



— ENTICE *customers*, WIN *new business* —

# EFFECTIVE EVENTS

**SAGE  
ADVICE**  
since  
18:55

a **PROFESSIONAL'S**  
GUIDE

8  
**ESSENTIAL  
STEPS**  
inside

from  
**nettl**<sup>®</sup>

# THE SECRET TO EXCEEDINGLY EFFECTIVE EVENTS

Exhibitions, trade shows, and events are great ways to find new clients, launch new products, and try out new things. They're an investment. However, take the time to plan your show, and you could reap big rewards.

To help you plan, we've drawn on decades of eventing experience to cultivate **8 Essential Steps** for creating exceedingly effective events.

## SAGE SNIPPET:

You can often get great deals on exhibitor pricing by booking last minute and taking floor space instead of shell space. Create a 'pop-up' stand with portable walls, booths, and furniture. See page 6

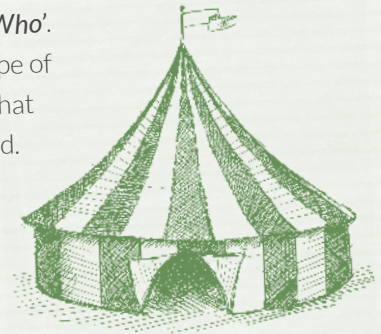


## THE WHERE

*Exhibitions, Expos, Trade Shows, Trade Fairs, Workshops, Events.* Plentiful opportunities to showcase your wares. Indoors and outdoors, as part of a bigger show, or an exclusive event you organize yourself. Each has a slightly different focus and attracts a different type of audience.

The choice of venue is significant, of course. Space needed, access, parking, wifi. If you're part of a larger show, your pitch can be paramount. **Where will the flow be? Who can you be close to?**

However, **'The Where'** matters most because it influences **'The Who'**. Meaning the venue, and type of show, have an impact on what groups of people will attend. And that is the magic ingredient. **You, appearing where your prospects will be.**





## STEP 2

## THE WHY

Perhaps your goal for this marketing campaign is **new customer acquisition**. Maybe you want to establish yourself as an industry leader and cultivate **strategic alliances**.

Other reasons to include expos or trade shows in your marketing activity include the opportunity for field-based **market research**. The potential for increased **repeated touch points** with the same audience.

The chance to **connect personally** with the audience to ensure your follow-up is tailored to their likes, dislikes, needs and priorities.

Whatever your goal for the event, begin with the end in mind. It will help you not only plan for the day but also focus on your activity and help analyse success.

# STEP 3

## THE BUZZ

Far too often, we fall foul of booking our place at an exhibition and waiting until we are on the stand to start introducing ourselves to other exhibitors and attendees.

Achieve the most success by viewing your exhibition as a **3-part marketing campaign**, with part 1 focusing on pre-event activity.

### FELLOW EXHIBITORS:

- Connect with them on LinkedIn including a personalized note.
- Send them a postcard with an offer they can claim from you on the day.
- Invite them to coffee at the event.



### DELEGATES:

- Email to your own database with a link to the event and an overview of what you'll be offering.
- Create countdown posts for your social media.
- Sponsor a social media post targeted to your ideal client demographic.



A

### A WEB DESIGN

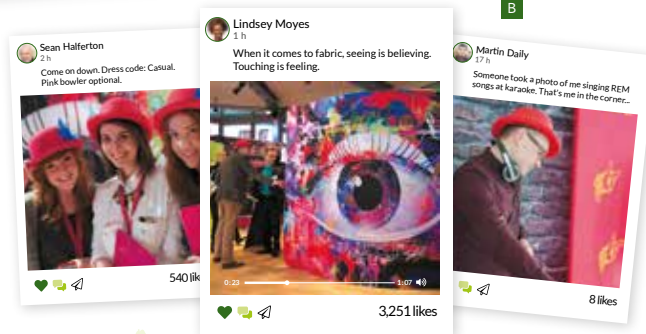
from \$499

Get a free instant quote at [nettl.com/us/webquote](https://nettl.com/us/webquote)

### B SOCIAL MEDIA PACKAGES

from \$215 per month

[nettl.com/us/social-media](https://nettl.com/us/social-media)



B

### SAGE SNIPPET:

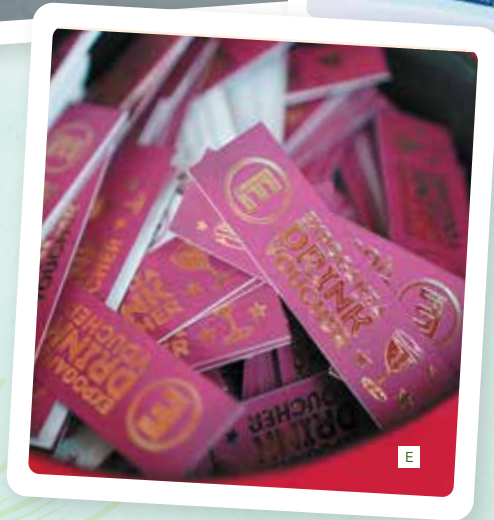
76% of show attendees will plan which companies they want to visit. So let them know in advance where you are and why they should come and visit you.



C



D



E

**C INVITATIONS from \$98**

Q INVITATIONS

**D BROCHURES from \$41**

Q FOLDED LEAFLETS

**E SOCIAL CARDS from \$56.78**

Include a handful of free tokens for food, drinks or discounts.

Q SOCIAL CARDS

STEP  
4

## THE STAND

Step up and stand out! Nothing breaks our hearts like showing up to a trade show and seeing someone's paper posters stuck to the shell scheme with sticky tape.

At a trade show or business event, you're surrounded by stiff competition to stand out. Establish your business as **credible, professional, and trustworthy** with a display that elevates your brand.

All our freestanding displays are highly portable. Clip together the frames, then pull over the fabric graphic.

Use at networking meetings, exhibitions or for in-store point-of-sale displays. When it's over, **dismantle in minutes** and be on your way again.

Invest in expo furniture that is on-brand and reusable and you will reap the benefits for **years to come**.

Don't forget to help your team look the part with branded uniforms and lanyards (or even aprons!).

And if you really want to **catch attention**, take a look at our branded ceiling hangers. Like giant fabric chandeliers, they'll be a beacon above your show stand.

Don't forget to plan for lighting, power, and wifi, if needed. Or a media player.

Whatever your vision, we can help you plan a beautiful expo stand tailored to every budget.

[nettl.com/us/exhibit](http://nettl.com/us/exhibit)



A



B



C



D



F



G

**A HUDDLE**  
7.5 x 10' sloped meeting booth  
**Stand & graphic \$1,556** FDSBEIC

**B SNUGGLE**  
6 x 8' cosy C-shaped booth  
**Stand & graphic \$1,248** FDSWELFC

**C CURVE** Curved fabric display stands available in 8, 10 and 16.5' widths  
**Stand & graphic from \$479**

[CURVED BACKDROPS](#)

**D STAGE** Straight fabric display stands available in 3, 6, 9.5 and 15' widths  
**Stand & graphic from \$451**

[STRAIGHT BACKDROPS](#)

**E RIALTO BRIDGE**  
**\$663** FDSHAMFC  
Can be clamped to any Stage backdrop. Stand with fittings included

**F EMBRACE U**  
7.5 x 10' U-shaped meeting booth  
**Stand & graphic \$1,556** FDSCAPFC

**G EMBRACE C**  
7.5 x 9.5' C-shaped meeting booth  
**Stand & graphic \$1,556** FDSPREFC



**A CEILING HANGERS**

from \$1,561 FDCH?

**B QUEEN PEACOCK**

Must be attached to a Straight backdrop

Stand & graphic \$709 FDSMILFC

**C KANGAROO**

Stand & graphic \$278 FDSPARFC

**D PADIUM**

Stand & graphic \$268 FDSOSAFC

**E PEACOCK**

Stand & graphic \$535 FDSOSLFC

\*TVs and tablets not included





**F MOJITO** Pop-up cocktail table.  
Great as a demo station.

**Table & graphic \$447** FDSRIOFC

**G BONDI** Branded deckchairs are  
ace for indoor and outdoor use.

**Chair & graphic \$173** FDSWAIFC

**H KOLA LITE** Foot stool  
**from \$175** FDSU1FC

**I ARTHUR 5 & 6** Fitted tablecloths  
**from \$191** FDTCAR5/FDTCAR6

## STEP 5

# THE PULL

If you build it, they will come. Well, not always. There are lots of stands vying for attention. What can you do to announce your existence and provide a compelling reason to come over?

Brainstorm ways to entice people to your stand. Could this be games, free samples, live demos, competitions, talks, or workshops?

Whatever you're offering, advertise your attendance with posters and flags.



**A BOOTH** - See page 6

**B FURNITURE** - See page 9



### SAGE SNIPPET:

Backpack flags ([page 12](#)) are a great way to extend your show footprint. Take a walk around the event with samples, or flyers and a branded backpack flag (perhaps advertising your stand number?). It's not just impossible to ignore, but it can be a great talking point.



C



D



E



F



G

- C KING PYTHON**  
Fabric & frame \$791 FDSUBFC
- D AXE**  
Fabric & frame \$343 FDSTK0FC
- E BABY PYTHON**  
Fabric & frame \$375 FDSWINFC
- F PYTHON**  
Fabric & frame \$391 FDSLDFNC
- G TOTEM**  
Fabric & frame \$290 FDSKESFC

# CREATE YOUR FLAG IN 3 EASY STEPS

## 1 CHOOSE YOUR SIZE & STYLE

Choose from a Teardrop, Quill, Empire, or Backpack Flag.



## 2 CHOOSE YOUR MATERIAL

Lowest cost option is a single sided flag material.



## 3 CHOOSE YOUR BASE

Get the right base for the surface you want to display your flag.



**A TEARDROP** Pole + graphic\*  
from \$198 FDFQZ

**B HYPHEN** Backpack + pole + graphic  
\$191 FDBFAO

**C EMPIRE** 11.5' Pole + graphic\*  
from \$251 FDFEZ

\*Bases shown as optional extras

## STEP 6

# THE GIVEAWAY

Once you've caught attention with your stand display, it's vital that you **engage with delegates** and fellow exhibitors alike, whilst also giving them a reason to think about you in the future.

Brainstorm ways to get them interacting with you and your stand.

When choosing promotional giveaways, **make them useful** and your brand could be a part of their weekly routine for years.



### A CERAMIC MUGS

from \$10.37 each WPRGWHT



## THE CAPTURE

Capturing visitor information via forms at an event or exhibition is an effective way to build a customer database and nurture relationships with prospects. Here are some ideas to try out:

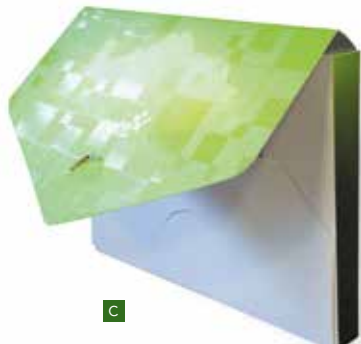
**Keep it simple:** The more straightforward the form is, the more likely people will be to fill it out. Only ask for essential information, such as name, email, and phone number. Keep the form short and to the point, so people can quickly fill it out and move on.

**Offer an incentive:** To encourage people to fill out the form, offer them a small incentive such as a free sample, discount, or entry into a contest. The incentive should be something relevant to your business and attractive to your target audience.

**Go digital:** Use technology to your advantage by using digital forms or a lead capture app that can be filled out on tablets or smartphones. This will save time and make it easier for people to submit their information.

**Train your staff:** Your staff members should be trained on how to effectively engage with attendees and encourage them to fill out the form. They should be friendly and approachable, and able to answer any questions about your products or services.

**Speak to your local Nettl studio about getting printed or digital forms for your next event.**

**A****B****C**

**A BUSINESS CARDS**  
from \$44  
[nettl.com/us/business-cards](http://nettl.com/us/business-cards)

**B BOOKLETS**  
from \$155

🔍 BOOKLETS

**C FOLDERS**  
from \$724

🔍 FOLDERS



## THE FOLLOW UP

Boost your success at your next event by making a few slight tweaks to your approach.

Instead of handing out business cards, why not switch it up with an appointment card and pencil-in a follow-up call. Or offer to send more detailed information in the form of a full brochure, booklet or pack.

The true success of an event often hinges on what **activity** you can do afterwards. This way, you have a bank of people to follow up with after the event, to make sure the **conversation continues**.



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a PROFESSIONAL'S  
GUIDE

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