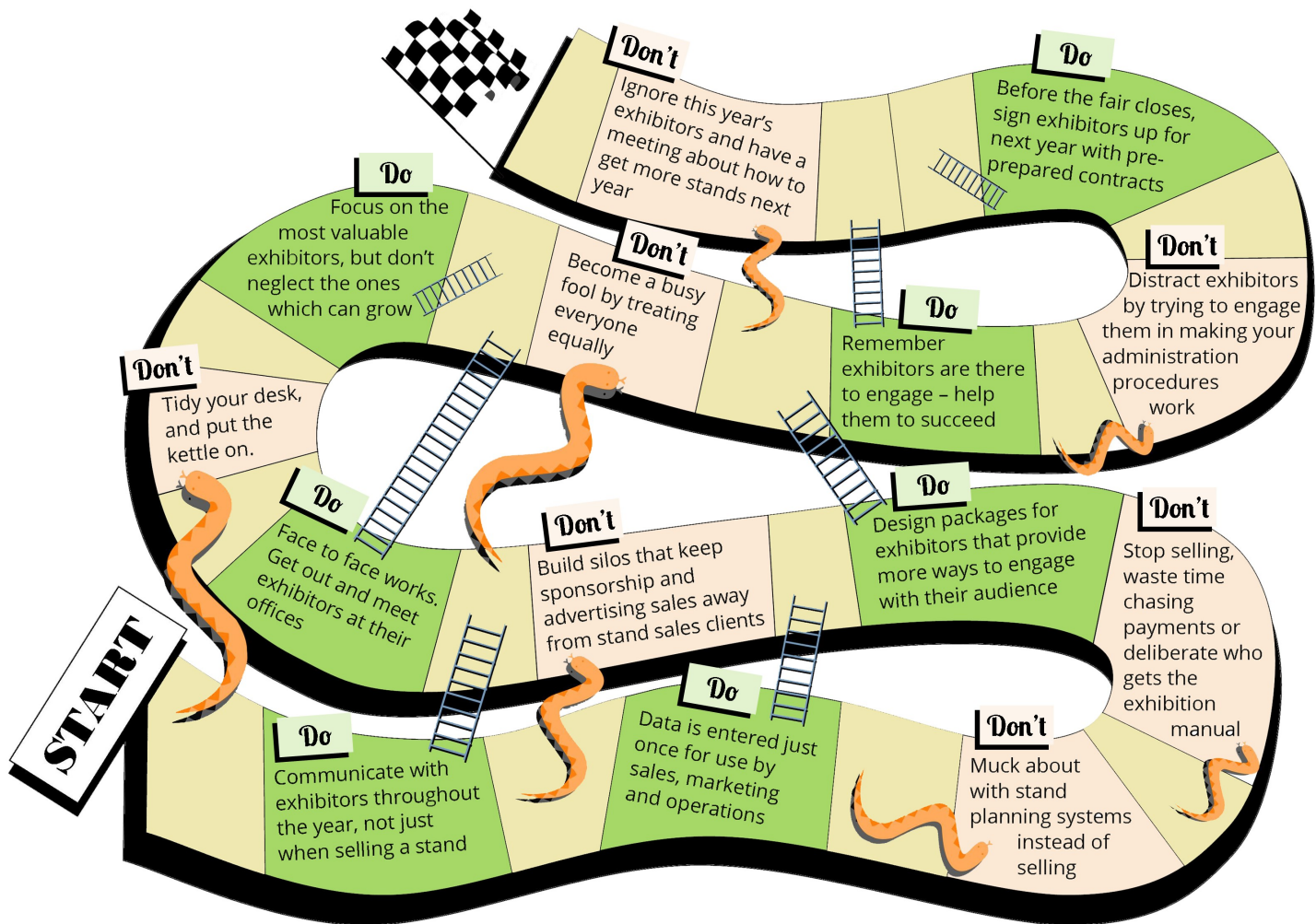


THE DO'S AND DON'TS OF SELLING EXHIBITION STAND SPACE



Understand your target audience; this is what will interest potential exhibitors.

The changes in how customers access information prior to purchase pose problems to marketing teams in every industry. As an exhibition organiser all you can offer them is access to their target audience. The ability to engage with prospects and clients is far more important than the after-show parties, the celebrity guests and the venue. As this is the central element of your offer, your sales people must understand the audience their show delivers.

Provide exhibitors with a range of engagement options to suit different budgets.

The greater your understanding of the audience, the more opportunities arise for selling to exhibitors. Sponsorship, awards, mailshots, web adverts, the list goes on and on. Creating benefits statements for every product you offer requires knowledge of how it will help the exhibitor engage. More importantly, being able to deliver low cost products means that even smaller, first time exhibitors can increase their profile.

Work with exhibitors to maximise their benefits from exhibiting.

As your sales focus moves from selling “3 x 2 shells” to selling engagement opportunities, so the exhibitor becomes part of the process. By working with them, you can guide them in how to achieve their goals.

- How many staff?
- What promotional activities?
- What PR opportunities?

These are questions far removed from the price of the stand; questions that position you as a “trusted advisor”, not a drain on their marketing budget.

Remember, the exhibitor is the customer, not the visitor.

Unfortunately, tools that help sales people transition to this new way of selling do not exist. Investment is misdirected into stand planning systems or event management tools which fail at customer relationship management (CRM). That's not to say that a bit of CRM software is the complete answer. CRM is a way of doing business, supported by software and expertise. It's an investment in your people and your brand that will help you compete in the internet age.