



HOUSE of FLAGS

Exhibiting Guide

Our guide to help you get the most out of your exhibition.

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What is the right exhibition for you?

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You should begin by recognising what you want your exhibiting objectives to be:

- Make new contacts
- Make sales
- Launch a new product
- Network with current contacts or build new relationships
- Market research
- Increase brand awareness

The next step is to choose the right exhibition for you, you should consider:

- Your objectives
- Whether the exhibition is industry specific to you
- Statistics and research of your preferred exhibition
- Where your competitors are exhibiting
- Whether there is any way you can stand out at the exhibition
 - Any awards you have the potential to win at the exhibition
 - Would you be able to feature your product or business on the exhibition website or literature?

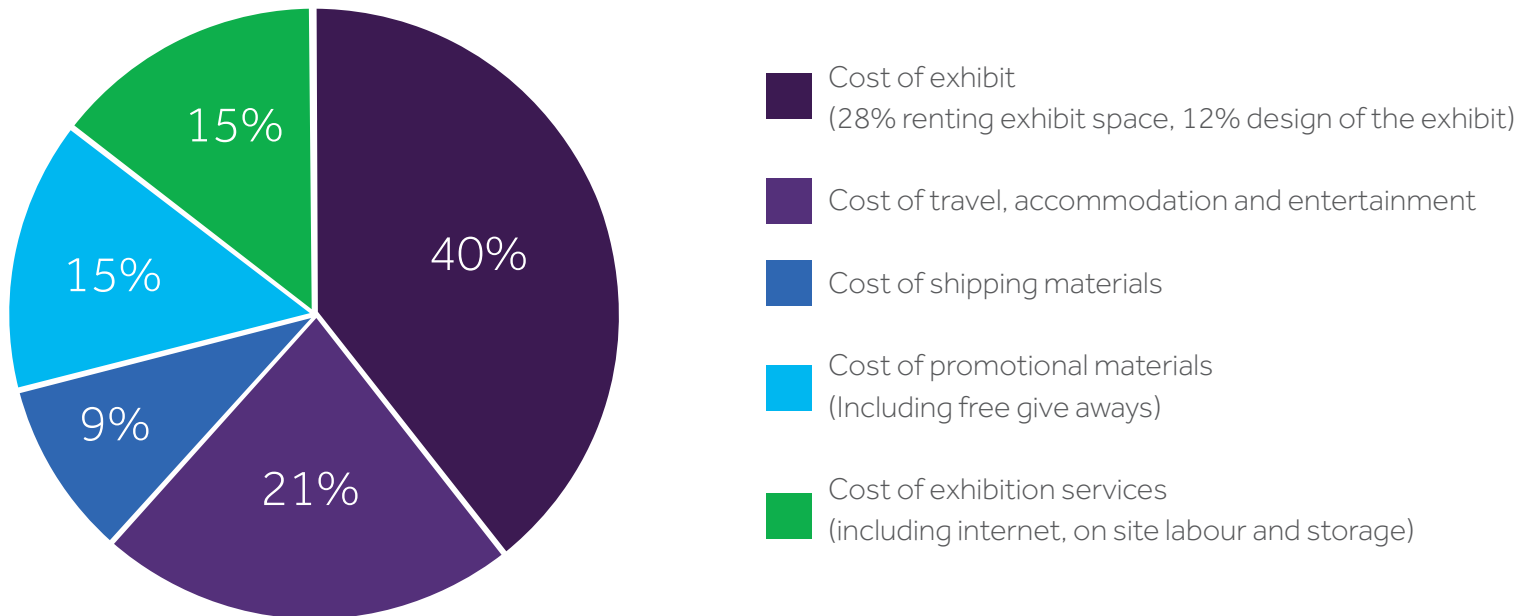


Exhibition Budget

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When setting a budget for an exhibition you should consider the costs of:

- Stand space
- Stand design
- Electrics and lighting
- AV equipment
- Promotional materials
- Marketing & PR
- Furniture
- Decoration and graphics
- Travel
- Accommodation
- Catering and entertaining
- Loss of earnings and opportunity



Preparing for your Exhibition

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Before exhibiting there are some important things to prepare for to ensure that you get the most out of your exhibition.

- It is important that you create quantifiable objectives to determine the success of your event. These could include simple measurements like:
 - How many business cards did you exchange?
 - How many phone numbers did you get?
 - Did you close any on the spot sales?
- Research the exhibition before you go, social media is a great tool to do this with. You can even take a look at competitors to see if they have been to the event before.
- Plan a checklist of important items for your stand, including simple things like;
 - Rubbish bins
 - Electrical cables
 - Pens
 - Pencils
 - Phone chargers
- Research your allocated exhibition space;
 - Where are you in relation to your competitors
 - Are you in a high or low footfall area?
 - Where are your nearest power points?
 - Will you need any extension leads?
 - Is it close to any cafes or restaurants which could be useful to close deals in?



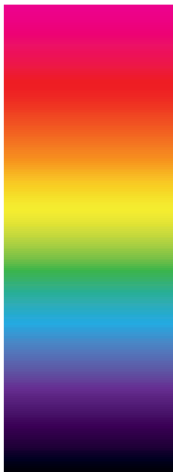
Designing your Exhibition Stand

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You want your exhibition stand to grab your customer's attention, whilst representing your brand and products.

- Think about the colours you use;



Pink makes your stand look sweet, comforting and calming.

Red makes your stand look powerful, energetic and striking.

Orange is vibrant and stands out against other bland displays, whilst indicating value.

Yellow makes your stand look urgent but is regarded as tacky.

Green makes your stand look natural, harmonious and dependable.

Blue makes your stand look calm, pure and comfortable.

Purple makes your stand look luxurious, elegant and expensive.

Black makes your stand look traditional, authoritative and exclusive.

- The human brain can process images up to 60,000 times faster than text.
 - Use images to attract the right leads and filter out the bad ones.
 - Use images to represent your brand or target audience
- Can you make your stand interactive?
- Make sure you make your unique selling point obvious.
- Can you create an unusual or unique stand design, to help you stand out against the crowd.



Managing Your Exhibition Leads

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Managing leads is an important task that needs to be considered during and after your exhibition.

Why don't you try;

- Swapping leads with some friendly competitors to grow the number of leads you gained.
- Book a meeting on the spot.
- Use an attractive deal to get leads interested during the event.
- Arrange meetings with hot leads during the event.
- Add leads to your database during your event.
- Follow up with leads straight after the event whilst they are still hot.



Exhibiting Timeline

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Before the Event

After the Event



Set Objectives

- SMART
- Budgets
- Book event space

Design your Stand

- Design a stand that can meet your objectives

Finalise

- Confirm all bookings, including flooring, electrics, WIFI etc..

Raise Awareness

- Arrange meetings with clients at your event and promote

Double Check

- Double check all bookings and with your suppliers

Rehearse

- Train your staff on duties
- Provide rotas

Lead Review

- Collect lead information that you gathered at the event

Contact

- Make contact with all event leads

Action Plan

- Create individual contact plans for all event leads

Calculate

- Gather all of your cost information and total number of leads

Measure Success

- Did you hit your targets?

Event Review

- Create a post event report, assessing everything

Promote the event through social media and email.

Connect and build relationships through social media and email.

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For more information on our products and services, our dedicated Account Managers are on hand to help...

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