



# Hints & tips to get you started

Whether this is your first time or you've taken part before, we're here to provide you with tools and support to promote your brand and products in the lead-up to and during the Fair

This document will help you to prioritise tasks and gives you some top tips to help make the most of your investment. Find below some quick wins and free promotional opportunities for you to reach your business goals.

Preparation, engagement, and follow-up are key to maximising your trade show experience and achieving your objectives. Good luck!

## Set time aside



We strongly recommend that you put time aside now to complete all the tasks required for the lead up to the Fair

Start with the Exhibitor Zone. You'll find everything you need there. Then read through this document for more top tips.

Don't forget to prep for Post-Fair too! You'll need to set time aside to follow up on your leads in order to build on those all important new relationships.

## Invite your contacts



Email, social media, blog posts, website banners, sales calls, whatever the medium, let people know you're exhibiting and invite them to come and see you at the event.

Getting the word out is hard work, but vital in helping drive traffic to your stand.

## Send us your news



We want your latest and greatest! Got new products or exciting launches? Let us know!

Submit your content [here](#).

- Existing press releases.
- New product launches.
- Company updates or initiatives.
- Product and lifestyle imagery.
- Planned on-stand events or promotions including industry press interviews.
- Event-related marketing campaigns
- Your brand story - how did it start?
- B-Corp certified?

## Social media



Use our pre-created social media assets when posting to social media. You'll find them in the EZone.

Use the hashtag  
**#SFFF23 | #SFFFNEW.**

Tag us with the below links so we can share your post.



@specialityfair



@specialityfair



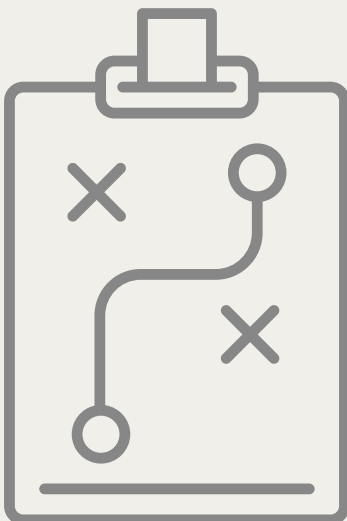
Speciality & Fine Food Fair



Speciality & Fine Food Fair

## Plan your sales strategy

Think about your reasons for attending the Fair this year and plan your strategy around that. By thinking about this in advance you and your staff will be able to maximise your time whilst you are there.



- What are the key messages you're aiming to push?
- What are the key products you want to promote?
- How will you grab buyers attention?
  - TIP: Mock-construct your stand before coming to the Fair to see how it looks, what looks good and what doesn't.
- What kinds of buyers do you want to talk to?
- What kind of businesses would be a good fit for your products?
- What's your elevator pitch?
- What's new, exciting and different about your brand?
- Be clear of the objectives you wish to achieve and write them down to ensure you are able to focus on them.

# Key dates timeline



## TODAY

- Complete your Exhibitor Profile so your brand is visible on our website.
- Download your graphics and post on social media that you're attending the show.



## WHEN VISITOR REGISTRATION GOES LIVE FROM MID-JUNE

- Use the graphics to post on social to remind your followers you are attending.
- Invite your guests to the Fair.
- Start planning your show strategy.



## WEEK COMMENCING 8TH AUGUST

- Confirm your plans for the Fair and then let us know about any press events or product launches you're going to have on your stand.
- Continue to invite guests and remember to book meetings with them onsite.
- Book your vehicle slot.



## MONDAY 28TH AUGUST

- Make sure everyone working on your stand knows your strategy, brand story and key messages.
- Appoint someone to run your social media channels during the event - if you can, schedule in some content to go out at the show in advance.
- Compile a list of all the items you might need on site.
- Email your buyers reminding them to register to attend.
- Print your badges.



## SUNDAY 10TH SEPTEMBER

- Post photos of your completed stand ready for opening in the morning!



## SHOWTIME!