

SURFACE WORLD

... we have everything covered

exhibit at Surface World
and we will bring potential
customers directly to you

Follow these tips to get the most out of Surface World

We have put together a selection of top tips to ensure your attendance at Surface World is productive and rewarding for you and your company.

<p>Create a stand that makes visitors feel comfortable</p>	<p>Never close early! That last visitor could be your biggest lead</p>	<p>Have exclusive offers only available to visitors of Surface World Promote these prior to and at the show</p>
<p>Ensure your stand is manned at all times. You may miss that one visitor that has made the journey especially to visit your stand!</p>	<p>Show genuine enthusiasm for your products and services</p>	<p>The only time you should sit down is when you are talking to a visitor Be ready to engage!</p>
<p>Avoid eating on the stand</p>	<p>Have present one member of your team who knows the technical aspects of your products and services inside out</p>	<p>Establish a dress code for all staff on your stand This shows professionalism</p>
<p>Extend your stand by utilising the aisle! Meet and greet visitors to your stand</p>	<p>Use product demonstrations to draw in a crowd</p>	<p>Use social media and email campaigns to encourage customers to visit you at the show</p>
<p>Meet and greet visitors to your stand</p>	<p>Provide a professionally made name tag for each staff member to wear</p>	<p>Try to ask questions instead of pitching and take notes</p>
<p>Meet and greet visitors to your stand</p>	<p>Wear comfortable shoes! You will be on your feet for most of the show</p>	<p>Make the most of any promotional activity offered prior to the show.</p>
<p>Design your stand to be visually interesting and inviting</p>		<p>Editorials in Surface World magazine leading up to the show are a great way to let visitors know you are there!</p>
<p>Hold a contest for the highest quantity of qualified leads taken at the show to reward stand staff</p>	<p>Those who listen are the most successful! Listen 80% Talk 20%</p>	
<p>Keep hydrated and ensure all staff get regular breaks Make time to eat</p>	<p>Use quiet time to network with other exhibitors Make friends with your neighbours and refer attendess on if you cannot assist them</p>	
<p>Establish a follow up protocol for all leads taken at the show. Turn those leads into sales!</p>		

Thinking of Exhibiting?

Getting the price right for you

Surface World is the major industry event for the Surface Finishing Industries aimed at specifiers, engineers, designers and practitioners.

Surface World is a perfect platform for visitors to identify new suppliers, upgrading current finishing lines, looking at alternative processes to improve profitability, negotiate new business or just to network with current suppliers and also find out what is happening in the industry.

Not only will you get to introduce your business to visitors at the show from all areas of the industry you can also network with other exhibitors.

Can you afford to miss out on the opportunity to promote your products and services to the surface finishing industry at Surface World?

Ever thought about exhibiting at Surface World?

- ▶ Surface World is a great way to kick start the year aheads trading
- ▶ Stay ahead of your competitors
- ▶ Launch new catalogues
- ▶ Showcase new products and technologies
- ▶ Give live hands-on demonstrations to visitors
- ▶ Meet key buyers and decision makers
- ▶ Network with other exhibitors at the show

Cost effective packages tailored for you

Surface World Live offer very cost effective rates for exhibitors with a minimum stand size of 3m x 2m. We make it very simple for you to exhibit, whether you need a shell scheme stand built for you or space only to create your own, we can provide all the services you need to make your participation easy and effective. We have a proven track record of getting the key buyers to you at the exhibition.

Friendly and efficient

Surface World is organised by Hill Media Ltd., the publishers of the industry leading magazine Surface World and the Surface World Handbook and Directory. Our staff are friendly and efficient and are always prepared to give exhibitors the help and support they require.

On-going support and promotional activity

We utilise Surface World magazine, the Show Guide, email campaigns to a wide audience database and the Surface World website to constantly promote the show, giving us the edge over other trade shows.

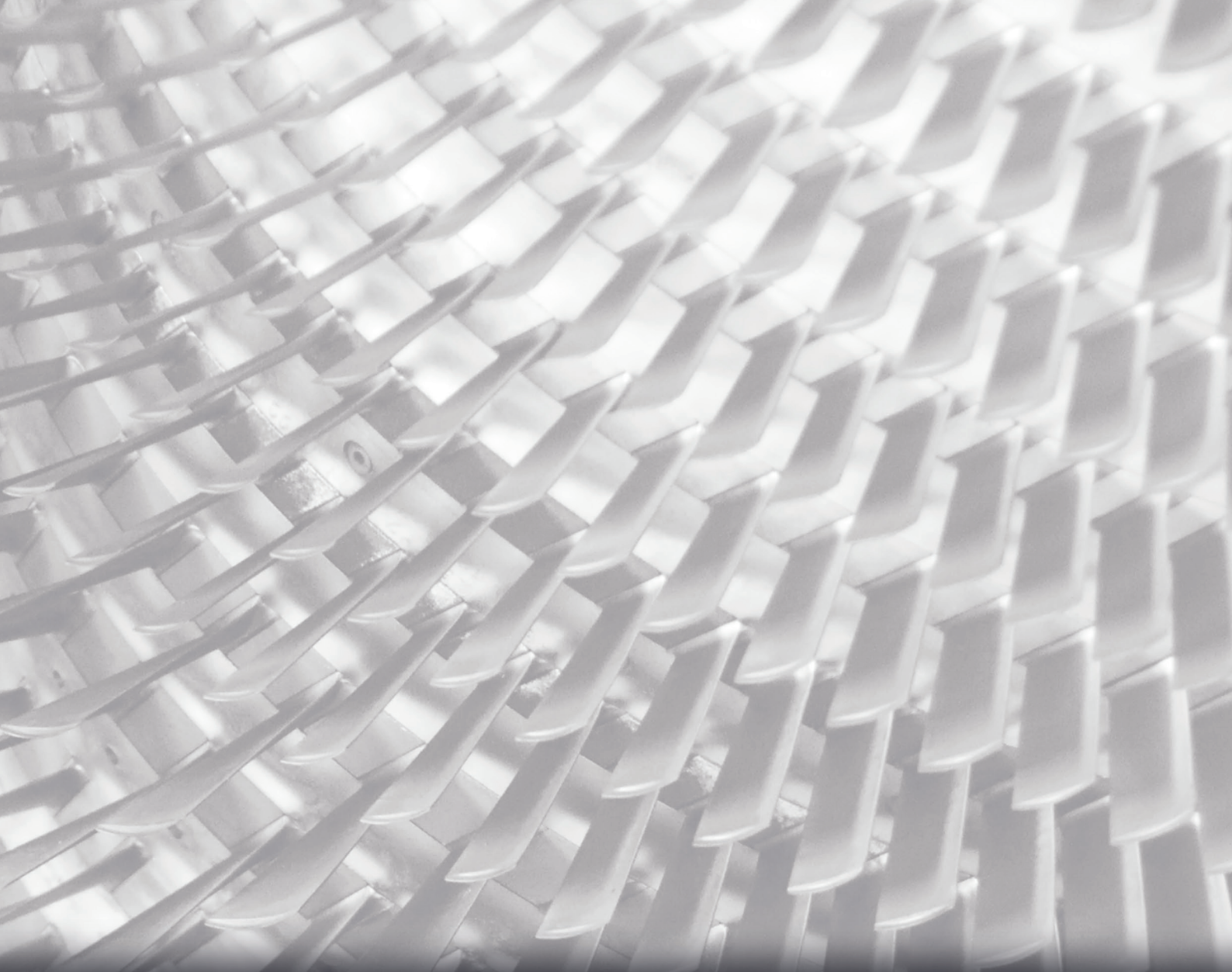
We are here to offer support and advice to ensure you have a successful and enjoyable show.

What's included for exhibitors:

- ▶ as many exhibition invitation tickets as you need
- ▶ shell-scheme stand or space only
- ▶ coverage in the preview issue of Surface World magazine
- ▶ guaranteed entries in the Surface World Handbook & Directory
- ▶ inclusion in promotional activity before, during and after the show
- ▶ free parking for exhibitors
- ▶ editorial in the magazine leading up to the show
- ▶ free listing in the Surface World Show Guide
- ▶ exhibitor drinks reception

STAND SIZE	SHELL (£250m ²)	SPACE ONLY (£225m ²)
9 m ²	£2,250	£2,025
12 m ²	£3,000	£2,700
15 m ²	£3,750	£3,375
20 m ²	£5,000	£4,500
24 m ²	£6,000	£5,400

To find out more about exhibiting at the show please contact Nigel Bean
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Surface World and Surface World Magazine are supported by:



Surface World – we have everything covered

Would you like to speak to someone
about the services Surface World offer?

Call Nigel Bean for more information:
01442 826826



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