



Are you show ready?

The ultimate guide to attending a food show.

Featuring:

- Booking to post-show prep work
- Maximising show opportunities
 - Count down to the show
 - Packing checklist

Let's get ready...

Book early

- Negotiate the best deal for space and added extras
- Plan your space and stand, every inch costs money and it needs to work hard for you - Ensure you have a strong call to action

Forms

- Complete all the show paperwork online
- Check you have insurance
- Ensure you have a Health & Safety policy in place for your team at the show
- Complete your profile
- Ensure you are signed up for any pitch opportunities or awards
- Order your show furniture early - this goes fast!

Show guide

Make sure you have submitted the graphics and copy for the show guide - these guides 'sit' on buyers' desks and you want to stand out.

PR

Submit your press release online to the show team as early as possible so that you maximise the opportunity.

Pre-show activity

Ask the event organisers if you can supply anything for pre-show activity, as it may be a great way to gain extra coverage.

- There are often opportunities such as a solus newsletter (newsletter on just your brand) so that you can drive awareness and visitors to your stand
- Attend the pre-show workshop as they are packed with useful information.
- Add the event and link your stand number to your email signature to help drive awareness
- Investigate opportunities such as sampling, advertising, e-shots, dragon's den pitches

Show success

Work out what a successful show would look like for you. Could it be:

- No of leads
- PR coverage
- Product focus
- Orders taken
- Show offer and the sales generated from this
- List the buyers you would like to connect with and meet



The count down begins

3 months to go...

- Book hotel accommodation if required
- Start pushing out PR about any new launches at the show
- Add to your email signature, website, and social media
- Start following the event on LinkedIn and join in the conversations
- Invite buyers to visit your stand
- Define what a successful show would deliver and look like
- Ask the show team if they need samples for the press bags
- Look at your advertising budget and if you can booking adverts with the key media titles for the event
- Design and order literature, business cards etc.

1 week to go...

- Email your buying contacts with a personal email inviting them to come and say hi and try your (new)product(s)
- Send any press samples in for the goodie bags and press office
- Plan and schedule your social media for the week of the show so that you keep sharing your messaging. Top it up with content and discussion from the show
- Draft the thank you for visiting email
- Plan the post-show follow-up, who's doing what, when it's going to be done
- Download the scanner app for your phone to scan visitors' badges
- Brief the show team with key messaging and goals

1 month to go...

- Book drop off and pick up slots at the venue
- Print off exhibitor passes
- Booked parking
- Ramp up the activity on LinkedIn
- Post about the event
- Comment on the event page
- Invite more buyers to follow your LinkedIn page ensuring you are using your 100 free monthly credits
- Follow the event page on LinkedIn

During the show

- Have fun
- Keep smiling
- Chat with the stands around you, you always learn something new
- Attend the exhibitor's drinks as it is always great for networking
- Keep the conversation going online as well as at the show - you may encourage another buyer to attend the following day

Post-show

- Each evening email all the contacts that came to see you that day. Thank them for visiting. Share information about the products and how to order
- Share the success of the show
- Share the images of you dropping off any surplus product at the food bank



Your show packing list

- | | |
|--|--|
| <input type="checkbox"/> Your stand - or have it delivered! | <input type="checkbox"/> Water |
| <input type="checkbox"/> Samples and product | <input type="checkbox"/> Tissues |
| <input type="checkbox"/> Cutlery, equipment, plates etc | <input type="checkbox"/> Wipes |
| <input type="checkbox"/> Laptop and charger | <input type="checkbox"/> Snacks to survive! |
| <input type="checkbox"/> Sampling cups and dishes
<small>Be kinder to the planet and try to avoid plastic</small> | <input type="checkbox"/> Hand sanitizer |
| <input type="checkbox"/> Literature for buyers to take away | <input type="checkbox"/> Bin bags |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Backup battery for your phone |
| <input type="checkbox"/> Order forms or tablet | <input type="checkbox"/> Phone charger |
| <input type="checkbox"/> Card machine if taking orders | <input type="checkbox"/> A smile |
| <input type="checkbox"/> Samples for the press office | <input type="checkbox"/> Comfy shoes |
| <input type="checkbox"/> Gloves for food handling | <input type="checkbox"/> Add some items of your own |
| <input type="checkbox"/> Company presentation
<small>(if you are booked for a pitch)</small> | <input type="checkbox"/> |
| <input type="checkbox"/> Stapler | <input type="checkbox"/> |
| <input type="checkbox"/> Notebook | <input type="checkbox"/> |
| <input type="checkbox"/> Pens | <input type="checkbox"/> |
| <input type="checkbox"/> Blue tac | <input type="checkbox"/> |
| <input type="checkbox"/> Velcro | <input type="checkbox"/> |

It's a lot to co-ordinate on your own, if you need some expert support, get in touch with us:

The Food Marketing Experts

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