



EXHIBITOR PRE-SHOW MARKETING CHECKLIST

This is a quick, user - friendly guide to ensure you achieve the best results from your participation at The Flooring Show, Harrogate.

See below for some useful marketing tools to help you promote yourself for maximum success.

If you require any more marketing materials or have any questions, please contact:

harriet@theflooringshow.com



SHOW OFFERS

One of the simplest, most effective ways to showcase your products/services and gain exposure through our marketing campaigns, whilst building your own contacts for future use.

These are a great reason to invite people to your stand! We try to include offers in our newsletters where possible - email Harriet with any relevant details and imagery.



SOCIAL MEDIA

The easiest and most instant way of communicating exciting pre-show updates and news to your customers.

Don't forget to update your social media pages about your plans for the show. It's the quickest way to tell your customers why they should visit you at the show – special show offers, product sampling and new products.

Follow us on social media to keep up-to-date with show content and the latest news.

Twitter: @FlooringShow

Instagram: @theflooringshow

Facebook: @theflooringshow

Hashtag: #TFS19



SHOW PREVIEW

Don't miss out on being featured in the show preview!

Sent out two months before the show to all pre-registered visitors and to those that have expressed an interest in the show previously. The show preview provides a great chance for you to let visitors know about any offers or new products they can expect to find on your stand at the show. **This is sent both by direct post, and also digitally to our entire database of over 17,000.**

Please complete your Show Preview entry via the E-zone. Deadline for entries is 5th July 2019

There are additional advertising opportunities available should you wish to increase your visibility in the show preview.



SHOW GUIDE

Ensure you're listed in the guide visitors keep for reference after the event!

Every exhibitor receives a FREE entry into the show guide, which includes a 42-word description of your company, product or service. Show Guides will be given to visitors on arrival. It will contain a complete list of exhibitors. Also contained will be the show's floor plan, information about the seminars and other key features at the show. **This is also sent out digitally to our entire database of over 17,000 post-show.**

Please complete your Show Guide entry via the E-zone. Deadline for entries is: 16th August 2019

The show guide is all visitors go-to guide after attending the event as it contains all of the valuable information from their visit to the show. There are additional advertising opportunities available should you wish to increase your visibility in the show guide.

LOGOS – If you wish to have your brand logo included in the Show Guide, this is charged at £50 per logo. Please contact [Harriet](#) to arrange.



WEBSITE LISTING

When you complete your Show Preview/Guide entry via the E-zone, this will also be used for your website listing on The Flooring Show website, along with your logo.



SHOW LOGO & SEE US AT BANNER

Use the show logo or 'See Us At' banner to tell everyone you 'e-meet' that you'll be at the show!



POSTCARDS & STICKERS

Great for sending out with orders! You will receive 50 postcards and 8 sheets of stickers in the next few weeks. Please just let us know if you run out and need more!



OTHER USEFUL INFO:

WEBSITE <https://www.theflooringshow.com>

Our website is designed to offer essential information to visitors, exhibitors and press. Visitors use it to find out about who is exhibiting at the show, to plan their day, read about show features and register for their free ticket.

The exhibitor list is on the website, please complete your online profile with as much detail as possible.



E-ZONE/EXHIBITOR BADGES

You will receive a link and personal log-in/password for your Exhibitor E-zone from our registration company, LiveBuzz.

Here you will be able to submit your logo, your 42-word listing, access your Exhibitor manual, banners and also request your exhibitor badges for staff as well as sending out personalised invitations to your clients with quick and easy links for them to register.

If you have any problems, or need the log-in resending, please contact exhibitors@livebuzz.co.uk