

# DURING THE EXPO, SELFLESS – EXHIBITOR NETWORKING #26 OF 36

## EXHIBITOR TRAINING VIDEO



Most exhibitors fail to take advantage of meeting fellow exhibitors at the show. This is usually because exhibitors are busy managing their own stand. But there's a lot of potential in this sort of networking, so how do you create the opportunity to meet and talk with other exhibitors?

*'Start by getting to know fellow exhibitors before the show. Most events publish exhibitor listings. If not, then contact the event organiser and try to find out who else is exhibiting.'*

You might want to put this question to the event organiser before you book and check that they are happy for you to contact fellow exhibitors. Some event organisers may even make relevant exhibitor introductions for you. At our very own E3 Business Expo, we offer Exhibitor Introductions as part of the stand package and encourage our exhibitors to request introductions as well as making connections for them.

## MUTUAL BENEFIT

Getting to know the exhibitors beforehand and learning how you could help each other can often result in further introductions to relevant prospects. This increases your chances of generating a much higher ROI. It also means you have some familiarity with other exhibitors, and, on the day of the expo, you can send relevant visitors to their stands, confident that other exhibitors will be doing the same for you.

Some expos offer exclusive exhibitor networking sessions before the event, as well as on the day of the expo itself. Take advantage of them and use them to build new connections. Not only do we offer Exhibitor Introductions at the E3 Business Expo, we also host two exhibitor networking sessions - one before the show and another session on the day of the expo, just before we open. We're keen to ensure our exhibitors really get to know each other extremely well because we've so often seen what benefits it can deliver.



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## MAKE FRIENDS WITH YOUR NEIGHBOURS

At a minimum, make friends with your neighbours on the day of the expo. Lend help if they need a hand with their final set-up; assist them with opportunities by sending relevant visitors to their stand, and make sure they know that you sent them. This will encourage your fellow exhibitors to do the same for you.

Finally, have a catch-up with them after the expo to learn from each other's experiences, and to explore whether there are any mutually beneficial opportunities.



## SUMMARY

Remember, all the exhibitors are investing time and money at the show and you all want to maximise your returns. By meeting and talking to fellow exhibitors before the expo you can understand their business better, share ideas for the expo and begin the process of developing long-term relationships. They may not be a prospect for you, but they may know someone they can introduce you to, and they might well encourage visitors to come to your stand on the day.

## NEXT: SHOW OFFERS

Next up, we will look at the seventh letter of SELFLESS: S - Show Offers. We'll explain what these are and why every exhibitor needs to have one at the show.

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1 Events Media Ltd, The Business Development Centre, Blackburn, Lancashire, United Kingdom  
t: +44 (0) 1254 790786 • e: info@1eventsmedia.co.uk • w: 1eventsmedia.co.uk