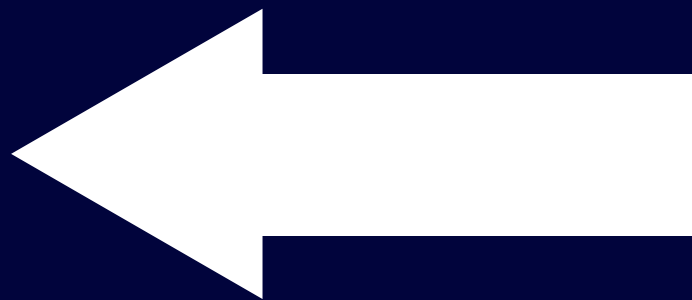


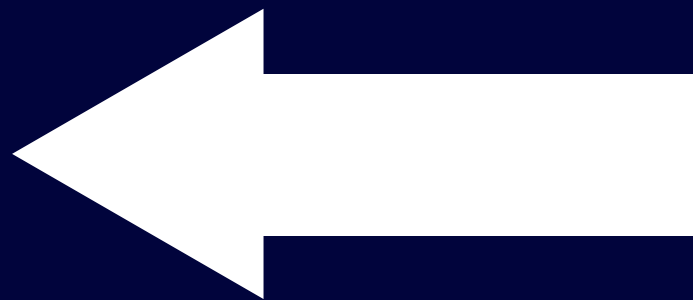
# Exhibition Success Blueprint

With over 15 years of expertise, we've crafted a blueprint to maximize exhibitor success at B2B Growth Expo.



# Attract Visitors To Your Stand

Preparing for a trade show or exhibition is crucial for exhibitors to maximize their success and return on investment. Here is a comprehensive list of activities an exhibitor should consider before the show:



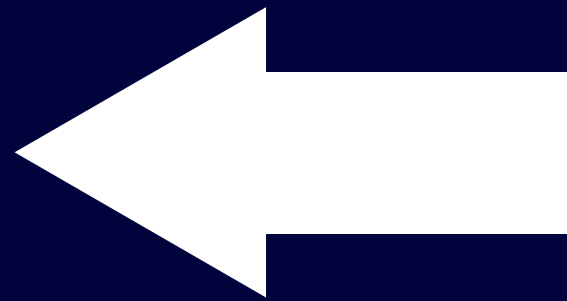
# A Step-by-Step Guide

**1 Before the Show Planning**

**2 During the Show**

**3 After the Show Follow-Up**

# Before the show



## **Objectives Definition:**

Clearly define your goals for the exhibition, such as generating leads, increasing brand awareness, launching new products, or networking.

## **Budgeting:**

Allocate a budget for booth space, design, promotional materials, travel, accommodation, and any other expenses.

## **Booth Design:**

Design the space to align with your brand and objectives. Make sure the messaging is clear and simple to understand exactly what you are promoting to the visitor. Consider engaging a professional designer for maximum impact.

Please feel free to contact our team for any assistance at [hello@b2bgrowthhub.com](mailto:hello@b2bgrowthhub.com) regarding Content Creation, messaging, Banner design.



## Promotional Materials:

Prepare brochures, flyers, business cards, Gift Vouchers and any digital content you plan to display or distribute. Ensure they are supplied to us more than 48hours in advance of the event in case you want to include in the show-bags.

Contact : +44 (0) 3303209501 | [hello@b2bgrowthhub.com](mailto:hello@b2bgrowthhub.com)

Address : 12 Shirley Road, Southampton, SO153EU



## Product Selection:

Choose which products or services to showcase, focusing on new or flagship offerings.



## Staff Training:

Select and train booth staff on product knowledge, elevator pitches, sales pitches, and how to engage effectively with the potential customer.



## Pre-Show Marketing:

Utilize email campaigns, social media, your email signature, expo-organiser's social media channels and your website to announce your participation and invite potential clients.

Utilize your 10 FREE visitor passes using the code that has been emailed to you by the team.

Marketing Tool Kit -

<https://b2bgrowthexpo.com/b2bgrowthexpomarketingtoolkit/>

## Quick Recommended Checklist:

- Business Owner / Sr. member of staff
- Designated Member of Staff
- Elevator Pitch
- Sales Pitch
- Booth Furniture (eg. Storage etc.)
- Table Liners
- Wall Banner
- 2 Roll-up Banner
- Leaflet / Brochure
- Membership Plans / Offer
- Gift Vouchers / Promotion Giveaway
- Business Cards
- Fish Bowls
- T-shirts
- Enquiry Forms
- Table – Provided by Organizer
- Chair – Provided by Organizer
- White Table Cloth – Provided by Organizer



## Logistics and Operations:

### ➔ **Registration and Paperwork:**

Ensure all forms and contracts, permits, and registrations for the event are completed and submitted on time.

### ➔ **Insurance:**

Make sure you have active Employers Liability and Public Liability Insurance in place.

### ➔ **Parking Facility:**

Check your email for information on parking, venue access and timings.

### ➔ **Shipping and Storage:**

Arrange for the transportation of your booth materials and products to the venue and confirm storage options.

# BEFORE THE SHOW PLANNING



## **Utilities and Services:**

Order necessary services such as electricity, internet, cleaning, and catering if required.



## **Travel and Accommodation:**

Book flights and hotels well in advance for all participating staff members.

Refer to our website [www.b2bgrowthexpo.com/recommended-hotels](http://www.b2bgrowthexpo.com/recommended-hotels) for recommended hotels.



## **Schedule Meetings:**

Pre-schedule meetings with clients, partners, and prospects to ensure a productive show.



## **Rehearse Setup and Breakdown:**

Plan and rehearse the booth setup and breakdown process to ensure efficiency.

# Engagement and Networking:

## ➔ **Interactive Elements:**

Incorporate unique interactive elements like demonstrations, contests, small games or VR experiences to engage visitors.

## ➔ **Promotional Items:**

Prepare branded giveaways or promotional items that will attract visitors and leave a lasting impression.

## ➔ **Networking Events:**

Identify and plan to attend relevant networking events or social gatherings around and during the show



## Lead Capture:

Implement a system for efficiently capturing and managing leads, such as digital scanners or a dedicated app. Our Visitors will have a QR code on their badges, allowing exhibitors to scan it directly and save their contact information.



## Breakout Area:

Utilize the breakout area for one to one meeting with your prospects.

# On The Day





## **Daily Briefings:**

Hold daily meetings with your team to discuss goals, schedules, and any necessary adjustments.



## **Active Engagement:**

Avoid sitting on chairs at your booth; instead, stand up to appear approachable and ready to engage with visitors. Make eye contact with attendees passing by and greet them warmly. Engage in conversation by asking open-ended questions about their interests or needs related to your products or services.



## **Social Media Updates:**

Periodically throughout the day, update your social media channels with show highlights to engage your audience online and in real-time. Don't forget to use relevant hashtags!

## **Informative Displays:**

Create visually appealing displays that effectively communicate your brand message and offerings. Use clear signage, high-quality visuals, and concise messaging to capture visitors' attention and convey key information about your products or services.

## **Interactive Elements:**

Incorporate interactive elements into your booth to create memorable experiences for visitors. This could include product demonstrations, interactive presentations, or hands-on activities that allow attendees to engage directly with your offerings.

## **Value-Added Content:**

Offer valuable resources and information to visitors to enhance their experience at your booth. Provide informative brochures, whitepapers, or digital presentations that showcase your expertise and address common pain points or challenges faced by your target audience.



## **Networking Opportunities:**

Take advantage of networking opportunities to connect with other exhibitors, industry professionals, and potential partners. Attend keynote speeches, success stories sessions, and speed networking events to expand your network and explore collaboration opportunities.



## **Utilize Technology:**

Leverage technology to streamline processes and enhance engagement. Use NFC-enabled One Cards to capture visitor information efficiently and follow up with leads after the event. Embrace social media platforms to promote your participation in the expo and engage with attendees online.





## Brand Awareness:

Ensure that you have booked your business for recorded Business Interviews, Radio Interviews, testimonial interview so we can promote your brands after the show.

- \* Book your slot for Business Interviews, Radio Interviews, and testimonial interviews early on the event day, as they are allocated on a first-come, first-served basis.



## Seminar:

Speak to organisers to reserve a 30-minute seminar slot to talk about your brand and product/services to increase awareness.

# Schedule

## ➔ **Stand Setup:**

You can setup your stand one evening prior to the event from 6:00 PM to 10:00 PM or on the day of the event 7:00 AM to 8:30 AM.

07:00 to 08:30 Exhibitor Setup

08:30 to 09:30 VIP & exhibitors networking

09:30 to 10:00 Show inauguration by Lord Mayor

10:00 to 12:00 Exhibition/Keynote/Seminar/Workshop

12:00 to 12:30 Speed Networking

12:30 to 13:30 Exhibition/Keynote/Seminar/Workshop

13:30 to 14:00 Exhibitors' lunch time

14:00 to 15:30 Exhibition/Keynote/Seminar/Workshop

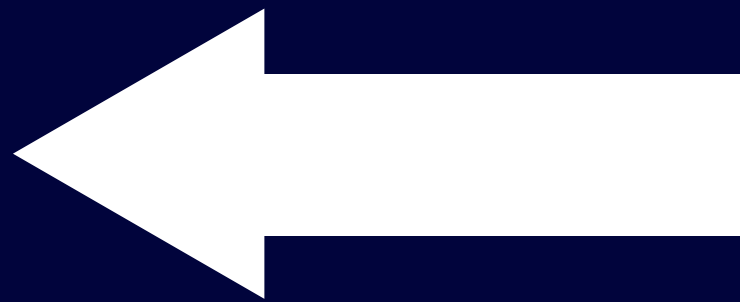
15:30 to 16:00 Speed Networking

16:00 to 16:30 Exhibition/Keynote/Seminar/Workshop

16:30 to 17:00 Closing Speech

➔ Not before 4.30 PM on the day of the Expo

# Follow-up is the Key!





## **Lead Follow-Up:**

Prioritize and follow up on leads promptly with a phone call and personalised messages after the show.



## **Schedule Appointment:**

Align a staff member to book online or face-to-face meetings with prospects in your diary.



## **Debrief Meeting:**

Conduct a post-show meeting with your team to discuss what worked, what didn't, and lessons learned.



## **ROI Evaluation:**

Analyse the success of your participation against your initial objectives and calculate your return on investment.



## **Book a meeting with B2B Growth Hub**

If you believe we can assist in promoting your services or if you're interested in partnering with our 400,000-member business community, don't hesitate to schedule a call with one of our executives.

Starting early and staying organized with a detailed checklist can significantly impact your success at the show. Tailor this list to fit the specific requirements of the event and your business objectives.

# Don't Forget!

To speak with our team to learn  
more about your membership and  
the complimentary virtual expo.

[www.digitalageexpo.com](http://www.digitalageexpo.com)

