



# **Journey to Success: Top Tips, Do's & Don'ts**

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- **Set Objectives & messaging:** to get your ROI you need to know why you are exhibiting, come up with the main marketing message that you are going to promote.
- **Preparation:** read sponsorship and exhibitor manuals, ensure you are aware of all responsibilities, obligations and things that need to be finalised before the event. Make sure you prepare. Access exhibitor manual via exhibitor zone and ensure you fill in all correct info and go through important sections and forms. Ensure you communicate with the contractor.
- **Tailor your communications:** identify your audience and their main goals and don't forget to inform them about the event. Connect with leads and prospects via social media, your website, industry news.
- **Promo:** make sure you are aware of everything that our team can do for you for free: posts on social media and event website, marketing testimonials video, our promotional email campaigns, banners on the exhibitor zone, customer success team, etc.

# Before the event



# During the event

- **Build-up:** ensure you arrive for the build-up, have correct contact details of your contractor, member of our operations team and customer success team.
- **Standing out from the crowd:** create journey or experience for your customers, think outside the box with your design: clear colour theme, engage with senses, think about unique special feature or technology that can wow your visitors and attract attention.
- **At the Stand:** ensure you brief your staff on messaging and engagement, keep it simple and clean but ensure your stand is cosy and has comfortable furniture. Showcase your projects, think about main themes of the show and how you can build on them. (green-technology, innovation, charity and special causes, etc.)
- **Engagement:** don't forget that engagement is very important, give attention to every visitor and don't forget to scan their badge / collect their business credentials.



# After the event

- **Analyzing the data:** look through the data that you collected and sort it, ensure you follow-up on any special offers or promises that you made to your visitors.
- **Contacting leads / stand visitors:** ensure you thank your visitors, personalise communication as much as you can – we always advise to send out personalised emails as oppose to bulk email campaigns, think about contacting prospects via other channels as well (social media, YouTube, website, signed printed cards). Consider calling after your first follow-up email.
- **Follow-up:** sometimes following-up is the key even if there's no response to your first email, consider alternative contact methods in case of slow response, build a relationship with your prospect.



# Short Summary

Know why you are exhibiting

Don't forget about marketing

Preparation is the key

Have a follow-up strategy

Engage with visitors

Welcome Pasha TEST



## Active Floor

Stand: Halls N1-N11 SC41

Home

Task List

Marketing Promotion

Online Profile

Solution Zones

Product Categories

Exporting Index

Upload Products

Upload Brochures

## Task List

Your profile is **20%** complete!

(Items marked with a ✓ are completed)

- Upload a company logo
- Complete your online profile
- Select your solution zone  
(entries: 0 - minimum entries: 1)
- Select the product categories that best describe your business  
(entries: 0 - minimum entries: 1)
- Select your exporting index category  
(entries: 0 - minimum entries: 1)



Log into your  
exhibitor zone  
account

- You will receive an email with your login credentials.
- Go through all tasks so your profile is 100 % complete.
- Go to Exhibitor Manual via Home page and complete all forms as well as read through Health and Safety and other docs.
- Marketing Promotion section has plenty of banners and other creatives that you can use.

# SPRINGFAIR

## 2-6 FEBRUARY 2020

### NEC BIRMINGHAM

EVERYDAY SECTOR OPENS 1 FEB

Welcome to the exhibitor manual for **Spring Fair 2020**, organised by Hyve Group. The exhibitor manual is your guide to all the physical and logistical aspects of the show.

It has been put together to help you with your planning for the event and to assist you in getting the most out of your time onsite. However, it does not replace first-hand experience - therefore please feel free to contact any member of the team should you require any assistance.

These are the details which we currently hold for you, please check that they are correct and if any information requires updating, please complete the **Change of Contact Details Form**.

- **Your Name**
- **Company**
- **Email**
- **Hall**
- **Stand Number**
- **Stand Type**
- **Stand Dimensions**

TIMETABLE →

FORMS →

CONTRACTORS →

MUST READ! →

Access  
Exhibitor  
Manual

SF is used as  
example

- **CDM and Site Induction or MUST READ section** covers all important information on regulations and responsibilities.
- Look through the **Timetable**, including opening dates for the build-up and breakdown.
- In the **forms section**, you can find all forms that need to be filled in, their status as well as due dates. This section also has your **exhibitor badges**.
- **Contractors** has contact details of our main contractors, feel free to email them but ensure you check their areas of responsibilities.

## FaceTime Exhibitor Masterclass

Enhance your exhibiting performance!

Register  
to attend

Go to their [website](#) to check out dates of the closest one.

Contact us to get a promotional code that will allow you to attend absolutely free of charge!

Once you have promocode, [register here.](#)





# Let us know if you have any questions

Use 'Contact Us' page to get in contact with our Customer Success team

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