



Top Tips for Exhibitors

Provide the necessary information about your company when requested by the event organisers to ensure that show guides and other marketing materials can be produced correctly. It is in your interest to make sure you are marketed correctly.

To obtain delegate contacts you can run competitions, prize draws etc on your stand, but do make sure they know that they may be contacted by you.

Ensure your stand staff are trained. Body language, position and attitude are all very important and will have a significant effect on the number of visitors to your stand.

Design your graphics well. Don't place important information too low as it will not be seen, and keep key messages at eye level.

Keep your stand tidy – bags, coats, boxes etc should be out of sight.

Make sure you have current and adequate public liability insurance.

Ensure someone is responsible for undertaking a risk assessment to ensure the safety of your staff and visitors to the stand.

Provide the names of stand staff when requested so that badges etc can be produced in advance.

Build up days in open halls can be very cold! Be prepared with warm clothes.