



Vikasa
expo

YOUR CENTER AWAITS...

EXIBITORS GUIDE



Even a company that knows nothing about exhibiting would find it easy to come away from a busy show with plenty of new business. After all, the business comes to you. But there are a few simple principles that any company can use to maximize the value of every expo they participate in.

Preparing the Ground

What to do before the show:

The amount of thought and planning before an expo will determine how big the return will be for you.

Setting out your goals and key considerations:

- How many sales leads do you wish to generate?
- Do you want to launch your new product to customers, prospects and other business?
- The more defined the goals, the better your chances of achieving them.
- How many new business contacts do you wish to meet?
- How many samples do you want to hand out?
- How many top buyers do you want to demonstrate your product to?
- How many new appointments?

Expos are incredibly versatile, but you need to focus on your most important goals. Establishing S.M.A.R.T goals (Specific, Measurable, Attainable, Relevant and Time bound) is probably the single most important thing you can do before every event.

Plan the stand to meet the goals:

The stand location, design and activities should reflect what you wish to achieve. Vikasa Expo has a range of stand-configurations to allow for different exhibitor's needs.

Do you prefer the 8ft by 6ft stand which have 3 ft. side walls that give open view of retail products to attendees walking past? But if your main business is too engage a attendee and generate leads, make appointments, give a small presentation then a 8ft by 8ft stand with 8ft side walls will be more beneficial as it encourages attendees to come in to the booth and retain their attention. The two configurations of 8ft by 6ft by 3ft high side walls and the 8ft by 8ft by 8ft high side walls serve different advantages depending what the goals are.

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Should you have your table across the front of the booth creating a barrier between you and the customer? Or should be against a side or back wall and have the customer enter your booth? Think carefully?

What do you have that attracts your customers? Do you have captivating marketing material or banners? The more you do to make your both attractive and interesting the more attention it will draw. Consider having samples, giveaways or information to take away.

Tell People Why They Should Visit You:

The simplest and most obvious tactic of all is, amazingly, the least practiced: tell the world what you're up to!

Research has shown that 83% of the most successful companies at a range of expos (in terms of business generated and leads collected) were ones that took the trouble to notify their prospects and customers before the show.

[Source: CEIR]

Make the most of pre-show advertising, you can email your own contact lists, advertise in the same publications as Vikasa Expo or maximize you exposure through Vikasa Expos social media and newsletters of pre-registrants (contact the Vikasa Expo).

Its common sense: tell people what you'll be doing at the show and why they should take the time to visit you, stress the *benefits* and add some intrigue. 'See us on Stand.... And receive'. Have a bit of fun. But never skip this vital step. Vikasa Expo will inform you of what publications we will be advertising in and when.

Don't forget sponsorship opportunities:

Sponsorship can be an excellent way to jump out of the pack and there are many options to fit your budgets. Please see sponsorship opportunities on website (www.VikasaExpo.com). We are happy to sit down and create a program based on your marketing and budgetary needs to meet your end goal. Call us!

Train your expo staff:

The first rule of an expo is "the people make the booth" Make sure yours are well trained for the event; selling one to one can be very different to selling at an expo. Your staff needs to clearly understand the goals of the booth and members specific role in achieving them.

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Make sure you have enough staff to manage the amount of attendees, have you prepared scripts? How long will they talk to each attendee? What do they do if they are with some body and another attendee comes up to the booth? The more the staff is prepared with training the more success you will have from the expo.

Using the web:

We will be using our website (www.VikasaExpo.com) to promote Event, presale of tickets, and the newsletter to keep the community up to date with every move. If you have a website, use it!

Let visitors know where you will be located at the show and what you will be doing. Vikasa Expo can provide you a link or art of the show logo if needed. Your success is our success!

Social Media:

Social media is now an integral part of any PR/Marketing campaign to engage and communicate with your customers about your presence at a show. Social media sites such as Facebook, LinkedIn, Twitter, and MySpace are used increasingly by consumers and business representatives alike to communicate quickly and effectively. It is important for you to tell people online what you're up to and remind some of your interactive customers that you're still there. Social Media has proven to get people's attention by posting events, pictures, and information. Vikasa Expo has videos, pictures, and post that can be used on your social media sites to create interest, excitement, and ultimately more leads. These posts will include opportunity for free/discounted tickets (you get with your booth), Event Schedule, Free Give Always, etc. You can even run a competition to give away the FREE tickets you receive as an Exhibitor.

Lights, Camera, Action!

What to do at the show. The day has arrived. You've done the groundwork. Your goals are clear. Your people are trained. The doors to the event fly open and the visitors start streaming in.

Brief your staff throughout the day:

The people on your booth make the difference between a good expo and a great expo. A highly motivated, well informed team does more than any other factor to differentiate you from the other booths and make an impact on your market. Set briefings are a must, even if only in the morning before opening and at the end of the day. Remind everyone of your goals, your key messages and the role of each team member. Report on your progress towards your goals throughout the day. Make adjustments if necessary. Create a bonus/prize for number of lead generating or sales.

Most importantly, keep the energy up and the attitudes positive.

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Spend the optimum amount of time with visitors:

The key to success is to find the right people and spend the right amount of time with them – not too much (there are lots more to meet) and not too little (you need to get that lead or appointment). Again, the optimum time per visitor will depend on your goals. But make sure you've planned a system that matches your needs.

Speak fluent body language:

We've all seen them. The crossed-arms-and-frowns brigade. The newspaper readers. The quick lunch eaters with their backs to the aisle. The staff who are so busy chatting with each other they ignore the visitors on their stand.

Try this. Divide the total cost of your participation in the event by the number of minutes it's open. Then remind yourself and your staff how much every minute is worth. Smiles, eye contact, open questions . . . it may be common sense but it's not common practice!

Focus on your targets:

Chances are, your key prospects are a subset of the total audience at the show. Decide who your key targets are and brief your team to focus on them. Set your goals accordingly (not just '100 leads' but '75 Married Women over the age of 35 that are overweight').

Collect lead information:

"Can I have your details?", "Do you want to subscribe to our newsletter?", "Fill out this form to win a \$300 value prize". Which one sounds most likely for you to give your details. If just collecting lots of names is important filling out a form for a prize is the way to go, if you require more qualified leads then there are other ways. Remember clarify your goals.

Keep it all business:

Lots of comfy furniture encourages people to drop in and stay on your stand. Do you really want that? Current customers might expect to monopolize your time. Unless they're your main reason for attending, try to set aside specific times for customers tell them about a great seminar they need to check out. Networking and social contacts are part of the appeal of an exhibition, but you'll want to keep it under control.

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What to do after the show and measuring its success:

The visitors have all gone home. The stands are being taken down. Now is the time to follow through all of the new opportunities you've generated. Here's where some companies squander the benefits they've worked so hard to achieve while others capitalize on them and turn them into profits.

De-brief the team:

When you get back to the office, sit down with the booth staff and key managers. Do an honest assessment of what worked and what didn't. Elicit suggestions for improving performance for future events. Your staff's insights are a valuable asset, especially while their impressions are still fresh.

Measure your results:

Remember your specific, measurable goals? Now is the time to measure your success against them. If you exceeded your goals, try to determine why, so you can replicate that success at the next show. If you fell short, figure out what you could do better. The following section in this guide provides a framework for developing your own approach to event measurement.

Track the leads:

Don't just evaluate your results immediately after the event. Many companies do written lead tracking reports three, six and even nine months after a major expo to track the new contacts right through to the bottom line. Only then can you truly determine the value of the expo for your company.

Follow up all contacts:

Every visitor to your stand should receive a timely follow up. The degree of follow-up will depend on the classification of the contact, ranging from a simple thank you letter to a sales visit, phone call or information pack. To your prospects, the days and weeks following the event make it clear who most wants their business and who may not be ready to handle it. Don't blow it now!

Send a mailing to every visitor at the show visitors:

You may not be able to meet every visitor, but you can contact them. Either through the Vikasa Expo newsletter or through an custom email blast. This will allow you to contact any of the visitors you missed. Please contact your Vikasa Expo representative for more information.

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Reserve a place for next year!

If you've met or exceeded your goals, now is the time to lock in a prime location at the next event. Contact your Vikasa Expo representative and make sure you reserve your stand early.

Write a final report:

Summarize the results achieved against the goals you set. Share the report with key managers from sales, marketing and top management. By the time next year's show comes up, you should all have a pretty complete idea of the value of your participation.

The Measure of Success:

Every expo is different for every exhibitor. No single measurement tool will work for everyone "off-the-shelf". Instead, each company needs to develop a simple measurement methodology that's appropriate to its needs and goals. This section provides a framework for developing your own approach to event measurement. Try it. Use it. We think you will be surprised at how easy it is –and how much expos already do for you that you may not even realize! We're convinced that the more marketers measure their expo results – and compare them to those of other media – the more they'll use expos to generate new business.