

# Your journey with Materials & Finishes Show



**19 – 22 May** | NEC Birmingham

The UK's leading trade show for machinery, manufacturers, processors & installers of wood & associated materials.



# Your Materials & Finishes Show journey starts here! Signing up to exhibit at an event can feel daunting, but we're here to help you every step of the way.

One of the things that sets the Materials & Finishes Show team apart is the handholding process we take every single customer on. From your kick-off call with our team when you sign up to exhibit, to our after sales care well after you leave the show.

We understand that exhibiting involves a significant commitment in both time and resources, no matter your business size. And that's why we pride ourselves on guiding you through the process to ensure that you get the best possible return on your investment.



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**Do you know what support is  
available to ALL Materials &  
Finishes Show exhibitors?**



**This is the journey we will take  
you and your brand on...**

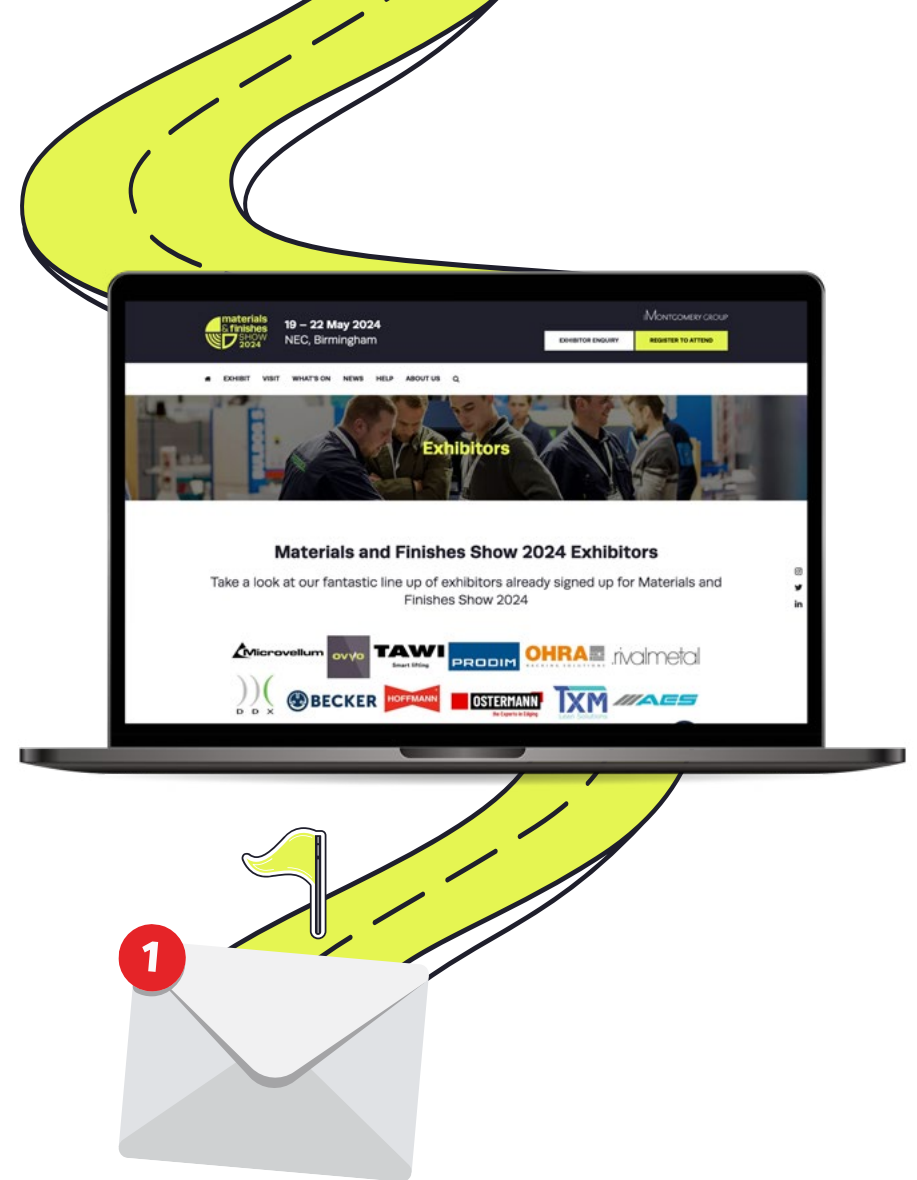


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# Stage one – signing up

- Full access to your exhibitor HUB (this is where you will find a plethora of marketing materials, personalised Materials & Finishes Show assets and support to get your campaign started)
- Exhibitor listing on the Materials & Finishes Show website, this is our most visited web page (1,250+ visits per month). This will help people to find your brand and promote the fact that they can visit you at the show
- Welcome email and invitation to a campaign kick-off call with our team of in house PR and marketing experts
- Support creating an exhibitor announcement press release
- Materials & Finishes Show exhibitor announcement across all our social media channels, with a combined reach of 16,000+
- Your logo will appear on our visitor promotion email campaign with an annual reach of 2 million



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# Stage two – pre show marketing

- Regular communication from our inhouse team of marketing and PR experts, with a commitment to answer any questions or queries you may have along the way (it's part of our Customer Charter, and our commitment to you)
- Invitation to attend our exhibitor enhancement day with all of the advice and support you will need to get 'Materials & Finishes Show ready' and align your campaign with ours
- Access to personalised printed and online invitations for you to invite your customers and contacts, driving visitors to your stand at the show
- Regular communication from our operations team to assist with your stand build and on site requirements
- A unique registration link so that you can start encouraging your contacts to visit you at the show and maintain comms with them directly in the lead up to the show
- A mention with product information in our newsletter sent to 30,000 potential customers
- If you're launching a new product or service, a series of pre agreed Materials and Finishes Show social media posts driving attendance to your stand – multi-channel (LinkedIn, Twitter, Instagram, Facebook) current combined following 16,000+
- This, in addition to: Unlimited overprinted tickets and VIP invitations – Assets to include banners/email signatures additions/Ad flashes.



# Stage three – Materials & Finishes Show

- Full onsite team, on hand from the day of build up until breakdown – we're on call around the clock to make sure you have the best show experience.
- FOC data capture app for you to collect all the details of people visiting your stand to personalise your follow up straight after the show
- Exposure across Materials & Finishes Show's social media channels
- Support announcing your on stand activities such as giveaways and promotions
- Assistance coordinating your press launches and onsite events



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# Stage four – post show support

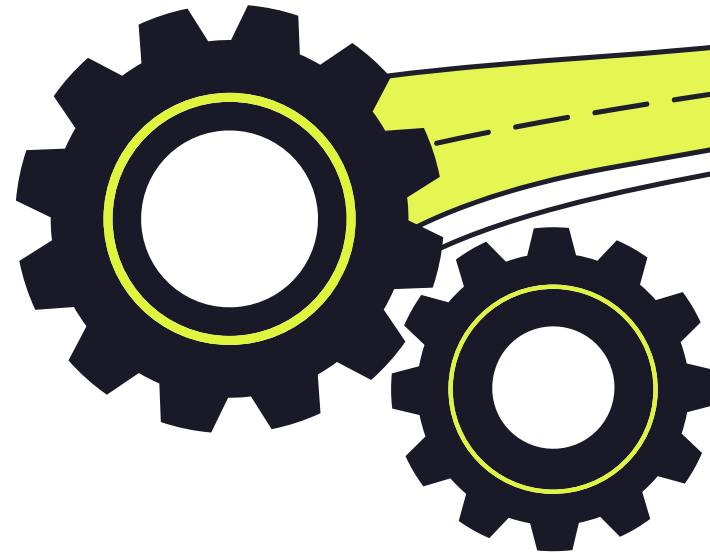
- Access to all data acquired whilst on-site
- Inclusion in our post show washup emails and PR activity
- Ongoing support from our in-house team to ensure that you have access to any material you need from the show
- Full post-show report to help demonstrate ROI to your business.



# Your campaign will be powered by the marketing engine behind Materials & Finishes Show. Take a look at how we drive our audience here.

And the journey doesn't stop there. Once you've experienced the 'Materials & Finishes Show Effect', we hope you'll be back to build on your success and start the entire journey again at our next show.

We make it our mission to deliver excellence at every single touchpoint you have with Materials & Finishes Show. That's why we've developed our customer charter – a promise to you to be the best in the industry, in order to help you be the best in the business.



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# Start your Materials & Finishes Show journey today. Speak to:



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