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**19-22 SEPTEMBER 2023**  
CROCUS EXPO, MOSCOW, RUSSIA

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# 32<sup>ND</sup> INTERNATIONAL AUTUMN FOOD AND DRINK EXHIBITION

## EXHIBITOR TOP TIPS

[WORLD-FOOD.RU](http://WORLD-FOOD.RU)



## BEFORE THE EVENT



### SET OBJECTIVES

Before deciding which event to attend, you need to be clear why you are attending. Some participants attend trade events with good intention, aiming to meet people, do business and generate sales. However, their objectives are often too vague, non-measurable or unrealistic. Here are some objectives which Customer Success Team has put together for you to maximize your return on investment. You can either choose one or several for your participation based on your needs.



### CONNECT WITH ITE

Read sponsorship and exhibitor manuals. Ensure you are aware of all responsibilities, obligations and deadlines. Once you receive your manual from Customer Success Team, ensure you fill in all information correctly and go through important sections and forms.



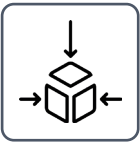
### SOCIALIZE

Identify your audience, their main goals and don't forget to inform them about the event. Connect with leads and prospects via social media, your website and industry news. Make your presence at the show known through these channels. Use email campaigns, infographics and tailor your marketing communication.

- SALES PREPARATION
- CUSTOMER RELATIONSHIP
- BRAND BUILDUP
- PRODUCT LAUNCH
- MARKET RESEARCH
- CHANNEL BUILDING
- MEDIA RELATIONS



## DURING THE EVENT



### **BUILDUP**

Ensure you arrive for the buildup and have correct contact details of your supplier, member of our Operations Team and Customer Success Executive.



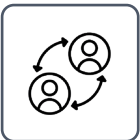
### **STAND OUT FROM THE CROWD**

Create journey and experience for your customers, think outside the box with your design: clear color theme, engage with senses, think about unique special feature or technology that can wow your visitors and attract attention.



### **ONSITE**

Ensure you brief your staff on messaging and engagement. Keep it simple and clean but ensure your stand is cosy and has comfortable environment. Showcase your projects, think about main themes of the show and how you can build on them (green-technology, innovation, charity, special causes, etc.)



### **ENGAGEMENT**

Don't forget that engagement is very important. Give attention to every visitor and don't forget to scan their badge / collect their business credentials

### **TIP**

There is always a better way to showcase your products. Use technology and interactive screens and get creative with what could work for you.

### **TIP**

Talk less and listen more to draw out your prospect.



## AFTER THE EVENT



### ANALYSING THE DATA

Look through the data that you collected and sort it. Ensure you follow up on any special offers or promises that you made to your visitors.



### CONTACTING LEADS/STAND VISITORS

Ensure you thank your visitors. Personalise communication as much as you can – we always advise to send out personalised emails as oppose to bulk email campaigns. Think about contacting prospects via other channels as well (social media, YouTube, website, signed printed cards, etc.) Consider calling after your first follow-up email.



### FOLLOWING UP

Sometimes following up is the key even if there is no response to your first email. Consider alternative contact methods in case of slow response. Build a relationship with your prospect.



## DO'S & DON'TS

### DO'S

- SPEAK TO OTHER EXHIBITORS AND NETWORK WITH THEM
- ENSURE YOUR STAND IS FAR FROM LOUD AREAS OF THE EXHIBITION HALL
- MOTIVATE AND TRAIN YOUR STAFF FOR THE EVENT

### DON'TS

- MAKE ASSUMPTIONS. BE KNOWLEDGEABLE ABOUT THE EVENT AND PAY ATTENTION TO DETAILS
- WASTE TIME ON NON-DECISION MAKERS
- FORGET TO REWARD YOUR STAFF AFTER THE EXHIBITION



**LET US KNOW  
IF YOU HAVE  
ANY QUESTIONS**

**SEND AN EMAIL  
TO [DUBAI.CS@ITE.GROUP](mailto:DUBAI.CS@ITE.GROUP)  
TO GET IN TOUCH WITH OUR  
CUSTOMER SUCCESS TEAM**



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