

FORTEM

INTERNATIONAL

GUIDE TO EXHIBITING (US)



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This Guide to Exhibiting has been created to provide step-by-step guidance into exhibiting. Providing key information, offering recommendations and advice on how to utilize the service we provide, and how to ensure you are maximizing your investment.

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01. WEBSITE EXPOSURE & SHOW PREPARATION

The onboarding process with Fortem International Exhibitions is seamless. Within 24 hours, your dedicated Customer Service Manager will reach out to you, welcoming you to the exhibition and providing you with your exhibitor portal login credentials. Once these credentials are received, you will have full access to building your company's microsite, which can be found on the exhibitor list on the exhibition website. You will complete the company & contact information, before getting onto your website listing.

WHAT SHOULD YOUR WEBSITE LISTING INCLUDE?

- An eye-catching description
- Show Logo & Product Images
- Embedded Youtube Videos
- Social Media Links

WHY PRIORITISE YOUR WEBSITE LISTING?

Pre-exhibition website exposure is a crucial component to the successful execution of an exhibition. From strengthening your brand identity, to the SEO benefits, fulfilling your website listing is your first point of exposure to **our attendees** and your opportunity to stand out from your competitors.



Following the completion of the website listing, you will be asked to fill out the following information:

Showguide Listing - This is to ensure you are listed within the A-Z section of the printed showguide, which is distributed to all pre-registered attendees, as well as on the entrance to the exhibition. This is designed to be a short, snappy and catchy description of your company with a max character count of 500. You will also need to add an office landline, website & email address as points of contact for prospective clients.

I.D. Sign - This is the printed sign, allocated to your booth, the name should match your show guide description name.

Once the above information has been submitted, your exhibitor microsite will be visible on the exhibition website.

Compulsory Forms

Now that you will have completed your website & showguide information, there are a handful of compulsory forms that are required to be submitted. Submitting these forms ahead of the designated deadlines holds many benefits, both practical and strategic, not to mention the fact it reduces a considerable amount of stress, allowing ample opportunity for review or change.

SPACE ONLY WILL NEED TO SUBMIT:

- **Public Liability Insurance** - must have a minimum general liability of \$2 million and cover all days of the event (including build and breakdown)
- **EAC Information** - If you plan on having an external party to assist in building your booth please can you send us their contact details. If you will not have any external support please can you also state that so we are aware, and please provide the name and number of a team member that will be there during the build of your booth.
- **Booth Plans** - This is an image/drawing of a rough design of your booth, with what you plan on showing/having on your space.
- **Are you showcasing a Vehicle or Trailer?** Specifications including dimensions will need to be submitted, and you will need to liaise with the GCM for move in & move out.

PIPE & DRAPE BOOTHS ARE RECOMMENDED TO SUBMIT:

- **Public Liability Insurance** - It is strongly advised that you take out Public Liability Insurance as Fortem International will not be liable should anything happen.

OTHER COMPULSORY FORMS TO CONSIDER:

- **Speaker Form** (If Applicable)
- **Advert/Newsletter Submission** (as per guidelines)

Show Exclusive Suppliers - Our Recommendations

We have exclusively partnered with industry leading suppliers, to provide competitively priced services such as furniture, electricity, lighting, transportation & logistics, AV, insurance and more.

All of the above, will offer discounted prices upon release, with prices increasing as we approach the start date of the show.

It is within your best interest to proceed with orders as soon as possible to ensure you are getting the best available rates for hire.

BOOTH ACTIVITIES - DRAWING THE ATTENTION OF PROSPECTIVE CLIENTS

The key to successful exhibition booth activities is to engage visitors, offer them a memorable experience, and provide them with value.

The more interactive the activities are, the more likely you are to build connections and drive interest in your products or services.

Tailor these activities to your target audience and the message you want to convey, and always aim to create an experience that's not only fun but meaningful for visitors. Here are some ideas!

- **Interactive Activities**
- **Product Sampling**
- **Giveaways/Freebies**
- **Live Demonstrations (venue permitting)**

Please note - Retail Sales are prohibited on the show floor.

Purchase orders can be taken, however no monies can be exchanged, this includes, cash, credit card or crypto transactions.

02. DESIGNING YOUR STAND

Preparation when it comes to the delivery of your booth space, can be a stressful procedure and sometimes difficult to execute. We are partnered with a plethora of leading suppliers for various different components required to deliver a successful exhibition for exhibitors.

FIND SUPPLIERS FOR ALL OF THE FOLLOWING IN THE 'SHOW EXCLUSIVE SUPPLIERS':

- Electricity, Furniture & Lighting
- Freight Services & Material Handling
- Data Capture Scanners
- WiFi
- Catering
- Audio & Visual
- Insurance Providers
- Hotel & Travel Providers

***DISCLAIMER - None of the above are included within the package, and are chargeable extras*.**

We can also recommend providers for merchandise and Branding requirements too!

Your exhibition booth can have lasting benefits in terms of brand awareness & exposure, lead generation, and customer loyalty. The right design can elevate your presence and make your marketing efforts much more effective. Not to mention, the increased visibility, the improved perceived value and enhanced engagements that can be drawn from this.

Our suppliers have experts on hand to advise, provide innovative ideas and support to help you fulfill your exhibiting preferences.

Don't hesitate to liaise with your Customer Service Manager. Head to the show website, and take a look at the 'Show Gallery' if you need some inspiration!

03. MARKETING - UTILISING OUR TOOLKIT

Our team has created a diverse portfolio of marketing extras to help with your outreach as an exhibitor.

The Marketing Toolkit has been structured to improve visibility, manage leads, engage attendees, and enhance ROI, to maximize your show experience.

THINGS YOU'LL FIND IN THE TOOLKIT:

- **Promotional Web Banners**
Perfect for email signatures, website use, and social media marketing.
- **'Proud to Exhibit' Banners**
These include your stand number.
- **Guest Invitations**
- **Email Campaigns**
- **Social Media**
Includes written templates for all social channels as well as banners.
- **Editorial and Press Releases**
Includes 100, 200 & 300 word templates.
- **Adverts**
Show branded full and half-page adverts for your use.
- **Additional Downloads**
Includes Show Logo & Fortem International Logo.