



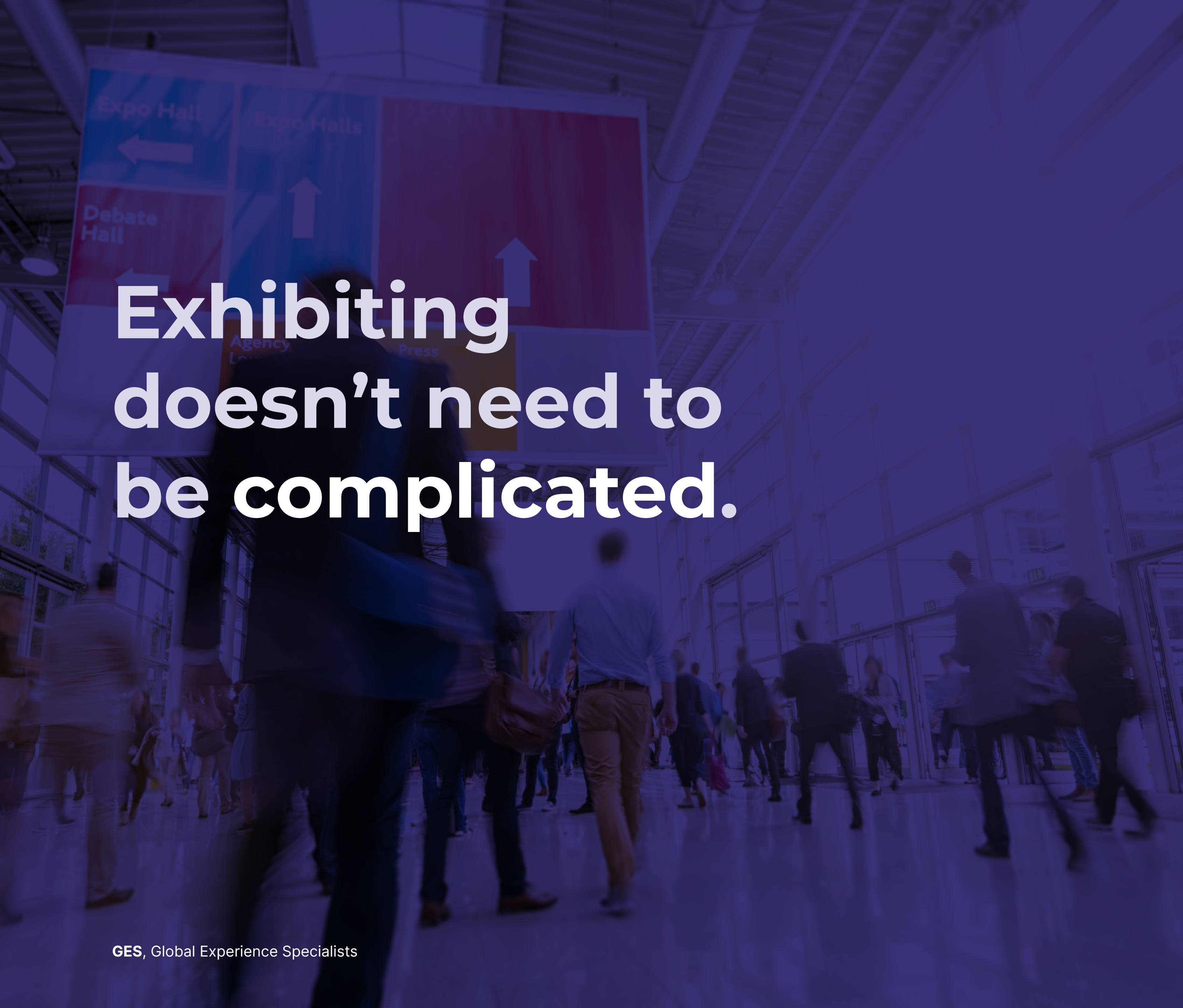
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co connect

Create a Show Ready stand

Your how-to-guide to exhibiting with a Show Ready stand.





Exhibiting doesn't need to be complicated.

Our show ready exhibits are the perfect solution if you're short on time, restricted by budget and need to make a big statement to your prospective visitors. To show you how easy it is to create a memorable experience at your next event, we've put together this step-by-step guide.

So, sit back, relax, and don't worry about your next event – **we've got this.**



STEP 1 - DEFINE YOUR EVENT OBJECTIVES

Why are you exhibiting?

It's important to decide on this right at the beginning of the process as it forms the foundation of your entire event marketing program. It will dictate everything from your **theme**, to your **furniture**, and even your pre and post show-marketing **campaigns**.

Launching a new **product**, **networking**, **hospitality**, **lead generation**...the list is endless, so you need to pick a primary **objective** and build around it.

STEP 1 - DEFINE YOUR EVENT OBJECTIVES

Keep a note of your ideas

How are you going to exhibit?

You know **why** you're going to be there, but what activity will you undertake to meet your objective?

This will start to outline the **layout of your stand** and give you some ideas of what you'll need to achieve your goals. It will also give us some ideas to play with, helping us to advise you on a layout and what you can do to enhance your presence.





STEP 2 - CHOOSE YOUR STAND LAYOUT

It's as simple as 1 2 3...

Based on your objectives for the event, all you need to do next is pick a design that suits your needs.

There are options for functional spaces with areas to display **products**, or perhaps you need to put your **brand** front and centre to give you a talking point for your **services**.

Whatever you need, tell us what you want to achieve and we'll help you get there. We can even create **bespoke** designs that work on the same principle as these packages - **just let us know**.

[Download our brochure](#)



STEP 2 - CHOOSE YOUR STAND LAYOUT

What's included with our package options

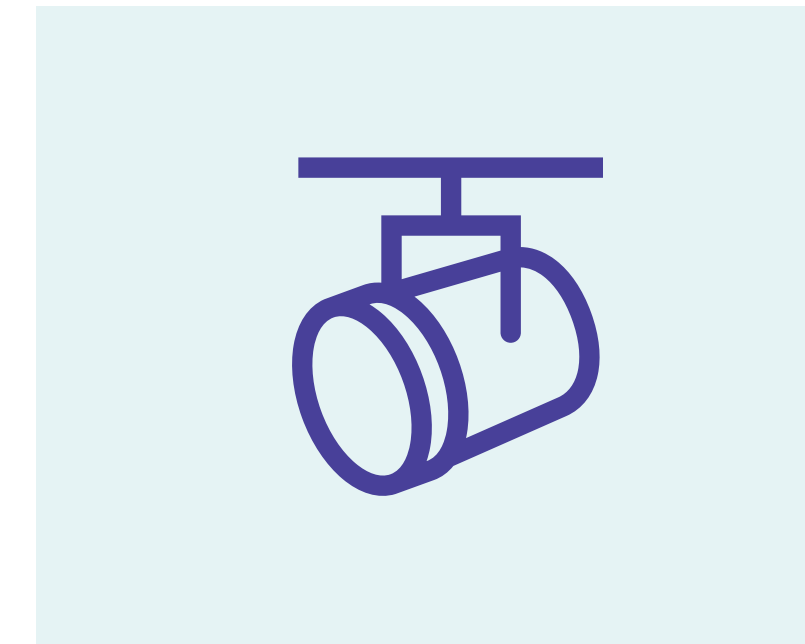
Each of our package options comes with the essentials you'll need for a great show, **here's a breakdown:**

PLAN YOUR EXTRAS

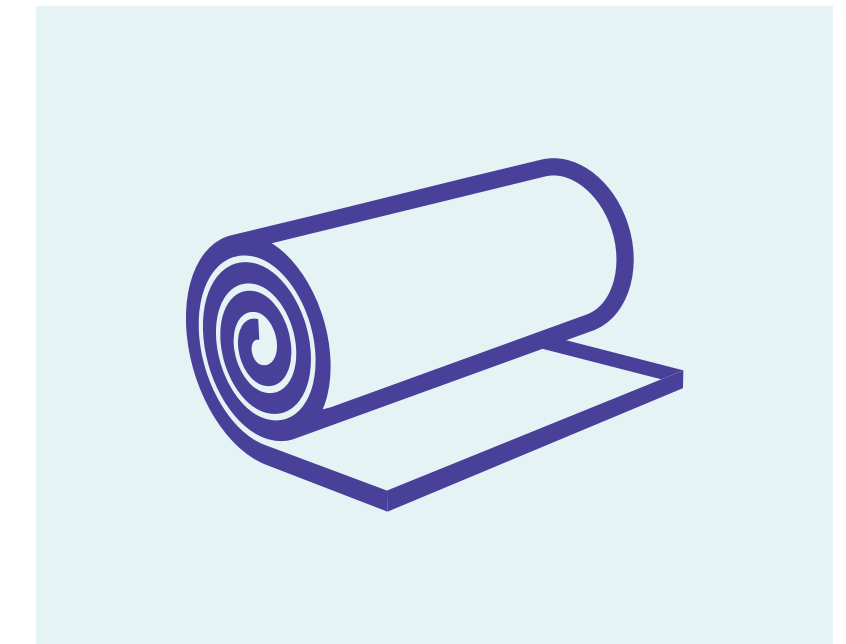
Once you've got an idea of how your stand is going to look, next you need to plan what extra pieces you might need. This can include display units, LED screens, tables and chairs, or even a raised platform. Use your planned stand activity to drive your choices here and tailor your stand to your exact requirements.



Stand structure including full-colour tensioned, wall graphics.



Low-energy, high output LED spotlights.



Velour carpet with polythene protection during build.



Health and safety planning, project management and venue liaison.



Installation and dismantling.

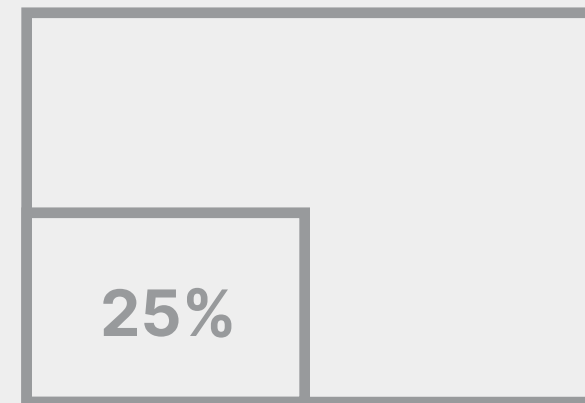


Additional electrical sockets and power supply, including testing.



File format

For the best quality print, your artwork should be sent as a high resolution .pdf file.



Scale

Your artwork can be created at **25%**, **50%** or **100%** of actual size.



Copy

Loading paragraphs of copy onto your walls is not the way to go. Company name, tag line and hero imagery is the best way to optimise your wall space.



Engagement

Use some space on your wall to create a photo opportunity, something that will encourage social sharing and boost your presence.

STEP 3 - YOUR ARTWORK

Send us your artwork

As far your stand is concerned, this is the last stage. Either you can send us the artwork laid out on a template we'll supply, or you can send us your digital assets and we'll do the design for you (charged per hour).

If you're planning on supplying us with artwork, here are some key points to keep in mind:

[Download our graphics guide](#)

STEP 3 - YOUR ARTWORK

Plan your content

Now you've got your stand artwork into production, it's time to get that artwork replicated across the rest of your event content.

Here are a few places you may want to use it:



Blog imagery



Brochures



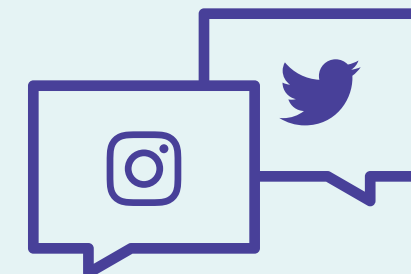
Email invites



Giveaways



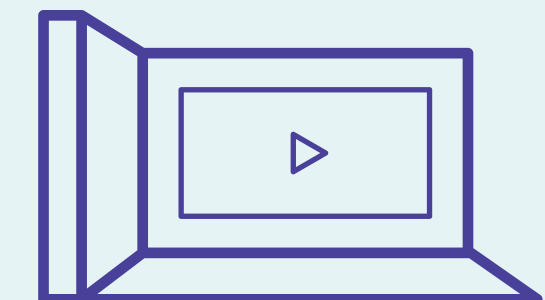
Paid online search ads



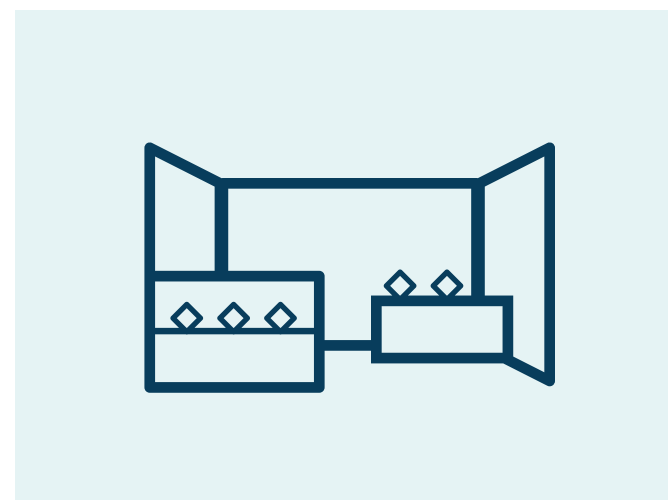
Social posts



Stand team uniform



Stand videos



Arrange your displays

If you need help getting products and equipment you want on display to your venue, let us know. We can make sure it's waiting for you with your stand.



Train your sales team

Make everyone who will be on the stand aware of the plan, put together a rota and decide the dress code.



Create your giveaways

Some take longer than others to create, so don't waste any time here. Make sure whatever you give away is in keeping with your brand values.



Develop a competition

A great way to get people on your stand and talking to you is by launching a competition.

First five orders placed get a tablet or home assistant device, for example.



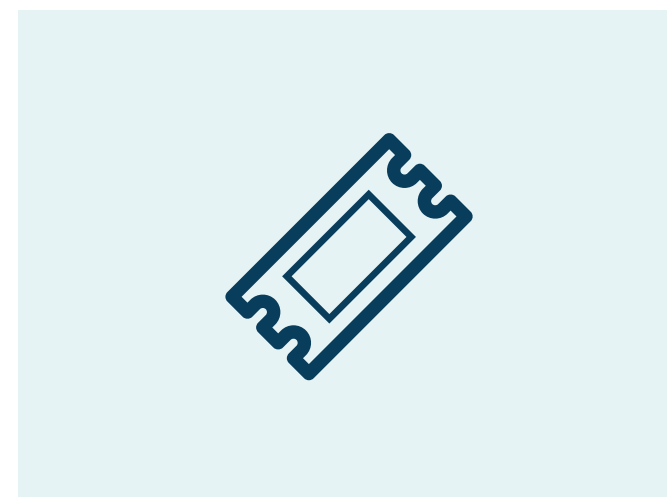
Arrange sponsorships/ adverts

Take any opportunity you can to bang the drum and let your visitors know you're going to be there. Always try to include your location so visitors can find you!



Secure a speaking slot

If you need help getting products and equipment you want on display to your venue, let us know. We can make sure it's waiting for you with your stand.



Invite your contacts

Set up meeting times with your existing clients. If you have something new you'd like to show them, foot the bill for their ticket as an incentive.

Visitors are always interested in busy stands.

STEP 4 - SIT BACK AND RELAX

Your stand is in hand

Since your stand is in production, you can breathe a little easier. A great looking stand will be waiting for you when you arrive.

In the meantime, there are a few other things you can do to ensure you've made the most of your experience:

STEP 5 - WOW YOUR VISITORS

Managing engagement

The best way to get your visitors attention is to get them involved. All the best theatre productions, exhibition stands and direct marketing pieces have elements of consumer interaction in them to grab and retain the attention of the audience.

Entertainment is one of the best ways to increase a visitor's dwell time in your space. Up close magicians, artists, mixology tutorials, anything that makes people stop shuffling by is great. Not only does this give you a steady stream of visitors, it also allows you to keep visitors interested until you're free to talk to them.





Gather and review leads

You've worked hard to collect your leads from your show, now it's time to collect them and take action.

Rank them into a prioritised list, warmest leads at the top and cooler leads at the bottom - strike your leads while the iron is still hot.

STEP 6 - FOLLOW UP

Follow-up time

Gently reinforcing your brand through social media is great, but you'll want to personally engage with your leads too. You could email them, but that might feel generic and distant which would be detrimental to all the hard work you did on-site – best to leave that until later.

The first thing you need to do is give your contacts a quick ring just so they know you haven't forgotten about them (and so they don't forget you). You don't need to jump right into selling anything now, just a short conversation about the show will do, but if you can get straight to business, that's always a win!



How did we do?

You need to evaluate your show performance and see if you've made a return on your investment/objectives. You could send a survey out to your leads asking how you did, what they liked/disliked about your offering, etc. Keep it short, 5-10 questions, and use an online questionnaire builder so you can distribute it easily by sharing a customised link.

Plan next event

You're now super equipped to go out there and exhibit at the next event on your calendar. You can never plan for an event too early, sometimes it's better to hurry up and wait. So, get in touch with your event contractor to start the process again and we wish you the best of luck with your next event!



Want to get Show Ready?

Email our Show Ready Team

Visit us at ges.com

Or call us on:

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