



A M S T E R D A M

11-12 Mar 2025

RAI Amsterdam

Do these things to make the most out of exhibiting at the show...

THE MOST IMPORTANT TIP...

Add your company profile and logo to the website. We encourage hoteliers to visit the website before the show to plan their stay and choose the exhibitors they want to meet. If your profile is blank, is it obvious what you will be exhibiting? Also, if someone can't make it to the show, how can they contact you?

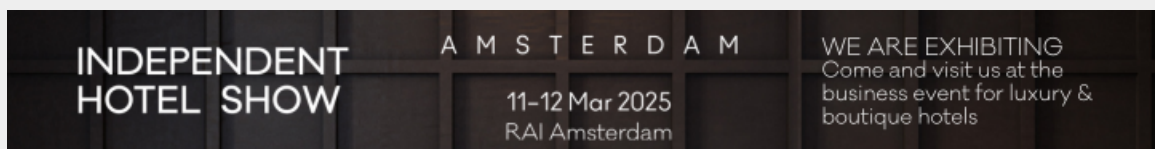
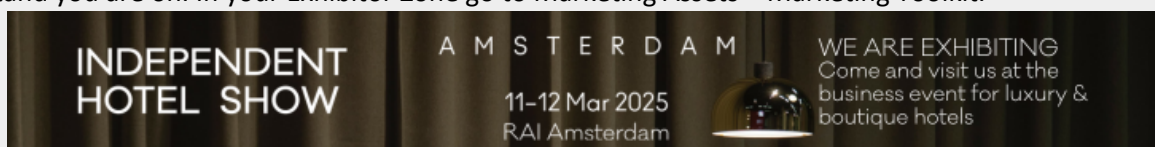
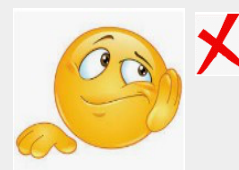
At the time of writing this almost half of our exhibitors have not completed their company profile and uploaded their logo!



MORE TIPS



1. **Download the Lead Scanner App** – it is free, you just scan the hoteliers that visit your stand so that you have their data to follow up after the show and turn the lead into a sale!
2. **Train and / or incentivise your stand staff** – we've all been to exhibitions where the stand staff look bored and uninterested and (surprise, surprise) no hoteliers are on their stand. Make sure your stand staff are lively and engaged, with a smile on their face, and hoteliers will be more interested in coming to your stand.
3. **Download your personalised banners** – let your customers know that you will be at the show and what stand you are on. In your Exhibitor Zone go to Marketing Assets > Marketing Toolkit.



4. **Invite your prospects to visit your stand** – Not only could you win free stand space at the show in 2024 but if you don't invite them, one of your competitors might! In your Exhibitor Zone go to Marketing Toolkit > Invite Your Clients and Prospects.
5. **If you plan to use graphics, are they effective?** – Using graphics on the stand is a great way to attract passing hoteliers. However, there are few simple rules to remember:
 - a. Don't use too many words – it only takes a few seconds to walk past your stand, think about what can be read in that time. You want punchy bullet points or phrases that entice people to want more information.
 - b. Don't make the type too small or *difficult to read*.
 - c. Make sure the colours reflect your brand and don't clash – check this out if you need some advice - <https://www.sitepoint.com/10-troublesome-colors-to-avoid-in-your-advertising/>.