



























# **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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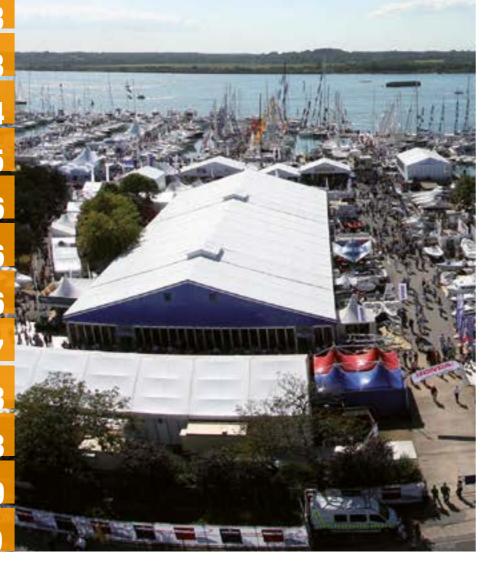
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# Pre-Show Marketing

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!

PR - Spread your news

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

Your product launches



Celebrities to your stand



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 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





### 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

Banners

Download the PSP Southampton Boat Show web banner to add to your website and emails here <a href="https://www.southamptonboatshow.com/marketing">www.southamptonboatshow.com/marketing</a>

#### 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 <a href="mailto:dtipler@britishmarine.co.uk">dtipler@britishmarine.co.uk</a> 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 <a href="mailto:dtipler@britishmarine.co.uk">dtipler@britishmarine.co.uk</a> 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 <a href="mailto:dtipler@britishmarine.co.uk">dtipler@britishmarine.co.uk</a>









## 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

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

Tell the PR team of any to date. pr@britishmarine

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

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

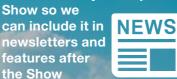


### **After The Show**

Create a database of all the leads you have collected

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

PR team in any news post-Show so we features after the Show



Stay in touch! Include the

## **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



### **Your Essential Contact List**

### The PR Team

**©** 01784 223811 **Annabel Wildey**  <u>awildey@britishmarine.co.uk</u> **©** 01784 223614 **Camilla Colborne**  □ ccolborne@britishmarine.co.uk **©** 01784 223627 Rebecca Jackson □ rjackson@britishmarine.co.uk

### **The Marketing Team**

**©** 01784 223649 **Deborah Tipler ©** 01784 223647 <u>tkirkpatrick@britishmarine.co.uk</u> **Tamsin Kirkpatrick ©** 01784 223626 Mike Enser ™ menser@britishmarine.co.uk

### The Online Team

§ 01784 223653 **Kit Robinson**  ✓ krobinson@britishmarine.co.uk Joe Roel **©** 01784 223678 iroel@britishmarine.co.uk

### **Sponsorship**

**©** 01784 223654 **Adeline Pilfold** □ apilfold@britishmarine.co.uk



