

## **How To Tailor Make Your Exhibition Stand**

**Do you exhibit? If so you may want to read this:**

Are you guilty of using generic marketing stands and literature at exhibitions which do not communicate how your 'offerings' are relevant to exhibition visitors? Are you losing potential sales leads because you haven't communicated to your target audience exactly how you can help them?

Before your next exhibition, we recommend you brain storm why visitors are coming to that particular exhibition, what are their needs and requirements? What problems do they have that you can provide a solution to? Once you have worked this out, you will be in a much better position to tailor make posters, exhibition stands to meet the needs of your customers, and more importantly not miss a single sales opportunity! After all that's why you are there... isn't it?

For more events management tips and hints attend our Events Management Training Workshop on 15<sup>th</sup> November at the Hilton Kensington. We have added a new 'Introduction to Exhibiting' Section, which will give you lots of valuable advice to increase your return on 'Exhibition' investment. Email Gemma for further details: [gfabian@futurehorizons.com](mailto:gfabian@futurehorizons.com)