

Secrets to Exhibiting Success

We have a unique insight into your customer - they tell us what they want to see from you. We have shared their secrets in this guide to help you deliver exactly what customers want at the show.



Before the Show

Don't forget the simple messages

The show can get very busy; you may not be able to speak with all visitors. Will your stand graphics and displays tell visitors who you are and what you supply?

"Minimalist stand designs are fine, but if all the staff are busy, it helps if the stand design clearly states which products are supplied - that way if I am interested in them I can come back later."

Manager Scouting Raw Materials,
Beiersdorf

90% of visitors use the show website before and during the show to plan their event. Only 6% of visitors do not pre-schedule any time.

Make the most of online

The exhibitor and product directories are the most visited sections of the event website with 66,000 page views in 2017. Make sure you add product details, contact information, brochures and much more in the Exhibitor Portal.



My Event – Plan for success!

Visitors will be able to reach out and arrange appointments with you if you have indicated the products you supply; this is another reason for you to complete your profile in the Exhibitor Portal! You can also search through the visitor list and request appointments with your target audience.

52% of visitors have over 70% of their time at the show scheduled before the event.

Source: The Collective Group

Announce your participation to your network

It is a good opportunity for clients to see that you will be presenting your innovations at the show and meet you there. Good channels to use are Facebook, LinkedIn and Twitter using #incosNA. We can also supply you with free personalised invitations and banners for your emails and website.



Did you know that the in-cosmetics group has a 40,000 strong social media community?

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"If I talk to a salesman I don't trust a single word they say. Techies are less available for these events, it's the salesmen who are present to push their products. I want to speak to the scientists."

R&D Manager, ILC

At the Show

Who do visitors want to talk to?

Visitors are technical people and they want to know how to technically work with your ingredients. Will formulators with the technical knowhow be there to answer their scientific questions?



63% of visitors said they would prefer to talk to the original raw material supplier than to a distributor, as they feel that they would have a more in-depth technical discussion.

Attract visitors with all five senses

Display your formulations at Innovation Zone, Sensory Bar and Make-Up Bar areas for them to try out. They want to experience the benefits and sensory features first hand. Many are the sole representative for their company, bring samples for them to try and take back to demonstrate to their colleagues - help them sell your products for you.

80% of visitors said it was crucial or very important to see, test, smell and feel ingredients in finished formulations.

71% of visitors go to exhibitors' stands after seeing products on the Innovation Zone or Spotlight On areas. Contact our team to find out more.

How will visitors find you?

There are 150+ exhibitors and 2,500+ visitors - that's a lot of people in one hall! Increase visitors' awareness of your brand with additional promotion throughout the show such as rigged banners and product displays in special areas.



Visitors gain their first impressions not only from your stand design or products, but also your facial expression. Be the first to smile. A smile is the best invitation to a conversation. Above all, don't look unapproachable.

Source: Exhibit Marketing and Trade Show Intelligence

How will you communicate?

Brief your team so they are confident with the ingredients and their specifications. Ensure they are welcoming and open to visitors. Keep your sales pitch short and instead focus on solving their problems and giving them new ideas. Follow up with more information after the show.



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After the Show

Follow up quickly

Prepare post show communications in advance so you can get in touch with visitors straight away while you are still fresh in their minds. Using a lead scanning app at the show means that you will have your data instantly and in a format that can quickly be communicated to, and uploaded into your CRM systems.



78% of visitors said they would use the in-cosmetics website after the show to look for products that they didn't have time to see at the event.

Believe it or not, it is reckoned that **75%** of tradeshow leads are never followed up. The clock is ticking. It's vital that you follow up all leads quickly, while you're still fresh in people's minds. And before your competitors do it!

Source: Sixothree

Keep your profile up to date

Your profile will be online for a few weeks after the show, it continues to be one of the most visited sections of the website. Visitors often complain they can't get hold of exhibitors after the show so make sure your contact details remain up to date in the Exhibitor Portal.

Analyse your return on investment and talk to your sales representative to book your stand for next year. You may also benefit from exhibiting at one of our other shows around the world.

in-cosmetics®

World leading events
for personal care ingredients

For more tools to help you prepare your participation visit our website:
www.northamerica.in-cosmetics.com/marketing-tools