

Are you show ready?

THE ULTIMATE GUIDE TO ATTENDING A FOOD SHOW



Booking to post-show prep work



Count down to the show



Maximising show opportunities



Packing checklist

THE FOOD MARKETING EXPERTS.

LET'S GET READY...

BOOK EARLY

- Negotiate the best deal for space and added extras
- Plan your space and stand, every inch costs money and it needs to work hard for you - Ensure you have a strong call to action

FORMS

- Complete all the show paperwork online
- Check you have insurance
- Ensure you have a Health & Safety policy in place for your team at the show
- Complete your profile
- Ensure you are signed up for any pitch opportunities or awards
- Order your show furniture early - this goes fast!

SHOW GUIDE

Make sure you have submitted the graphics and copy for the show guide - these guides 'sit' on buyers' desks and you want to stand out.

PR

- Submit your press release online to the show team as early as possible so that you maximise the opportunity.
- Write your press release and distribute to key trade media.

PRE-SHOW ACTIVITY

Ask the event organisers if you can supply anything for pre-show activity, as it may be a great way to gain extra coverage.

- There are often opportunities such as a solus newsletter (newsletter on just your brand) so that you can drive awareness and visitors to your stand
- Attend the pre-show workshop as they are packed with useful information.
- Add the event and link your stand number to your email signature to help drive awareness
- Investigate opportunities such as sampling, advertising, e-shots, dragon's den pitches

SHOW SUCCESS

Work out what a successful show would look like for you. Could it be:

- No of leads
- PR coverage
- Product focus
- Orders taken
- Show offer and the sales generated from this
- List the buyers you would like to connect with and meet

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THE COUNT DOWN BEGINS

3 MONTHS TO GO...

- Book hotel accommodation if required
- Start pushing out PR about any new launches at the show
- Add to your email signature, website, and social media
- Start following the event on LinkedIn and join in the conversations
- Invite buyers to visit your stand
- Define what a successful show would deliver and look like
- Ask the show team if they need samples for the press bags
- Look at your advertising budget and if you can booking adverts with the key media titles for the event
- Design and order literature, business cards etc.

1 MONTH TO GO...

- Book drop off and pick up slots at the venue
- Print off exhibitor passes
- Booked parking
- Ramp up the activity on LinkedIn
- Post about the event
- Comment on the event page
- Invite more buyers to follow your LinkedIn page ensuring you are using your 100 free monthly credits
- Follow the event page on LinkedIn
- Plan a stand schedule for your team with breaks
- Check your SumUp or alternative payment machine is working and charged so you can take orders
- Ensure you have enough data in case the wifi is poor
- Dress code and comfort - dress with layers, smart casual is great but comfortable footwear is essential

1 WEEK TO GO...

- Email your buying contacts with a personal email inviting them to come and say hi and try your (new)product(s)
- Send any press samples in for the goodie bags and press office
- Plan and schedule your social media for the week of the show so that you keep sharing your messaging. Top it up with content and discussion from the show
- Draft the thank you for visiting email
- Plan the post-show follow-up, who's doing what, when it's going to be done
- Download the scanner app for your phone to scan visitors' badges
- Brief the show team with key messaging and goals
- Pack a first aid kit including plasters, painkillers, water and snacks so you and your team are ready for anything
- Set up a QR code - this enables you to share all your info without the cost of printing leaflets, being kinder to the planet
- Make sure you have plenty of sampling tools, pots, spoons etc. Try and buy environmentally friendly
- Plan any talks or events you want/need to attend so you have cover on the stand
- Ensure you have plenty of business cards and use both sides of the card. It is a great idea to include your strapline / what you do so the recipient knows post show

DURING THE SHOW

- Have fun
- Keep smiling
- Chat with the stands around you, you always learn something new
- Attend the exhibitor's drinks as it is always great for networking
- Keep the conversation going online as well as at the show - you may encourage another buyer to attend the following day

YOUR SHOW PACKING LIST

- | | | | |
|--------------------------|--|---|-----------------------------------|
| <input type="checkbox"/> | Your stand - or have it delivered! | <input type="checkbox"/> | Water |
| <input type="checkbox"/> | Samples and product | <input type="checkbox"/> | Tissues |
| <input type="checkbox"/> | Cutlery, equipment, plates etc | <input type="checkbox"/> | Wipes |
| <input type="checkbox"/> | Laptop and charger | <input type="checkbox"/> | Snacks to survive! Hand sanitizer |
| <input type="checkbox"/> | Sampling cups and dishes
Be kinder to the planet and try to avoid plastic | <input type="checkbox"/> | Bin bags |
| <input type="checkbox"/> | Literature for buyers to take away | <input type="checkbox"/> | Backup battery for your phone |
| <input type="checkbox"/> | Business cards | <input type="checkbox"/> | Phone charger |
| <input type="checkbox"/> | Order forms or tablet | <input type="checkbox"/> | A smile |
| <input type="checkbox"/> | Card machine if taking orders | <input type="checkbox"/> | Comfy shoes |
| <input type="checkbox"/> | Samples for the press office | <input type="text" value="Add some items of your own"/> | |
| <input type="checkbox"/> | Gloves for food handling | <input type="checkbox"/> | |
| <input type="checkbox"/> | Company presentation
(if you are booked for a pitch) | <input type="checkbox"/> | |
| <input type="checkbox"/> | Stapler | <input type="checkbox"/> | |
| <input type="checkbox"/> | Notebook | <input type="checkbox"/> | |
| <input type="checkbox"/> | Pens | <input type="checkbox"/> | |
| <input type="checkbox"/> | Blue tac | <input type="checkbox"/> | |
| <input type="checkbox"/> | Velcro | <input type="checkbox"/> | |

POST-SHOW REMINDER

- Each evening email all the contacts that came to see you that day. Thank them for visiting and share information about the products and how to order
- Share the success of the show
- Share the images of you dropping off any surplus product at the food bank

It's a lot to co-ordinate on your own, if you need some expert support, get in touch with us:

THE FOOD MARKETING EXPERTS

Tel: 07368 886441 Email: ask@thefoodmarketingexperts.co.uk Web: www.thefoodmarketingexperts.co.uk