

LAST MINUTE EXHIBITING GUIDE

Your essential guide to exhibiting at lightning quick speed!

This is the guide for anyone who has:

- ✓ Signed up to an exhibition at short notice
- ✓ Been thrown the job by the boss
- ✓ Run out of time and is hyperventilating

Don't Panic!!!

Here are loads of time-saving tips and helpful advice....

Step 1 - Get up and running in an hour!

1. Get the exhibitor log in and password to access the show website.
2. Fill out your exhibitor profile on the show website - it normally only needs a logo and 50 words!
3. Follow all relevant social media channels (check out the show website) linkedin, twitter, facebook.
4. Get the name of a customer service contact from the event organiser (again, check out the show website) - you are going to make their life hell.
5. Print off/screen shot the deadlines page of the exhibitor manual (it'll be in the exhibitor zone).
6. Phone up your legal/finance person and ask them to send you a copy of the company's public liability insurance cover or insure you if you don't have one.
7. Take a deep breath, make yourself a tea and pat yourself on the back - you've just made it through the first hour

OK, it's not ideal

But you're not the first person to find themselves in this situation.

It might be one or two weeks until the event or you might be lucky and have a month. Whatever your time constraints, believe us when we tell you - you can turn this around and be one of the best exhibitors at the show.

This guide will help you calm down, chill out, work out the fastest path for event success so that you can kick back and relax before the show!

Step 2 - TWO quick sentences that will help you focus

1. At the show I want to: (tick all that apply)

- Sell stuff
- Develop leads
- Meet new people
- Grow our database
- Launch a new product or service
- Get feedback on a prototype product or service
- Let people know about our products and services

Other

2. I will be happy if I manage to get: (Insert approx number)

- Leads
- Meetings
- Sales
- Enquires
- Surveys



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Step 3: Five minute budget plan

My total event budget is around

I plan to spend:

Stand design/graphics
(include TV screens costs)

AV/electrics/internet/lighting

Data scanners

Flooring/furniture

Insurance

Hand outs

Hotel/food/travel

Miscellaneous



Step 4: Time to pick up the phone

It's never too late to get a good stand deal

Give us a call and we can quote you quickly and confidently, providing you with the best display option for the event and accessories needed like podiums, literature holders and many more.

If there is time we can help with on-site surveys to ensure the best solution for the event and location.

Rest assured our production team will work with you make the deadline or provide new graphics for any existing display units.



Contact us anytime!

01245 325743

Top-Tip

If you are a complete novice to exhibiting phone us anytime for help on you budget for the show or just to double check that you goals are realistic.

Top-Tip

Be creative – it doesn't necessarily break the bank to be creative.

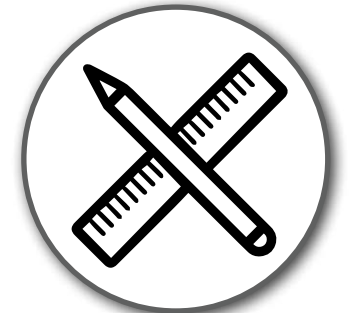
Talk to us for inspiration

Step 5: Pull in the crowds

There is no point having a stand and not having anything to engage with visitors so pick a mechanism that you will use to engage with them.

We know you haven't got a lot of time so the following can be arranged quite quickly:

- ✓ Competitions
- ✓ Food samples
- ✓ Leaflets
- ✓ Promotional items
- ✓ Video content



Step 6: Graphics

We have lots of experience in this and the key lesson is to keep it simple, really simple.

Make sure that you have your brand prominently displayed with a strap line, so your visitors are absolutely clear as to who you are and what you do.

More artwork tips and technical know-how in our; [Weblink: large format artwork introduction guide](#)

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Step 7: Email your own staff

Don't forget your own team, they're your best resource, send a email & get everyone involved.

Dear All,

We are exhibiting tomorrow/next week/later this month (delete as applicable). We need to let as many people as possible know so please do the following:

- Can everyone please put the show dates and our stand details on your email signatures?
- If you are attending the show please let all your contacts know through a personal email.
- Try and schedule meetings on the stand at the show.
- Marketing people – can you send an email to our database inviting people to attend?

Thanks,

Your Colleague

Top-Tip

Badging is really simple so just get it out of the way at the earliest opportunity. Sign up everyone with an exhibitor badge even if they're not confirmed. It takes 10 minutes tops!



Step 8: Last minute check list

This list may look daunting but a lot can be covered quite quickly so tick these off when you have them completed:

- AV
- Badging
- Data scanners
- Electrics
- Email blast
- Flooring
- Furniture
- Hotels
- Insurance



- Lighting
- Parking/travel
- Social media links
- Staff rota
- Stand design/graphics
- Stand engagement
- Web profile
- WiFi

Step 9: Marketing advice

If you ask marketing teams nicely they always give plenty of additional support through social media and PR coverage.

If you have your own marketing team its a great resource you shouldn't forget to lean on.

If you don't have your own marketing team you can always lean on our years of exhibition marketing knowledge.

Top-Tip

A couple of days before the show contact your suppliers to make sure that the orders are progressing and on time.

Final Step: Enjoy the show!

In the meantime don't hesitate to get in touch for any information or advice.

Visit our website for more in-depth guides and helpful tips to make your exhibition a great success:

www.zoomdisplay.co.uk/knowledge

Or call us on **01245 325743**