

**The
North West
PREMIER
BUSINESS FAIR**

— 2018 —

IN ASSOCIATION WITH

thebestofbury

Bury
COUNCIL

The co-operative
insurance

EXHIBITOR GUIDELINES

22nd MARCH 2018 – THE STABLES COUNTRY CLUB – 4pm – 8.30pm



Headline Sponsors

Bury Council

thebestofbury

The Cooperative Insurance

Speed Networking Sponsor: **Connect Comms**

Event Magazine Sponsor: **Nettl Of Bury**

Bag Sponsors: **Bury BusinessLodge & The Joshua Wilson Brain Tumour Charity**



Upon arrival at the Stables Country Club...

Exhibitors will have access to the hall to set up from **3pm**.

Your name badges, event magazine & event bags will be on your stand.

There is an entrance with a ramp at the rear of the building, we recommend using this entrance to unload your stand before parking up.



STEP ONE – PLANNING AHEAD

Start planning **NOW!**

Exhibiting is a great opportunity to take a **FRESH** look at your marketing collateral:

- Is it relevant and compelling?
- Is there a clear message?
- Is there an easy “buy in”?





WHO IS ON HAND TO HELP YOU PLAN?



Nettl of Bury have been a trusted member of thebestofbury for over 9 years.

As an exhibitor you can receive 20% off all your promotional material using the link below.

Phone: **0161 452 7143**

Website: [CLICK HERE](#)

GJ Plastics have been a trusted member of thebestofbury for over 3 years.

As an exhibitor you can get 3 roller banners for £99 +VAT (ex delivery).

Phone: **0161 933 7774**

Website: [CLICK HERE](#)

nettl of Bury

Web Services - Print & Design - Work - Team - Blog - Contact

Are you a Made in Bury exhibitor at the North West Premier Business Fair?

RECEIVE 20% OFF ALL OF OUR EXHIBIT & DISPLAY PRINTING RANGE, AN EXCLUSIVE MADE IN BURY EXHIBITOR'S OFFER!

Simply request your copy of our Exhibit & Display guide and if you are a Made in Bury exhibitor, you will receive a voucher for 20% off all of our products within this guide.

If you're not exhibiting, then take a look at Made in Bury to find out more!

Request Your Voucher

Name * Company *

Name Company

Email * Contact Telephone *

Email Contact Telephone

Desired Address To Send Your Voucher *

Street Address

Street Address

Town / City Postcode

Town / City Postcode

Are you happy for Nettl of Bury to call you with regards your marketing & design requirements?

Yes No



Clarity of Purpose

Be **CLEAR** about what you want to achieve from the event:

- Brand building
- Immediate sales
- Market research
- Launch new product or service
- Collect leads
- Booking future appointments
- Recruiting agents or staff
- Promoting an event or seminar
- Educating the market



Who attends our Business Fair's?

We market the fair to our extensive database, and via the business partners and exhibitors:

- Small Businesses
- Larger SME's
- Corporates



Clarity of Message

Design your stand and craft your marketing messages based on your core objective.

- What is the **ONE** most important point that you want people to know?

(If more than one message, separate them rather than cram everything together.)

- How do you **HELP** the prospect/delegate?
- What will be the easiest buy in?



Capture Data

Use competitions and promotions to generate interest and capture data... *Ensure you are GDPR compliant!*

Create some eye-catching headlines for your stand, e.g.

- **Win a website – Value £1200**
- **Special offer: Save 40% off printing**

TIP: Some delegates may not have businesses cards to give away, so create “entry forms” they can complete – **and have a ready supply of pens on your stand!**



Your stand

4 reasons to think seriously about your stand

- First impressions count!
- You only have seconds to capture attention as delegates pass by
- People will judge your business based on your stand
- A dull stand will not make this event a success for you

So time to get **CREATIVE!** Here are some ideas to get your thinking...



Make it interactive

Think of fun and interactive activities you can have on your stand to engage with delegates and get them talking.



Think outside the box!

Make the stand your own.
With a little thought, this can
be done without spending a lot
of money.



Use your space wisely!

Use the floor space you have to “create” your own setting. Choose a “theme” and tie everything together with props.



Make it visually appealing!

Use large graphics for bigger impact. Think of relevant props to bring along.



Make use of the space above you...

Draw attention to your stand and create a fun atmosphere. Dress up for effect – if appropriate!



Balloons help you stand out and make use of the space above you.



Small things make a big difference

Flowers and plants make your stand look “fresh” and appealing.



Visit a seminar or two!

We have several short seminars during the event.

Please check out our website for details.



Look professional...

Invest in eye-catching graphics.
Think big and bold!



Be a good host...

Food, drinks and sweets entice people to engage and are a good ice-breaker.



Look the part...

Make sure you and your team dress appropriately to your business type.

Wear branded shirts, blouses, aprons etc where possible.

Pick colours that complement your brand colours.



So how about your stand...?



We'll provide the stand....and a tablecloth.

Your challenge is to make it your own...

Make it stand out from the others!



So...time to get prepared!

Think about how to make your stand look great visually

- Design and order printed marketing collateral (e.g. brochures, business cards and special promotions)
- Get clothes and props ready
- Organise a prize draw – Use a fishbowl or ice bucket to collect the cards. Make a big sign so delegates can see what they could win....and don't forget to bring the prize!



Get actively involved



Spread the word:

- Create a database of your current prospects and invite them to visit you at the Business Fair.
- Announce any competitions or giveaways in advance.
- Invite your existing clients too! It's a great opportunity to keep in touch.
- Participate via social media.

Follow the journey using the hashtag... **#NWBizFair18**



STEP TWO – ON THE DAY

The following section is about what to do on the day...



How to engage with the delegates

- Be well prepared so you feel in control
- Turn off your mobile
- Be positive, friendly, welcoming, smile and make eye contact
- Ask open questions and obtain the info you need in order to categorise leads
- Listen and make notes after each conversation – collecting business cards is OK but having lead sheets is more effective
- Prioritise leads
- Spend enough time with each visitor



What to avoid!

- Leaving your stand un-manned
- Having your back to the visitors
- Trying too hard to “sell”
- Eating on your stand
- Trying to do it all on your own
- Taking calls or texting
- Looking bored or disinterested
- Asking closed questions
- Sitting down
- Looking scruffy



Brief your team well

There will be hundreds of delegates – ideally you should have two or three people on your stand at all times.

Make sure they are fully briefed on your objectives, your key messages, how to present your business and how to engage with visitors.

If you're a sole trader, get some help in.



STEP THREE – AFTER THE EVENT

Plan ahead now so you're ready for the next steps....

Always plan ahead. It wasn't
raining when Noah built the
ark.

- Richard C. Cushing



It's all about the FOLLOW UP!

Schedule a de-brief with your team

Work out how you will qualify and follow up on leads after the event.

Lack of follow up is the main reason for failure to achieve a return on your investment!

Be in touch promptly with those who visited your stand – and make them part of your continued marketing.

If you promised to call someone / email etc.....Do it!

Persistence pays!



Setting goals and monitoring ROI

What does success look like to you?

Be specific and set measurable goals:

- How many sales?
- How many appointments?
- How many new clients?
- How many business cards collected?
- Monitor your results!





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