

**INDEX**  
INTERIOR DESIGN SHOW 2010

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20 YEARS  
*of* DESIGN  
EXCELLENCE

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# MAXIMISE

EXHIBITION SALES

**EXHIBITOR  
MARKETING  
GUIDE**

INDEX DESIGN SHOW  
8-11 NOVEMBER 2010  
DUBAI WORLD TRADE CENTRE  
[www.indexexhibition.com](http://www.indexexhibition.com)

Organised by:

**dmg :: events**

## INTRODUCTION

Exhibitions are a business dream come true. There is literally no other marketing medium that gives you face-to-face access to a responsive, pro-active, buying audience.

Companies are investing more and more marketing budget into exhibitions. Why? Because they work! No longer used as 'flag waving' exercises, top marketeers know exhibitions deliver a tangible, measureable return on investment.

It's simple really:

### Total sales > Total cost of exhibiting

dmg :: events, one of the world's leading event and exhibition organisers, understand that exhibiting at a show can be daunting; budgets to manage, targets to meet and deadlines to keep, but relax!

We have experience of organising over 80 market leading events each year and are sharing this professional knowledge to support you in planning your most successful exhibition to date.

This guide tells you everything you need to know about exhibiting; **why** you do it, **how** you do it, and how to **measure** the end result. We'll even give you a pre-show checklist to avoid any hidden surprises along the way.

## WHY?

Because it's your time and your money. There are many reasons why you should invest into an exhibition, so let's start with something easy – the facts!

- 80% of trade shows visitors are personally involved in buying the products or services you exhibit. And even better, 29% **never** see sales reps other than at exhibitions.
- Exhibitions give businesses a perfect opportunity to show their best products, in the right context, to the right people. 81% of trade visitors to INDEX 2009 said their visit to INDEX had influenced them to make purchasing / specifying decisions or to find a new supplier that they may not have otherwise found.
- Your whole marketplace is in one place, at one time. Suppliers, buyers, consultants and the media give your business a versatile marketing platform to build on. These are just a few examples of how a successful exhibition can really change the way you do business. **Our** job is to help you set the right goals and make the experience as beneficial as possible.

## EXHIBITION QUICK HITS

- **Targeted buyers come to you**
- **Reach your target audience quickly and directly**
- **Easily launch your brand into new market sectors**
- **Build stronger media relations – often without cost!**
- **Keep an eye on your competitors**

## HOW?

You've made the decision and agreed the budget. Great! If this is your first exhibition then the following information will get you well on the way to achieving your objectives. If you're a seasoned pro, then you may even learn something new! For any exhibition, careful planning is essential. To make it easier we have broken down the key items into **before** the show, **during** the show, and most important **after** the show. Special attention has been given to effectively promoting your attendance, getting a unique looking stand, and some tips for clever budgeting.

## BEFORE THE SHOW

Now that you've chosen the right exhibition – it's time to start setting goals. We cannot say this enough – plan ahead! Whether it's planning objectives, designing the stand or training your staff, preparation is key!

- **Set goals.** Sales leads? New prospects? New product launch? Brand awareness? These are often achievable, but try to make your objectives more tangible. 'How many sales leads' would be a better approach. Establish specific, measureable goals. If you do nothing else, do this.
- **Exhibiting at a major show?** Then tell people! Research has shown that 83% of the most successful companies at exhibitions were the ones who mailed and promoted their attendance beforehand. **Pages 4 and 5** have lots of ideas on shouting out about your product / service to potential visitors.
- **Stand out.** A good looking stand is definitely important; although before deciding on stand design, establish what the stand should **do** – use an innovative design to get yourself noticed. Say what you do – don't assume that everyone will know from your company name. Promote benefits and use simple text that will stand out at eye level or higher. Did you know that it takes just 3 seconds for someone to walk past your stand and decide whether to visit it?! Make sure you get their attention in that time!

- **Sponsorship.** We offer 'off-the-shelf' and individually tailored sponsorship packages. These provide a cost effective method of standing out from the crowd. Want to try something different? Get an idea and talk to the organisers. Unusual ideas are great and are in the interest of the organiser, too!
- **Staff.** Only use well trained staff suited to exhibition environments. Make their objectives clear and even perform role-plays prior to the event. Remember – the people make the stand. Ensure that your staff are welcoming, smiling, helpful and knowledgeable. It makes all the difference!
- **\$\$\$.** Make a budget and stick to it. This is often easier said than done, that's why on **page 9** we have an outline budget planner to help stop costs spiralling. Don't make the mistake of blowing your entire budget on stand design – remember to allow sufficient funds for promotion, staff training and post show activity for following up leads!
- Make sure you read the Exhibitor Manual and take full advantage of the opportunities in the Exhibitor Zone.  
[Click here](#) for more detail if you are an exhibitor at INDEX.  
[Click here](#) for more detail if you are an exhibitor at InRetail.

## 'BEFORE' QUICK HIT LIST

- **Set objectives and goals – the earlier the better**
- **Link all marketing activities to your show presence**
- **Select and train your staff and don't skimp on numbers**
- **Read the Exhibition Manual. No really... read it!**
- **Book stand and services early, you can usually save money**
- **Make the most of free media tools such as the show websites, PR and the show catalogue entry**

## SHOUT OUT

Generate maximum interest in your stand by telling people you are there! It doesn't take much and will make all the difference. Check out the rest of our useful tips below:

- Ensure your stand number and details are on **all** communications issued by you.
- Tell us your news! Send us your news stories, images and press releases. Also upload your press release(s), images and product information to the website - we may be able to use them on our external mailings or for editorial opportunities. [Click here](#) to find out more.

- Visit the '[Download Centre](#)' on the INDEX website or the '[Download Centre](#)' on the InRetail website for images, banners, logos and stationery which you can use to advertise the show to prospective visitors and raise awareness of your presence. Put them on your emails, website or letterhead with a link through to the show website.
- Issue personalised invitations to prospects and clients with incentives such as discounts, receptions and other 'show-only' offers. Make sure to use the show logo and details of the website.
- Use our downloadable visitor invitation – simply email out the soft copy invitation, with details of your stand and hall number. If you don't have the time, we can do it for you. Simply email us your database and we will mail your clients free of charge.
- Complete your online profile – the Exhibitor List is the most regularly visited page after the homepage, so make the most of your online profile – you could even consider our **enhanced profile upgrade** for US\$ 350, enabling you to make a lasting impression with minimal effort.  
[Click here](#) for more detail if you are an exhibitor at INDEX.  
[Click here](#) for more detail if you are an exhibitor at InRetail.
- Plan a PR campaign using direct mail and email to build awareness in advance.
- Advertise with us – we have a variety of different ways to advertise and raise your profile through our official show catalogue and our website. [Click here](#) to find out more.
- Sponsorship opportunities – we offer sponsorship on a range of items including registration desks, catalogue, signage displays, bags, lanyards and electronic opportunities, ensuring that you create a lasting impression and get your product and brand out there! We also offer individually tailored packages, please [click here](#) to find out more and to fill out our Sponsorship Enquiry Form.

## STAND OUT

Tall, short, big or small... the choices now available for stand design can be overwhelming. Most important is stand functionality – a beautiful stand that no one can visit will turn visitors away. Use space effectively and, as always, plan ahead. A stand should have objectives too!

- Looking good! Your stand is the first thing a visitor will see – moving features will immediately attract attention.
- Bold colours also work well. Remember to use company branding where appropriate.

- Produce a stand design brief and put this out to tender. This will give you the best chance of finding the right stand for you, at the right price.
- Keep text and messaging brief – let visitors know exactly what you do in as few words as possible.
- Imagery is great and can be very effective in messaging – high quality imagery is essential. It would be better to have no images than use grainy, low resolution ones.
- Using buzzwords such as NEW will pull in the visitors.
- Make sure your stand is open and approachable. Staff should always be on hand to welcome, with space available for longer discussions.
- Always remember storage space – brochures are expensive so only display where necessary. If a person asks for more information, take their details and offer to send it out via email.

## BUDGETING

Exhibitions can be expensive, although with careful planning (sound familiar?!) and realistic deadlines you can avoid many of the hidden (and sudden) costs:

- A detailed breakdown of the exhibition requirements and objectives should allow you to have an 'at-a-glance' budget summary.
- Major cost will come from items such as floor space, stand design and advertising. Be aware of smaller costs such as staff salaries and expenses, transportation and shipping costs. Our budget planner on **page 9** should help you be aware of what these can be.
- Don't try to do everything all at once! If this is your first show, assess which features are needs rather than 'nice to haves'. If the show is successful you can always expand next year.
- Put costs out to tender. For stand design, printing, shipping etc, let several companies give you quotes. This will allow you to compare invoicing requirements (cash up front or on delivery) and manage cash flow more effectively.
- Be prepared. No matter how much planning and forecasting you do, there will always be hidden costs. The trick is to not let these get out of control. Allow a contingency of at least 10%.

## DURING THE SHOW

The big day has arrived! Your goals are set, your staff are trained and the stand looks great. Once the lights go up and the people stream in... It's Showtime!

- **Daily staff briefings.** Review the objectives and be clear on each team member's role. Highly motivated, well informed staff make the difference between a good show and a great show.
- **Time is money** – focus your time on the right people. Depending on objectives, each company will be different. Don't waste time! Offer to take details and call after the show.
- It is likely your **key prospects** are a small but important percentage of the total visitors... focus on these to maximise returns.
- **Collect lead information and store it.** Sort leads by quality rather than quantity. Nominate one person to be responsible for the leads you generate and to keep them safe.
- **Leave time to visit other stands and competitors.** Are they busier than you? Why?
- **Make use of onsite PR and Marketing opportunities.** Many journalists need story material... this is free publicity for you!
- **Spend the optimum amount of time with visitors.** This will depend on your goals, but make sure you've planned a system that matches your needs.
- **Tell us what you thought.** Complete our exhibitor survey during and / or after the show.

## AFTER THE SHOW

...and breathe! Now that the visitors have gone and the stand's coming down, it's time to reap the rewards of your careful planning and start making some sales. Now really is the most important part, as good follow-up and new relationships will give your business real return on investment.

- **De-brief staff.** This is always better to do at the show. Did they enjoy it, what worked well, what generated interest from visitors... was it the right show for you?
- **Were goals met?** If not, then establish why, if they were, then aim to build on this at following shows.

- **Track leads aggressively.** Follow up within 1-2 weeks maximum and personalise them when ever possible for best results.
- **Send a mailing to all show visitors.** You may not be able to meet every visitor, but you can contact them or we can send an email on your behalf to the visitor database. Contact us for more details.
- **Follow through on all press releases.** Call the editors you emailed your press releases to or who visited you on your stand and ask if there is any more information they might need. Tell them of your successes at the show. A timely phone call now could mean a solid mention in a post-show review read by thousands of industry professionals.
- **Successful show?** Book again for next year's event and make sure you secure an even better location if required!
- **Prepare a post show report.** Write up your conclusions, key statistics and recommendations in the form of a post show report. If you'd like to share this send it to us, we're happy to learn from you too!
- **Complete a full exhibition report within 1-3 months of the show.** Include all lead statistics and resulting sales data. This will be your proof of how successful you were.
- **Keep tracking data and leads over 3, 6 and 12 months.** Some sales may take time to convert, but a big sale 6 months after the show is just as valid as one 6 weeks after!

## FINALLY

Remember help is only a phone call away – contact us on **+971 (0)4 4380 355**

# YOUR EXHIBITION CHECKLIST / BUDGET PLANNER

	Completed	Cost ( US\$ )
• Log into Exhibitor Zone with username and password provided	<input type="checkbox"/>	\$ <u>Free</u>
• Read the Exhibitor Manual	<input type="checkbox"/>	\$ <u>Free</u>
• Complete at least all compulsory forms	<input type="checkbox"/>	\$ <u>Free</u>
• Complete your product categories	<input type="checkbox"/>	\$ <u>Free</u>
• Complete your online profile for the Exhibitor List on the show website	<input type="checkbox"/>	\$ <u>Free</u>
• Consider upgrading your profile to 'enhanced' to maximise your online exposure	<input type="checkbox"/>	\$ <u>350</u>
• Download the show logos, banners, images, the email signature for your emails and many more	<input type="checkbox"/>	\$ <u>Free</u>
• Find out what visitors to the site think – carry out a poll on our website	<input type="checkbox"/>	\$ <u>500</u>
• Upload or send us your press release(s) about new products, new technology, exciting developments etc.	<input type="checkbox"/>	\$ <u>Free</u>
• Tell us your news – let us and our PR agency know what's happening at your company	<input type="checkbox"/>	\$ <u>Free</u>
• Send an electronic visitor invitation to your contacts and invite them to the show	<input type="checkbox"/>	\$ <u>Free</u>
• Consider advertising in the show catalogue or on our website	<input type="checkbox"/>	\$ <u>                    </u>
• Consider sponsorship to maximise your exposure before and during the show	<input type="checkbox"/>	\$ <u>                    </u>
• Stand Brief/Design	<input type="checkbox"/>	\$ <u>                    </u>
• Stand Tender	<input type="checkbox"/>	\$ <u>                    </u>
• Staff Costs	<input type="checkbox"/>	\$ <u>                    </u>
• Signage Costs	<input type="checkbox"/>	\$ <u>                    </u>
• Travel Costs	<input type="checkbox"/>	\$ <u>                    </u>
• Food/Beverage Budget	<input type="checkbox"/>	\$ <u>                    </u>
• Hotel Budget	<input type="checkbox"/>	\$ <u>                    </u>
• Travel Costs	<input type="checkbox"/>	\$ <u>                    </u>
<b>TOTAL</b>		\$ <u>                    </u>

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