

Public Relations



How to Get the Most Out of Your Trade Exhibition

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How to Get the Most Out of Your Trade Exhibition



Do

- Make sure everyone has a name badge and business cards
- Turn your phone to silent. That way it will not interrupt a conversation but will mean you will be aware some is trying to get hold of you. It may be that they are looking for you to give you an order!
- Arrive before the exhibition opens. Make sure a quorum of people have exhibition passes
- Make sure the booth is inviting and that tables don't create a barricade
- Manage the stand properly - if you are expecting lots of visitors due to a competition ensure the bottleneck is manned by someone who can engage with customers
- Keep the booth tidy and get someone to clear up several times a day
- Ask everyone if they can be added to your email database
- Enter all the lead details electronically. It will be difficult to respond to the leads within 24 hours if someone has to type in the email address and details first
- Arrange some one-one meetings with the press and your engineers. Make sure they are well briefed and ready. See our other ebooks!
- Have a list of who is at the show from your company with their mobile numbers

Don't

- Allow the people manning the stand to sit down unless they are in a meeting
- Allow your people to take phone calls
- Check emails on the stand
- Eat on the stand
- Allow your people to form an impenetrable wall stopping people coming on the stand

Promotion of Your Attendance at the Exhibition

- Press Previews (see our other ebook)
- Tell all your staff
- Add an email footer to your company emails
- Add a logo to your website
- Write a blog post
- Invite key clients to meet at our around the show
- Consider a free ticket offer to your prospects
- Promote via social media - start a hash tag or use the exhibition's if it has one
- Set up a landing page with an exhibition specific url for people who cannot attend
- Use a postal invite (with a voucher for a drink/ticket/parking/competition)
When was the last time you received one for a tech trade show?
- Promote via a relevant LinkedIn forum - maybe offer a drink/ticket/parking/competition



Need help with your **Trade Exhibition?**

To find out, contact:

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Publitek is the world's leading content marketing and technology PR agency for the B2B electronics industry. By complementing our in-house capabilities with proven partners, we offer a multi-lingual, global capability encompassing both corporate and technical communications.

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