



# Exhibitor's Marketing & PR guide

BROUGHT TO YOU BY: National Boat Shows



OUR PROUD SPONSORS AND PARTNERS:



# Get The Most Out Of Exhibiting

This guide has been created to help you make the most of exhibiting at the PSP Southampton Boat Show. It will help you plan your participation, to maximise the benefits and improve your ROI.

Think of the Show as a sales campaign in itself and make full use of the free marketing opportunities that are available.



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# Pre-Show Marketing

Don't take chances on how many visitors might visit your stand. Promote your presence to your customers before, during and after the Show – many of the opportunities available are completely FREE!

## 1. PR - Spread your news

Tell the media your news, you can tell them about ...

Your product launches



Celebrities to your stand



An activity they could get involved with



If you have invented something



We can help. Email us your press releases, media events and product launches and we will tell the press. We will also load your information onto the Show's website.

✉ Add [pr@britishmarine.co.uk](mailto:pr@britishmarine.co.uk) to your press distribution list.

Your PR contacts are Annabel Wildey on 01784 223811, Camilla Colborne on 01784 223 614 or email your press releases: [pr@britishmarine.co.uk](mailto:pr@britishmarine.co.uk)



## 2. PSP Southampton Boat Show Website – Your exhibitor listing

Make sure visitors know you are at the Show. The exhibitor listing is the most viewed page on our website so make sure you have uploaded all the latest information.

### What can you upload?

- ⚓ Company information including contact details and website address
- ⚓ Product information including photos and product descriptions



Upload here  
[www.southamptonboatshow.com/exhibitorprofile](http://www.southamptonboatshow.com/exhibitorprofile)  
and enter your login details

No login details? Contact Kit Robinson on 01784 223653 or email on [krobinson@britishmarine.co.uk](mailto:krobinson@britishmarine.co.uk)

### Send us your videos

We have a dedicated web page for all exhibitor videos plus a section in our e-newsletters which are sent to over 110,000 visitors. Send us your videos and we will do the rest.

For more information contact Kit Robinson on 01784 223653 or email on [krobinson@britishmarine.co.uk](mailto:krobinson@britishmarine.co.uk)

## 3. Use our free marketing tools

Exhibiting is a huge investment so make sure everyone knows you're at the PSP Southampton Boat Show.

We offer all exhibitors a portfolio of free collateral.

- **Logo**  
Download the PSP Southampton Boat Show logo here [www.southamptonboatshow.com/marketing](http://www.southamptonboatshow.com/marketing)
- **Banners**  
Download the PSP Southampton Boat Show web banner to add to your website and emails here [www.southamptonboatshow.com/marketing](http://www.southamptonboatshow.com/marketing)
- **HTML email template**  
We can provide you with an email template to send to your database telling them about the Show and your presence at the Show. For full details contact Deborah Tipler on [dtipler@britishmarine.co.uk](mailto:dtipler@britishmarine.co.uk) or call 01784 223649
- **Leaflets**  
A choice of printed material. e.g posters and leaflets. For best results, send with covering letter highlighting your stand number and why they should visit you at your stand. Contact Deborah Tipler on [dtipler@britishmarine.co.uk](mailto:dtipler@britishmarine.co.uk) or call 01784 223649
- **Posters**  
Download and print PSP Southampton Boat Show A4 posters to create awareness
- **Personalised digital leaflet**  
Online digital leaflets personalised with your company name and stand number. Send by email to your database giving them information on the Show and your stand details

For more information or any queries, please contact Deborah Tipler on 01784 223649 or on [dtipler@britishmarine.co.uk](mailto:dtipler@britishmarine.co.uk)



# At Show – Keep it going

Once the Show has started, there are many ways to engage customers and keep your marketing and promotional efforts on track.

Place media packs in the Media Centre.



We produce a media events diary to give to each journalist, so send all your press information to [pr@britishmarine.co.uk](mailto:pr@britishmarine.co.uk)



Tell us about any new products, innovative designs or stand enhancements so we can point journalists your way.



Tell the PR team of any changes or developments on your stand so we are up to date. [pr@britishmarine.co.uk](mailto:pr@britishmarine.co.uk)



Use a drop-box for business cards on your stand, or have a notepad and pen handy to capture contact details. Incentivise with a prize draw. We can help with ideas.



Don't forget. Use social media to promote your presence up to, during and after the Show. #pspsbs14



## 4. VIP Guest Tickets - for hot prospects from just £5.25 (+ vat)

Shows are ideal for interacting with customers and a great place to invite your hottest prospects. We offer exhibitors VIP Guest Tickets which cost from just £5.25 (+vat) per ticket and we only charge you for those that are redeemed.

Order your tickets **NOW** or call Michelle Cunningham on: 01784 223613 or email on [mcunningham@britishmarine.co.uk](mailto:mcunningham@britishmarine.co.uk)

Advance Tickets from just **£13** Save **£7**

### Offer your whole database discounted tickets – for just £13

Offer them the discounted code EX12 and they can get tickets for just £13, saving £7 off the full ticket price.

## 5. Social Media

The Show's social media reach is over 17,000. Make sure you make the most of this audience and follow the checklist below:

- 📍 Like us on Facebook [www.facebook.com/LoveBoatShows](http://www.facebook.com/LoveBoatShows)
- 📍 Follow us on Twitter at [www.twitter.com/LoveBoatShows](http://www.twitter.com/LoveBoatShows)
- 📍 Use hashtag #PSPSBS14 and join the Show conversation
- 📍 Create your own twitter feeds and get people talking about your products and activity



## 6. The Official Showguide

Every exhibitor is offered a free listing in the Showguide, but if you really want to get noticed upgrade. The guide is frequently retained and referred to long after the Show is over.

For more information contact TRMG:  
Tracey Conway: [tracey.conway@trmg.co.uk](mailto:tracey.conway@trmg.co.uk)  
Andrew Hollingworth: [andrew.hollingworth@trmg.co.uk](mailto:andrew.hollingworth@trmg.co.uk)  
or call 01717 573999 ext 252



# After The Show

Create a database of all the leads you have collected



Send post-show press releases and product photography to relevant media



Stay in touch! Include the PR team in any news post-Show so we can include it in newsletters and features after the Show



# Sponsorship

The Show will dominate the city of Southampton for 10 days, and will feature over 600 exhibitors and attract over 110,000 visitors. Sponsorship allows you to stand out from the crowd and we'll work with you to develop a bespoke package which works for you.

## Example ideas:

- Associate sponsorship
- Solus category opportunities
- Sampling opportunities
- Listing opportunities
- Show attraction sponsorship
- B2B opportunities
- B2C opportunities includes email marketing
- Media Centre sponsorship

To find out how your organisation and/or brand can benefit from getting involved with the PSP Southampton Boat Show 2014, please get in touch with us. Contact Commercial Executive Adeline Pilfold on 01784 223654 or email [apilfold@britishmarine.co.uk](mailto:apilfold@britishmarine.co.uk)



# Your Essential Contact List

## The PR Team

Annabel Wildey	☎ 01784 223811	✉ <a href="mailto:awildey@britishmarine.co.uk">awildey@britishmarine.co.uk</a>
Camilla Colborne	☎ 01784 223614	✉ <a href="mailto:ccolborne@britishmarine.co.uk">ccolborne@britishmarine.co.uk</a>
Rebecca Jackson	☎ 01784 223627	✉ <a href="mailto:rjackson@britishmarine.co.uk">rjackson@britishmarine.co.uk</a>

## The Marketing Team

Deborah Tipler	☎ 01784 223649	✉ <a href="mailto:dtipler@britishmarine.co.uk">dtipler@britishmarine.co.uk</a>
Tamsin Kirkpatrick	☎ 01784 223647	✉ <a href="mailto:tkirkpatrick@britishmarine.co.uk">tkirkpatrick@britishmarine.co.uk</a>
Mike Enser	☎ 01784 223626	✉ <a href="mailto:menser@britishmarine.co.uk">menser@britishmarine.co.uk</a>

## The Online Team

Kit Robinson	☎ 01784 223653	✉ <a href="mailto:krobinson@britishmarine.co.uk">krobinson@britishmarine.co.uk</a>
Joe Roel	☎ 01784 223678	✉ <a href="mailto:jroel@britishmarine.co.uk">jroel@britishmarine.co.uk</a>

## Sponsorship

Adeline Pilfold	☎ 01784 223654	✉ <a href="mailto:apilfold@britishmarine.co.uk">apilfold@britishmarine.co.uk</a>
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[www.facebook.com/LoveBoatShows](http://www.facebook.com/LoveBoatShows)



[www.twitter.com/LoveBoatShows](http://www.twitter.com/LoveBoatShows)



# The Countdown Is On



**Here is your checklist to make sure you get the most return on investment**  
(Click bullets to check off what you've done)

## **6 months** (March - April)

- Add [pr@britishmarine.co.uk](mailto:pr@britishmarine.co.uk) to your press distribution list
- Contact the NBS PR team with all your latest press releases
- Upload all your latest product information to the Show website
- Like us on <https://www.facebook.com/LoveBoatShows>
- Follow us on <https://twitter.com/LoveBoatShows>
- Add our hashtag to all your tweets and facebook #PSPSBS14
- Add the Show logo and banner to your website with your stand number

## **4 months** (May - June)

- Add the Show logos and banners to your e-newsletters with your stand number

## **2 months** (July)

- Contact the PR team with any latest news, product launches etc
- Order leaflets to send to client database with a covering letter
- Order your VIP Guest Tickets
- Email database with the discount code for Show tickets
- Download and print the PSP Southampton Boat Show poster
- Send us any videos
- Tell us about any competitions

## **1 month** (August)

- Send your VIP Guest Tickets to your hot prospects and key clients
- Email your entire database reminding them of your presence at the Show and the discount code for Show tickets
- Contact the PR team with any latest news

## **2 weeks** (September)

- Tell PR team about any media events, product launches and latest news
- Order any last minute VIP Guest Tickets
- Email your database with ticket discount code EX12
- Book your media event with the PR team