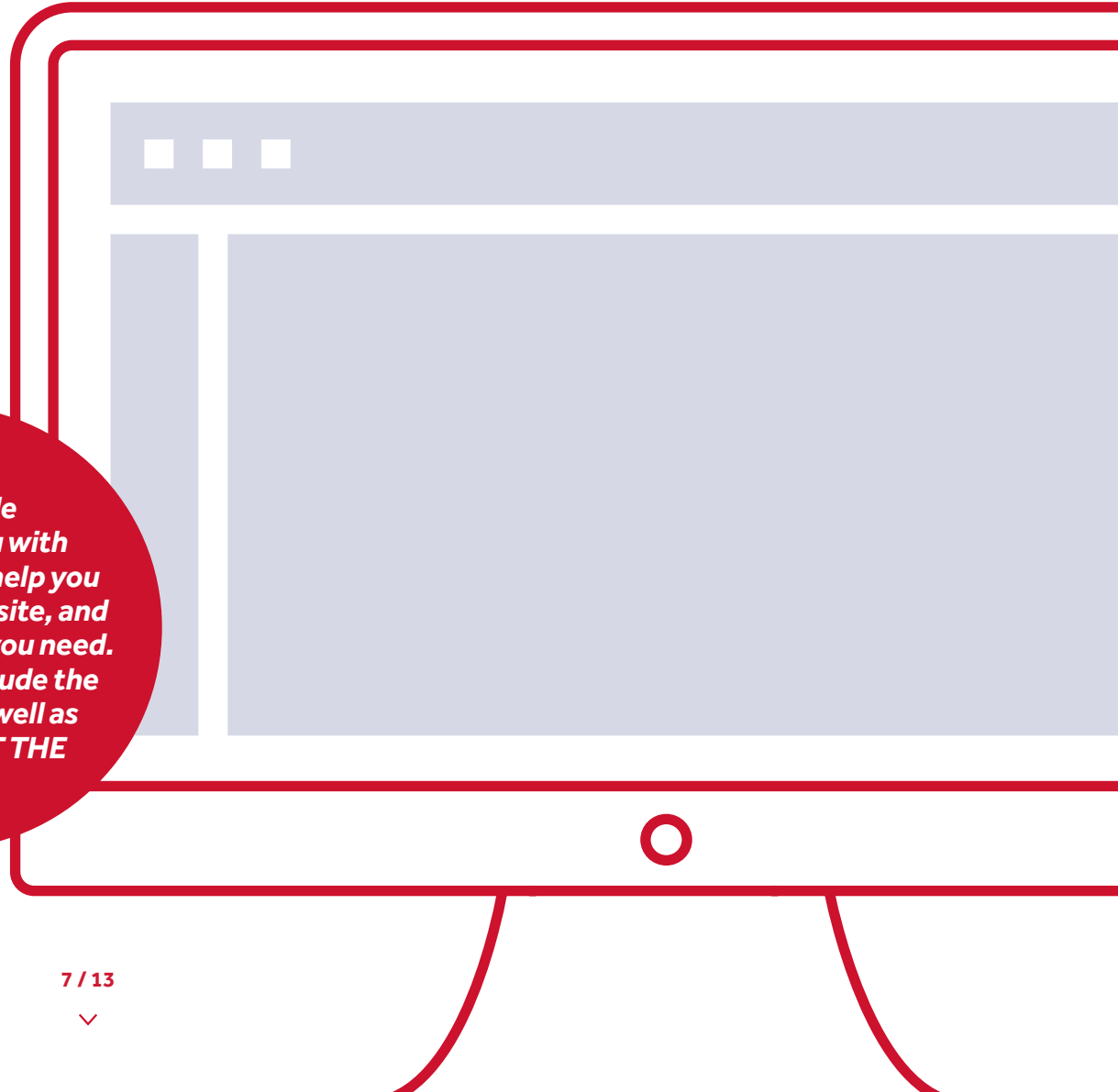
YOUR WEBSITE

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 YOU AT THE SHOW'.





SOCIAL MEDIA

Successful exhibitors tell a story. They bring their online presence to life through two-way conversations.

Social media is a perfect channel for this. Research has shown that **67%** of customers expect a business to use social media, so don't let this channel slide.

If you're new to social media, then take time to research which channels your target customers use. Is it Snapchat? Tumblr? Instagram? Twitter? Google+? Facebook? Pinterest? LinkedIn?

And of course, different social media channels have different calls. Here's a great way to think about them:

f Facebook "like me"
Promote with a "Looking forward to being at <insert exhibition name> tomorrow. We'll be on Stand 101. Come and say hi!"

t Twitter "listen to me"
Promote with "Come and see us at #YourCompanyName on Stand 101."

YouTube "watch me"
Promote with "Watch the latest video on how we can help you achieve higher sales/faster throughput in your business."

i Instagram "picture me"
Promote with "Our Stand 101 is up for the #BestStand at the #EventsAwards... Please vote for us!"

G+ Google+ "you & me"
Promote with "To view the rest of our products/services available, please go to our event collection."

p Pinterest "show me"
Promote with "Here's a great picture of the team at the stand. Looking forward to an exciting three days at the exhibition."

in LinkedIn "hire me"
Promote with "Our team is going to be in Perth at the <insert exhibition name>. We'd like to book a meeting for your with our CEO to discuss our latest product/service."

TIP: Choose the medium that's right for your business. For instance, 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.





SOCIAL MEDIA

To get your communications right, begin with a social media audit:

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





ENGAGE THE PRESS

It's not hard to do your own PR, but you need to do it properly.



TIP:
Alternatively, use our event PR team to assist in writing and distributing. They're always looking for great stories to help us promote the event and have great connections with media and journalists too.

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. However, do not write a press release like an essay: if it's too hard for an editor or journalist to make sense of quickly, it will go straight into the bin!

Always include good quality, high-resolution images.

Don't send fancy formatting, just a simple Word document is perfect.

The press release needs to look clean and neat, not a bunch of pretty colours and fonts. 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.

Always put a company contact number and name to make it quick and easy to contact you if a publication needs more information or wants a different picture.

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 also shouldn't expect to receive editorial space when you advertise.

Different publications have different rules on this; some will offer you space, some won't. In the same vein, some publications won't expect you to advertise if you submit truly interesting, newsworthy copy.

Don't forget, many publications have very long 'lead times'; this is the time from when the cut-off to submit is and the publishing date. You may think a month before is early enough to submit something; but if that publication's lead time is six weeks, you've missed the boat. Just ask.

If any of this seems too hard, outsource it. If any of this seems too hard, 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. If you do think you'll engage a PR agency, do so at least three months out. If you've never dealt with PR agencies before, ask us for some pointers of ones who deal in your industry. You may not need a large agency, you may just need a sole-operator copywriter, or you may be better off with something in the middle.





USE YOUR FREE PROMOTIONAL MATERIALS (US!)

We're your one-stop shop marketing partner.

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 in our eDMs, social media posts, competitions, show guide advertising (and sometimes editorial, read on), and access to our PR team who can both write and distribute media releases for you.

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.

While our campaigns are highly detailed, occasionally an opportunity comes up for editorial in a publication. If this is the case, 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.

TIP:
In most instances, all exhibitors get an advertisement (of various sizes) in our official show guide. There are deadlines in submitting this, so make sure you check with us as to when yours is due.

TIP:
Make sure you respond to call outs for material. This is free publicity for you!

WHAT SORT OF FREE PROMOTIONAL MATERIAL DO WE SUPPLY EXHIBITORS TO PROMOTE YOUR STAND?

A Wide Variety! These include:

- **Printed flyers, stickers and posters**
- **Web banners and e-footers**
- **Personalised Registration Links**
- **Social Media Posts and Images**
 - **Official Event Logos**
 - **Event Description Kits**
 - **PDF Invites**





CONTENT IS KING

What you put in your own emails or in press releases that you submit to us or magazines must be top quality.

It must be newsy, interesting, attention grabbing, informative and well written.

Tell your story. Make it human. Show how your products or services can help people's businesses or lives. If you have case studies, use them. If not, seek out some delighted customers and ask if you can do a case study on them.

Don't be fluffy, make your content the very best reflection of your business. Refrain from writing what a great bunch you all are, make your content about solutions. Be specific; quantify; qualify. And don't make claims that are outlandish or even a bit suss. People won't think well of your business if your claims are unable to be backed up or justified.

TIP:
Our B2C shows are always looking for great prizes to give away to visitors. If you have a prize worth bragging about, let us know so we can promote!



TIP: *Stay alert for story ideas about your industry: they're everywhere!*





This Exhibitor Training Module is part of a series of six easy-to-understand guides:

1. **The Power of Live Events**
2. **A Guide to the Exhibition Galaxy**
3. **Steps to Get Started and Set Exhibition Objectives**
4. **A Marketing Guide for Exhibitors**
5. **A Guide to Dressing Your Stand and Creating that Memorable Experience**
6. **A Guide to Measuring Exhibition Success**

For more information, contact the Exhibitions & Trade Fairs' team. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

Exhibitions & Trade Fairs has been creating and delivering award winning exhibitions and conferences since the 1970s. Around Australia and across the world. B2B and B2C. Large and small.

Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.