

# Exhibitor Top Tips

## How to achieve return on investment from your exhibition stand

### **TIP #1: Investigate all sponsorship and packages which the event has to offer**

You do not want to miss out on the other great opportunities that the event can offer you to enhance your company's brand/product. So make sure you read through the event exhibition and sponsorship guide and see what other opportunities are out there. We cater for all budgets so talk to your Sales Account Manager for advice on what options will be suitable for you.

### **TIP #2: Plan ahead**

Exhibiting at any show can be costly but can be a very worthwhile investment if approached correctly. We strongly recommend you plan ahead on the following:

1. What are your objectives?
2. How you plan to achieve these objectives?
3. What tools do you need and how can BMJ help you?

### **TIP #3: Pre-event marketing**

Liaise with the event organiser to ensure your name is featured wherever possible, for example, on the event website and within the event guide. The BMJ Careers Fair also has pre and post event sponsorship opportunities, be sure to look into these and speak to your Sales Account Manager.

Social media is a must - make sure you use the official event hashtag **#bmjcareersfair** to promote your presence at the event. We will try and re-tweet as many messages as possible.

Embed the banner (below) within your everyday email communications. This will highlight that you will be at the event to all of your clients, potentially resulting in them visiting you at your stand. You can download the banner [here](#):



**TIP #4: Promotional materials**

Allow enough time to prepare marketing materials, events always creep up on you. Promotional material is important to create a lasting impression on potential clients, without them you could be forgotten about as people have nothing to remember you by. Promotional material includes anything from brochures and business cards to giveaways such as branded pens.

Promotional giveaways on the stand are always a pulling point, think about long life products which will stay with the delegates for a long time i.e something that they can display on their desk such as pens, highlighters and calendars.

Don't overload your stand with hundreds of leaflets, this puts delegates off and they will walk away.

**TIP #5: Prize Draw**

Encourage delegates to your stand by conducting a prize draw by offering them the chance to win something fun. For example a hamper, iPad or afternoon tea for two. You can then collect the delegates information by giving out competition slips or asking them to fill out their contact details on a tablet or iPad. A prize draw will not only attract more visitors to your stand but it's an effective and proven way to capture leads.

**TIP #6: Eye catching exhibition stands**

To entice delegates to your stand your graphics need to be eye-catching and of good quality, bad graphics which are of poor quality can decrease visits to your stand. Have a clear call to action so delegates can understand your offer immediately. Mixed messages can confuse delegates and this could result to delegates walking away from your stand.

**TIP #7: Stand do not sit**

Try not to eat, sit or drink at your stand. This can portray that the staff on the stand are bored and distracted. This could make delegates anxious to approach the stand. Try to be standing at all times with a big smile! Make eye contact and if they still are not interested do not go outside your stand to force them to be interested.

**TIP #8: Follow up fast!**

After the event takes place, follow up on your leads as soon as you can. If you have purchased a scanner at the BMJ Careers Fair you will receive all the data 1 week after the event. In the meantime we recommend you draft an email to thank all your visitors who came to your stand so you have it ready to send out. This email could consist of thanking them for their visit and you will be in contact soon. You need to keep the momentum going! If you haven't already booked scanners for your stand, you still have time. Get in touch with Olivia Bulluss ([obulluss@bmj.com](mailto:obulluss@bmj.com)).

