

HOME & INTERIORS SHOW

30 – 31 OCTOBER 2021

Carterton Events Centre
Holloway Street
CARTERTON

TRAINING WORKBOOK MANUAL

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This manual is designed to enhance your exhibiting experience at Home & Interiors. Whether you're a regular exhibitor or a 'newby' you can always learn something new.

Comprehensive housekeeping details are contained in the Exhibitors Manual.

EVENT PROFILE

It is essential that you understand what marketing at Home & Interiors is all about. Many people do not understand the basics of exhibiting at home shows, they are very different from a normal retail environment.

Passive Marketing

Where clients may not necessarily be looking for your product or service (Print media, radio, websites).

Directive Marketing

Where clients are actively in the market specifically looking for products or services (e.g. Search engines and Yellow Pages).

Home & Interiors is directive marketing, the majority of visitors are there for a specific reason (not just to fill in a few spare hours of their day).

They want to talk to a real person and use all their senses to experience your product or service.

Experiential Marketing

Show visitors may not have ever experienced a brand like yours before. Though they may not immediately purchase your product or service when they meet you at the event, they connect with a real person and yours will be the first brand they go to when needing a product/service in your field.

Companies utilising experiential marketing understand nearly every customer will appreciate interacting face-to-face with brands that interest them. It is in those moments attention is captured, connections are made and in the long run gets them much closer to sealing the deal.

On their own events are more effective than social media, digital marketing, print ads, or any other form of traditional advertising. We live in a world of experiential shopping.

You have a choice of popping into a local store for a specific product or take the time to 'experience' a shopping mall with the associated entertainment, design and environmental elements.

Shopping malls and stores manipulate their customers senses to increase profitability.

They create environments that smell, taste, look, sound & feel good

Successful supermarkets do not just happen – they are a controlled environment, they are planned, designed & monitored every step of the way by skilled specialists.

Bar codes & computer technology ensure that every purchase is recorded, and the positions of the products can be changed, and the impact noted on a daily (or hourly) basis.

The route customers take around a supermarket determines what they buy, they have what they call 'prime real estate' within their stores.

Eye-level shelves are reserved for products which represent the best value or profit margin to the store.

Before you even collect your shopping cart your movements are being controlled. Those pesky bins & obstacles are there for a reason – to slow down the flow and to keep you on a particular track.

Even to the very last detail where they strategically place those tempting products to encourage impulse buying at the checkout where they know customers will have time on their hands to browse while they wait their turn.

Think about how you can apply the same basic principles to your stand at Home & Interiors.

THE VISITORS

Over two days you will see hundreds of visitors walking through the event. It is important that you understand why they are there!

Home shows are kinetic experiences, visitors use all their senses to see, feel, listen and smell the products they are considering. They come to talk to the experts on hand (real people) who are giving them free advice. They can also save time by visiting many companies in one place without having to drive around the country or spending hours on the internet.

You will not be able to speak to every person, so you have to start pre-selecting ahead of time to make sure that highly targeted prospects reach you.

Because we select a high standard of exhibitors it helps Home & Interiors to target a specific audience with a particular need, desire and wherewithal to follow through and finalise a sale. You can enhance your results by following a few rules.

FIRST promote ahead of the event so that interested people will know you are taking part (Facebook; Websites; media and database marketing).

SECOND understand how to approach the visitor to discover if they are a potential client.

THIRD have a very clear message on your display that will weed out those who are definitely not interested.

SO WHO ARE THE VISITORS?

For the main part they are already home-owners. Those who are renting are usually planning to own in the future.

Our target market is 30 – 55 with a distinct interest in their home and the means to carry out their plans.

We expect a mix of 60% females, 40% males.

On Saturday there will be older groups and couples who have left the children at sports events. This is a bonus as there are two decision makers together.

On Sunday there will be more family groups, sometimes three generations together. This is often our busiest day.

Architects, designers, building and trade professionals

If these are a driving force for your marketing, this is the ideal opportunity for you to invite your key people.

Home & Interiors will provide free complimentary tickets for you to send to them.

We can also provide you with an email template to send out to your trade database.

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PRIORITISE YOUR GOALS

These can encompass

- Brand awareness
- Build an image
- Keep company profile high
- Attract new clients
- Build loyalty with existing clients
- Highlight new product
- Promote an under-identified product
- Sell product immediately
- Take orders for product
- Book appointments
- Generate sales leads
- Collect database
- Location identification of shop/showroom
- Weigh-up competitors/watch trends
- Identify new markets

PRIORITISE YOUR GOALS AND KEEP FOCUSED

Our **PRIMARY** Goal is

.....
.

Our **SECONDARY** Goal is

.....
.

We would also like to achieve

.....
.

SETTING REALISTIC GOALS

Hundreds of adults will be visiting the event over 2 days. Setting realistic goals will depend on looking at your normal sales figures for a similar month and then pushing yourself to gain more.

The real secret to getting maximum returns is to be very organised. Ask questions to qualify leads, record information and have systems in place to follow up afterwards.

If there is a delay in the follow up leads go cold and you effectively hand the business to a rival company.

Every single lead is a hot prospect and you don't have to do anything else to get their business if you have qualified them properly on the day.

Make sure your collection of data for these leads is spot on, ask the questions you need to have answers to, meticulously record the details and do not confuse busyness with business.

PRE-SHOW PROMOTION

How will prospective clients know you are there?

Research shows that pre-promotion of your participation in a show will help target your prospective clients. They come looking for you, expect to do business and have less distraction from other Exhibitors.

You can achieve this by:

1. Using existing communications to your current and prospective clients and your database (all for free!).
e.g. 'See us at Home & Interiors 30 – 31 October 2021'
 - put in the message field of invoices
 - promote on your web site and Facebook page
 - add a bottom line to email heading
 - put it in your voice message on the phone
 - add by-line to your newspaper ads
 - add a tag-line to radio ads
2. Satisfied previous clients are not only more likely to buy from you again but are very good free promoters of your company by their word of mouth recommendation.
3. Send out information to your customer databases – if all our exhibitors invited just 10 people we could increase the visitor numbers by 1,000 or more and everyone would benefit.
4. Order complimentary tickets and give to top clients or target prospective clients.

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CAPTURING BUSINESS AT HOME & INTERIORS

Selling at the event differs from your in-store, workshop or telephone selling techniques in several ways.

1. By coming to the event the audience is interested and targeted but not necessarily to your product.
The way you present your stand and yourself is what is going to capture their attention for you to begin to do business with them.
2. There will be a lot of distraction and stimulation from other stands and visitors.
Your stand is their window to your world. Make it sparkle.
3. The exhibition timing is not of their choosing.
Visitors come to the exhibition when it is on, which may not be the immediate time that they need your product or service. When this is the case, now is the time to capture them while they are still gathering information so that when they come to choose their supplier you will have made an impression and answered their questions so that they need not look any further.

You can address these differences by adjusting your usual selling methods:

Ask opening questions that cut down on browse time

Qualify (do they live in your area ...etc)

Involve them in some way – touching, measuring, switching, sitting etc

Give information in exchange for information (e.g. “What's the delivery time?” - “When do you want it?”)

You will quickly know who the prime potential visitors are when you **QUESTION AND QUALIFY**

Things To Avoid

- Standing with arms crossed and legs apart – like a guard.
- Standing on the edge of the stand and cajoling people in.
- Hovering behind visitors.
- Chatting with stand colleagues or other Exhibitors when visitors are on your stand.
- Invading personal body space.
- Not making eye contact.
- Talking and not listening.
- Asking “Can I help you?” this will nearly always get the response “No I am just looking”.
- Looking bored. Texting, using a mobile phone – turn it off.

IF YOU DON'T ASK FOR THEIR BUSINESS - YOU DON'T DESERVE IT

ON-GOING BUSINESS

As we recognised earlier, visitors will be attending the event at different stages of their buying cycle.

With good questioning, knowledgeable sales staff and well-tailored information you are well on the way to capturing their business when they are ready to buy.

At the event – record enquiries. Have a method of recording consistently through the two days and staff rotation. When recording details give this prospective client a very clear idea of what will happen next. Make your own record of what you have said.

After the event – follow up. Collate your enquiries by sales person/ geographic area/time line/product line. Ensure that records are kept to follow up at the appropriate time. If your product is seasonal make sure you put the contact in the ‘forward planning’ diary

Prize draw. All the entries for your prize draw are now your new database. Take time to enter their details in your recording system and contact them within 10 days of the event by email, phone or post and offer them some other incentive to do business with you.

Use this database – now that you have a list of people who are interested in your product make sure you include them in you database for newsletters, sale notification, new releases, trade nights etc as a means of staying in touch with front of mind awareness.

Take advantage of the Home & Interiors database.

By next year when you exhibit with us again this will form your database. Even if they have already bought from you they will be good word of mouth ambassadors – and if they are still thinking of buying they'll remember your name.

MAKING YOUR STAND WORK FOR YOU

"A picture is worth ten thousand words" Frederick R Barnard "Printers Ink" 10 March 1927

With hundreds of people looking at your stand over two days your message needs to be very clear. In an event with other exciting displays you need to convey your message at a glance.

You have four methods of getting this message across:

Stand layout

Product display material

Signage

Staff

Stand Layout

- a) Don't put up barriers that prevent visitors from walking onto your stand (keep tables or desks small and at the back of the stand unless you are demonstrating a product)
- b) Attract people with samples they can pick up, feel or smell at the front of the stand
- c) Limit the number of chairs for your staff – they are called 'stands' for a reason
- d) Make the display eye-catching
- e) Add a "wow" factor
- f) Include space for visitors to stand
- g) Have it all well lit
- h) Add atmosphere with sight, sound, smell, touch

A dull stand can be overlooked in the visitors' desire to see everything. This is the time to pull out all the stops and really go to town with your product prominently displayed and promoted. No time for shrinking violets.

Product Display Material

- a) Work out the direction the traffic flows and make sure your key message is clear and facing the main flow.
- b) Present technical information in its simplest form – you only have a few seconds to convey your message.
- c) Use the top 1/3 of your stand to convey your most important message – when the show is busy the lower sector of your stand will be obstructed by visitors.
- d) Your logo may be important to you however it may not attract visitors. Don't waste the prime real estate on your stand by promoting your logo (unless it has a clear message of who you are and what you have on offer).

Signage

Signage is your silent seller

- It speaks to the visitor when you can't
- It needs to be succinct, targeted to the audience
- Easy to see and read
- Sufficient information to attract attention
- Put your important messages in a prime position depending on the traffic flow

IT SHOULD CONTAIN

- A Hot Spot or Headline Statement
- A brief statement of what you are selling
- Important features and benefits and/or unique points
- Your company name and location whether this is an address, web site, email or phone
- Back up information like size and colour options, photographs, testimonials, other models
- Push your message further into the consciousness of the visitor by having your company name on price or information tags on all your product

All this adds up to 'Getting Known' - they can't do business with you if they don't know about you.

Staff

Choosing right staff for your stand is crucial.

The visitor research we have conducted over the past few years contains more comments about staff performance than any other sector.

The main complaints have been:

"Too busy talking or sending texts on mobile phones or playing with their computers to talk to us"

"More interested in getting our contact details for their database than explaining or demonstrating the benefits of their products or services"

"Too busy talking to their colleagues on their stand"

"We waited for some time while a staff member socially chatted with friends"

"The person on the stand didn't seem to understand their product"

And one gem was – *"ignoring us and reading a book at the back of a stand"*

Don't roster on staff who do not want to be there.

Rotate Staff – 4 hourly sessions are ideal or ensure that they can get short breaks every 2 hours as well as a lunch break daily.

Presentation

Attention to dress code – You have one chance to make a good first impression.

Treat the feet, men wear two pairs of thinner socks, ladies change heel heights daily.

Keep up fluid intake, talking non-stop is very dehydrating.

Know The Venue

Access on the day; Fire Exits; Toilets; Exhibitor Lounge; Seminar room.

Know Your Stand

Working models; Product details and options; Brochures and give-aways; How to make a sale – Eftpos/cheques, cash stash; How to record and file enquiries; Prize draw details and entry box.

Staffing roster

Allow 15 minutes hand-over time so handouts can be replenished, stand tidied and stand kept secure.

Keep staff enthusiasm levels high by arranging short refreshment breaks and meal breaks. There is a private Exhibitors' Lounge.

Organise

Diary or system to make appointments; Business cards (you'd be surprised at how many people run out of these); Name badges; Pens.

STAFF SCHEDULE

BUILD UP

8am - 8pm Friday 29 October

PRE-SHOW

9am - 10am Saturday 30 & Sunday 31 October

VISITOR HOURS

10am - 5pm Saturday 30 October

10am - 4.30pm Sunday 31 October

PACK DOWN

5.15pm - 8pm Sunday 31 October

(NO EARLY DEPARTURE: PLEASE DO NOT START PACK DOWN UNTIL HALLS ARE CLEARED OF VISITORS)

If you are not removing all your goods at this time, please ensure that you do take down all signs and displays from the panels to enable our electricians to strip out electrical connections overnight.

FINAL LOAD OUT

8am – 12noon Monday 31 October

WHY A PRIZE DRAW?

A prize draw can simply be a give-away of your product and gain you nothing in return.

Done well it can highlight your company and product, create a demand, enhance your data base, conduct market research and gain you long-term business.

IT'S NOT WHAT YOU GIVE BUT WHAT YOU GET THAT COUNTS

Determine what prize will be a big enough draw card to catch the attention of your visitors. Make the prize relevant to the amount of business you expect to achieve. (e.g. you will have to sell a large ratio of kitchens to visitors if the prize was a \$60,000 kitchen give-away).

The design of the entry form must get you what you want – as well as asking for name, address, phone, email and maybe age, you need several crucial components:

1. You need them to understand who you are. If you have a qualifying question use your name, your slogan, your location or your product name.
2. Ask a question you want to know the answer to that will help you when you follow up.
(How old is your bed? Under 1yr: 2-5yrs: 5-10yrs: 10+yrs)
Knowing beds start becoming uncomfortable in that 5-10 year period it immediately singles out your hot prospects.
Even those with a newer bed may be interested in a trade in/trade up.
Look at the age group – do they need single beds for children?
3. If relevant, ask a time qualifier.
(When do you plan to replace your kitchen? This year: 1-3yrs: 3-5yrs)
This means you can put them on your data base for newsletters and when you replace show kitchens they can be invited along to see the new installation.
4. Ask permission to follow up.
Would you like information when new stock arrives?
Would you like to join our email newsletter club, featuring club specials?
Would you like information on our trade evenings?

THIS INFORMATION IS VERY VALUABLE – BUT ONLY IF IT IS FOLLOWED UP

You now have a wealth of information about clients who are interested in your product.

You have to spend very little money on re-capturing their attention.

You don't have to explain your product to them.

You just need to FOLLOW UP and ASK FOR THE BUSINESS.

You can get many months/dollars of business if this is done well.

If gaining foot traffic to your store is of importance to you, try making the offer valid only if they are brought to the store over the next 10 days. This will result in fewer entries, so watch the value of the prize, but means you will have achieved additional foot traffic to see your stock.

CONSIDER

- Home Show specials
- Discount vouchers
- Competitions

Home & Interiors can help - see the information about database collection under Event Opportunities

EVENT OPPORTUNITIES

Seminars

Daily seminars are hugely successful and provide hot prospects who offer 20-25 mins of their time to sit and listen to your topic. We have a fabulous seminar area in the Wairarapa Venue all set up with the latest AV & IT equipment and we intend to run seminars from 10.30am to 4pm daily.

THESE ARE AVAILABLE FREE OF CHARGE FOR OUR EXHIBITORS

The general themes are: Design; Building & Renovating; Property Know How.

The most popular seminars are educational, informative and entertaining (rather than purely product or service driven) however you do have plenty of time to promote your business and expertise in your field.

There are many benefits of presenting at the seminars including extensive marketing in the Show Guide, web sites, digital campaigns etc. (and the public perception is that presenting companies are industry experts and really know their stuff!).

If you have a topic which will be interesting and attractive to our visitors let us know ASAP camilla@homeandinteriors.nz

Database collection

If you plan to offer a prize at the event, we can do your data collection (plus offer various levels of free promotion).

- Increase your lead generation beyond the borders of your stand.
- Modernise your data collection and do away with old fashioned bits of paper and manual data entry.
- Save time and valuable space on your stand.

We offer an excellent opportunity for you to receive valuable business leads from the event. Using touchscreen survey kiosks, Home & Interiors can supply you with electronic databases and invaluable research which defines the interests and buying patterns of clients.

This is a free service for our exhibitors (some terms & conditions apply) and places are limited so contact us to discuss this amazing opportunity.

PR Information

Launching new products, have a great Show Special, competitions, giveaways or anything else you can share let us know so we can include it in our Social Media and PR campaigns. We need your input to get the message out. E camilla@homeandinteriors.nz

Website Promotion

Don't forget to advertise your presence and a link to the Home & Interiors website on your website and as a signature on your emails.

Newspaper Promotion

We will have a Show Guide insert plus some excellent radio packages and our exhibitors will be offered the opportunity to place discounted advertisements specifically promoting their business. More information on these opportunities will follow.

How to make the most of Complimentary Tickets

Complimentary tickets are a great marketing tool and this year we have secured a sponsor to supply bulk tickets to our exhibitors **FREE OF CHARGE**.

You may wish to take this opportunity to give passes for valued clients, staff members, family or friends or use them to promote your presence at Home & Interiors on your website or Facebook page. [CLICK HERE](#) to order your complimentary tickets online. We will also be emailing you a digital version which you may email to your clients.

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