

PRE-SHOW ACTIVITIES

Below are some of the key activities that you need to consider well in advance to maximise your investment.



SALES

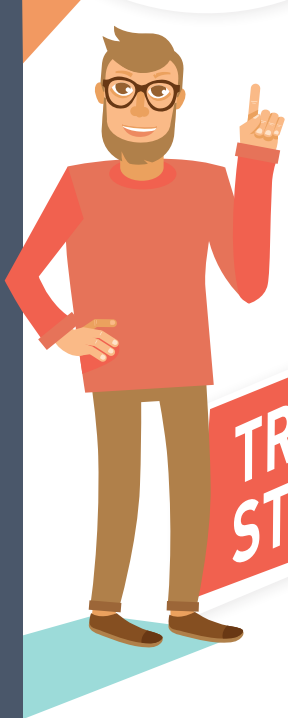
HERE ARE THE TOP 7 EXHIBITING OBJECTIVES WHICH ONES ARE YOURS?

- SELL products and services onsite
- CREATE pipeline for future orders
- BUILD database/ lead generation
- PRODUCT positioning
- EDUCATE and demonstrate, sample
- BUILD BRAND loyalty/awareness
- RESEARCH



SET REALISTIC OBJECTIVES

DETERMINE RESOURCES necessary to achieve objectives



PREPARE POST SHOW STRATEGY

on following up leads after the show



MARKETING

COMPLETE YOUR EXHIBITION DIRECTORY PROFILE via the online exhibitor manual

ACTIVITIES YOU NEED TO UNDERTAKE:

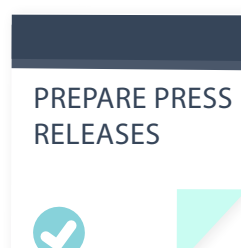


INVITE EXISTING CUSTOMERS to visit your stand



ANNOUNCE your participation at the show via your website & emails

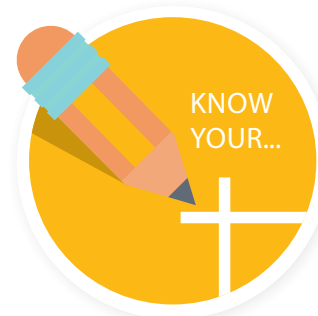
 SOCIAL MEDIA CAMPAIGN



ADVERTISING & PROMOTIONS

consider additional opportunities, contact us for ideas

ADMIN/OPERATIONS



... **STAND** dimensions, locations & inclusions and plan your space

... **ORGANISING TEAM** and contractors

BE ACROSS ALL DEADLINES

LOG ONTO THE EXHIBITOR MANUAL

Complete forms for items you require by the due date. These may include fascia signage, furniture and freight



Ensure you complete your online listing and take the time to make sure this is done properly – this is absolutely crucial and gives you valuable exposure to buyers looking to plan their trip online.

DON'T FORGET to download our free marketing plan and promotional material from our website, www.aimex.com.au/en/home/

AT THE SHOW ACTIVITIES

Below are tips for you to consider during move-in and during the event.

SALES



QUALIFY YOUR PROSPECTS
Move on from the time-wasters

MARKETING



SALE
Attract visitors to your stand with activities and promotions

DO'S & DON'TS



USE OPEN ENDED QUESTIONS



EAT & DRINK ON YOUR STAND

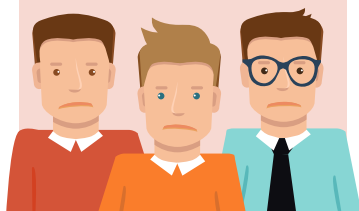


VISITORS WITH A SMILE

BE ENTHUSIASTIC ABOUT YOUR PRODUCTS AND SERVICES

WEAR COMFORTABLE SHOES

BUNDLE TOGETHER

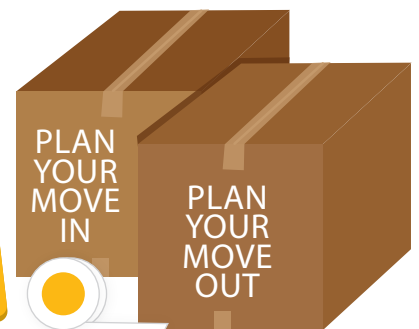


ADMIN/OPERATIONS

COURIER INSTRUCTIONS
Be on your stand or instruct the courier to leave without signature



ALLOW TIME TO SET UP YOUR STAND don't leave it to the last minute



- **DON'T FORGET** to continue to push your brand via your social media forums
- **USE YOUR CUSTOMER LIST** to keep track of who you have seen and who you haven't



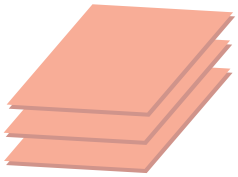
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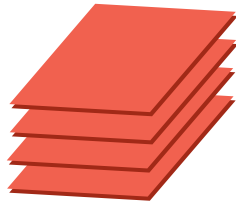
POST-SHOW ACTIVITIES

You are nearly there! Below are key activities you should action post event.

SALES



SEPARATE
WARM & HOT
LEADS

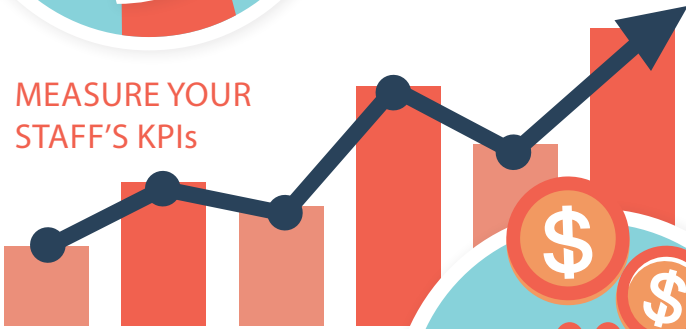


FOLLOW UP HOT LEADS
IMMEDIATELY



KEEP PROSPECTS LIVE
keep track of your leads and
add contacts to your database

MEASURE YOUR
STAFF'S KPIs



DID YOU
REACH YOUR
OBJECTIVES?



MEASURE
ROI
(ONGOING)



RECORD YOUR
LEARNINGS AND
RECOMENDAIONS



for the next show

MARKETING

THANK YOU
FOR VISITING!



SEND A FORMAL
FOLLOW UP within
a week of the event



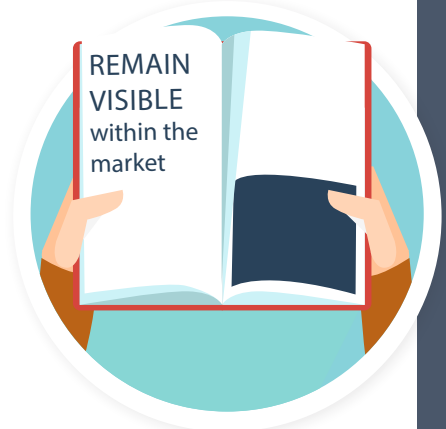
SOCIAL MEDIA
ENGAGEMENT

SORRY WE
MISSED YOU!



FOLLOW UP
your invited guests that
didn't attend the show

REMAIN
VISIBLE
within the
market



ADMIN/OPERATIONS

COMPLETE THE
ORGANISER'S SURVEY
to provide constructive
event feedback



DON'T MISS OUT!

We offer a great opportunity to re-book your stand for our 2020 show. To ensure you don't miss out on your preferred stand contact your account manager, they would love to hear how the show was for your business.

T: 02 9422 2955



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