



EXHIBITIONS  
& TRADE FAIRS

EXHIBITOR TRAINING MODULE 2:

# A GUIDE TO THE EXHIBITION GALAXY

*Our galaxy, the Milky Way, has a 'supermassive black hole' in the middle.*

Source: NASA

*Without a proper plan, your exhibition spend could have a supermassive black hole.*

**According to space agency NASA, a 'galaxy' is a huge collection of different components, held together by gravity.**

In the same vein, an exhibition is a huge collection of different components, held together by a sensible plan. In this training module you'll learn: who are the main people to know, what is the best way to connect, when you will meet key contacts, and where to focus your time and effort...

...across three of the essential exhibition galaxy components:



The **Organisers**



The **Suppliers**



The **Venue**

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# WELCOME TO THE GALAXY

This series of Exhibitor Training Modules is for both those new to exhibitions and those who want to improve their results from events.

We've created six easy-to-understand Exhibitor Training Modules, covering why exhibit in the first place; who you need to know in the Exhibition Galaxy (this guide); how to plan for an exhibition including setting objectives; how to go about marketing; tips on dressing your stand and creating a memorable experience and how to measure your Return on Investment.

For a full list of modules, see the end or contact the Exhibitions & Trade Fairs' team.

## The essential components

There are five components to a successful exhibition: the organisers (that's us, Exhibitions & Trade Fairs), the exhibitors (that's you), the suppliers, the venue and the visitors.

Here we'll look at who, what, when and where for three aspects: us, the suppliers and the venue.



**THE ORGANISERS**  
(us, Exhibitions  
and Trade Fairs)

# THE ORGANISERS

**Most likely, the first person you encounter in your exhibition galaxy journey will be one of our sales team members when you inquire about an event or book a stand.**

**Whilst our sales team may be the first point of contact, they will continue to be YOUR point of contact throughout your planning. They are great sources of information.**

They are the ideal person to work with anytime you need assistance; from objective setting, designing of your stand and the visitor experience, through to helping you measure your success after the show. They will also have a strong

understanding of the target audience for the event you're exhibiting at, and will be able to work with you to drive your promotions and attract as much of that target audience as possible to your stand.

They can also answer questions along the way, such as the names of suppliers who can help with stand design, how to register your exhibiting staff, and so forth.

***As organisers,  
we are your "one stop  
shop" for everything,  
with multiple people  
and departments  
who can help you  
along the way.***

***TIP:  
Give yourself  
the best choice  
in your stand size  
and position by  
booking early.***





**THE ORGANISERS**  
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# WHO ELSE CAN HELP?

**It's also worth building a good relationship with our marketing and operations teams. That's for two reasons:**

## 1) The lead-up to the event:

In the lead-up to the event, we generally run a marketing campaign to people in that exhibition's target audience. We also seek out opportunities in relevant trade press, so make sure you respond to our marketing call-outs for information on what you're showing on your stand and how it will help your target customer. By responding, you give

yourself an excellent chance of being included in the digital marketing campaign and in the trade press. All for free!

The operations team will be able to point you in the right direction for suppliers that can help you with stand design and build and other vital services. We may have preferred suppliers so be sure to ask the operations team about getting in touch with those.

Don't forget to read and act on items within the Exhibitor Manual! Every event we organise has one and our operations team will be happy to supply this.

## 2) During the event:

For most events, we produce a daily show newsletter and generate great media coverage.

To optimise exhibiting, make sure you let us know how you're going. Include interesting stats or achievements, such as your 1,000th sale! Or the daily winner of an exhibition-related competition you're running on your stand. Make it interesting to make your business stand out.

**TIP: Here's a great thing to ask your exhibition sales executive: what rates or position you can have if you book your stand for the next event while at the current exhibition. Capitalise on your efforts and get in early.**

**Respond to our call-outs for free publicity. That way, besides the marketing you do yourself, you'll get free publicity!**

**ANOTHER WAY TO OPTIMISE EXHIBITING** is to see if there are any opportunities to promote your business through the content program, maybe by giving a talk on your specialist subject or business area, or being part of a workshop or a panel.

**Again, make sure you ask and use our knowledge to help make the most of exhibiting.**





THE SUPPLIERS

# THE SUPPLIERS

You may not realise just how many suppliers you could deal with to get your stand business-ready at an exhibition.

## You may need:

- stand design
- stand build
  - furniture
- graphic design
- AV and lighting
  - electrics
  - catering
  - rigging

The first time we'll introduce you to our suppliers is via the **Exhibitor Information Manual (EIM)**. You'll receive access to this manual shortly after your stand is confirmed.

An EIM is an online resource that hosts all important information for exhibitions when planning, and includes all kinds of supplier order forms for freight, furniture, power, catering, audio visual, lead tracking, and more.

You'll also use the EIM to find move-in schedules, upload stand designs, share insurance info and locate key contact information.

All of this could add up to a dozen, or more suppliers. With so many suppliers to deal with, it's vital you get the right members of your team talking to the right people, at the right time. This is true for every area, but perhaps particularly so for the

design and dressing of your exhibition stand, because this will affect all your other needs.

Murphy's Law suggests that with so many people involved in a time-sensitive process, at some point 'something' will go wrong. And while it's easy to say, we really do mean "don't panic"! We get what can go wrong, and our staff have all helped exhibitors deal with 'Murphy's Law panic'.

*TIP: Having a meltdown with 'something missing' from your stand? Stop, breathe, ask an Exhibitions & Trade Fairs operations team member to help. And breathe...*





THE VENUE

# THE VENUE

No doubt when deciding to exhibit, you chose the event because it fits your target market.

And you may now be wondering – since we chose the venue not you – why we've included "the venue" as one of the essential elements you need to pay some attention to.

Simply because of this: by exhibiting, you are putting yourself in the 'shop window', so you do need to know what 'the shop' looks like so you can style your business to look its best. So take the time to visit the venue, see where everything is.

## **Need some help with this? Talk to us.**

Exhibition venues can vary considerably – from grand old heritage buildings that are elegantly stoked with character, to purpose-built, modern facilities that basically offer themselves as a blank canvas.

A venue may have natural daylight. Or it may not. A venue may have some outdoor space and multiple halls.

Or... it may not. So determine how you can make the most of what the venue offers. Your Exhibitions & Trade Fairs team can guide you to choosing a spot that will suit your needs. *(Remember: the earlier you book your stand, the wider your choices!)*

We're very familiar with the exhibition spaces in which we host events, whether we've been hosting events there for many years or if it's the first time.

We make sure we know the venue well because it's all part of delivering an excellent event.

## **NOT SURE WHERE A GREAT SPOT TO HOST AN IMPORTANT STAND GUEST IS OR TO GRAB A BITE TO EAT OFF-SITE?**

What about suitable hotels? We can help you with all sorts of questions about the venue and its surrounding area.

**TIP: Some venues provide free wi-fi while others charge; if you need the internet on your stand, then weigh up the options; e.g: a portable wi-fi hotspot may be more cost effective than the venue's service.**





**EXHIBITIONS  
& TRADE FAIRS**

## **This Exhibitor Training Module is part of a series of six easy-to-understand guides:**

- 1. The Power of Live Events**
- 2. A Guide to the Exhibition Galaxy**
- 3. Steps to Get Started and Set  
Exhibition Objectives**
- 4. A Marketing Guide for Exhibitors**
- 5. A Guide to Dressing Your Stand and  
Creating that Memorable Experience**
- 6. A Guide to Measuring Exhibition  
Success**

**For more information, contact the  
*Exhibitions & Trade Fairs*' team. They can  
help you through the guides and answer  
any questions you have. After all, if you're  
going to ask a question, ask an expert!**

Exhibitions & Trade Fairs has been creating and delivering award winning exhibitions and conferences since the 1970s. Around Australia and across the world. B2B and B2C. Large and small.

Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.

