

# EFFECTIVE EVENTS

A PROFESSIONAL'S GUIDE

SPECIAL OFFERS INSIDE

FROM  printing.com®

# THE SECRET TO ENORMOUSLY EFFECTIVE EVENTS

Exhibitions, trade shows, and events are great ways to find new clients, launch new products, and try out new things. They're an investment. However, take the time to plan your show, and you could reap big rewards.

To help you plan, we've drawn on decades of eventing experience to cultivate **7 Essential Steps** for creating enormously effective events.

## HELPFUL HINT:

You can often get great deals on exhibitor pricing by booking last minute and taking floor space instead of shell space. Create a 'pop-up' stand with portable walls, booths, and furniture. *See page 6*

## STEP 1 THE WHERE

*Exhibitions, Expos, Trade Shows, Trade Fairs, Workshops, Events.* Plentiful opportunities to showcase your wares. Indoors and outdoors, as part of a bigger show, or an exclusive event you organise yourself. Each has a slightly different focus and attracts a different type of audience.

The choice of venue is significant, of course. Space needed, access, parking, wifi. If you're part of a larger show, your pitch can be paramount. *Where will the flow be? Who can you be close to?*

However, *'The Where'* matters most because it influences *'The Who'*. Meaning the venue, and type of show, have an impact on what groups of people will attend. And that is the magic ingredient. *You, appearing where your prospects will be.*



## STEP 2 THE WHY

Perhaps your goal for this marketing campaign is *new customer acquisition*.

Maybe you want to establish yourself as an industry leader and cultivate *strategic alliances*.

Other reasons to include expos or trade shows in your marketing activity include the opportunity for field-based *market research*.

The potential for increased *repeated touch points* with the same audience.

The chance to *connect personally* with the audience to ensure your follow-up is tailored to their likes, dislikes, needs and priorities.

Whatever your goal for the event, begin with the end in mind. It will help you not only plan for the day but also focus on your activity and help analyse success.

# STEP 3

## THE BUZZ

Far too often, we fall foul of booking our place at an exhibition and waiting until we are on the stand to start introducing ourselves to other exhibitors and attendees.

Achieve the most success by viewing your exhibition as a **3-part marketing campaign**, with part 1 focusing on pre-event activity.

### FELLOW EXHIBITORS:

- Connect with them on LinkedIn including a personalised note.
- Send them a postcard with an offer they can claim from you on the day.
- Invite them to coffee at the event.



### DELEGATES:

- Email to your own database with a link to the event and an overview of what you'll be offering.
- Create a series of countdown posts for your social media.
- Sponsor a social media post targeted to your ideal client demographic.



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### A WEB DESIGN from £299

Creating a landing page for your event is a smart move! It helps you share event details, attract more attendees, and gather their contact information. You could even sell tickets or create exclusivity through pre-registration.

Beautiful responsive websites  
[websitesbyprinting.com](http://websitesbyprinting.com)

### HELPFUL HINT:

76% of show attendees will plan which companies they want to visit. So let them know in advance where you are and why they should come and visit you.



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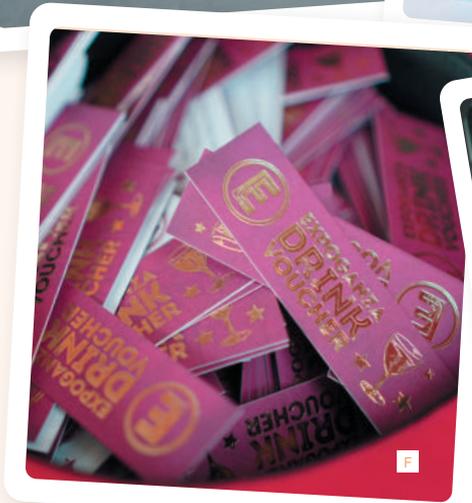


D



10% OFF

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### C A6 INVITES from £55

SEARCH SHOWCARDS

### D A5 FOLDED LEAFLETS from £78

SEARCH FOLDED LEAFLETS

### E PAPER WRISTBANDS 10% OFF

from 4p each WMAP?

SEARCH WRISTBANDS

### F TOKENS from £37

Include a handful of free tokens for food, drinks or discounts. Example shows:

SEARCH NANO BUSINESS CARDS

### G SELFIE FRAMES From £62

Create photo opportunities for sharing

SEARCH SELFIE FRAMES

## STEP 4

# THE STAND

Step up and stand out! Nothing breaks our hearts like showing up to a trade show and seeing someone's A4 printer paper posters stuck to the shell scheme with sticky tape.

At a trade show or business event, you're surrounded by stiff competition to stand out. Establish your business as **credible, professional, and trustworthy** with a display that elevates your brand.

All our freestanding displays are highly portable. Clip together the frames, then pull over the fabric graphic.

Use at networking meetings, exhibitions or for in-store point-of-sale displays. When it's over, **dismantle in minutes** and be on your way again – each comes with a carry case.

Invest in expo furniture that is on-brand and reusable and you will reap the benefits for **years to come**.

Don't forget to help your team look the part with branded uniforms and lanyards (or even aprons!).

And if you really want to **catch attention**, take a look at our branded ceiling hangers. Like giant fabric chandeliers, they'll be a beacon above your show stand.

Don't forget to plan for lighting, power, and wifi, if needed. Or a media player. Whatever your vision, we can help you plan a beautiful expo stand tailored to every budget.

[printing.com/uk/exhibit](http://printing.com/uk/exhibit)



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- A HUDDLE**  
2.0 x 3.0m sloped meeting booth  
**Stand & graphic £1178** FDSBEIC
- B SNUGGLE**  
2.4 x 2.0m cosy C-shaped booth  
**Stand & graphic £963** FDSWELFC
- C CURVE** Curved fabric display stands available in 2.5m, 3m and 5m lengths  
**Stand & graphic from £396**  
[Q CURVED BACKDROPS](#)
- D STAGE** Straight fabric display stands available in 1.8m, 3m, 4.6m and 6m lengths  
**Stand & graphic from £372**  
[Q STRAIGHT BACKDROPS](#)
- E RIALTO BRIDGE**  
**£504** FDSHAMFC  
2.3 x 0.8m Can be clamped to any Stage 18, Stage 30 or Stage 46 Stand with fittings included
- F EMBRACE U**  
2.0 x 3.0m U-shaped meeting booth  
**Stand & graphic £1178** FDSCAFFC
- G EMBRACE C**  
2.0 x 3.5m C-shaped meeting booth  
**Stand & graphic £1178** FDSPREFC



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- A FOAMEX BOARDS** 3mm foamex just **£57 per m2** IGF33
  - B PVC CLIPBOARDS** **10% OFF** 25 from **£466** £518 WMSTA4?
  - C CEILING HANGERS** from **£1209** FDCH?
  - D QUEEN PEACOCK** **20% OFF** Must be attached to a Straight backdrop **Stand & graphic\* £462** £578 FDSMLFC
  - E KANGAROO** **Stand & graphic £204** FDSPARFC
  - F PADIUM** **Stand & graphic\* £196** FDSOSAFC
  - G PEACOCK** **20% OFF** **Stand & graphic\* £321** £402 FDSOSLFC
- \*TV and tablets not included*



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- H MOJITO** Pop-up cocktail table. Great as a demo station. **Table & graphic £336** FDSRIOFC
- I BONDI** Branded deckchairs are ace for indoor and outdoor use. **Chair & graphic £139** FDSWAIFC
- J KOLA MAX** Seating cube Seat & graphic **from £225** FDSBOSFC
- K ARTHUR 5 & 6** Fitted tablecloths **from £135** FDTCAR5/FDTCAR6
- L CLOTHING** Branded clothing [printing.com.com/uk/funkicomfi](http://printing.com.com/uk/funkicomfi)
- M LANYARDS** **from £1.11 each**

**LANYARDS**

## STEP 5 THE PULL

If you build it, they will come. Well, not always. There are lots of stands vying for attention. What can you do to announce your existence and provide a compelling reason to mosey-on over?

Brainstorm ways to entice people to your stand. Could this be games, free samples, live demos, competitions, talks, or workshops? Free-standing cut-out characters can often be a novel way to catch the eye and make for a fun experience.

Whatever you're offering, advertise your attendance with posters and flags. Or use floor graphics to lead the way.



**A** Booth – See page 6

**B** Furniture – See page 9

**C** Paper Cup Sleeves **20% OFF**

Don't waste any opportunity to brand your stand. If you're offering drinks or samples, consider branded paper cup sleeves. Right now there's 20% off **from 14p** <sup>17p</sup> **each** WMAPPR?



**20% OFF**



### HELPFUL HINT:

Backpack flags (page 12) are a great way to extend your show footprint. Take a walk around the event with samples, or flyers and a branded backpack flag (perhaps advertising your stand number?). It's not just impossible to ignore, but it can be a great talking point.



**20% OFF**

**D**



**No.1 SELLER**

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**TOP SELLER**

**D** KING PYTHON **20% OFF**  
Fabric & frame **£484** ~~£606~~ FDSUBFC

**E** CUT-OUT FIGURES / GAMES  
(custom sizes available)  
**from £54 per m2** IGC0FV

**F** ORIGIN Roller banner stand  
**£83** BSPORGFB

**G** VINYL FLOOR GRAPHICS  
**from £58 per m2** IGFV?

**H** PYTHON  
Fabric & frame **£293** FDSLNFCC

**I** INDOOR POSTERS  
**from £22** LFPRMA3



## CREATE YOUR FLAG IN 3 EASY STEPS

### 1 CHOOSE YOUR SIZE & STYLE

Choose from a Teardrop, Quill, Empire, or Backpack Flag.



### 2 CHOOSE YOUR MATERIAL

Lowest cost option is a single sided flag material.



### 3 CHOOSE YOUR BASE

Get the right base for the surface you want to display your flag.



**A TEARDROP** Pole + graphic\*  
from **£96** FDFQZ

**B HYPHEN** Backpack + pole + graphic  
**£150** FDBFAO

**C EMPIRE** 3.5m Pole + graphic\*  
from **£160** FDFE?

\*Bases shown as optional extras



## STEP 6 THE GIVEAWAY

Once you've caught attention with your stand display, it's vital that you *engage with delegates* and fellow exhibitors alike, whilst also giving them a reason to think about you in the future.

Brainstorm ways to get them interacting with you and your stand. Scratch cards are a fantastic way to gamify this interaction. They're a *mood booster* and a fantastic *conversation starter*.

You can also sneak in 'prizes' that encourage future business. 2-for1 deals on 'winning' cards for example, free dessert, or complimentary pet photo shoot.

When choosing promotional giveaways, *make them useful* and your brand could be a part of their weekly routine for years.

### D SCRATCH CARDS

Nobody can resist a scratch card. Available in a variety of shapes and sizes, with a single or multiple latex scratch panels  
**250 from £63** SCRBCIT



[printing.com/uk/promo](http://printing.com/uk/promo)



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**A CERAMIC MUGS**  
from £5.48 each WMUKCERA

**B FABRIC & PAPER BAGS**  
from 55p each

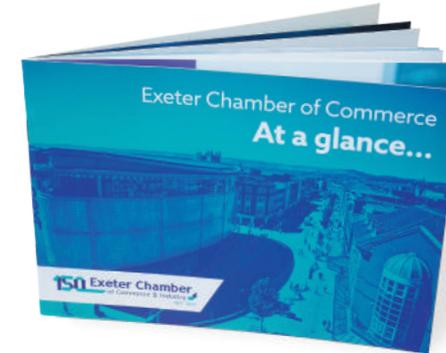
**C HARDWOOD COASTERS**  
(PACK OF 4)  
from £10.13 per pack WMUKCOAS

**D STICKY NOTES**  
50 pads from £239 WMPASTIC

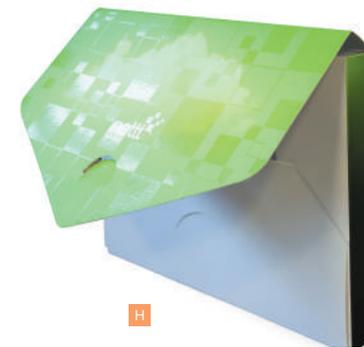
**E CURVY BALLPOINT PENS**  
from 28p each WMVICUR?



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**F BUSINESS CARDS**  
from £36  
[printing.com/uk/business-cards](http://printing.com/uk/business-cards)

**G BOOKLETS**  
from £139

**H FOLDERS**  
from £269



## THE FOLLOW UP

Boost your success at your next event by making a few slight tweaks to your approach.

Rather than only giving information out to delegates, find some way to *collect their information*.

Run a competition in exchange for signing up to a mailing list. Or get attendees to submit their details to claim a free audit.

Instead of handing out business cards, why not switch it up with an appointment card and pencil-in a follow-up call. Or offer to send more detailed information in the form of a full brochure, booklet or pack.

The true success of an event often hinges on what *activity* you can do afterwards. This way, you have a bank of people to follow up with after the event, to make sure the *conversation continues*.

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