

Exhibition Tips

Your guide to successful exhibiting

Top tips from the experts

Exhibitions are one of the most powerful, versatile and cost-effective tools available. To get the most out of them, check out our

top tips on effective exhibiting, covering everything from setting objectives and designing your stand, to following up and measuring effectiveness.

Part of your strategy

A strategic marketing tool

Exhibitions, like advertising, direct mail, PR and direct selling, are a strategic sales and marketing tool. They should be used as part of an overall marketing strategy, not in isolation.

Consider the benefits

To make the most of your participation, you need to understand exactly what benefits exhibitions offer:

- **Highly targeted** - With their carefully focused profiles, and highly targeted audiences, exhibitions allow you to direct your sales and marketing effort accurately and cost-effectively, with minimum wastage.
- **The buyer comes to you** - Exhibition visitors are pro-active buyers. They make a conscious decision to attend, and set aside valuable time to do so. Many are specifiers and influencers who it might otherwise be impossible to identify.
- **3D sales & promotion** - Nothing beats the impact of a live demonstration. At an exhibition, buyers can see, taste, touch and try your product for themselves.
- **Face to face contact** - The most persuasive form of selling, and of building customer relationships.

- **Neutral sales environment** - The buyer feels under no great pressure to buy, while the seller is not intimidated by visiting the buyer on his home territory.

- **Fast market penetration** - You can reach a large proportion of the market in a short space of time, achieving more in four days than you might otherwise achieve in months.

- **A powerful combination** - Exhibitions combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face selling, and the networking benefits of the Internet, to create a unique environment in which a wide range of sales and marketing objectives can be pursued, either singly, or side by side.

Prepare Some Preliminary Costings

Costs vary enormously depending on the type of presence you want to have. A shell stand/pipe and drape can cost you less than a page of trade press advertising, but you will need to spend at least the same amount again on equipping, manning and promoting the stand.

Be Realistic About Your Expectations

Exhibitions generate millions of pounds worth of business every year – but it is unusual for exhibitors to do so during the event. For most companies, the orders will

come in the weeks and months after the show. You must be prepared to pursue your leads vigorously, and to track them on an on-going basis, so that they can trace as many sales as possible back to source.

Exhibitions Require Time and Effort

Don't underestimate the amount of planning and preparation required to

exhibit successfully. Effective planning and follow-up can mean the difference between a bad show experience and a good one. But it can also mean the difference between a good show, and a truly exceptional one.

Setting objectives

Maximise the opportunity

Exhibitions are suitable for a wide range of specific sales and marketing goals, of which the most widely used are:

- **Generating sales leads** - Reach large numbers of buyers in just a few days, and maximise sales impact through product display and demonstration. Exhibition enquiries have an excellent conversion rate when followed up after the show.
- **Launching a new product or service** - Stands featuring new products are a major attraction for buyers and the media, the vast majority of whom attend exhibitions 'to see what's new'.
- **Penetrating a new market** - Exhibiting is one of the quickest and most cost-effective means of exploring and entering a new market, providing mass exposure and an instant database of qualified sales prospects.
- **Building customer loyalty** - Regular contact with customers shows that you care and exhibitions are an extremely time and cost-efficient means of keeping in touch.
- **Positioning/repositioning a company/brand** - Exhibitions can be used to quickly establish a new identity or change market perceptions about a company and its capabilities.
- **Market research** – Exhibitions bring together a complete cross-section of a market, making them ideal for customer research and offering instant feedback.
- **Building media relations** - Exhibitions offer a rare opportunity to meet and influence the press 'en masse' and to generate coverage on new products or services, and or company developments.

- **Recruiting new agents or distributors** - Agents and distributors use trade exhibitions to find new companies to represent. If you are looking for new representatives, be sure to highlight the fact in your catalogue entry, and on the stand.
- **Obtaining competitive intelligence** - Exhibitions are an excellent place to observe competitors and assess their products and marketing messages.

Set clear objectives

Choose the exhibition to suit your objectives, and not the other way around. It may sound obvious, but companies have been known to book into events that can't deliver their target audience in sufficient numbers to make their presence worthwhile.

Be consistent

Exhibition objectives should be consistent with your company's wider marketing strategies/goals. This way, advertising, PR, direct mail personal selling and exhibition activities are working to re-inforce each other, rather than in isolation.

Set achievable targets

Nothing is more likely to demotivate staff than goals they can't possibly achieve, whereas realistic targets when accomplished are a real stimulus to effort.

Prioritise your objectives

If you have more than one objective, rank them in order of priority so you are clear where your greatest efforts should be directed. Don't try to do too much, or your resources will be stretched and your participation will lack focus.

Communicate your objectives

Objectives, having been established must be communicated to the entire exhibition team, so that everyone pulls together and shares a common sense of purpose.

Planning for success

Appoint an exhibition co-ordinator

Put one person in charge of the project with overall responsibility for planning, budgeting, stand management etc – someone with authority who can see the project successfully through to its conclusion.

Appoint a reputable stand designer

Draw up a shortlist of suppliers and put the job out to tender. Insist on seeing a portfolio of each company's work. Talk to previous clients and ensure they are capable of working on time and within budget.

Set measurable objectives

Set achievable targets against which to measure your success. If generating sales leads, for example, base your target around your potential audience, number of stand staff and total number of opening hours.

Read the manual!

Read your exhibitor's manual carefully, as soon as you receive it, paying particular attention to stand rules and regulations, and noting the deadline dates for returning order forms. Late orders and last-minute changes may incur a surcharge.

Confirm your exhibits

Give your product managers plenty of warning, to ensure products are available and in a suitable condition for display. If exhibiting working equipment, remember to organise spares in case of breakdown.

Publicise your presence

Prepare your press release(s) and catalogue entry and submit them by the deadline date. Mail out invitations to your prospects, giving them an incentive to visit your stand. Event web sites offer many

publicity opportunities - check out your options.

Check out stand packages

Many organisers offer 'stand packages' comprising space, modular stand/pipe and drape, furniture, lighting etc for an all-in price. Promotional packages are also commonly available. They are an excellent aid to budgeting and cost control, and can save much administrative time and effort.

Co-ordinate media activities

Maximise your promotional budget by co-ordinating your exhibition promotions with other media activities. Drop a flash on your trade adverts saying 'see us on stand XXX', include invitations in direct mail, and publicise your participation in customer newsletters and on your web site.

Prepare a detailed budget

Anticipate all likely items of expenditure before committing money, prepare a detailed budget breakdown, keep a close eye on expenditure, and a central record of all purchase orders and invoices.

Select and brief stand staff

Select staff early to ensure availability and allow adequate time for training. Draw up a duty roster and ensure all staff are fully briefed on the stand exhibits, their role, and the company' objectives.

Devise an efficient system for handling enquiries

The way you capture and qualify visitor information at show will determine the speed and efficiency with which you can follow up leads. Devise an 'enquiry form' for use by stand staff on which vital visitor details can be quickly recorded (e.g. products of interest, purchasing authority, date of intended purchase etc).

Draw up a timetable of key tasks

Using the manual, and working backwards from the exhibition, draw up a timetable of key tasks, highlighting who is responsible, and deadline dates for completion. Copy it to all involved in the exhibition effort.

Establish clear lines of communication

Breakdown of communication is a major cause of problems at exhibitions. Make it clear to your suppliers and the organiser who their points of contacts are. Hold regular briefing sessions with the team to

keep everyone up to date on developments.

Prepare to follow-up leads

Exhibition leads are hot leads if properly qualified. Fast and efficient follow up is essential to reap the maximum sales return. Establish a plan of action before the event, and be sure to allocate sufficient time and people to the task. All leads should be contacted within a week of the exhibition if possible, two at the most.

Budgeting and cost control

Plan ahead

Consider your exhibition requirements for the whole year. Modular stand systems can be adapted to suit a wide range of sites, and re-used in part or whole to suit your needs.

Exhibit with your trade association

Exhibiting on a group stand can be an effective way for small companies and first time exhibitors to contain and control costs, while enjoying a relatively high profile at the show.

Consider a stand package

Many organisations offer stand package options for shell scheme/pipe and drape exhibitors, inclusive of everything from furniture and floorcoverings to electrics and power - an excellent way to control costs, as you are aware of your commitments up-front.

Draw up a detailed budget

Look at your objectives, determine the essential tasks necessary to achieve them and then estimate the costs involved. This will give you a minimum budget on which to build. Be sure to anticipate all likely items of expenditure. Be generous when allocating funds: add 10% to all anticipated costs.

Record your spending

Keep an on-going record of expenditure against budget and a central file of all purchase orders and invoices. Note reasons for overspend to help you plan more efficiently and budget more effectively next time around.

Return all forms by the deadline

Late orders and last minute charges often incur a surcharge.

Think 'exhibition presence' not 'exhibition stand'

Don't make the common mistake of blowing your entire budget on stand design. Remember to allocate

sufficient funds to promotion, staff training and subsistence, and post-show activities such as telemarketing and direct mail, to convert leads into sales.

Choose a reliable stand designer

If you are opting for a custom-build stand, choose a designer with a proven ability to work to schedule, and within budget. Contact your exhibition contractors association for a list of members. Talk to previous clients about the company's track record.

Go straight to a stand contractor

Going straight to a stand contractor is likely to be a more economical solution for exhibitors on a limited budgets, particularly if you take the modular approach, as many contractors include free design consultancy as part of the overall stand package.

Take advantage of free publicity

Editorial coverage is one of the best endorsements your company can achieve (assuming it's positive!). And it's free. Take time preparing your press pack and circulate it in good time to the exhibition's PR agent and trade press.

Sales literature costs money!

Don't leave expensive brochures on the stand for all and sundry to pick up. Produce a concise sales leaflet for general distribution and keep the glossies back for those with a genuine interest.

Keep a tight control on expenses

Establish at the outset exactly what costs the company will pick up. Give staff a 'per day' allowance for meals and entertainment - any expenses over and above this should be paid for by the individual and re-imbursed after, if appropriate. Keep alcohol and telephones on the stand locked away at night.

Choosing, designing and building your stand

Review your options

- **Shell scheme/Pipe and drape** - a modular system, erected by the organisers on your behalf, comprising side and rear walls, carpet and nameboard. Stand fittings can be hired as required and 'stand packages' complete with furniture, lighting and power are often available. Ideal for first time exhibitors, those with limited budgets and/or administrative resources, and those looking to control costs.
- **Modular display system** - available in a growing range of styles, shapes and materials, allowing a high quality presence for much less that it would cost on a custom built stand. Can be quickly erected and dismantled, reducing contractors costs on site, and are re-usable enabling costs to be spread across several events.
- **Custom-designed & purpose built** - for companies who want total freedom of expression and a truly individual exhibition presence. Expensive, because they can rarely be re-used. For this reason, 'half-and-half solutions, - re-usable modular interiors around which are constructed 'one-off' exteriors are increasingly favoured for the cost savings that can be made.

Determine Stand Size

Your stand size should be determined by your objectives: i.e. by the type and number of exhibits, the amount of free floor space needed for visitors (bearing in mind the number of leads you are aiming to take), the features you need to include reception desk, storage space, hospitality area etc. and, of course, by your budget.

Check proposed site for service access

If you are demonstrating working machinery check the positioning of service ducts before confirming your stand site, or you may be forced to

compromise on your display. Check for the presence of supporting columns, for the same reason. For large exhibits, consider the proximity of the stand for good access, and for convenient disposal of waste from working machinery demonstrations.

Prepare a written design brief

This should detail your objectives, exhibits, service requirements, graphic requirements and stand facilities, and include information on design rules and regulations, critical dates and budget.

Draw up a short list of suppliers

To protect your investment, and ensure good standards of service and workmanship, stick to reputable suppliers. Call your exhibition contractors association for a list of members. Insist on seeing a portfolio of their work. Talk to previous clients to make sure they are capable of delivering on time and within budget.

Put the job out to tender

To get the best overall design solution and value for money, space-only stands should be put out to tender, ideally to three or four companies. For large or complex products you may have to pay for detailed proposals.

Prepare a budget and work schedule

Having appointed a designer/contractor establish, in writing, exactly what they are responsible for. Confirm the budget and get a detailed breakdown of costs. Agree a work schedule and establish clear reporting procedures. If the stand is big or complex, visit the contractor to see work in progress and be present on site during build-up, not just on the final day.

Check conformity with rules and regulations

All exhibition stands must conform to certain regulations covering height, loading, fitting, building materials etc. and these will be detailed in your exhibitor manual. Designs for 'space-only' stands must be submitted to the organisers for approval.

Arrange essential services

Electricity, water, waste disposal, gas, lifting and telephone connections must be booked through the official contractor via order forms in the Exhibitor Manual. If in doubt about your requirements, talk to the contractor to ensure sufficient supply.

Organise transportation, handling and storage

Ensure all packages and crates are clearly labelled with your hall and stand number, and that someone is on site when the goods are delivered. Organisers will not accept them on your behalf, and packages have a habit of going astray. Most venues will not have space for empty packaging cases - you'll need to make

arrangements with your shipping agent.

Allow sufficient time for installation

The show goes on whether your stand is ready or not. Make sure that the complex stand your designer is proposing can be built in the build-up time available. Shell scheme visitors shouldn't underestimate the amount of time it takes to install an effective display. Don't leave it until the last minute and assume it will all look OK - it won't.

Leave your site as you found it

At the end of the event, you will be required to leave your stand space as you found it and pay for any clearance or make good any damage.

The essence of good stand design

Form should follow function

Before you consider what your stand will look like, you need to be clear about what you want it to DO for you. What are you going to exhibit? How many visitors are you hoping to attract? Will you require a reception desk, demonstration area, lounge area, an office? How much storage space will you need?

Choose a design that fits your image

The design of your stand says a lot about your company. Think carefully about what image you want to project. Do you want to appear friendly and customer-orientated, prestigious, high tech or go getting? Brief your designer accordingly. Shell scheme exhibitors should pay careful attention to graphics. Displays cobbled together at the last minute from cheap materials do nothing for a company's image as a professional organisation.

Beware of psychological barriers

The more open a stand, the more likely people are to step aboard. Platforms can act as a psychological barrier and are best avoided.

Don't try to dictate traffic flow

Freedom of movement is fundamental to good stand design. If you try to control traffic flow around your stand too rigidly, you will expend all your energy directing visitors rather than doing business with them.

Movement excites interest

A moving exhibit is much more likely to attract the eye than a static one. If your product or service cannot be demonstrated, look at other ways of creating movement for example, through the use of light, audio-visual displays or rotating signs and display plinths.

Height increases visibility

The best-space only stands also call attention to themselves from a distance. Height needn't be expensive - a simple column or pillar with your company name on can be extremely

effective. Remember, too, in some venues visitors will be looking down at you from a gallery. Use every design opportunity to attract their attention.

Say what you do

Don't assume that everyone will know what you do from your company name alone. If you're not a household name, or its not immediately obvious from your display what you can offer, use graphics to spell it out.

Promote benefits, not features

Exhibits should be presented as solutions to specific needs and problems. Don't bury benefits in a long list of features. If your products are the fastest, quietest, most durable or economical on the market, say so. Keep detailed technical data to hand in a brochure.

Keep your stand messages brief

Visitors are bombarded with information at exhibitions and can only take in so much. Where possible, stick to bold headlines and, if necessary, bullet points.

Don't skimp on photography

Photographs are a universal language and have got great visual appeal assuming of course, that you use good images. One of the most common complaints from stand designers concerns the poor quality of photographic material they are given to work with. If photographs form an important part of your display, plan ahead.

Ensure text can be easily read

Text should be placed at eye level or higher on the stand. Upper and lower case print is much easier to read than block capitals. If you do use longer text, stick to short sentences and paragraphs and use clear, well-spaced type.

If it's new say so!

The word 'new' is one of the most powerful words in advertising. If you are exhibiting a product or service for

the first time, label it accordingly on

the stand for all to see.

Publicising your presence

Start with your objectives

Different objectives require different promotional strategies. For example, if you want to raise awareness of a new company or product, banner advertising and sponsorship will ensure a high profile. If you have already identified your prospects, carefully targeted direct mail and exclusive stand invitations would be more appropriate.

Co-ordinate your activities carefully

Exhibitions should be treated as an integral part of your marketing effort not as isolated events on the marketing calendar. Use the event to re-inforce themes running in other media; put 'see us at..' flashes on existing advertising; promote your participation on your web site, and in customer newsletters.

Read the publicity guide

Most events prepare a full guide to publicity. Make sure it is forwarded to the right person (your marketing manager, or PR agency); take advantage of all free publicity opportunities; and be sure to meet all deadlines.

Invite your customers and prospects

Recent research has shown that 83% of the most successful exhibitors (in terms of business generated and leads collected) had mailed their customers and prospects before the show. (Source: Center for Exhibition Industry Research). You can mail your own lists, buy a list or mail the event's list of pre-registrants. Include a ticket and a covering letter and/or incentive giving them particular reasons to visit your stand.

Submit a catalogue entry

Exhibition directories/catalogues are the definitive guide to who's exhibiting, what they are showing and where they can be found. Available at show, they are increasingly published on event web sites to help attendees plan their visit. Use your free editorial entry to

highlight new products/services and company developments, stressing benefits over features.

Prepare a press pack

Ideally, your pack should contain a press release (or releases) on new product launches or company developments, stressing the benefits; background information on the company, preferably in the form of a fact sheet; and photographs, clearly captioned.

Inform the media of your activities

Find out from the organisers which media are doing show previews (most show publicity guides carry a list). Note the deadlines and submit your news and photos in good time. Send your news to the event's publicity manager too, for inclusion in the official show preview and review.

Consider sponsorship

Use sponsorship to stand out from the crowd. Most event's offer a range of 'off-the shelf' sponsorship opportunities, from carrier bags and signage to seminar theatres and press offices. Better still, talk to the organisers about a sponsorship package tailored to your particular objectives.

Use the web to maximum advantage

Most events have their own web sites, and these are increasingly being used by visitors to plan their visit and maximise their time at show. Take advantage of all publicity opportunities including on-line catalogues and product directories, news pages, banner advertising and hyperlinks to your own site.

Mail additional prospects after the event

Mail the prospects you didn't have time to meet, after the event. Many organisers make their attendance lists available to exhibitors, and you can often target very selectively, for example, by job title, product interest, geographical location etc. You can

either rent the list for single use, or purchase it for adding to your own

database of prospects.

Stand staffing and organisation

Appoint a Stand Manager

Stand managers need to be efficient, flexible, and diplomatic to deal with the many responsibilities at show, from motivating stand staff to liaising with contractors and welcoming important guests.

Choose your team carefully

Ensure the right balance of sales and technical staff, as well as senior managers. One of the greatest complaints from visitors about exhibitions concerns the lack of knowledge of stand staff. Buyers attend exhibitions with very specific questions on product performance, price and delivery. Make sure you have staff available who can answer them.

Pick staff who are willing *and* able

A positive attitude is vital if staff are to make the most of the event, and not undermine the enthusiasm of others.

Don't skimp on numbers

Exhibitions are hard work. Allow for adequate cover during busy periods and rest breaks. The costs of bringing one or two more people will be outweighed by increased productivity.

Involve stand staff in the planning

If stand staff feel part of the project from the outset you'll be much more likely to win their commitment and support.

Draw up a duty roster

Give staff adequate breaks to avoid fatigue and boredom. 2-3 hours is about the longest most people can sustain their energy levels. Copy the rota to all team members, so they know who is on duty at any given time.

Brief the team thoroughly

Hold a briefing session before the event, covering exhibition and personal objectives, exhibits, enquiry handling procedures, dress code, logistics, catering etc. Give each team

member a written summary for reference on the site.

Stand 'selling' is a specialist skill

Set aside a day to teach the fundamentals of how to encourage visitors onto the stand, how to open and close conversations, how to qualify visitors, and the impact of their own body language. It will make a dramatic difference to performance.

Use an efficient lead-recording system

Devise a tailor-made lead recording form for fast completion. Products of interest, type of business, purchasing authority etc. can all be listed so each interviewer has simply to tick the appropriate box.

Use incentives to motivate staff

Set individual staff targets for lead gathering, and reward achievement. Run light-hearted competitions with prizes for the winners.

Look after staff comforts

Stay as near to the exhibition as possible to avoid long journeys. If you have a sizeable team, hire a minibus to ferry yourselves to and from the hotel. Provide wholesome food on the stand and plenty of soft drinks.

Establish some basic stand rules

Discipline is essential on an exhibition stand. Establish a few ground rules for staff, covering punctuality, dress code, wearing of badges, use of the hospitality area and the drinking of alcohol on the stand.

Keep your 'house' in order

Put a member of the staff in charge of everyday 'housekeeping', with responsibility for ensuring that the stand is kept tidy, ashtrays are empties, literature is replenished and any damages to the display are quickly fixed.

Ensure adequate security

Lock away valuables in an office or cabinet at night. Telephones and

alcohol are particularly susceptible to abuse. Depending on the value of your exhibits, you may wish to hire your own security guard overnight.

Recognise and reward achievement

After the show, tell your team what was achieved, and ask their opinions

on how the results could have been bettered. Repay their effort and commitment with a small token of thanks. If they feel appreciated they'll be much more likely to try even harder next time around.

Following up after the show

Plan your follow-up *before* the show

Set a deadline for making initial contact, and a system for ensuring that ALL leads not just the hottest, are pursued to a conclusion. If you don't have the resources in house you should consider using the services of a mailing house or telemarketing agency.

Clear diaries for a week after the show

Make sure those responsible for lead-follow up set aside sufficient time to complete the job. Set aside a week, possibly two, depending on the number of enquiries you expect to take.

Prioritise leads according to urgency

Categorise all enquiries as soon as possible – preferably as they are taken on the stand. For example: A (definitely interested/immediate buying intention); B (actively considering purchase within the next six months); C (gathering information for future reference.)

Follow up immediately

To maximise response you need to strike while the iron is hot. Category A leads should be dealt with immediately. Have a fax machine or office-linked computer on your stand, so they can be relayed to the office for immediate action. ALL leads should be responded to within a week, two at the most.

Be persistent

Most exhibition leads take between three and eight months to come to fruition. Those involving the purchase of capital equipment or other high

costs can take much longer. Prospects must continue to be contacted at regular intervals until a sale is concluded, or the lead dries up.

Track all leads

Establish a central database of enquiries on computer. When distributing enquiry forms, retain a copy of each one in a central file, and record on it the name of the person to whom it has been distributed. Assign each lead a code so that it does not merge with the general sales database and can be tracked through to the accounts department for when the customer is invoiced.

Establish an effective sales reporting system

Getting sales people to record and report on the progress of enquiries is important if you are to have any financial measure of success. But it can be a problem, especially when dealing with regional offices. When distributing leads, attach a report form which must be completed and returned by a deadline date, indicating lead status. If the sale is ongoing, issue a second report with a new deadline, and so on until the lead is pursued to its conclusion.

Carry out a sales audit

An alternative to on-going lead tracking and sales reporting is to carry out a sales audit at an agreed period after the show. Ask each sales person to prepare a report indicating the status of all leads passed to them, the value of sales achieved, and anticipated value of future sales. Repeat the exercise at a later date.

Evaluating exhibition effectiveness

Measure your results

Depending on your objectives, there are a number of ways to measure exhibition success. It is a good idea to use as many as possible, to get the fullest picture of your achievements:

- **Value of sales achieved** – providing an efficient tracking system is used, it should be possible to ‘close the loop’ on many exhibition enquiries and assign a value to sales achieved.
- **Number of leads qualified** – does the number match your target? What is the quality of the leads?
- **Cost per useful contact** – divide the total cost of exhibiting by the number of leads generated to help establish the cost-effectiveness of the exercise.
- **Number of new contacts made** – compare the list of enquiries with your existing customer database. How many are new contacts? How would you have otherwise made these contacts?
- **Levels of customer/market awareness** – survey a cross section of visitors after the event asking them what they can recall about your company, your exhibit etc.
- **Media coverage generated** – keep a log of all press cuttings, including local and national press, trade press, official show preview and review, show daily newspaper. Use a press-monitoring agency if necessary. Get a circulation figure from the organisers for the show preview and

daily. Establish the area of page space you received in editorial and calculate the cost of an equivalent advertisement. Evaluate the content of the editorial achieves. To what extent did you succeed in getting your message across?

- **Other** – some benefits cannot be measured scientifically but are important when considering overall exhibition effectiveness. Consider the role the event has played in generating customer good will, building team spirit within the organisation etc.

Evaluate your performance

Having measured results, you need to pinpoint and analyse the causes of success or failure, so you can make improvements next time around. If targets were not met, to what extent was it caused by the organisers (quality/quantity of visitors, organisational problems) or by your own efforts? Consider all areas of your participation, from planning and budgeting, to stand design, promotion and staff performance.

Debrief the exhibition team

What did the team think of your performance? Hold a debriefing session while the event is still fresh in everyone’s mind.

Prepare a post-show report

Write up your conclusions and recommendations in the form of post-show report. Include samples of promotions undertaken and photographs of the stand. It will give you a huge head start next time around; and will provide a solid foundation on which your successor can build, should you move on!