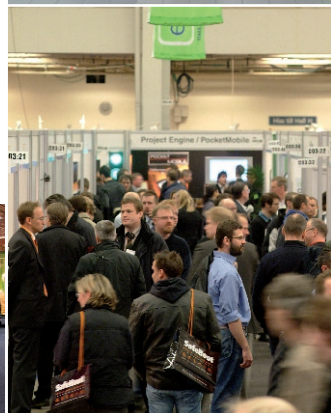


# easyFairs® EXHIBITOR'S ROADMAP FOR SUCCESS



**Turning a good  
show into a  
brilliant show!**



TRADE SHOW KNOWLEDGE

## PLAN & PREPARE

# Making the most of your participation with easyFairs®

easyFairs will take care of ensuring that high quality visitors attend our shows. Ensuring that they attend **your stand** requires us both to take some additional actions in partnership.

Therefore, easyFairs gives you a complete set of tools that you should use to get the right people to your stand:

1. As many invitations as you need. We automatically send each exhibitor 250 printed invitations but you can order more at any time.
2. A free, secure mailing service: send invitations to your own database, using your own letterhead, with your own message. Absolutely FREE, exclusive to you and totally secure!
3. A banner and hotlink for your website and email communications – making it easy for people to register and allowing you to identify visitors who register in response to your actions.

Exhibitors who use these tools and follow up by contacting visitors will ensure that key customers and prospects visit their stands.

In addition, we strongly recommend that you take the following actions:

### HAVE A MARKETING / PROMOTIONAL PLAN:

Set your marketing objectives and break it into pre-show, at-show and post-show phases.

Increase your market share and enhance your customers' in-store and online experience

**Ideas to stimulate purchases and grow your retail business!**

- Offer 30 days' free returns
- Retail design & interiors
- Free delivery
- Free assembly
- Free installation
- Free maintenance
- Free repairs
- Free delivery

REGISTER NOW FOR PRIORITY ACCESS AT [www.easyfairs.com/shop](http://www.easyfairs.com/shop) or call: 020 8622 4419

easyFairs

27 & 28 March 2007 NEC, BIRMINGHAM

**easyFairs® SHOP INNOVATIONS**

**Solutions to increase market share and enhance your customers' in-store and online experience**

Whether you work for a national multiple grocery chain or own a local independent business boutique, you know the key to business is getting people into the store and spending more. Retailers are starting to look and clear to harness to today's digital environment, you must be constantly on the look out for innovations.

So join all at easyFairs® SHOP INNOVATIONS for an overview of all that's new in the retail supply business - the very latest in shop fittings and design, in-store communications, display systems and technology.

**Free market research report**

All visitors to easyFairs® SHOP INNOVATIONS will receive a free copy of our research survey report, Business priorities and innovation in UK retail, undertaken earlier this year with the support of The Retail Foundation to our visitors. £249/visit.

**Business priorities and innovation in UK retail**

**WHY VISIT?**

Meet suppliers of innovative in-store and online solutions including:

- Shop fittings & equipment
- Retail design & interiors
- Visual display & merchandising
- Display systems & signage
- Online services & signage
- POS / PDS
- Vending
- Crime prevention

Plus, with a comprehensive ShopInnovations seminar programme, a networking party and a host of other in-store features, there's plenty to inspire you!

Don't miss our networking party 12pm on Tuesday 27th March

**Retail Systems RetailBulletin**

Register today for FREE tickets and info at [www.easyfairs.com/shop](http://www.easyfairs.com/shop) or call: 020 8622 4419

easyFairs

**SEND OUT AS MANY PERSONAL INVITATIONS AS POSSIBLE:**

easyFairs will provide as many printed invitations as you need, or send them out on your behalf, likewise e-mail



**USE ALL AVAILABLE CHANNELS TO INFORM CUSTOMERS OF YOUR PARTICIPATION:**

E.g. use the easyFairs website, post a trade show banner on your own website, and use direct mail and advertising ...

**TRACK WHO REGISTERS IN RESPONSE TO YOUR ACTIONS:**

You can track who has registered in response to your e-mails and invitations. If you are not sure how to do this, contact easyFairs.

**PREPARE AHEAD FOR EFFECTIVE PARTICIPATION:** Provide a speaker for the learnShops, think about incentives and giveaways, prepare a press pack, optimise your entry in the show catalogue, select and if necessary train the best people to represent your company on the stand.

**KEEP A HIGH PROFILE DURING THE SHOW:** Get out of the comfort zone! Create interest around scheduled activities. Don't forget to record leads systematically!

**KEEP THE MOMENTUM GOING POST-SHOW:** Follow up leads promptly and again at 3 and 6 month intervals. Track results and measure ROI. Celebrate success – but think how you can do even better next time.

Contact your easyFairs representative and ask for your complimentary copy of the easyFairs Exhibitor Handbook, which provides more detailed recommendations.



## CHECKLIST

Plan your participation before, during and after the show with a series of marketing actions that will help drive visitors to your stand. Use the checklist below to ensure that you stay on track!

- Tick when completed
- CREATE MARKETING AND PROMOTION PLAN
- ORDER TICKETS
- SEND OUT TICKETS WITH YOUR OWN COVER LETTER MENTIONING YOUR STAND
- TALK TO YOUR easyFairs CONTACT ABOUT OPPORTUNITIES TO PRESENT A learnShops SESSION
- SET UP PERSONALISED REGISTRATION VIA N200 – YOU WILL RECEIVE AN EMAIL FROM easyFairs® SHOWING HOW TO DO THIS
- SEND OUT ELECTRONIC INVITATIONS BY E-MAIL
- TRACK REGISTRATIONS – THROUGH N200 PERSONLISED LINK AND PRINTED TICKETS – AND CONTACT COMPANIES/INDIVIDUALS WHO REGISTER IN RESPONSE TO YOUR ACTIONS
- PUT BANNER ON YOUR WEBSITE ANNOUNCING YOUR PARTICIPATION AT easyFairs® [SHOWNAME]
- INCLUDE “VISIT US ON STAND XX AT easyFairs® [SHOWNAME]” ON ANY PRESS ADVERTISING
- PREPARE PRESS RELEASE / PRESS PACK FOR THE SHOW
- TRACK PRE-REGISTERED VISITORS – CONTACT COMPANIES WHICH PRE-REGISTERED BUT DID NOT SHOW UP