

The Journey of a Virgin Exhibitor



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Hello

Welcome to this guide designed for the first time exhibitor.

It will take you on the exciting journey from selecting an event through to successful participation and follow up.

If you already have some experience then you may wish to skip certain sections or dip in and out to find ideas and inspiration to maximise your effectiveness at an event.

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www.answers-group.com

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Choosing an Event

Finding the right audience

Just like printed media, exhibitions are often audited, so if it's high volume and high quality visitors you are looking for check that the audit matches your list of prospects. Try www.abc.org.uk or ask the sales staff to provide a breakdown of the type of people who attend the event. For existing events they should have a list of past visitors and demographics.

See who else is exhibiting

If your competitors attend then it can be a good sign. If they aren't then you may be able to gain market share by tapping into new areas.

Trusting the organisers

A sign of a good organiser is whether the company is a member of an association such as the Association of Event Organisers. The event may also have support from a trade body or association who sit on a steering committee to ensure that the event represents the industry.

Getting the right location

If you're looking to expand into new areas then an exhibition can create an ideal launch pad for demonstrating or handing out samples — whether in the UK or overseas the location of the exhibition will have an impact on the people that attend and can offer additional opportunities for wining and dining.

Still not sure?

Why not go along as a visitor and see what you think before committing. Exhibitions offer a unique sales platform where you can meet prospects face to face. All of these visitors would have chosen to attend so in effect they are positively inclined to buy. It's a well known fact that events offer the greatest return on your investment providing you follow some very basic rules.

Setting Objectives

Decide on your objectives for the event

You may have a few, but make sure that they don't clash and you are not stretching the team by trying to achieve too much. At busy events it can be difficult to remember a list! Incorporate the event into your marketing mix to ensure your overall campaign is giving the same message. Try to be specific with your objectives i.e.

- to secure 3 new leads for follow up a day
- to make 12 appointments
- to see 10 existing clients
- to build your database by 90 new names

If your objectives are specific they become measurable and you can calculate your return on your investment more easily.

Communicate them

It is very important to make sure that whoever ends up manning the stand fully understands your objectives otherwise your careful planning could be wasted and remember less is more!



Types of Stand

Terms and Options

Space is sold by the square metre and the basic stand package is often called a SHELL SCHEME. If you have chosen a shell scheme space you will already have a basic structure from which you can sell and promote your products or services. The standard height restriction of a shell scheme will be either 2.4m or 2.5m. This usually includes carpet, a fascia board for your company name and stand number and one, two or three walls depending upon your configuration. Often these are a modular construction typically with white walls and aluminium joints. The range is growing and all possible permutations are now available including a CUSTOM BUILT stand or SEMI CUSTOM. Some organisers include lights and electrical sockets together with a combination of furniture.

Check with them as this is not always the case and varies widely. You can select to hire the floor space only — this is called SPACE ONLY and it is down to you to design and build something that fits the space. Space only stands are generally taken by clients that are having a custom built exhibition stand. Space only stands can normally be built to a height of 4m before planning permission is required. This is usually the cheapest option as you have the added expense of filling the space. POP UP stands come from a variety of sources and typically involve stretched canvas and folding frames that create the graphics and ultimately partitions to your stand. At some events you simply have a space in a hall allocated and you are asked to provide a trestle table or at outdoor events permanent or semi permanent covered structures are the norm.

In some instances it is possible to double your available space by building a DOUBLE DECKER — i.e. a stand with an upper floor. Height restrictions and the Disability Discrimination Act may need to be considered. When in doubt consult your exhibitor manual.

Number of Open Sides

Often you will have a choice over the number of open sides — four open sides are referred to as an ISLAND SITE.



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Booking the Space

Floor plans

Organisers will sell from a floor plan. Logically the earlier you book the better the choice of stand type and location you will have. You will be able to see how many stands they plan, what the configurations and features are and where your stand will be positioned. You may wish to think about where your competitors are located, where the feature areas are and what you plan to do with your stand. Allow enough room for any products as well as your own staff and visitors. You may wish to think about storage incorporated as part of your stand and any private meeting areas or hospitality that you wish to use. If you are incorporating any activities on your stand then you will need to make provision for standing room and for any observers as well. Try to plan for the number

of open sides available and ensure that your furnishings do not obstruct and entrances and exits from your stand. Most stand designers will be able to advise you whether the space you have reserved will be sufficient for the activity planned.

Finding a Contractor

Preferred Contractors

Most organisers will have a preferred or recommended contractor, details of which will usually be in their Exhibitor Manual. They are usually responsible for building shell scheme stands. Regarding a Space Only site, you are free to appoint your own contractor. Rather than just be guided by cost, think about their overall experience. Do they have operatives in the country or countries you plan to exhibit at? Often they will have a network of operatives that can smooth the passage of your goods as well as build up and break down your stand. They may have freight forwarding or customs clearing agents they know who can add value and avoid any nasty surprises. ESSA — the Event Supplier and Services Association — represents some 200 of Britain's best

exhibition designers, contractors and suppliers of materials and services. www.essa.uk.com

Some simply offer a design and build service; others offer a fully integrated service that can be tailored to your exact requirements. The better the brief you give them, the more fit for purpose your design will be. It is often best to suggest ideas you have rather than to give a completely open brief. It helps to think about what you hope to do on your stand, what you like about other stands you have seen as well as any pet hates. They will incorporate your requirements whilst complying with any Health and Safety requirements to design and build the perfect stand for you. If they are the approved contractors on a particular event they will have some knowledge about other builds

and what colours and designs are being used at your event.

The Exhibitor Manual

Online Manuals

Most Exhibitor Manuals these days are available online. It is designed to make your planning and participation in an event as easy as possible. They typically contain a number of sections dealing with logistics, Health and Safety requirements, deadlines and order forms. Often exhibitor action checklists contain things to do and order as well as deadlines for securing discounted rates. They feature a show schedule including the build up and break down hours that your contractor will need to be aware of. Typically they contain information about age restrictions, display rules and regulations, fire and safety regulations, and also general policies applicable to the event; management contacts lists for organiser staff who you can call should you have any questions as well as any official contractor listings and order forms and

rates for the various contractors such as audio visual, IT rental, floral, photography, security and temp personnel. It includes details regarding exhibitor badge order forms, and any lead retrieval options. In some cases there are lists of hotel discounts and a map of the locations of the hotels from the venue as well as order forms for utilities that the venue offers. These include services such as electric, cleaning, security, plumbing, telecommunications and catering. It is also where you will find further information about order furnishings, carpet, rental options, signs and graphics, staffing and material handling. Sponsorship information, advertising, public relations and marketing information, including VIP tickets for your customers and prospects are usually also included. In short it should be your bible for all things event related!

Hiring Furniture

Show Furniture

Unless you wish to bring your own furniture which can look shabby and risks getting damaged, it is customary to hire furniture for the duration of the event. The exhibitor manual will have full details of packages arranged by the organiser. There are a number of companies who hire furniture many with extensive stock. Remember the nearer you leave it to show opening the smaller choice you will find. Some organisers also provide furniture packages as part of their shell scheme costs — if in doubt speak to them and verify your options. Remember chairs and tables are only a small part of the picture — you may need literature racks, storage with lockable sections as well as more mundane items like waste paper bins and coat racks.



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Ordering Electrics

Wattage and Ampage

This is often an area that is taken for granted and overlooked. Electrical supplies to the stand can only be carried out by authorised personnel and so it is important you think about your requirements in advance. By this it's not just lighting (spot, fluorescent, track or free standing) that needs to be considered but also more innocuous items like kettles and laptops and phone chargers need to be factored in. You will need special outlets to power a kettle or coffee machine and it is imperative you do not just order one socket and use multi-plug adaptors as you will create a fire hazard as well as risk blowing the whole circuit and causing a major upset to your neighbours! Either way you will need to comply with current I.E.E. and venue regulations

— your exhibitor manual will have all the details. Again these will need to be ordered in advance and there are often penalties for missing deadlines so it's best to get in early.

Audio-Visual Requirements

Sound and Vision

It is often easiest to hire in any specialised AV requirements you may have. Not only will the AV contractor have the latest equipment but they will be used to hire for events and so can advise you about volume levels and contrast ratios. Most packages are flexible to allow for individual requirements and typically include installation and insurance. You will need to make separate arrangements if you need a technician to attend for the duration of your event, but most will set it up and ensure you are happy with everything before leaving your stand, making provision for glitches and emergencies.



Broadbands, Phone and IT Needs

Communication

Most modern venues will have Wi-Fi internet connectivity and / or some system for getting online access. In some instances this is included whereas in other cases it is an extra. Likewise most venues will support good cellular reception but it is possible that you might need alternative or land line access. Exhibitor manuals will detail availability, options available and pricing. However it is more likely that you will have difficulties with your hotel communications than at a venue!

Waste, Water and Other Services

Waste, Water and other utilities

Depending upon your needs and products you may need waste and other utilities to be connected to your stand. In some instances venues have these connections under the show floor and in others you will need to ensure your stand designer incorporates these requirements into your design with a raised floor to your stand. It is important the organiser understands your needs as soon as you have established them and order forms will be available in the exhibitor manual. Most needs can be entertained given sufficient notice and detailed plans. Likewise if you have on stand catering or if there are large quantities of waste generated on your stand you cannot rely on the cleaning staff to dispose of the detritus and you will need to use the

recommended procedures to dispose of any waste created.



Graphics and Accessories

Messaging and graphics

Your graphics should be clear, bold and attractive to the visitor. They will not read huge paragraphs of text but will respond to colour, movement and bullet points. Your graphics should say two things — who you are and what it is that you do. Think also about how you are going to fix your graphics to the stand walls — especially if they are modular. Remember you are only renting a shell scheme stand and therefore cannot mark or damage the panels as they will be re-used. Your exhibitor manual or contractor will advise on the best fixings and in the case of larger units they will also have to conform to Health and Safety regulations. Curved panels can be more problematical but you will not be the first to use them so there will be a known solution

for you. If you are exhibiting outdoors ensure your graphics are strong enough and if you intend re-using them strong sunlight may make them fade. People refer to the ‘fly-by test’ or the ‘6 second rule’ — your visitor should be able to look at your graphics and get your message within 6 seconds or your message could be missed. The advice here is to consult the experts rather than try to use something that you think suitable but that doesn’t work well in an exhibition environment.



Health and Safety Requirements

Work with H&S not against

Whilst we seem to be surrounded by rules and regulations, most are designed and implemented for very good reason. Exhibitions have been in existence for hundreds of years and most of the pitfalls have been identified and preventative measures implemented. However experience shows that most scenarios and eventualities can be accommodated if the relevant H&S laws are adhered to. You are responsible for carrying out a risk assessment of your stand (outlining any trip hazards etc) which you or your stand contractor will need to file with the organiser. Full details of obligations are available from your organiser — don’t make the mistake of assuming it will be someone else’s responsibility. This will not only affect your insurance but ultimately could affect your

participation at the event. Make sure you read the relevant section in your exhibitor manual or ask the operations contact of your organiser — in this instance ignorance of the law is not admissible as defence and fines and penalties are accordingly severe. Legislation will vary from country to country so practices that are commonplace in one may be forbidden in another. It is impossible for an exhibitor to be aware of all the individual requirements but it is expected that responsible organisers will have researched and published a comprehensive set of guidelines for you to use.

Minima, maxima and the law

Full details of what you can and cannot do will be outlined in the exhibitor manual. You will be able to establish maximum build heights, floor and wall load bearings as well as options for access and egress. There will be logistical issues as well as legal requirements. The Disability Discrimination Act for example, may apply to UK events so access for disabled people will need to be considered, governing such items as plinths and platforms, ramps, stairs and so on. Do remember that each country will have their own limitations and requirements so do check with the organisers first.

Transport & Logistics

From Customs through to Storage

Depending upon where you are exhibiting, you may need to arrange for products to be shipped overseas. Customs regulations can be complicated and in some instances it is not enough to just comply with paperwork — you will need a local agent to smooth the path of your good in transit and ensure safe delivery to the venue. There can be additional tax implications and import / export duty to pay. Organisations exist to handle this area and your organisers will no doubt have agents they would recommend. If you have a re-usable stand you may need to discuss storage with the contractor and a refurbishment programme as appropriate. The advice is always to allow plenty of time to ensure your goods arrive well in advance of the show in

case of unforeseen delays and problems. In the event they arrive early make provision for storage at the other end until they are ready to be received.



Exhibitor Badges, VIP Tickets

Badges

Either through your exhibitor manual or directly by post, you will be sent your exhibitor badges. These will be printed with your name, position and company name. They should be worn during the show so your visitors can readily identify you and your colleagues. They are also key to your gaining entry on the days of the event and you will need to order one for each member of staff who will be helping on your stand. You will also need to order any contractor passes to allow your stand builders to gain access during build up and break down times. Along with these you may need car parking passes to allow you to enter the venue so you can deliver and collect material for your stand.



VIP Tickets

Your organiser will often make a number of complimentary tickets available for you to send out to your customers and prospects. If you need more do ask — often these are provided at no extra cost. Remember it helps both you and the organiser if more people visit the show. In some cases organisers offer a VIP service whereby you can nominate your key clients as VIPs. Their status will be upgraded and they will have special facilities made available to them, from swift check-in through to special lounges for them to relax and do some work. Some exhibitors are reluctant to send out tickets to their key clients because they don't want their competitors to meet them at the show. Those key prospects / customers however, will probably visit

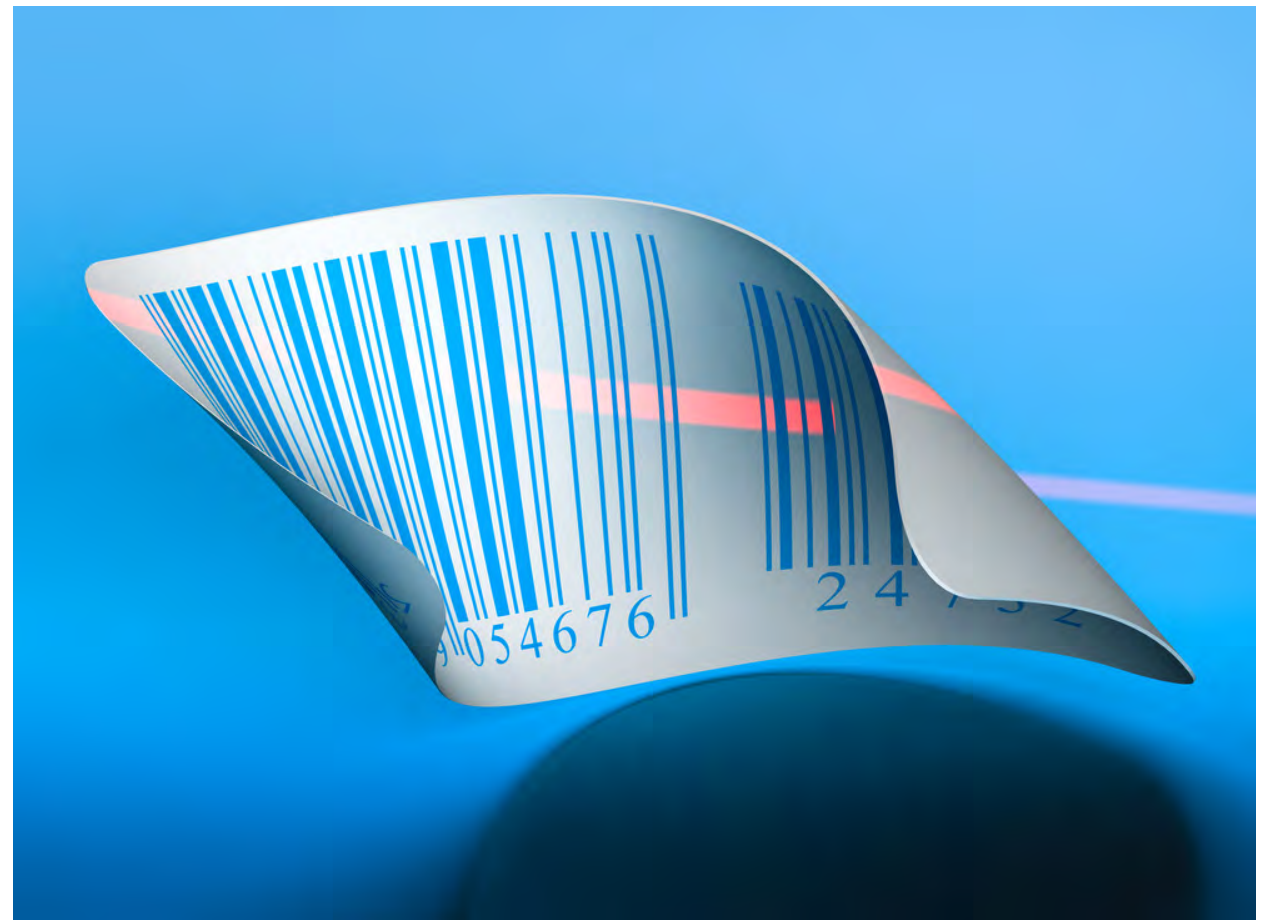
the event anyway so it is better that they come armed with an invitation from you than from one of your competitors! Better still if they have seen that you were responsible for their upgrade in status.

Data Capture Options

Options

How ever you do it — do it! You need to think about how you are going to capture and process the details of visitors you meet on your stand. Whether you use a data pen or other type of bar code scanner, whether you are going to input their details manually, use a business card reader or whether you are going to rely on good old fashioned pen and paper doesn't matter. What's important is that you capture the details that you can then follow up on later. The latest technology is excellent in that it allows you to get their details quickly and produce downloadable outputs or reports on a daily basis. There may be some limitations — a light pen may not work so well at an outdoor event if the sun is shining but in most instances you can test them in advance. Think also about how many

staff you intend having on your stand and whether they will all require a data capture device or whether you are going to assign roles. Think through the process from scanning a badge through to safe receipt to dissemination to the sales team through to matching it to your company database. Will the person collecting the lead also be the same as the one who follows it up? You might need to grade your prospects into hot, warm and cold so your sales staff have some sort of priority to work from.



Pre-Show Marketing, PR

Let People Know

One of the golden rules to successful exhibiting is to inform new and existing customers that you will be exhibiting. Don't just rely on the organisers to do it all for you. Spending £100 on a better floral display will not get you £100 worth of extra business. Spending time inviting prospects and customers will. Have tickets in your lobby or reception area or give to your sales people to distribute to their contacts. Mail invitations and send out all the tickets the organisers provide. Get a list of the trade publications that are running show features and consider advertising there. Adjust your e-mail settings to include a signature panel that urges them to visit you on your stand. Some organisers will offer to do a mailing on your behalf - let them do the work for you.

PR

Most organisers will either have a PR department or will have retained the services of a PR agency. Use them - in many cases this will not cost you anything to do. They will know which publications have what deadline, who is worth writing to and how you could spin your story so it is more likely to appear in print. Also find out if they are having a press office at the show and how the journalists like to receive the information. Don't forget to update your own web site to show details of how prospects and clients can attend the show and a map of your stand. Also think about post show PR - any deals signed or bits of business closed or research results and customer feedback?

Gimmicks

What can you do to attract people onto your stand in advance of the show? Can you run a teaser campaign or announce a new launch? Do you have a demonstration worth watching? Will you have a speaker revealing some research? Can you offer an incentive for them to come and redeem a voucher on your stand? All these things can work if thought through properly. Your imagination should be the only limit.

Print

Make sure you order enough business cards for you and your staff. Do you need to order data capture pads, brochures, posters and leaflets in advance? Are your graphics panels, posters and freebies ordered? Do you need to think about any corporate gifts or giveaways that you plan on using? If you are organising a business card draw, do you have a suitable receptacle and supporting literature to indicate what is going on? Are you wearing the same 'uniform' or corporate colours? Have you thought about web entries and entries in the show guides?

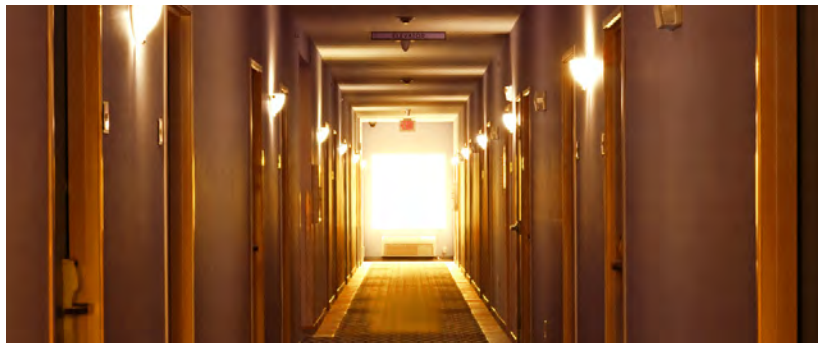
Accommodation

Near or Far?

Most venues have limited accommodation on site. If you want your team to stay at the property adjacent to the venue you need to book early. Check for organiser arranged discounts or price-plans. The further away from the venue the longer the travel time and possibly the greater chance of delayed staff arrival for opening times. If the venue is popular with other exhibitors and visitors that may in turn increase available networking opportunities.

Sharing or Solo?

In terms of stretching your budget, it might be better to ask staff to share rooms, or commute if possible and use the savings to increase your hospitality budget. If money spent in one area is delivering results it doesn't make sense to reduce it because of extra costs involved with exhibiting. Save money where you need to but not at the expense of generative activities.



Sponsorship Options

Maximising your presence

Think about your objectives and consider whether your stand is sufficient or whether you need a higher profile? It may be possible to slightly reduce your stand size and become a sponsor. You will have opportunities to sponsor everything from the lanyards and the carrier bags, reception areas, the 'You-are-Here' boards as well as hospitality areas, seminar theatres and the car parks. The choice is enormous and you need to consider what profile you are after and how best to achieve this. By sponsoring certain items you can be as visible or subtle as you wish to be. Your organiser will be receptive to most things and may have opportunities you hadn't considered so they are always worth contacting for this. If you are after something specific be the one to suggest

it to them — it may be possible to exceed your expectations by ensuring the organiser understands the results you are trying to achieve.



On Site Security and Cleaning

Security and Cleaning

Exhibition stands are vulnerable to dirt and unfortunately theft — a situation worse in some countries than others. Organisers will have appointed cleaning contractors who are responsible for cleaning the common areas but who will also clean your stand if you ask. Whilst most venues are secured after the exhibitors have vacated for the night and security patrol regularly, most organisers and insurers will not entertain theft from clearly unsecured stands. If you have laptops, mobiles or products that are easy to steal it is best to either lock them away at the end of each day or make arrangements for your stand to be made more secure. This can range from a protective shrink-wrap affair that may deter opportunists, through to security guards who



will spend the whole night on your stand. It is also worth checking whether your current insurance policy will cover activities on a stand or whether you need a separate policy just for these activities. Your organiser will have details of specialised insurance packages for exhibiting companies.

On Site Catering

Food and Drink

The majority of venues do not allow exhibitors to arrange their own catering as they will have their own in-house concessions and caterers. You can agree a corkage fee for food and drinks on your stand if you need to bring your own. Product sampling is usually exempt but there are limits on what can or cannot be distributed free of corkage. If you intend to set up a 'cooking facility' (say to replicate restaurant food or special national / international cuisine) then arrangements can usually be made through the organiser. They will have the final say especially if aromas will permeate the halls and it affects other stand holders. In the case of corporate hospitality venues and their caterers are used to all requests from simply supplying product to staffing a bar and silver service needs.

Floral Decorations

Flower Power

It is possible to order anything from a simple artificial potted plant or fresh flowers each day through to a replica rain forest with living plants and trees if required. Some stands can appear to be quite sterile so softening the edges with planting can be very effective. Full details of options available will usually be in the exhibitor manual. With some of the customs restrictions on live plants and roots it often makes more sense to hire than buy.



Staff Agencies

Agency Personnel

Staffing agencies have come a long way over the last few years and now there are many organisations that specialise in providing temporary stand staff. They are often well trained and briefed to ensure that they help you maximise your opportunities to interact with visitors. They can be useful even if you have enough of your own staff as they know how to approach visitors and can be briefed to have sufficient product knowledge to act as ambassadors for your company. If you make them feel part of your team they will often perform above and beyond and can be a real asset.

Photography

Snapshot or Corporate Literature?

If you are happy to record the event with a few snaps on your mobile then help yourself. If however you wish to make use of the images at a later date or as part of an extended marketing campaign it makes sense to avail yourself of the official photographer. They are used to the ambient lighting conditions and will produce better shots than average. If you have any specific requests or if you need particular people captured on your stand you can brief them in advance. Much of this information will be in the exhibitor manual also.



Speaking Opportunities

Dynamite!

Some events or sponsorship packages will also have opportunities for speaking, either as part of a conference or via seminars and presentations. They can be incredibly successful if your speaker is engaging, authoritative and credible. However, audiences do not suffer fools gladly, resent any sales pitch and will judge your company by the quality of the presentation. So the advice is if you are going to present make sure you have a good speaker who knows their stuff. Just like dynamite, handled well it's fabulously effective — managed badly it will go off in your face! The end of a presentation is often where questions and leads emerge. Make sure you have a method to sign post interested parties back to your stand after the

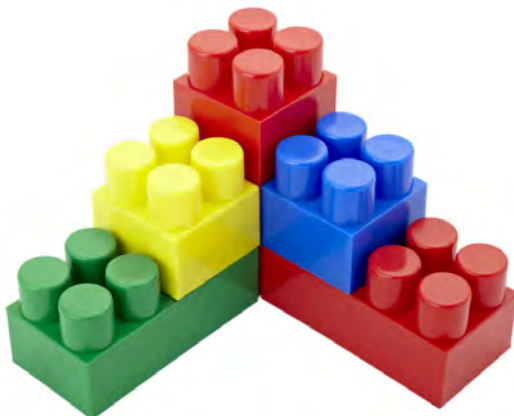
event and you can capitalise on the interest. Speaking opportunities are also ways of generating interest pre-show and potentially good material for press releases and an excuse for select invitations to prospects.

Build Up and Break Down

Show Time!

The days immediately before a show are referred to as Build Up. Your organiser will have detailed how long you have to build your stand. This is when all the services you have ordered and the designs you have approved come together. You will also be given time slots when you may enter the halls to stock up your stand and when you must vacate by. For some simple shows it is one or two days in

the lead up to the actual event. For some of the larger shows build up can last for weeks. Likewise when it is all over and the contractors come in to dismantle it all (Break Down) you will be informed of how long you have to do it and when you need to vacate the halls. Organisers are very strict on these times as they are in turn under contract with the venue with quite possibly the next show waiting to build up theirs.



On Site Stand Manning Tips

Your stand staff make the difference

You shouldn't judge a book by the cover — but people do. Visitors will judge you by how they see you and your team interact. Are your staff trained properly? Do they ask engaging questions or do they ask "Can I help you?" Have they learned to look interested or are they still using mobiles, talking to their colleagues and generally appearing unapproachable? Are they aware of how their body language makes them look and are they smiling and using open posture? A small investment to train your people on how to man the stand will yield results many times over. Can they answer all possible questions they are likely to be asked and do they understand your objectives?



Follow Up

Your Leads

Once you have captured their details be sure to follow up. A survey by AEO revealed that 75% of exhibitors admitted to not following up their leads effectively. The Make a Stand DVD (www.facetime.org.uk/dvd) suggests that between first contact and a confirmed customer it can take up to seven separate contacts, so contact them, re-contact them and contact them again! If you followed the advice under section 13. DATA CAPTURE your sales people will have a priority list to call from. Monitor your results and compare these with your objectives to calculate your return on your investment.



Wash Up

Post event analysis

Now the event is over ask yourself some questions: How close did we get to our objectives? What worked and what was a disaster? What were our competitors doing that we liked? What can we do differently next time? Were there any better locations? Was the size adequate? The more you reflect about good and bad points about your experience the easier it will be to improve next time. Involve the staff who manned the stand with you. What did they think? What did they see that you could adapt and use yourselves next time? Book early and start planning the next one from a stronger base.

Useful Contacts-1

Sources of help and assistance

UK Trade and Investment

If you are looking to attend an exhibition outside the UK and you are a UK registered company then look no further for help than UKTI. UK Trade and Investment provide information and in some cases funding for UK companies wishing to exhibit at overseas events. For more information, please visit: www.ukti.gov.uk

ABC

www.abc.org.uk
ABC is the media industry auditor and the site provides independently verified attendance data.

AEO

www.aeo.org.uk

Association of Event Organisers Ltd (AEO) is the trade body representing companies that conceive, create, develop, manage, market, sponsor, supply or service trade exhibitions and consumer events.

AEV

www.aev.org.uk

The Association of Event Venues (AEV) exists to represent the interests of venues within the wider exhibitions and events industry and to offer the participation of venues in helping to raise the overall profile of the exhibitions and events industry amongst potential customers, employees and other stakeholder groups.

Answers Training

www.answers-group.com

Sales and Management Training company with a dedicated events division working with organisers, suppliers, venues, contractors and exhibitors for the last 25 years.

AUMA

www.auma.de

The Association of the German trade fair industry.

Event Supplier and Services Association

www.essa.uk.com

ESSA represents some 200 of Britain's best exhibition designers, contractors and suppliers of materials and services.

Exhibition & Event Association of Australasia

www.eeaa.com.au

The Exhibition & Event Association of Australasia, EEAA, is a non-profit organisation representing exhibition organisers, venues and service organisations involved in the exhibition and event industry throughout Australia and New Zealand.

Exhibition Association of Southern Africa

www.exsa.co.za

The Exhibition Association of Southern Africa, EXSA, was founded in 1980 as a non-profit organisation representing venue owners, organisers, exhibition designers, contractors, service companies, associate organisations and corporate companies.

Exhibition Services & Contractors Association (USA)

www.esca.org

ESCA is dedicated to the advancement of the exhibition, meeting and special events industries. Through the education, information exchange and level of professionalism shared by members and their customers, ESCA promotes cooperation among all areas of the exhibition industry in the USA.

European Major Exhibition Centres Association

www.emeca.com

Bringing together leading international exhibition venues dedicated to the task of providing a professional service for exhibition organisers, exhibitors, visitors and buyers at national, European and international levels.

Useful Contacts-2

FaceTime

www.facetime.org.uk

FaceTime is the marketing body for the multi-billion pound live events industry, set up to help customers harness the power of live events to drive sales, enhance customer relationships and deliver customer insight.

Meetings Review

www.meetingsreview.com

MEETINGS: review is an online media publication containing news, information, features, destination and conference reports and research findings with many of these elements produced on film and video. It is international in scope and in reach, containing directories of hotels, venues and various specialist providers from around the world, uploaded for FREE by the provider concerned.

Trade Association Forum

www.taforum.org.uk

The Trade Association Forum is the trade association for trade associations.

Thailand Incentive and Convention Association

www.tica.or.th

Thailand Incentive and Convention Association (TICA) is a non profit organisation, marketing Thailand as a preferred destination for meetings, incentives, conventions and exhibitions.

TSNN

www.tsnn.co.uk

Contains dates on more than 15,000 exhibitions and conferences and more than 30,000 seminars. TSNN helps facilitate the exchange between buyers and sellers across every sector of the industry.

UFI

www.ufi.org

UFI is the association of the world's leading tradeshow organisers and fairground owners, as well as the major national and international associations of the exhibition industry, and its partners.

Venue Finder

www.venuefinder.com

The comprehensive listing of venues in the UK.

White Book

www.whitebook.co.uk

This site lists business in every sector of the market from concert production, promotion, publicity and marketing to manufacturers, conferences and exhibition industries.