

# EXHIBITOR GUIDE

ITE Group Plc  
Primexpo Ltd



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# 3

## Exhibitions: an integral component in the communications mix

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Statistics show that exhibitions are the most effective way of achieving sales and marketing objectives.

Trade events combine promotional efforts into a concentrated drive which becomes the focus of your company's promotional activities for the year. They offer an opportunity to cut through the noise of competing brands so your brand stands out from the rest. When backed by a good PR campaign, trade events can make a powerful impact on new launches.

Targeted visitors allow you to direct sales and marketing efforts accurately and cost effectively. And when you get back to the office, information gathered about your customers, their needs and their expectations will make your marketing communication efforts much more effective.

In today's world, exhibitions are a rare chance for sellers and buyers to come together physically. They offer personal interaction with real buyers and a platform where products can be demonstrated, prices agreed, technical problems discussed and trust and credibility enhanced.

The sheer numbers of contacts that can be made at an exhibition means that it can deliver a significant return on investment.

**Face-to-face selling is the most persuasive form of selling.**

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## What can exhibitions provide?



### ...An interested audience

Visitors volunteer their time to gain information and contacts

### ...A neutral sales environment

Exhibitions provide information which can then lead to a sale - visitors do not feel under pressure to buy

### ...A wide range of contacts

Attendees include suppliers, buyers, purchase influencers, consultants, distributors and the media

### ...A concentration of buyers

Exhibitors can reach a large proportion of the market in one place and in a short space of time

### ...Two-way communication

Visitors can challenge, debate and review whilst exhibitors can give and seek information

### ...Flexibility

With the right planning, exhibitions allow a wide range of objectives to be met

### ...Three-dimensions

Visitors can see, hear, touch, taste and try a product for themselves

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## Objectives to consider when deciding whether to take part in a trade show

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- Explore export markets
- Establish large numbers of valuable contacts
- Arrange meetings with current customers
- Launch a new product / service
- Recruit new agents / distributors
- Assess the competition
- Build media relations
- Generate sales leads and resume discussions with lapsed customers
- Build brand image
- Carry out market research and gain up-to-date market intelligence
- Build customer loyalty
- Build upon or develop the corporate identity

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## Making the most of your exhibition experience...



Set specific goals

Plan your stand

Draw up a detailed budget

Read the exhibitor manuals

Publicise your presence

Consider how to draw people to your stand

Select and brief stand staff

Devise an efficient system for handling enquiries

Brief staff daily and ensure they are welcoming and helpful

Make the most of media coverage

Prioritise leads

Debrief the team

Measure and analyse the results

Follow up contacts

Reserve a stand for the next exhibition

Write a report

...Before  
the exhibition

...During  
the exhibition

...After  
the exhibition

These points are explained in more detail below

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## ...Before the exhibition



Successful exhibitors prepare carefully for an exhibition, ensuring the right visitors come to their stand and leaving nothing to chance! Even if the exhibition profile is perfect for your company, your participation can still be unsuccessful if you do not plan ahead to attract visitors to your stand. Remember, the exhibition will work for you if you work for the exhibition.

### Set specific goals

Setting specific, measurable goals will enable you to evaluate your participation at the exhibition more successfully. These goals must be in line with your corporate objectives and should be communicated to all those involved in planning the exhibition as well as the staff who will be manning your stand.

### Plan your stand carefully

Plan the stand according to your goals. If you wish to have a stand specifically designed for your company, you should book a 'space only' stand. Most exhibition organisers will then be able to recommend a reputable stand builder to design your stand. If you have a tight budget or prefer to decorate your stand with simple posters etc, you should choose an 'equipped' stand, perfect for first-time exhibitors. Stand location is also an important factor in terms of both the flow of visitors and your position relative to competitors or partners. Make sure you decide which products to exhibit, ensure they will be available for the exhibition and organise spares in case of emergency.

### Draw up a detailed budget

Try to anticipate your costs in terms of travel, freight, etc and then add 10% to cover unexpected costs. Set a limit for staff expenses.

### Read the exhibitor manuals

The technical manual contains essential information about the rules and regulations of participation, including freight information, stand construction guidelines and the 'dos and don'ts'. The marketing manual offers ways to make more of your participation which includes submitting an entry into the catalogue and ordering tickets to send to your contacts. Pay particular attention to the deadlines for returning the forms.





### Publicise your presence

Pre-show advertising can more than double stand activity. 75% of visitors arrive with a predetermined agenda of which stands they want to see and what they plan to buy. Send out tickets to established contacts and potential customers with a letter explaining why they should visit your stand. Promotional campaigns for the exhibition should be coordinated with other media activities and you should take advantage of any free publicity, such as the exhibition website. Also, contact the press and ask them to visit your stand.

### Consider how to draw people to your stand

Having decided whether your stand will be 'equipped' or 'space only', consider how to decorate your stand to attract visitors. This may involve collapsible stands, posters and graphics, a welcome desk, promotional leaflets, samples or more high-tech facilities, such as television screens and product demonstrations. Competitions or discounts during the exhibition are also an effective way of generating interest in the stand, increasing exposure and focusing attention on particular products. They can also motivate staff on the stand to increase commercial activity.

### Select and brief stand staff

Identify the target audience for the exhibition. Consider the characteristics required by staff manning the stand – do they need to be friendly, knowledgeable, approachable? Make sure your stand staff are provided with training in sales techniques. Prepare a rota so that members of staff know the whereabouts of others at all times and ensure they are briefed on the exhibits, their roles and your objectives for the exhibition. Technical staff may be required to explain your products, sales people will be needed to hold sales negotiations and encourage people to visit the stand, and researchers and management may wish to attend to gather information on the market and your competitors.

### Devise an efficient system for handling enquiries

Ensure visitor details can be recorded quickly and efficiently so that they can be followed up when the exhibition team returns to the office. Collecting business cards or using light pens are a couple of effective options.

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## ...During the exhibition



The exhibition is open, your stand looks attractive and professional, and you've chosen a good selection of staff to promote your company to thousands of eager trade visitors... What can you do now to ensure those visitors become valuable contacts?

### **Brief staff daily and encourage them to be welcoming and network**

Remind staff of your goals for the exhibition and their role in achieving them. Ensure their body language reflects the image you wish to portray and attracts visitors to your stand. Ensure your staff actively invite visitors to your stand. Consider holding social or networking events. Not only will this attract visitors but an informal atmosphere can provide the perfect setting to seal lucrative business deals. And when visitors come to your stand, encourage your staff to be friendly and welcoming. Remind staff to allocate the right amount of time to each visitor. If your staff spend too much time with one client, they run the risk of missing out on other potential contacts. However, if they do not allocate enough time to a contact, they may fail to capture that contact.

### **Make the most of media coverage**

Invite journalists from key trade publications to your stand, especially if you are giving a presentation. If you are launching a new product/service at the exhibition, make sure the organisers know about it – they may add it to their press material. Ensure your company's literature or promotional materials are available in the press office.

### **Prioritise leads**

Classify leads in terms of priority and urgency, and contact the highest priority leads first when you return to the office. See below for an example of a lead classification method:

- A Large order, ready to buy
- B Small order, ready to buy OR large order, longer time frame
- C Small order, longer time frame
- D Send literature or add name to database
- E Other eg. press, salesman

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## ...After the exhibition



Hopefully, you have achieved your set goals and established a good number of contacts during the exhibition and the experience is fresh in your mind. Now's the time to turn those contacts into sales and analyse the effectiveness of the exhibition for your company.

### Debrief the team

Assess the achievements of the exhibition as well as what went wrong so improvements can be made for the next exhibition. Ask your exhibition staff for their input regarding improvements that could be made.

### Measure and analyse the results

By measuring and analysing the results properly, it is possible to compare the effectiveness of exhibitions with other communication methods. Analysing the results of various trade events enables you to identify the exhibitions that best meet your needs. Results from past shows can help to formulate goals for future shows and analysing results can help you justify your investment and encourage your staff to work towards your specified goals. Remember, sales can take place as a result of a contact made at an exhibition months after the exhibition took place; for a full understanding of how successful an exhibition has been, all these factors must be taken into consideration.

### Follow up contacts

Contact the people you met at the exhibition and thank them for visiting your stand. Use this as an opportunity to refresh their memory as regards your company and the products/services it offers. Contact media representatives and ask them if they require further information. Tell them how successful your participation was.

### Reserve a stand for the next exhibition

If you achieved your objectives at the show, make sure you book early for the next year's exhibition so that you have a larger choice of stand locations.

### Write a report

Summarise the results achieved at the exhibition in relation to the goals you set. This will act as a good reference when planning your next exhibition as well as demonstrating to your management the benefits your company can gain from participation.

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## Sponsorship

...Stand out from the crowd

...Increase brand awareness

...Raise the profile of your business

In today's competitive market, increasing brand awareness can give you a vital edge over your rivals. Exhibition sponsorship provides targeted exposure and a cost-effective, high impact way to enhance corporate visibility. Sponsorship enables long-term marketing objectives to be met through repeat exposure and reinforcement of your brand message.

If you are an exhibitor, sponsorship of the event will direct more visitors to your stand and enhance the success of your participation. Your company will be highlighted as a main exhibitor and 'must see' stand, giving you a competitive edge over your rivals. It is also a great way to introduce new customers to your brand and remind past or current customers to come and see you.

If you are not exhibiting at a particular show, but your company is related to the industry, sponsorship of the exhibition is a fantastic way to make your presence felt and gain some of the advantages of participation.

A number of standard sponsorship packages are usually available to suit your budget and requirements. However, the best packages are those tailored specifically to your needs following a great deal of brainstorming and interaction between you and the organiser.

**Sponsorship is very flexible. The only limit is your imagination.**



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## Visiting an exhibition



Exhibitions are a vast resource for trade professionals and all those involved in the industry. It is a chance to examine products or services and meet their manufacturers or providers. You can see a product in use and ask exhibitors extensive questions about their product or service. Exhibitions display not only standard products/services required in your industry, but also new, innovative products and updated models of products you would already recognise.

Alongside product and service information, visitors can compile a full picture of the market by assessing trends in the market and monitoring the competition. Exhibitions are also a rich source of new ideas and applications, helping your business to grow.

The contacts you will meet in terms of both exhibitors and other visitors are another vital source of industry information. Not only will they share their experiences with you, they may become useful partners and associates. Exhibitions attract a wide range of visitors, including buyers and sellers, trade associations and representatives of the press. They also offer a number of networking events, such as conferences, seminars, workshops, competitions and award ceremonies.

Other reasons to visit include:

- Putting a supplier's claims to the test
- Comparing one product with another
- Seeing a wide range of products in a short space of time
- Sourcing new products / technology
- Finding out up-to-date industry news
- Investigating the market
- Networking and making new contacts
- Maintaining existing customer relationships
- Appointing agents / distributors
- Obtaining technical knowledge
- Discussing business needs in a neutral environment
- Meeting technical staff to discuss problem solving or equipment updates

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## About PRIMEXPO



primexpo



ITE GROUP PLC

Primexpo is one of the three leading exhibition businesses in northwest Russia. The company's portfolio includes over 20 exhibitions in St. Petersburg, Moscow and other major Russian cities, and more than 200 related business events.

Primexpo works with leading exhibition venues - Lenexpo, Crocus Expo, Olympisky and many others - and with major Russian exhibition operators.

The numerous awards the company has received are proof of the high quality and prestige of the exhibitions organised by Primexpo.

One of the main factors behind the success of the company is the performance of its employees, who have many years of experience in the exhibition business and work effectively as a team. The company has a staff of 60.

The company is actively developing its congress and exhibition activities:

2010 year - the start of the new project - The International Specialised Exhibition "Information Security. Counter Surveillance". This year SFITEX, the International Security and Fire Exhibition, was named the best congress and exhibition project and took first place in its category in the "Made in St. Petersburg" competition for quality.

2011 - International Exhibition of International Exhibition for LED solutions, chip design and manufacturing - LEDTechExpo, International Forum for water supply and climate equipment - ExpoClimate

The company's exhibitions are regularly audited. Ten of the company's exhibitions have received "UFI Approved Event" status from the Global Association of the Exhibition Industry (UFI), and six have been approved by the Russian Union of Exhibitions and Fairs (RUEF).

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