



Making the Most of Your Place on the UK Pavilion:

a structured approach to exhibiting within the UK group at your next partnering conference

STAND ETIQUETTE

The UK stand will be your base for the duration of the conference for breaks but its main function is to promote your company and fly the UK flag. The space is shared with up to 25 others and staff need to keep the area uncluttered and welcoming to visitors. Please help them to do this by remembering these simple rules:

- 1 No food and drink – spillages can be disastrous and food wrappers, cups etc. present a poor impression to visitors
- 2 Take your work to a seating area – your open laptop and notes take up space and make it difficult for others to move around
- 3 Limit your breaks so others can also use the seating provided and give up your seat if someone sets up an impromptu meeting. They will do it for you.
- 4 Get involved! If you have quiet-times, look after the counter for a few minutes, talk to visitors, redistribute your literature, pass on leads and information.

OBJECTIVES

Set clear, defined objectives for the exhibition that complement your 1:1 meetings and fit in with your overall marketing strategy:-

What is the purpose of you attending the event – how will you measure successful outcomes? Make sure you tell stand staff what you hope to achieve so they can alert you about relevant visitors.

- To seek Agents and Distributors
- Assess the competition
- Maintain existing sales and contracts, meet existing customers or agents
- Introduce and promote a new product
- Increase your market share for existing products
- Target a set number of new potential customers

THINKING AHEAD - Planning

- 1 Appoint a delegate to liaise with stand staff and co-ordinate placement of marketing materials. Ensure the staff that will represent your business in 1:1 meetings have received the necessary training and have properly used the online system to book appropriate meetings.
- 2 Decide on the materials and quantities you may need. As a guide, 10-15 brochures for each day should be sufficient, and giveaways such as pens and umbrellas may need to be displayed in small batches.
- 3 Check the facilities you need will be available on the exhibition stand. Budgets and stand costs vary, and space will be shared with a number of other companies with similar requirements to yours.
- 4 Ensure consistent and clear branding across all collateral; your logo may be lost amongst others if it isn't bright and clear.
- 5 Arrange with BioPartner to send brochures and equipment with the UK shipment, insured and delivered by our own team. We charge £4.50 +VAT per kilo and can include collection from your office if required.
- 7 Select the staff who will represent your business on the stand and ensure they receive the necessary training (including any specialised language requirements) to do the job effectively. Involve them in the planning.
- 8 Make sure all those travelling to the event have a current passport; necessary visas; appropriate travel and medical insurance; driving licence (if required); and that advisable vaccinations are up to date.
- 9 Make your travel and accommodation arrangements in good time – book through BioPartner to secure the closest hotel to the venue at a reduced rate. Hotels quickly become full for conference dates and prices rise suddenly.
- 10 If you are making payments in a foreign currency, e.g. for a hotel and are likely to do so more than a couple of times a year, set up an OFX* account for lower exchange rates, no fees, and your own personal broker.

THINKING AHEAD – Marketing Initiatives to Consider

- 1 Select your target audience
- 2 Pre-show email/invitation
- 3 Promotional Telemarketing
- 4 Use the 1:1 partnering system
- 5 Sponsor our welcome briefing/on-stand catering/prize draw/reception
- 6 Take up Networking and Press opportunities
- 7 Photography/video interview – recording of proceedings
- 8 Social media campaign involving partners and clients

*Ask us for contact information

STAFFING YOUR OWN STAND

- 1 Make sure you have enough representatives to staff the stand for the whole event allowing for adequate breaks and business calls.
- 2 Decide how details of visitors to your stand will be recorded and that all staff are aware of it. Keep it simple.
- 3 Make sure that all on your stand are fully aware of what has been booked for them in the way of display aids, services etc., and know all the rules and regulations which apply to exhibitors including arrangements for collection of materials for shipping back to the UK.
- 4 Ensure staff can answer any technical questions and, if appropriate, demonstrate your products. Also, check staff know about the full range of your business's products, are aware of how to help in meeting the objectives you have set for the exhibition and can negotiate credit and delivery terms for orders and arrange follow up as necessary.
- 5 Ensure your staff arrive in adequate time to install properly and deal with any problems, at least 24 hours before the opening of the event, if permitted.
- 6 Consider security arrangements in the halls and ensure any valuable items on your stands are secure, including outside opening hours.
- 7 Keep your stand neat and tidy throughout the event. Ban food and drink – it creates a sloppy impression.
- 8 Book through BioPartner to benefit from our free service, booking your space, furniture and freight – and in the UK Pavilion or not - as required.

Effective Networking

- 1 Set objectives/targets from the attendance list if possible
- 2 Wear a name badge and hand out business cards (not everyone has time to talk but they can always call or look at your website later)
- 3 Approach groups of people, use your short introduction/Elevator* speech
- 4 Use small talk to keep the conversation going, but don't get cornered
- 5 Always make legible notes (on business cards if needed) during or immediately after meeting someone.

* Elevator Speech

In order to maximise your appeal to potential clients, develop an elevator pitch

- Use words you are comfortable with, to describe your business in a short, punchy and memorable way and continue to say what you can do/provide
- Focus on your USP (unique selling point) quality/price/service/location
- Try to slant it towards why they would want to do business with you – what's in it for them?
- Ask a question rather than make a statement, to find out if they understand and are interested
- Keep it brief - 30 – 60 seconds max

Personal Sales Skills:

- 1 Know your services
- 2 Understand your client's requirements – let them go if it's not a good fit
- 3 Sell the benefits (with less focus on the features)
- 4 Show enthusiasm, energy and ideas
- 5 Never let a client go without taking their name
- 6 Check your meeting notes at the end of each day

Post event EVALUATION:

Meet with all staff who were involved in either planning or staffing the stand and discuss:

- 1 Number of “meaningful” meetings and number of active leads generated
- 2 Who attended (existing customers, potential customers, competitors?)
- 3 How did it compare with other similar shows?
- 4 Cost – was it good value for money?
- 5 Location – traffic flow etc
- 6 Would you go again?
- 7 Did anything go wrong – how would you avoid this occurring again?

Post event FOLLOW UP:

For Immediate Opportunities: Email ASAP thanking them for their time, phone call to develop relationship, or pass contact on to the appropriate person for swift action
Non-Immediate Opportunities: Email within 2 weeks, further contact after 3m or so
General Interest: Email within 2 weeks and connect via social media

ANY QUESTIONS?

FAQ: <https://beu22.biopartner.co.uk/page/faq>

previous delegations: <https://biopartner.co.uk/previous-delegations>

Email us: events@biopartner.co.uk