



MARKETING MANUAL



NEC BIRMINGHAM
23-25 MAY 2017
www.fitshow.co.uk

INTRODUCTION

Inside this marketing manual are some very simple steps to help you maximise your presence at FIT Show 2017 and maybe best of all... most of the initiatives are free!

Research from the Centre for Exhibition Industry Research states that "83% of the most successful exhibitors (in terms of business generated and leads collected) had invited their customers and prospects before the show". It is a proven fact that personal invites are one of the best ways to ensure your customers come and visit your stand.

The Association of Exhibition Organisers "FaceTime" website details recent research plus offers a series of handy guides and masterclasses to help exhibitors maximise their presence at events please visit: <http://www.facetime.org.uk> for more information.

Read their top ten tips for exhibiting [here](#)



CONTENTS:

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- + The FIT Show Show Catalogue
- + Setting Show Objectives
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- + Marketing Checklist
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PRACTICAL ADVICE

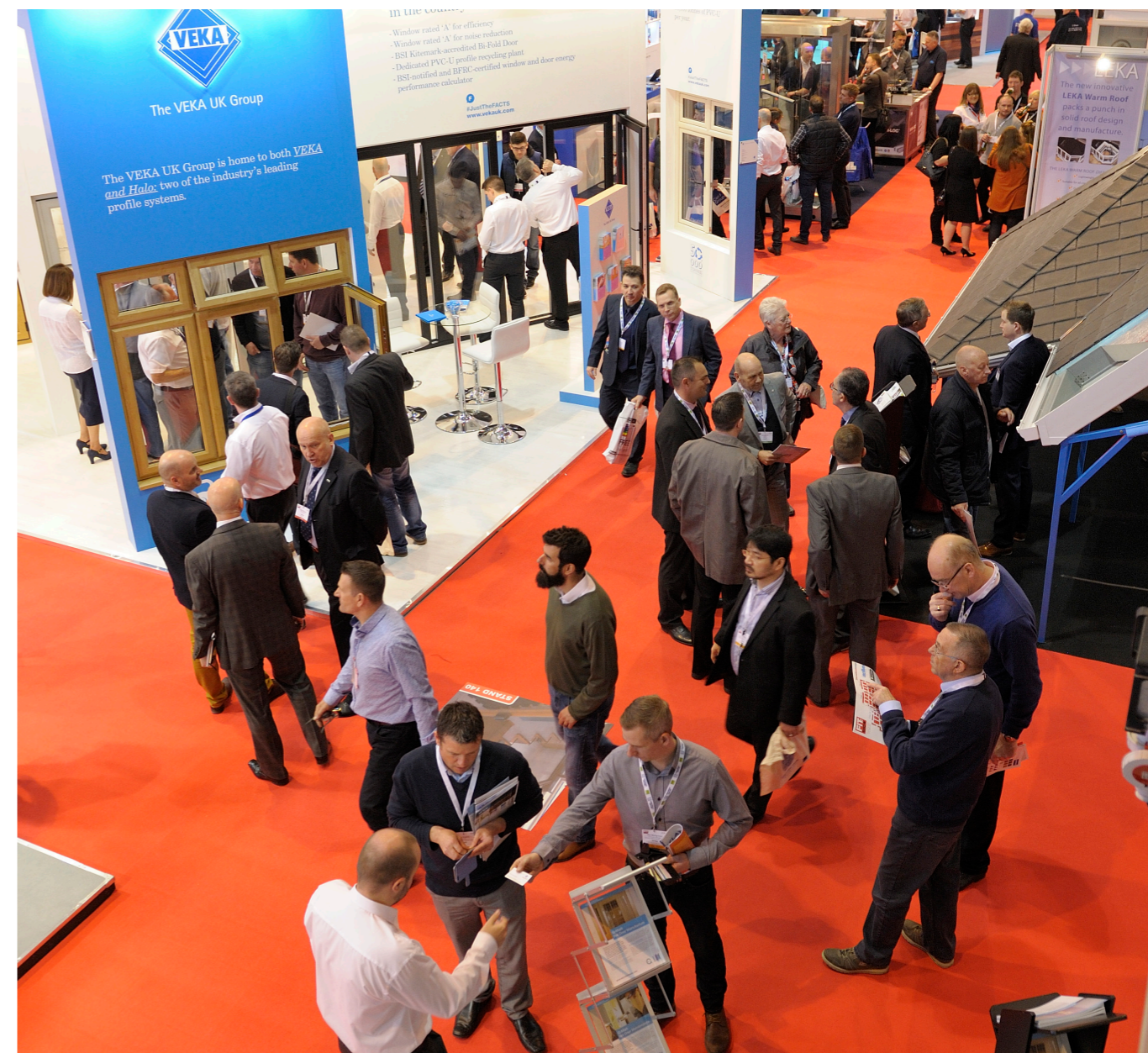
Your marketing manual has been created to help you maximise your presence at The FIT Show, taking a stand is just the first step. The next step is to ensure your key customers and prospects attend the FIT Show and visit your stand.

To ensure that you can maximise your impact with buyers and specifiers at the show, we have developed a concise and comprehensive integrated marketing campaign of digital marketing, direct mail, media relations and advertising fully supported by the leading trade industry press and associations.

As organisers, it is our responsibility to attract visitors into the exhibition hall, however it is your personal invites that will drive them to your stand to see you. The actions you take now in planning and implementing a show-linked marketing and publicity campaign will directly influence the number of visitors that you meet and the level of business you generate at FIT Show 2017.

Please don't make the mistake of putting this manual to one side thinking it is too early to consider how to market your presence at the show. Communications and publicity work are long term projects, as I'm sure you are aware, and the exhibitors that took this into consideration at previous FIT Shows were the ones that gained most from their presence.

Your marketing manual contains practical advice which is designed to help make the most of the opportunities available to you and ensure you have a successful FIT Show in 2017.



(1) TARGETING YOUR KEY CUSTOMERS AND PROSPECTS

The 2017 FIT Show website is live and the link for visitors to register will be live on the website during December 2016. Please encourage your contacts and prospects to register as soon as possible so we can keep them in the loop on Show developments and maintain their interest in attending on the day.

Inviting your customers and prospects

Research has shown that 83% of the most successful companies at a range of exhibitions (in terms of business generated and leads collected) were the ones that took the trouble to invite their prospects and customers before the show. (Source: CEIR).

All exhibitors will have a significant number of clients and contacts who will be interested to see them at FIT Show 2017, below are some ways that you can engage with them.

In 2017 we will be running a VIP scheme where your top customers and prospects can attend as VIPs at your invitation.

As VIPs, your customers will receive:

- + Free early bird breakfast
- + Use of the VIP business and networking lounge
- + Free refreshments throughout the day in the VIP Lounge
- + Enter the Show via a dedicated VIP fast track desk
- + Priority seating in the seminar sessions
- + Pre-lunch drinks
- + VIP Goody Bag
- + Free cloakroom
- + Exhibitor party tickets
- + Access free wi-fi

At no cost to you, we will be printing personalised VIP tickets for you to send out, please confirm to will@fitshow.co.uk how many of these tickets you would like to order by **NO LATER than 6th January 2017**, alternatively if you're short of time we can mail these on your behalf.

Numbers are not limited though we'd suggest you save the VIP tickets to invite your most important clients and prospects so they really feel the benefits of VIP status and just how important they are to your business.

Visitor Ticket

The FIT Show visitor ticket is an essential marketing tool and alongside your VIP tickets, the visitor tickets can be used to invite your general customers and prospective clients.

We will be producing a printed visitor ticket, at no cost to you, personalised with your company name, for you to circulate widely to all your contacts and prospects. Please let will@fitshow.co.uk know how many of these you would like to receive (**NO LATER than 6th January 2017 please!**).

Personalised Registration Link

Your personalised VIP invites and Visitor Tickets will contain a unique link to register so that you can track who has registered using your tickets. You will also be able to use this link in your own marketing material, on your website etc. This link will be sent to you during January 2017.

Marketing Collateral

In the Exhibitor Zone on our website, you can login and access marketing collateral designed to help you to easily promote your presence at the FIT Show. In the Zone there are logos in various formats that you can download, editable adverts where you can just drop in your Company Name and Stand Number, and editable advertising footers for the bottom of your trade adverts. We'd be happy to create any of these bespoke assets for you - just ask!

Our registration system will show you which of your contacts have registered so you can keep in regular touch with them to ensure they come straight to your stand at the Show!

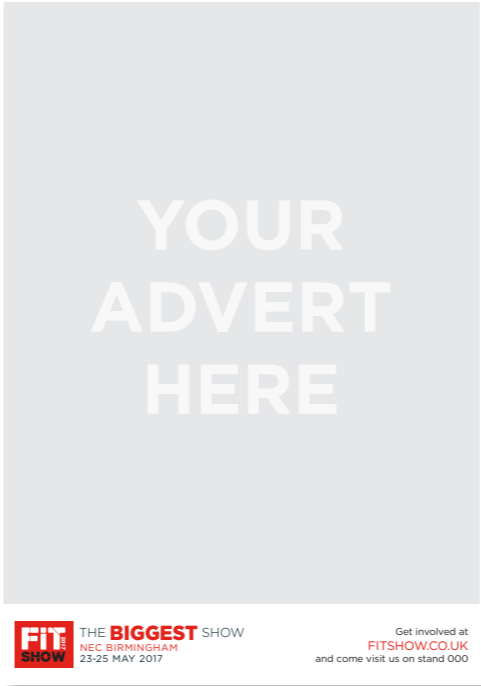
(2) REGISTERING YOUR EXHIBITOR STAND PERSONNEL

We will be in touch to give you access to your registration exhibitor hub where you will be able to log in and register your stand personnel and print their pdf badges off straight away. You may log back in at any time to add new badges and make any changes.

Exhibitor registration will open at the Show from 2pm on Monday 22nd May should you have any last minute badge changes (though you can continue to make changes and print badges off via your Registration Hub).

You will need exhibitor badges to gain access to the show on Monday 22nd May for stand dressing. If you require access before Monday 22nd during the construction phase please contact nickie@fitshow.co.uk

You may also have colleagues who are visiting FIT 2017 but NOT manning the stand in which case they can be registered from January via the registration link on the website.



(3) CREATING YOUR OWN PRE-SHOW MARKETING CAMPAIGN

As organisers, we will take responsibility for the marketing of FIT Show 2017 as a whole and draw attention to individual exhibitors in our news, emails and advertising wherever possible, as part of our integrated marketing campaign.

However, as an exhibitor, you now have many opportunities to create added awareness of your participation.

Making the Most of Your Advertising

Advertisement Flashes

Use the FIT Show 2017 logo and email signature footer to add impact to your advertisements and promotional literature to remind those planning to visit that you will be there and your stand number so they can head straight to your stand.

You can also use your email footer as a banner advert flash and include it on your adverts.

Logos and personalised email signatures can be found in your Exhibitor Zone on the website.

WIN YOURSELF A

£10,000 CREDIT

OFF YOUR 2019 FIT SHOW STAND!

At the 2017 FIT Show Awards we are adding a massive incentive to the Exhibitor Award for the "Most successful visitor campaign in terms of visitors delivered" which is simply judged on how many visitors attend FIT Show 2017 through your efforts and invitations. Simple analysis of our visitor records will reveal this. In addition to the accolade associated with winning this award we will also be granting the winner a £10,000 credit against stand space at FIT Show 2019.

SO GET THOSE INVITES OUT



(4) EXTEND YOUR NETWORKING - NEW FOR 2017!

We are introducing a fantastic social networking tool that works alongside our registration to give you the opportunity to network with visitors before the Show and therefore extending your investment. Engaging with visitors before the Show is proven to help them in their decision to attend; send them invitations and set-up meetings and they're more likely to take the time to come and see you.

We will be in touch to invite you, and all your stand staff, to link up your social networks via your own personalised Social Networks' Dashboard. This dashboard is where you will be able to see, in real time, who has registered for the event and likes/follows your brand on social media, who has registered and is connected to your stand personnel and all other visitors that have chosen to register socially. This will enable you to reach out ahead of the event and reconnect with people within your networks, or connect with new and interesting attendees.

Another huge benefit is that by connecting your brand and your staff you are promoted to connected attendees when they register, letting them know you'll be at FIT 2017.

It probably makes sense that your staff who have the most industry connections are the ones who are on your stand at the Show?

And rest assured that your data is safe, data protection laws don't allow us or anyone else to access your contacts or information.

FIT Show BIG Tuesday - with our aim of continuously looking at ways to make the exhibition experience more rewarding, FIT 2017 will feature a late night opening giving visitors the opportunity to visit after their usual business day, especially useful for those visitors with busy schedules. BIG Tuesday will have the emphasis of relaxed 'after hours' atmosphere with many exhibitors hosting drinks and music on their stands so the BIG Tuesday atmosphere will have a definite party-feel to it. Start planning your party fun and invite your customers along!

**PRE-MARKETING
YOUR EXHIBITION**

CLICK TO WATCH

**THE EMAIL
MARKETING GUIDE**

CLICK TO WATCH

**MANAGING YOUR
STAND STAFF**

CLICK TO WATCH

(5) INCREASING YOUR PR OPPORTUNITIES

Tell Us About Your Products

Public Relations are an essential element for the marketing campaign of FIT Show 2017 and are another very effective method of attracting visitors to your stand. Our PR campaign is already underway and our dedicated PR officer is already busy contacting media to increase awareness and coverage of the show.

As part of the stand packages, you are entitled to have your own company's press releases uploaded to the FIT Show website by our PR team. Additionally please advise our PR team about any initiatives and opportunities that you may be developing specifically for FIT Show to promote your company and its products and we will do what we can to ensure you enjoy the best returns possible. Contact Will Lavin will@fitshow.co.uk for more details.

(6) DIGITAL MARKETING INITIATIVES

There is no clearer and more effective way to ensure your key clients and prospects are aware of your stand and its location than the repetition of your stand number and FIT Show attendance on all your marketing material.

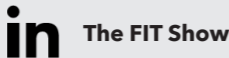
In the Exhibitor Zone of FIT Show's website you will find an Email Signature, easily personalised with your Stand Number, simply drop this on to your emails to regularly remind your contacts that you will be exhibiting at the show. This also provides them with a link to the FIT Show website to register and with little effort you can start spreading the word about where your company will be on 23-25 May 2017!

Email signatures can also be used on your out of office messages plus why not ask your entire company personnel to use the email signature and spread the word too.

Also in the Zone are logos and banners (that you can personalise) and add to your website ... and don't forget to provide links to the show site and the registration page.

Social Media

Social media, specifically Twitter, proved to be a big part of FIT Show 2016. With 36,000 visits to the FIT Show Twitter profile page during the month of the show, as well as 259,000 Tweet impressions, we expect FIT Show 2017 to be even bigger with a bigger investment in social media and the Show's relocation to The NEC.



(7) EXHIBITOR ZONE ON FIT SHOW WEBSITE

The Exhibitor Zone on the website is designed for you to access and update your company profile as regularly as you wish. This profile is what is seen by visitors viewing the exhibitor list on the website so it's good to keep this up-to-date - if you require a login to the Zone, please contact nickie@fitshow.co.uk

(8) THE FIT SHOW CATALOGUE

Handed out to every visitor to FIT Show 2017.
All exhibitors will receive a FREE 50 word editorial entry in the FIT Show 2017 show catalogue, which will include company details and information on the products and services being exhibited. Publishing Events is FIT Show 2017's official Show Guide publisher and will be in touch shortly to invite you to submit your entry and advertising copy if relevant.

Some stand packages automatically include advertising in the Guide as indicated:

- Quarter Page for Opal Packages
- Half Page for Sapphire Packages
- Full Page for Diamond Plus, Diamond and Sapphire Plus Packages

FITSHOW GUIDE 2017
Advertisement Specs

Advertisement size

Full page • Diamond Plus Diamond Sapphire Plus
Half page • Sapphire
Quarter page • Opal

Supplying digital advertisements

- Files should be set up to the specific advertisement size dimensions.
- Non-vector artwork (TIF, JPG, PSD) should be at 300dpi resolution.
- Artwork needs to be saved and supplied in CMYK colour space.
- Final artwork should be supplied centred and include crop marks.
- Fonts need to be embedded or outlined.

- 3mm bleed is only needed on full page advertisements.
- On full page advertisements allow 15mm margins, text and important info should be set 15mm from the page edge to allow for the binding of the finished guide.
- Please supply your advertisement in a high resolution PDF format.

Artwork Deadline 13 April 2017

Email final artwork to helen@fitshow.co.uk

Please ensure artwork is supplied in line with these specifications. Artwork received that is not in line with these specifications may be subject to amend charges. The FIT Show cannot accept responsibility for print errors where artwork has been supplied incorrectly.

If you have any questions please do not hesitate to contact helen@fitshow.co.uk

SPEC SHEET

HALF PAGE AD

QUARTER PAGE AD

(9) SETTING SHOW OBJECTIVES

To evaluate whether the show has been a success for your company, you may wish to consider what you would like to achieve over the three days.

Even a company that knows nothing about exhibiting would find it easy to come away from a busy show with plenty of new business. After all, the business comes to you. But there are a few simple principles that any company can use to maximise the value of every event they participate in.

Setting out your goals and key considerations:

- + How many sales leads do you wish to generate?
- + Do you want to launch your new product to customers, prospects and the media?
- + The tighter the goals, the better your chances of achieving them.
- + How many new business contacts do you wish to meet?
- + Or how many new dealers? Or handing out how many samples?

The Association of Exhibition Organisers "FaceTime" website details recent research plus offers a series of handy guides and masterclasses to help exhibitors maximise their presence at events - please visit: <http://www.facetime.org.uk> for more information.

Facetime produce a couple of really useful guides and videos, just some are linked here but visit their website for many more.

HOW TO EXHIBIT

GUIDE

SETTING SHOW OBJECTIVES

VIDEO

PLANNING YOUR EXHIBITION

VIDEO

CREATING EXPERIENCES

VIDEO



(10) STAND DESIGN

Whether you use a stand designer or set up your stand yourself, there are tried and tested ways to give the stand more impact.

- + Establish points of interest which will stop visitors in the aisle.
- + Think about access onto and around your stand and set up easy routes for visitors to approach your exhibits.
- + Ensure that the message on your stand is clear so that it is visible from other aisles.
- + Consider where you will store brochures, stationery, briefcases, coats, refreshments and other items that may clutter the stand.
- + Try to induce movement into your display - product demonstrations, audio visual, etc

GETTING YOUR STAND READY

VIDEO

(11) COLLECTING VISITOR LEADS

Scanner/App ordering

LiveBuzz are hosting the FIT Show registration in 2017 and can provide you with a quick and professional way to collect contact details of the visitors to your stand in App format or as a handheld scanner. The App format is available in both iOS and Android formats. Alternatively a Handheld Scanner is available.


Your stand package includes the use of a scanner at the Show. These can be ordered via your Registration Exhibitor Hub provided by LiveBuzz will be in touch shortly with details how to access.



REGISTRATION APP



HANDISCAN BARCODE SCANNER



A handheld barcode scanner, which holds up to 10,000 leads

QUANTITY OR QUALITY? COLLECTING VISITOR DATA ON YOUR EXHIBITION STAND VIDEO

VIDEO



(12) MARKETING CHECKLIST

- ☒ **Review the summary checklist to ensure you are taking advantage of the promotional opportunities available to you:**
- ☐ Ensure all your staff use the personalised email signature footer provided in the run up to The FIT Show. Your bespoke signature is available in your Exhibitor Zone of the website.
- ☐ Invite your key clients and prospects to visit the show as a VIP – tickets are currently in production at the moment and will be available January 2017.
- ☐ Insert an ad flash promoting your attendance in all current advertising campaigns – or use your email signature as a flash.
- ☐ Follow The FIT Show on Twitter, LinkedIn and Facebook and remember to use **#fitshow2017** in your tweets so we can easily retweet your messages.
- ☐ Publicise what you are doing on your stand - schedule product demonstrations, hold interactive competitions, or simply invite visitors along for a drink ...and let everyone know (including us!) via your social media network, marketing and PR channels.
- ☐ Encourage your customers to schedule an appointment with you at the Show, this is a tried and tested method of encouraging their attendance.
- ☐ Send us a copy of your press releases (to **will@fitshow.co.uk**) for inclusion on our news pages and don't forget to update your page in the Exhibitor Zone on the website.

(13) THE FIT SHOW CONTACTS

FIT Events Ltd, PO Box 7761, Kettering NN16 6NN

Marketing

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E: nickie@fitshow.co.uk

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E: paul@fitshow.co.uk

Chairman

Matthew Glover, Chairman
T: +44 (0) 7771 677036
E: matthew@fitshow.co.uk

Now you've done all the hard work, why not receive the recognition you deserve by entering for an independently judged FIT Show Marketing Award? Details are in your Exhibitor Zone on the website or ask me for entry forms.

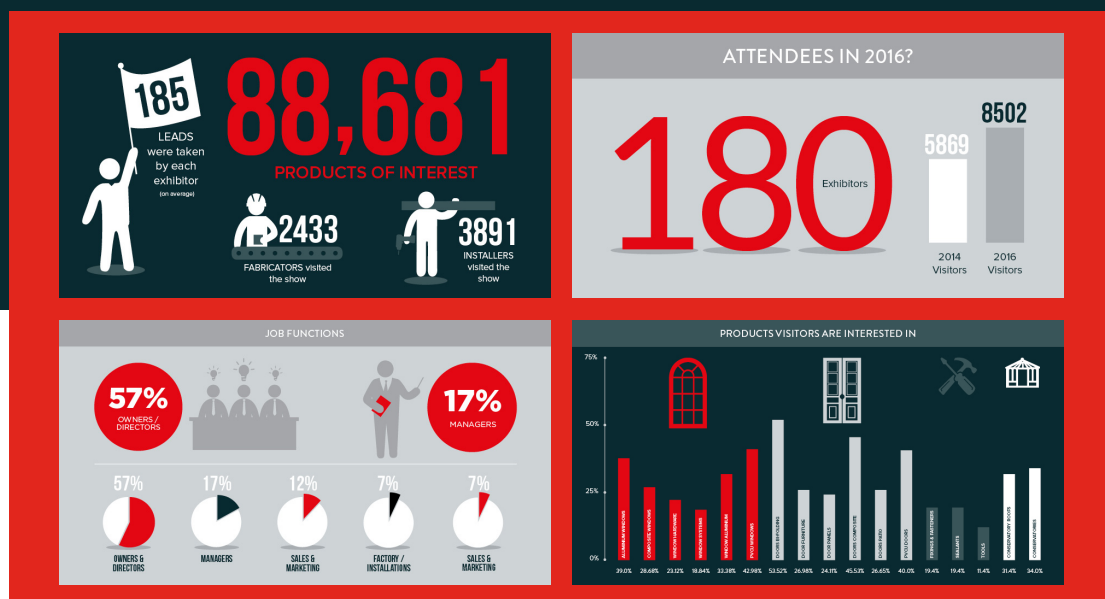
The Awards Ceremony takes place at the FIT Show Gala Dinner so why not make an evening of it, entertain your customers, invite your colleagues and enjoy a evening of entertainment and networking with some 1000 industry peers. More details at <http://www.fitshow.co.uk/gala-dinner>

WE WISH YOU A SUCCESSFUL AND PROFITABLE FIT SHOW 2017

Should you have any queries regarding the contents of this
manual please do not hesitate to contact:

Sara Mikunda on +44 (0) 20 3006 2410 / +44 (0) 7721 844561
or email sara@fitshow.co.uk

THANK YOU



FITSHOW.CO.UK



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