

sarahBee marketing®

the buzz about EXHIBITING

1. check whether the space is a shell or space only
2. compare the £ cost per square metre
3. ask the organiser how the event will be marketed
4. see if you can get exclusivity - e.g. be the only exhibitor in your field
5. your stand staff should wear a uniform or matching clothes
6. hold a competition to attract footfall to your stand
7. most people turn right when they enter an exhibition hall
8. take photos of your stand for your website and social media
9. tweet about your stand and invite visitors to meet you
10. have a gimmick on your stand to attract attention



sarahBee
marketing can
help your
business do
better.



SCAN ME