

the **formula** for creating
high performance exhibitions



WARNING

Failure to adhere to the advice within this document will greatly reduce the success of your exhibitions!

love**expo**
exhibiting **excellence**



a racing team is only as good as the sum of its parts

At LoveExpo, our aim is to provide you with an engaging and stylish exhibition solution to create a highly professional image for your events.

However, our thinking doesn't stop there. We are different from other stand contractors: we know how to help you deliver maximum performance from your exhibition opportunities.

We want you to maximise every opportunity presented by exhibiting your products

and services. This extends well beyond simply putting up a great looking stand.

A Formula 1 racing team ensures that every member of their crew knows their job inside out and performs on the day. They crunch the numbers and analyse everything to find those extra percentage gains to give them a competitive advantage.

We can help you apply the same F1 principles to your exhibition to ensure you achieve maximum return on your investment.

Our strategic approach to client exhibiting involves meticulous planning, from goal setting and staffing through to clarity of communication, data capture and analysis.

We want you to succeed and achieve maximum value in your approach to exhibiting. So we focus your planning on five interconnecting strands:

- Objectives
- The Team
- Functionality
- Messaging
- Post Show Analysis.



CAUTION

Ignoring these crucial factors will diminish your chances of winning new business.

By adopting our strategy, you can transform your approach to exhibiting, galvanise your marketing performance and ensure that you secure new business opportunities.


loveexpo
exhibiting excellence





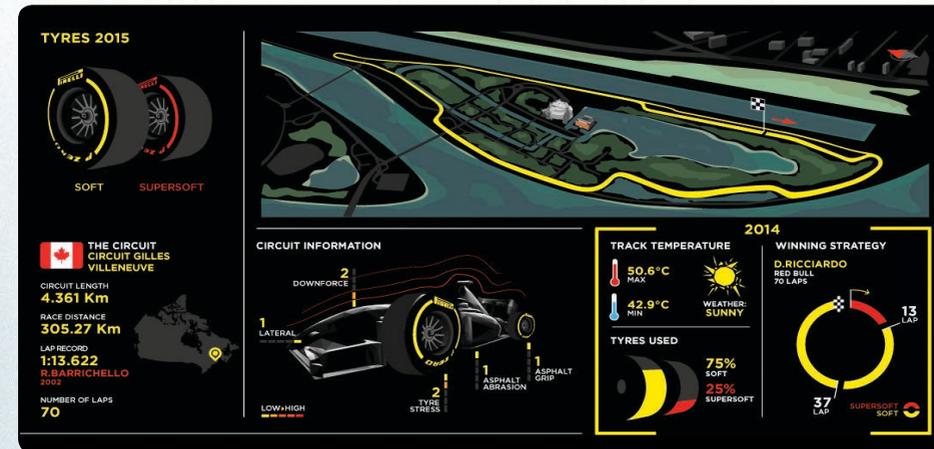
strategy and objectives

securing a place
at the front of the grid

As in F1 where a team needs to consider: the track, weather conditions, humidity, driver style, competitors and much more, you need to consider a number of different factors to ensure you secure pole position in the prospects' eyes on the day.

LoveExpo can help you to set vital measurable goals and meaningful targets which will help you to deliver in line with your company's business plan.

a **formula 1 driver** expects his engineers to deliver peak engine performance and his race technicians to plan a perfect race strategy - **on and before race day**.



Achieving clarity of thinking to put you ahead:

- ♥ Can you set clear, strategic objectives for what you want to achieve?
- ♥ Who are your target customers?
- ♥ What information do you want to extract from your visitors?
- ♥ Have you planned how to increase visitors to your stand?
- ♥ How will you ensure your team is totally prepared?
- ♥ How many qualified leads will make your exhibition a success?
- ♥ How do you maximise the opportunities that live marketing offers over other forms of marketing you currently use?

Just like F1, you also need to review the feedback from the exhibition to ensure you develop winning strategies to perform better every time you exhibit.



the fastest car on the grid will only win if driven by the best driver, supported by the best engineers and race technicians. Who in **your team** is best equipped to **drive new business** from your exhibitions?



the team

selecting skilled drivers
and supportive pit crews

Creating a podium winning team:

- ♥ How do you decide on team selection and staffing?
- ♥ What skills do they need to build a rapport with potential customers and help achieve your objectives?
- ♥ How do you define team roles?
- ♥ Who will lead your exhibition pit crew?
- ♥ How will you ensure the whole team have an agreed and consistent message to deliver?
- ♥ Are your team as good at listening as they are at talking?

A well designed and eye catching stand with all the bells and whistles is of little value if those representing the company are disengaged.

It's vital that your staff are keen to get out and engage with exhibition visitors. Are they motivated, passionate and incentivised to go that extra mile?

Just like a Formula 1 race, an exhibition is a fluid environment where quick thinking and proactivity can make all the difference.

You need an impeccably trained crew to perform well and adapt to changing situations, so they will collaborate and interact with visitors with enthusiasm and positivity.



winning an F1 race is about equipping the entire team with all the **best tools and equipment** to ensure their car maintains track position.



functionality

getting you into top gear



The precisely timed, millimetre perfect choreography of an F1 pit stop is vital in turning a race strategy into success, whether it's a planned tyre change or an unscheduled repair to a damaged nose cone.

The key to successful exhibiting is about much more than having an eye-catching exhibition stand.

We will help you create a polished and memorable visitor journey by providing the required functionality and optimising available space so your team can engage positively with prospects.

Just as a Formula 1 driver's steering wheel is carefully

designed with high tech features to give them vital controls right at their fingertips, your staff and visitors must have the best possible environment in which to interact and demonstrate your product or service benefits.

Ensuring you deliver the results:

- ♥ How well do you optimise your exhibition space?
- ♥ What activities need to take place on the stand to deliver in line with your objectives?
- ♥ How do you ensure the visitor journey is a positive and memorable experience?
- ♥ Can you easily change tack if circumstances dictate?





getting the message right engaging your audience



Although this exhibitor has prominent branding they have absolutely no visible information as to why a visitor should be interested in stopping and engaging with their staff.



This stand has clear prominent branding but also tells visitors exactly what Airpac specialises in. Don't make them try to work it out for themselves - be obvious, be direct and be bold.

F1 organisers keep fans engaged by providing **precise information** about race conditions, lap times, pit stops and driver retirements. What exactly will you say to **engage and excite your audience**?



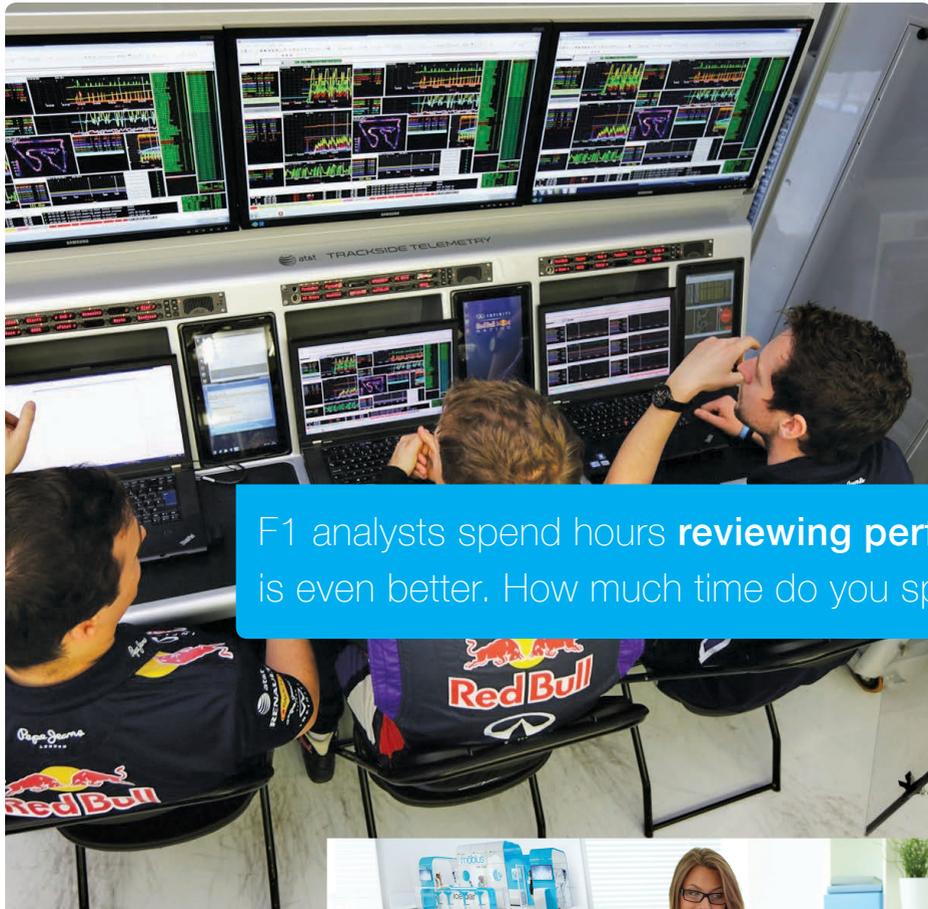
LoveExpo can help you better present the practical benefits of your business to exhibition visitors.

We do this not only by providing clear signage and striking graphics, but also by ensuring that everything about your exhibition stand is designed to help you achieve your objectives and demonstrate the benefits of your products and services to your potential customers.

It's crucial for example that your staff ask the right questions and capture specific responses, rather than just focusing on telling your visitors everything you have to offer.

Creating effective signals to increase excitement:

- What are the key messages you wish to communicate and how will they appeal to the target audience?
- What tactics will you employ to engage with visitors which deliver the necessary impact and memorability?
- How will you clearly explain the benefits of your products and services?
- How can you inspire your team to exhibit with confidence, authority and pride?



F1 analysts spend hours **reviewing performance** and making detailed refinements to ensure their next race is even better. How much time do you spend after each exhibition to **make improvements** for next time?



post-show analysis

evaluating lap times
and driving performance

Considerations for driving home your advantage:

- ♥ How are you going to capture contact data?
- ♥ Who is going to follow up after the show and how?
- ♥ When will you review and refine to improve the overall performance or your next exhibition?
- ♥ How will you determine whether your existing strategy is working?
- ♥ What changes can you introduce to help the team perform even better next time?

Long after the champagne corks have popped and the drivers have taken the plaudits, Formula 1 teams are poring over all the available data to see how and where they can improve in the next race.

Exhibiting is not about how many business cards you collected, it's about recording valuable data from effective customer engagement, then using it for appropriate, tailored follow up activity.

LoveExpo can show you how to adopt a much more sophisticated approach to lead generation.



exhibiting well is like a finely tuned engine

The leading Formula 1 racing teams leave no stone unturned to achieve their success.

Just like an F1 team, we can help you create marginal gains with your exhibitions.

80% of exhibitors are failing to reach their true potential. With our knowledge and experience, you can reach yours and maximise your return on investment.

At LoveExpo we work closely with you to equip you with everything you need to achieve maximum performance from your exhibition.

We help you take your exhibiting to a higher level, not only through providing great exhibition stands, but with a crucial insight into actual performance.

We will guide you through a proven, results driven process covering all the essential strategies required to ensure you build more business from your exhibitions.

For sound advice on all aspects of successful exhibition planning to maximise your business growth, call LoveExpo today.

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“The advice we received from LoveExpo was just what we needed; they took the time to listen to what we wanted to do and how we planned to achieve it. They used their knowledge and experience to provide us with the the best possible exhibition stand and some really **sound advice and ideas** as to how to how we should go about **achieving our objectives**. We have already turned to LoveExpo for other kinds of event support and will definitely be doing so again.”

Bob Bissell - Events & Partner Programmes Manager. BT Business

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“The exhibition stand that LoveExpo designed and built for LG Energy was intelligent and innovative; it helped us stand out from the competition at the most prestigious event in the energy calendar. The direction, advice and help provided by LoveExpo to create an **effective ‘Live Marketing’ strategy** for our ongoing exhibitions was invaluable to us. I would recommend LoveExpo to anyone.”

Asif Rizvi, Managing Director, LG Energy Group

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Free Download

The 17 Key Success Principles To Maximise Your Exhibition's Return-On-Investment

To download this essential guide please visit
www.loveexpo.co.uk/guideddownloads



Our winning formula:

- + Engaging exhibition stands
+ Implementing proven results driven strategies

- = Greater ROI from your exhibitions

For a free review of your
live marketing strategy
call us today on **01253 769911**.


exhibiting excellence

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