

GUIDE TO EXHIBITING

NETWORK  INTERACT EXCHANGE DISCUSS
ENGAGE TRADE  CONNECT  TRANSACT
MEET SHOW DEMONSTRATE  DISPLAY

TIMBER
EXPO

Ricoh Arena – Coventry
25-26 SEPTEMBER 2012
www.timber-expo.co.uk

PREPARING THE GROUND

What to do before the show

Spending a little time and thought planning before **Timber Expo** will pay big dividends when September comes. Ensure you've evaluated the space you have booked and analysed the audience profiles. Now it's time to lay the foundations for success:

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?
- You need to focus on your most important goals.
- How many top buyers do you want to demonstrate your product to?
- Have you considered the Timber Buyer's Forum?
- Make how many new appointments?
- Establishing SMART goals (specific, measurable, attainable, relevant and timebound) is probably the single most important thing you can do before every event.

Plan the stand to meet the goals

Your stand location, design and activities should reflect what you hope to achieve. Even if you have a company exhibition stand in storage, think how you can tailor it to a **Timber Expo** audience. Have you considered using the Graphic Pack Service?

The **Timber Expo** Team can help you make the most of your stand. They can help you with audio visuals, furniture, electric and graphics.



Note: this image is for illustration purposes only.

SPREAD THE WORD

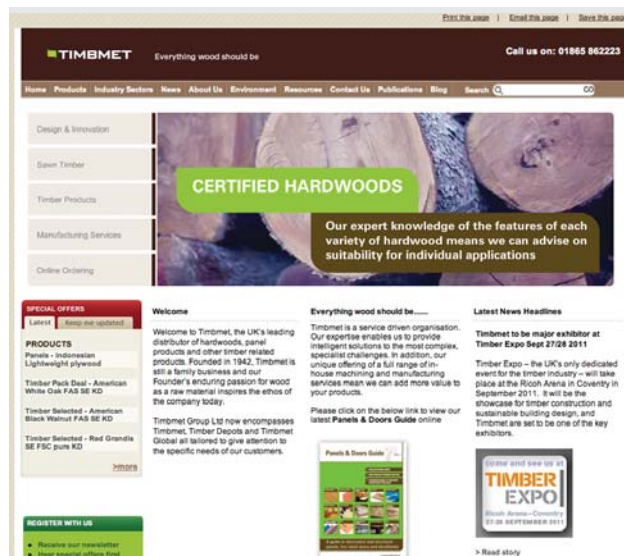
What to do before the show

The number of staff manning the stand and the mix of disciplines should also be goal-driven. Do you need technical staff to explain things in detail? Top managers to meet blue-chip decision-makers? Energetic extroverts for maximum smiling and sampling? Let your goals be your guide.

Tell people why they should visit you

The simplest and most obvious tactic of all is also, amazingly, the least practised: tell the world what you're up to! Put links to the show on your website and use your email sign-off to spread the word!

Research has shown that 83% of the most successful companies at a range of events (in terms of business generated and leads collected) were ones that took the trouble to mail to their prospects and customers before the show. [Source: CEIR] Ask us for material to mail out. We have plenty and will be happy to help.



Make the most of pre-show PR and advertising

You can mail your own lists, buy in a list or mail to the Timber Expo's list of pre-registrants. It's common sense: tell people what you'll be doing at the show and why they should take the time to visit you. Stress the benefits.

Add some intrigue. Have a bit of fun. But never skip this vital step. Ask us which media are doing show previews. Get the editors' names and addresses. Make the most of the deadlines and start spreading the news. And photos help.

You may also want to run your own ads in Preview issues, with a 'See us on Stand C6' flag (we will provide the show logo).



MOTIVATE

Don't forget sponsorship opportunities

Sponsorship can be an extremely cost-effective way to jump out of the pack. We have a list of off-the-shelf packages available at most budget levels. The standard sponsorship packages are downloadable from our website

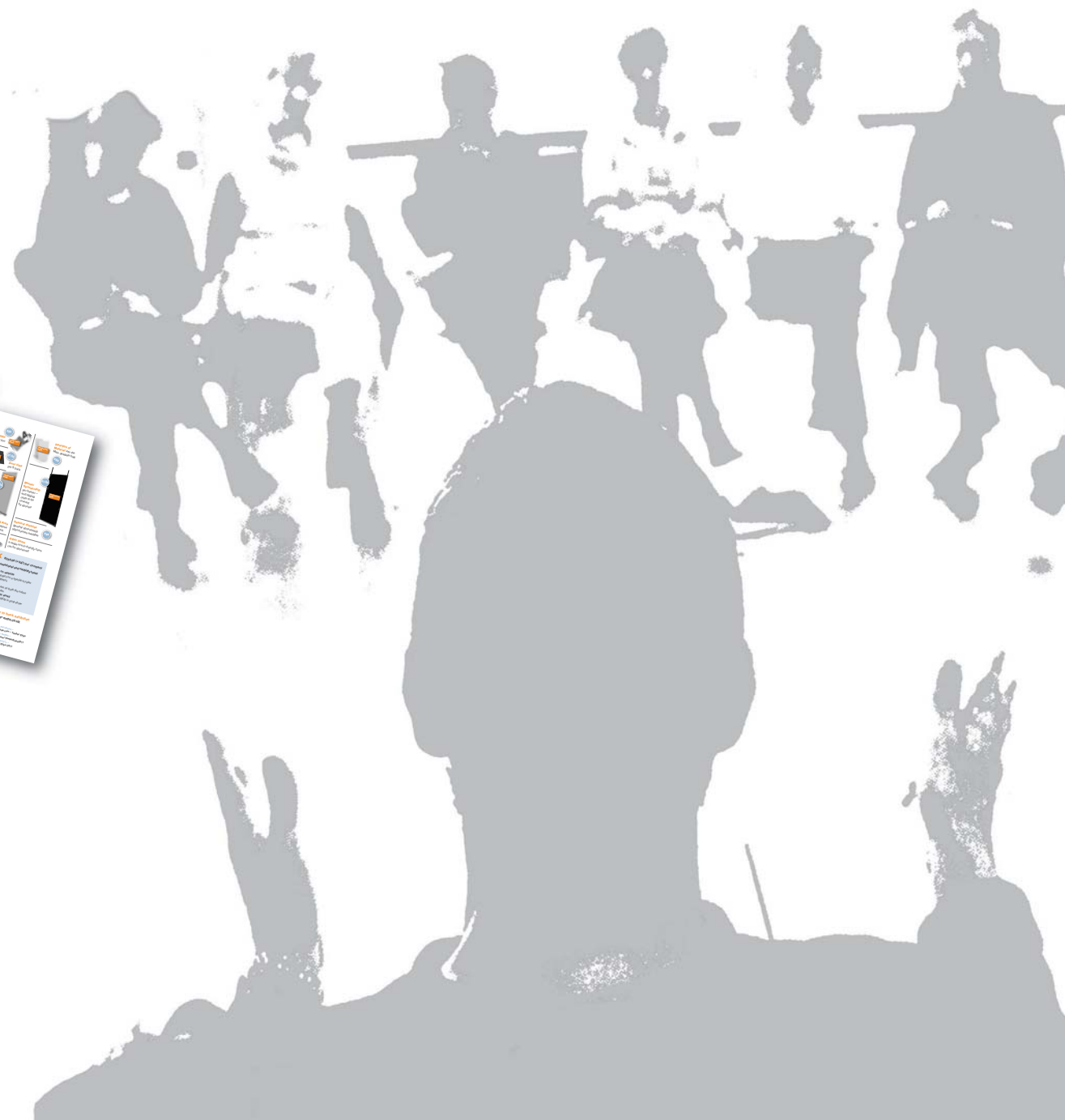
www.timber-expo.co.uk/sponsorship

Some of the best sponsorships are often bespoke programmes designed by the exhibitor sitting down with us and brainstorming. Talk to us. Tell us your goals and your budget. We don't want to shoehorn you into doing something that's not right for you - let's get creative together.



Train your event staff

The first rule of events is 'The people make the stand'. Make sure yours are well trained for the job. Selling at events is different from selling in a one-to-one sales call. Your stand staff need to understand the goals of the stand and each member's specific role in achieving them.



NEW MEDIA

Using the web

We have a fantastic website to promote the event and register visitors. If you've got a website, it's a great place to promote your presence at the show. We can provide a link to your website through our online profile and banner advertising. Why not put up a reciprocal link? We can provide you with banners, buttons and logos in a range of formats. Email marketing@timber-expo.co.uk if you have not been contacted about this already.

Social Media

Social media is now an integral part of any PR/Marketing campaign to engage and communicate with your customers about your presence at **Timber Expo**.

Social media sites such as Facebook, LinkedIn, Twitter and MySpace are used increasingly by consumers and business representatives alike to communicate quickly and effectively. It is important for your senior team and business representatives to have a profile online to ensure you are connected to the right people, spread news and key messages, and drive debate about your business.

Why not follow **Timber Expo** on the links shown - it all helps!

 Find us on Facebook – www.facebook.com – Timber Expo

 Follow us on Twitter – www.twitter.com/TimberExpo2012

 Join us on Linked In – [Group: Timber Expo 2012](http://www.linkedin.com/group/Timber-Expo-2012)

LIGHTS, CAMERA, ACTION!

We have already taken care of your furniture, electrics, lighting and literature racks....

What to do at the show

The day has arrived. You've done the groundwork. Your goals are clear. Your people are trained. The doors to **Timber Expo** fly open and the visitors start streaming in.

Brief your stand staff each day

The people on your stand make the difference between a good event and a great event. A highly motivated, well informed team does more than any other factor to differentiate you from the other stands and make an impact. Daily briefings are a must. Remind everyone of your goals, your key messages and the role of each team member. Report on your progress towards your goals. Make adjustments if necessary. Announce the winner of your lead-generating competition. Most importantly, keep the energy up and the attitudes positive. Remember the coffee is free at **Timber Expo** - so drink plenty of it!

Spend the optimum amount of time with visitors

The key to success is to find the right people and spend the right amount of time with them – not too much (there are lots more to meet) and not too little (you need to get that lead or appointment). Again, the optimum time per visitor will depend on your goals. But make sure you've planned a system that matches your needs. Remember to book your Scan Pens or take away your lead sheets with you - it all helps to make things run smoothly.

Speak fluent body language

We've all seen them. The crossed-arms-and-frowns brigade. The newspaper readers. The quick lunch eaters with their backs to the aisle. The staff who are so busy chatting with each other they ignore the visitors on their stand.

Try this. Divide the total cost of your participation in the event by the number of minutes it's open. Then remind yourself and your staff how much every minute is worth. Smiles, eye contact, open questions . . . it may be common sense but it's not common practice!

Focus on your targets

Chances are, your key prospects are a subset of the total audience at the show. Decide who your key targets are and brief your team to focus on them. Set your goals accordingly (not just '100 leads' but '75 production directors or senior managers').

Focus even further and get involved in the Timber Buyers Forum - analyse and select your best prospects. www.timber-buyers.co.uk



KEEP IT ALL BUSINESS

Collect lead information

High or low tech – collecting business cards from the pre-screened prospects is easy, but consider light pens for capturing even more data about your visitor, plus it's quicker than data-capturing business cards. **Timber Expo** holds the data about your leads and will supply this to you in electronic format. The more information you can obtain about your potential customer, the better focused your post-show activity can be.



Lots of comfy furniture encourages people to drop in and stay on your stand. We have chosen the furniture pack specifically to ensure a practical approach - very functional, good quality; but not too relaxing! Do you really want that? Current customers might expect to monopolise your time. Unless they're your main reason for attending, try to set aside specific times for customers, ideally in a hospitality area on or off the stand. Networking and social contacts are part of the appeal of an exhibition, but you'll want to keep it under control.



Earn media coverage

Invite key journalists to visit your stand – or visit theirs. Keep a good supply of bright, well-presented literature in the Show Press Office (too many exhibitors let this resource go untapped!). Work with us to steer the right journalists your way. And make sure your story is ready when they arrive. We are here to help you get your message across but make sure it is clear.



Keep it all business

REAP THE REWARDS

What to do after the show and measuring its success

The visitors have all gone home. The stands are being taken down. Now is the time to follow through all of the new opportunities you've generated. Here's where some companies squander the benefits they've worked so hard to achieve while others capitalise on them and turn them into profits.

De-brief the team

When you get back to the office, sit down with the stand staff and key managers. Do an honest assessment of what worked and what didn't. Elicit suggestions for improving performance at **Timber Expo 2013**. Your staff's insights are a valuable asset, especially while their impressions are still fresh.

Measure your results

Remember your specific, measurable goals? Now is the time to measure your success against them. If you exceeded your goals, try to determine why, so you can replicate that success at the next show. If you fell short, figure out what you could do better. The following section in this guide provides a framework for developing your own approach to event measurement.

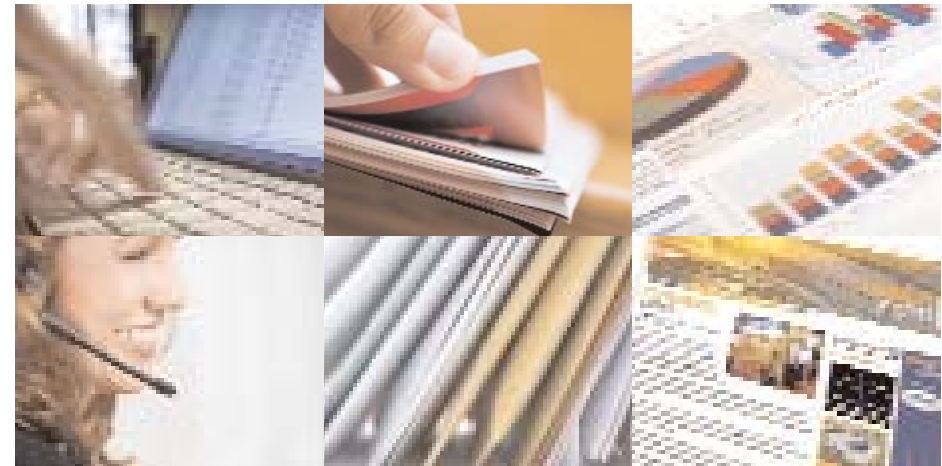
Track the leads

Don't just evaluate your results immediately after the event. Many companies do written leadtracking reports three, six and even nine months after a major event to track the new contacts right through to the bottom line. Only then can you truly determine the value of the event for your company.

Follow up all contacts

Every visitor to your stand should receive a timely follow up. The degree of follow-up will depend on the classification of the contact, ranging from a simple thank you letter to a sales visit, phone call or information pack. To your prospects, the days and weeks following Timber Expo make it clear who most wants their business and who may not be ready to handle it.

Don't blow it now!



FOLLOW UP

Follow through on all press releases

Call all the editors you mailed your press releases to or who visited you on your stand. Ask if there's any more information they might need. Tell them of your successes at the show. A timely phone call now could mean a solid mention in a post show review read by thousands.

Reserve a place for next year!

If you've met or exceeded your goals, now is the time to lock in a prime location at **Timber Expo 2013**. Visit the Show Sales Office, or make sure you see a floorplan so you can reserve your stand early. Remember you can use the unique Timber Expo interactive floorplan and booking system

Write a final report

Summarise the results achieved against the goals you set. Share the report with key managers from sales, marketing and top management. By the time next year's show comes up, you should all have a pretty complete idea of the value of your participation.

Tell us about your successes and provide us with testimonials about the show - these will help your marketing and ours!



THE MEASURE OF SUCCESS

Helping you measure your event activities

Every event is different for every exhibitor. No single measurement tool will work for everyone 'off-the-shelf'. Instead, each company needs to develop a simple measurement methodology that's appropriate to its needs and goals.

This section provides a framework for developing your own approach to event measurement. Try it. Use it. We think you will be surprised at how easy it is – and how much **Timber Expo** will do for you that you may not even realise! We're convinced that the more marketers measure their event results – and compare them to those of other media – the more they'll see the value in being part of **Timber Expo**.

Why measure?

There are three reasons for measuring the results of every event:

- To justify your investment – Every item in your marketing budget needs to show a return on investment. Measuring gives you the facts you need to get the marketing mix right. To help choose the best events for you – Not all shows are alike. Measuring helps identify your winners.
- To improve your own activities – What you do before, during and after each show can matter as much as which shows you choose. Measuring lets you improve your own team's performance and results.
- To encourage goal-driven activities – What gets measured gets done. If you want to see your team focused on results, tell them what results you mean – and show them you're measuring! Put it this way, it's easy to see why measuring your **Timber Expo** results is not just important, it's essential. Marketing may be a science, but it's rarely a perfect science.

Every time you evaluate an event, you're actually measuring many things at the same time, including the show itself, the market climate and your competitors' activities.

It's dangerous to jump to a conclusion about an event based on only one experience. You might conclude that an event was wrong for your company when actually it was a competitor's special promotion that rained on your parade. Similarly, you might think your pre-show mailing was a major success when it may have been due to the show audience doubling.

The key is to capture your learning so that you can improve your plans over time and make **Timber Expo 2013** even better!



SET YOUR GOALS



Quantifiable goals drive action

As we have seen in the 'Preparing the Ground' section, the best goals are quantified. Even when it comes to more qualitative goals, it's usually possible to find a way to measure success and build that metric into the goal itself. So instead of stating the goal as, 'To earn media coverage', you might say, 'To earn five articles or product reviews in the top three trade titles over the next two months'. You can see how much easier

it would be to measure your performance against this goal when it is stated in a measurable way.

Make your goal list comprehensive

As you can see, events can help you achieve a huge variety of goals. But to make the most of each show, you need to list your goals to reflect this.

Don't just stop at sales-lead targets. Try to capture all of the value you can get from your event activities by listing (and pursuing) as many goals as apply. That's how you maximise return on investment – and how you assess Timber Expo when it comes to evaluating and setting budgets for next year.

When to start goal-setting

If you've recorded your results from past shows, setting goals for **Timber Expo** will be much easier.

If you haven't got this historical data to work from, talk to us. We might have a sense of some reasonable targets – and can use past audience data to help. You can also talk with other exhibitors who target similar people to find out what kind of results they've achieved. In the absence of any input, just wing it! You've got to start somewhere. Your first goal-setting exercise might not be accurate, but if you take the trouble to capture your learning, you'll get better in 2013.



GOALS!

Here are some specific goals that Timber Expo can help you achieve:



Sales

- Generate sales leads
- Make direct sales
- Build a contact database



Customer Relationship

- Build relationships with current customers
- Educate customers
- Upsell and cross-sell customers
- Collect customer testimonials
- Re-sell lapsed customers



Market Research

- Market test a new product
- Research your marketing campaign
- Test market awareness and perceptions



Brand Building

- Create or raise market awareness
- Position or re-position your brand
- Educate by demonstrating
- Boost financial analyst and investor perceptions
- Develop new markets



Channel Support

- Identify and recruit new distributors or partners
- Support your sales channels
- Build your reputation as a partner



Media Relations

- Get on the 'media radar' generate coverage
- Build relationships with key editors and journalists
- Create an online social media group for the event

EYE TO EYE MARKETING

Don't let anything get between you and your prospects

When it comes to the total quality of marketing interaction, nothing holds a candle to events. Ever seen one of your print ads turn a hardened sceptic into an evangelist? Ever seen a radio spot absorb an objection and turn it into a sale?

"You never have a better chance of getting your message across than at an exhibition. All those months of running ads and sending mailings and, suddenly, there in front of you is the customer and at last marketing has a human dimension."

Arnold Vink, Head of Marketing, Xerox International Systems

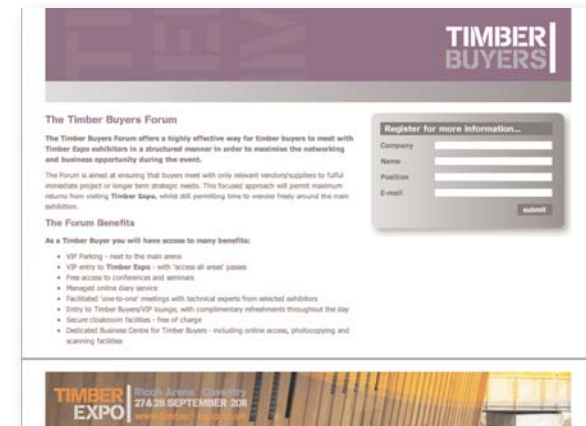


CONCENTRATED MARKETING

Meet a self-selected core of buyers

Think about your hottest prospects. What is their most valuable commodity? Their time. That's why, in business-to-business markets, it can be so hard for your sales team to get in to see them. Given the value of their time, what does it say about a prospect who invests a day to visit an event? It says they're motivated. It says they have a reason to be there. It says they're serious buyers in active buying mode. This is the power of events: no other medium concentrates your efforts on the most active buyers in your markets at any given time.

Take this a step further and consider the buyers that have signed up to the Timber Buyers Forum - they are there to do business! As an exhibitor at **Timber Expo** you can register to take part in the Timber Buyers Forum - ask and we'll tell you how! www.timber-buyers.co.uk



VERSATILE MARKETING

Whatever your goals, exhibitions can take you there

Because they represent the marketplace in one place and time – bringing together suppliers, buyers, purchase influencers, consultants and the media – events are an incredibly versatile marketing medium. If you want to launch new products, generate media coverage, build brand awareness, generate leads and retain existing customers, **Timber Expo** let's you do it all in one bold stroke.

Timber Expo is effective for:

- Personal selling to potential buyers
- Building prospect databases
- Building relationships with existing customers
- Seeking new customers
- Educating the market
- Generating sales leads
- Demonstrating products or services
- Generating media awareness
- Building brand awareness
- Launching new products
- Positioning a company as market leader

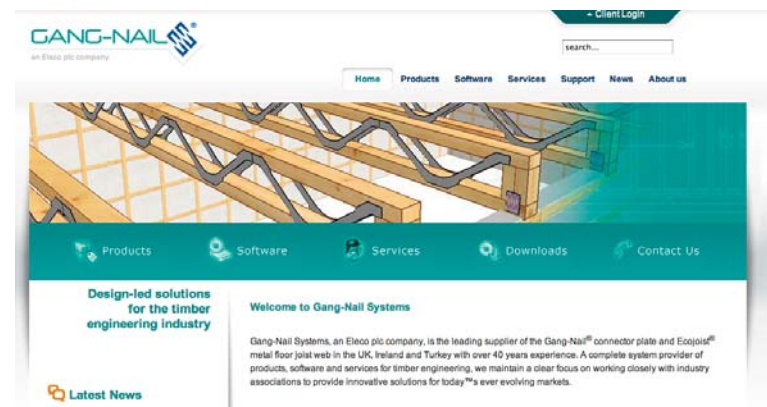
COST EFFECTIVE MARKETING

Events deliver measurable value

The days of using events as 'flag waving exercises' are long gone. Today's best marketers expect events to deliver a significant return on investment – in measurable terms, including cost per lead and cost per sale. Many even track the value of each event over three, six and twelve months (after all, a single new customer can represent huge lifetime value to your company).

"It is incredibly important for companies like Gang-Nail to support shows like Timber Expo as this will help ensure the continued growth of the market during these tough times. In turn, by providing the timber industry with a 'face', companies and organisations can turn to a group of professionals for support and advice."

Jason Ruddle,
Sales and Business Development Director
Gang-Nail Systems



INTELLIGENT MARKETING

Events make sense

As a marketer, you've never had so many marketing media to choose from. Some may boast 'interactivity' – but what is more interactive than a conversation between people? Others may claim to be 'direct' – but can you get any more direct than face-to-face? Still others focus on targeting – but none can put you in front of a self-selected audience of active buyers.

Timber Expo provides all of these deliverables.

No one would say that **Timber Expo** should be the only medium in your marketing plan. But many would agree that **Timber Expo** is the pinnacle of the marketing pyramid in terms of the timber sector – delivering completely what other media can only get you a step closer to: personal interaction with real buyers.

Timber Expo is the only timber marketing medium that:

- brings your most active prospects and customers to you
- allows you to demonstrate products, answer questions, overcome objections and meet your market face-to-face
- harnesses all five senses to drive home your messages
- allows you to further virtually all of your marketing goals at the same time

The effective part of the marketing mix

It's true whether you sell timber raw materials or finished moulding: the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow.

If you had to design from the ground up a marketing medium that's perfectly suited to this kind of relationship-building and customer retention, it would probably look remarkably like **Timber Expo**, the most refined and innovative event of its kind.



For further information please contact Victoria Jones -
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