**Tips to get the most from your exhibition**

REED Top tips for success (REEDEXPO website 2016)

Exhibitions are one of the most powerful, versatile and cost-effective marketing tools available. With years of experience, Reed Exhibitions will work closely with you to help make yours a success.

To start, here are our top tips for maximising your return on investment:

1. Set clear, measurable objectives – are you focusing on sales leads, a new product launch, penetrating a new market, or customer loyalty?
2. Discuss your options with us – from product display stands to event sponsorships, we can help you decide what configurations best suit your objectives.
3. Appoint an exhibition coordinator – to maximise efficiency, appoint one person with overall responsibility for planning and budgeting.
4. Read the manual – our comprehensive exhibitor manuals will save you time and money, plus help you to enjoy a hassle-free exhibition.
5. Prepare a detailed budget – allocate funds upfront to cover stand design costs and marketing collateral to ensure you have everything you need.
6. Invite customers and prospects – sending tickets to your own network is the single most effective way of generating business.
7. Promote yourself online – most visitors pre-plan their visit on the event website, so use our web advertising options to let them know you’re there.
8. Create a high-impact stand – keep your key messages brief, bold and relevant to your customer needs.
9. Train and motivate your stand staff – get your best people on the stand, as their performance is central to the success of your exhibition.
10. Chase up your leads – you’ll collect leads and contacts during the event, so be sure to contact them promptly after the show.
11. Talk to us about maximising your investment – many Reed shows provide Exhibitor Training Seminars.