



**OUR HINTS AND TIPS
FOR SUCCESS AT**



**A Place in the
Sun Live**



You may have your own strategy to make the most of an exhibition, but we hope this guide to exhibition success will augment your 'tricks of the trade'



BEFORE THE SHOW



What do you really want to achieve?

Successful exhibitors know what they want months before they arrive at a show. Maybe its 50 sales leads, or to demonstrate a development to 250 buyers, or have 10 viewing trips in the bag. Whatever you want to achieve, exhibitions are incredibly versatile. But you need to focus on your most important goals and make them achievable and measurable.

Plan your stand

Your stand (or booth if you're from the US), design and activities should reflect what you hope to achieve. Even if you have a company exhibition stand in storage, think how you can tailor it to a specific audience. The number of staff manning the stand and the mix of disciplines should also be goal driven. Do you need technical staff to explain things in detail? How about bringing top managers to meet serious buyers – or energetic extroverts for maximum smiling? Let your goals be your guide.

Create a buzz before the show

The simplest and most obvious tactic of all is also, amazingly, the least practiced: tell the world what you're up to before the show! Research shows that 83% of the most successful companies at a range of exhibitions (in terms of business generated and leads collected) were ones that took the trouble to mail to their prospects and customers before the show. *[Source: Center for Exhibitions Industry Research]*

It's common sense: tell people what you'll be doing at the show and why they should take the time to visit you. Stress the benefits. Add some intrigue. Have a bit of fun. But never skip this vital step. Let the *A Place in the Sun Live* exhibitions team know what you're doing on your stand and you could get valuable editorial coverage in the magazine or the showguide. Make the most of the deadlines and start spreading the news. Again, benefits are king, and photos help. You may also want to run your own ads in Preview issues, with a 'See us on Stand 20' flag (we can provide the show logo).

Or try the web. If you've got a website it's a great place to promote your presence at the show. We will send you a digital marketing pack that includes banners and logos that you can put on your website and hyper link between our sites.

Sponsorship

Sponsorship is an extremely cost effective way to jump out of the pack. There is a list of off the shelf packages available at most budget levels. We also have some bespoke packages – so talk to us. Tell us your goals and your budget. The only limit is your imagination. For more sponsorship information please contact sales@aplaceinthesun.com.

People Power

The first rule of exhibitions is that 'people make the stand'. Make sure yours are well trained for the job. Selling at an exhibition is different from selling in a one-to-one sales call. Your staff must understand the goals of the stand and each member's specific role in achieving them.



AT THE SHOW



The day has arrived. You've done the groundwork. Your goals are clear. Your people are trained. The doors to *A Place In the Sun Live* fly open and the visitors start streaming in. This is where the rubber meets the road...

Keep the stand team informed

The people on your stand make the difference between a good event and a great event. A highly motivated, well informed team does more than any other factor to differentiate you from the other stands and make an impact on your market. Daily briefings are a must. Remind everyone of your goals, your key messages and the role of each team member. Report on your progress towards your goals. Make adjustments if necessary. Announce the winner of your lead-generating competition. Most importantly, keep the energy up and the attitudes positive.

Don't waste your time

The key to success is to find the right people visiting the exhibition and spend the ideal amount of time with them – some say 10 minutes is about right, others think more. Not too much (there are lots more to meet) and not too little (you need to get that lead or appointment). The optimum time per visitor will depend on your goals. But make sure you've planned a system that matches your needs.

Be welcoming and open

We've all seen them. The crossed arms-and-frowns brigade or the staff who are so busy chatting with each other they ignore the visitors on their stand. Try this. Divide the total cost of your participation in the exhibition by the number of minutes it's open. Then remind yourself and your staff how much every minute is worth. Smiles, eye contact, open questions... it may be common sense but it's not common practice!

It's all about lead quality

The best exhibitors don't just measure the number of leads generated, they measure lead quality as well, making sure the hottest leads get the attention first:

- A:** Ready to buy a large property now
- B:** Ready to buy a smaller property OR a larger property but with a longer time frame
- C:** Small property, longer time frame
- D:** Send literature or add name to database
- E:** Other e.g. press, salesman...

Keep an eye out for journalists

Keep a good supply of bright, well presented literature in the Show Press Office (too many exhibitors let this resource go untapped). Work with us to steer the ideal journalists your way and make sure your story is ready when they arrive.

AFTER THE SHOW



The visitors have all gone home. The stands are being taken down. Now is the time to follow through all of the new opportunities you've generated.

De-brief the team
When you get back to the office, sit down with the stand staff and key managers. Do an honest assessment of what worked and what didn't. Elicit suggestions for improving performance for future events – these insights are a valuable asset, especially while impressions are still fresh.

Measure your results
Remember your specific, measureable goals. Now is the time to measure your success against them. If you exceeded your goals, try to determine why, so you can replicate that success at the next show. If you fell short, figure out what you could do better.

Track the leads
Don't just evaluate your results immediately after the event. Many companies do written lead-tracking reports three, six and even nine months after a major exhibition to track new contacts right through to the bottom line. Only then can you truly determine the value of the exhibition for your company.

Follow up all contacts
Every visitor to your stand should receive a timely follow up. The degree of follow-up will depend on the classification of the contact, ranging from a simple thank you letter to a sales visit, phone call or information pack. To your prospects, the days and weeks following the exhibition make it clear who most wants their business and who may not be ready to handle it. Don't blow it now!

Reserve a stand for next year
If you've met or exceeded your goals, now is the time to lock in a prime location at the next event. Visit the Show Sales Office, or make sure you see a floorplan so you can reserve your stand early.

Write a final report
Summarise the results achieved against the goals you set. Share the report with key managers from sales, marketing and management. By the time the next show comes up, you should all have a pretty complete idea of the value of your participation.

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