

MAKING THE MOST OF YOUR EXHIBITING EXPERIENCE MARKETING AND PROMOTION

Whilst the Wines Unearthed team and the team from the Fair will be promoting your presence at the show, nothing can beat your own specific preparation. We hope the pointers below will help you with this.

Really think about your message: What makes you outstanding? What can you offer that your competitors can't? What have you already done successfully that might be interesting to potential new partners?

1. SPECIFIC ACTIONS FOR WINES UNEARTHED

- Have you double checked your entry on the Wines Unearthed website?
www.winesunearthed.com/wine-paris-exhibit-25
- This is a good online location to direct your potential visitors so they can find out more about you and understand why Wines Unearthed is such an unmissable part of the Fair.
- Wines Unearthed will also produce and print a brochure from the information you gave us on the exhibitor questionnaire. You are welcome to share this with potential visitors.

2. SPECIFIC ACTIONS FOR WINE PARIS

- Have you completed all the free areas that are available to you to promote your presence?
- Do you want to pay to have your products on the Wine Paris website so they are available for visitors to search/find?
- Have you thought about the Wine Paris business matching service and the message you'll give to potential matches? What can you do for them? Spend time on this, so you give them real reasons to make an appointment with you. And spend time thinking about who is your ideal customer in each of the markets you're approaching, and contact these companies with very specific messages.
- With the above in mind, LinkedIn is a great way of finding new contacts and messaging them. Think about investing in the professional version. You can use this to message more potential visitors, direct contacts to your business pages etc.

3. YOUR GENERIC BODY

- Does your generic body have a stand at the exhibition?
- If so, they will be promoting their presence. Make sure they include you, if possible.
- Are they producing a brochure. Make sure they include you, if possible.
- On the day: do they have your brochures with your WU Stand number on it at their reception desk?
- Do you have an exhibitor friend who will send visitors in your direction, and you can do the same for them?
- If your generic isn't there, will they do some promotion for you to promote your presence at the Fair?
- Do they have maps or POS material that might be useful for you?

4. GENERAL

4.1 Define your key objectives:

- Decide what you would like to achieve from your exhibition, eg:
 - o Gather leads and network to support future sales and marketing
 - o Build brand awareness
 - o Meet current clients
 - o Hook up with like-minded exhibitors to find mutual solutions to distribution

4.2 Communication to contacts:

- Identify what aspects of your products and services are unique. What can you offer your potential clients? Make sure you repeat this message in your marketing material, in your social posts, in the 'speech' you make on your stand, in your imagery – at every opportunity. Make sure your staff knows and repeats this message too.
- Tell all your contacts, clients and potential customers where and when you are exhibiting. Make sure they know the exact location of the Wines Unearthed area.
- We find that simple emails work well, so long as you have the right contact and you address the email personally.
- Include details of the Fair in your newsletter or send a direct email to your database inviting them to attend. A free/specific invitation is available in the 'exhibitor zone' on the Wines Unearthed website.
- Are there any companies exhibiting at the Fair who match your criteria for business partners? Make sure you communicate with them, find the appropriate contact and go and see them at the Fair.

4.3 Email and social media:

- Add the Fair details to your email signature and of course utilise social media. (see section on LinkedIn above). Free/specific graphics are available in the 'exhibitor zone' on the Wines Unearthed website.
- On social media, always include a link to Vinexposium and to Wines Unearthed and engage with attendees online
- Don't forget to take pictures of your stand during the day, especially when it's busy. Capture visitors interacting and share your photos during the exhibition.
- Follow the Wines Unearthed and the Fairs' specific hashtags for the event. Use it before and during the show to keep updated with the latest news and to become part of the exhibition community.

4.4 Your stand:

- How do you get your exhibition stand to communicate who you are & what you do, in the time it takes someone to glance at your stand? Intelligent use of graphics can communicate a powerful message in a single glance.
- Does the image you've submitted for the front of your stand convey your message?
- Consider QR Codes if you want to cut the cost of printed material. The code can be easily scanned by attendees and lead them to your website or a pdf presentation.

4.5 Staff preparation:

- The preparation and suitability of your company representatives should not be underestimated. 'People buy from people they know, like & trust'.
- Staff should be people orientated.
- Be knowledgeable about your company and relevant products and services.

- Be enthusiastic and confident.
- Be good listeners.
- Look and act professionally at all times.
- They should be informed of the key benefits of your products and services vs the competition.
- Also, make sure you have enough people to cover lunch/comfort breaks and to allow you to make the most of the networking opportunities and business seminars. It's definitely worth spending time off the stand and eyeing up any opportunities.

4.6 Company Literature:

- It is thought about 90% of all literature collected by people at exhibitions or trade shows never make it back to their office. Design material that is simple and gets your message across effectively.
- Determine how many brochures/give away items will be required, never run out on the day! As mentioned above, put some on your generic stand's reception area.
- For an economical point of view ensure you can also utilise any leftover marketing materials for future events and mail outs.
- Would a video or photo show be useful to get your message across?
- Don't miss an opportunity to gather contacts & leads, a classic business card draw is a simple way to do this.

4.7 Your Fellow Exhibitors:

- Your fellow exhibitors may have contacts they'd be willing to share with you. Talk to them. Find out who they are working with and if there are any opportunities for you. At least use the opportunity to learn about what your competitors are doing.
- Are you booked on the Wines Unearthed pre-show dinner? This is a great chance to meet the other exhibitors and see if there are any collaboration opportunities.

4.8 Follow up with leads:

It's important to remember to allocate time for your follow-up. The sooner you follow up with your leads the better the chance of turning them into sales. Send personalised emails to visitors to thank them and provide more information within a week of the Fair.

At Wines Unearthed, we are passionate about making sure you have a good exhibiting experience. We hope this is helpful and we look forward to working with you at the Fair.