

Get the most out of your sponsorship

TIPS AND TRICKS

For more information on making the most of your sponsorship contact the team on (09) 912 3616 or sponsorship@conferenz.co.nz

1 Set objectives..

What do you want to achieve from exhibiting?

Set your goals and let your team running the event know what they are.

Objectives may include:

- Generate new leads and ROI
- Make appointments
- Launch a new product
- Build company profile and brand
- Market research
- Deliver a key message

2 Create a plan..

How will you achieve your goals?

Create an action plan timeline for before, during and after the event.

3 Designing your stand..

Keep it simple

Avoid clutter, keep it open, avoid deskling across the front of your stand. Make it welcoming and warm. The golden rule: 50% product, 50% space.

Make it bright and light

The brighter the better: highlight walls, signage and furniture.

Visible Signage

Keep signage simple and elevated just above eye level with visible brand presence and light on text.

Highlight new products

Your stand layout should give prominence to new products.



4 Get noticed!

Try a theme

Be eye catching

'Grab' visitors attention with an eye catching display at the front of your stand

Have your stand come alive

Movement, colour, plants, activities

Advertise new product releases

Giveaways

Hand out unusual giveaways with your company branding

Action - attention

Have an activity on your stand to attract attention.

Entice delegates in

Have a barista making coffee (a sure win!) or a juice bar

Do your research!

- Talk to the organiser about what other exhibitors are doing or ideas. Be creative! It doesn't have to cost a lot either.
- To hire a TV or iPad may be similar cost to buying one - and it can double as a giveaway!

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5 Staff for optimum results

Have only the best

Have your best staff rostered, and ensure you have shared with them your objectives.

Set targets

Set company and personal targets, with incentives for achieving these.

Know your business

Make sure staff are interested! They should be full of knowledge and can anticipate the diverse visitor enquiries.

Freshen up

Roster staff on for the conference breaks, your peak times, plus, give them a break.

Don't turn your back

Ensure staff remain open and friendly to delegates. Avoid talking on mobiles or sitting behind a computer.

Remind Staff

- Wear comfortable shoes
- Take a kit of things you may need (tape, scissors, chargers etc)
- At all Conferenz events, your staff passes have entry to the conference room.
- Watch the sessions for the perfect conversation starter!



6 Lead collection & follow up

Be prepared

Create a document to record interactions. Record:

- Delegate information (contact details)
- Summary of discussion
- Short/long term needs
- What to follow up with

Make sure you follow up!

Qualify visitors

Identify the profile of person you are targeting prior to the event.

Plan your follow up

Schedule staff pre show for post show follow up calls and mail outs.

Run a prize draw

This is a great way to capture full contact information of those you speak to. Make sure the prize matches the audience attending - sparking interest will ensure lots of entries!

