

automechanika

BIRMINGHAM

Exhibitor Guide:
What to do next?



IN ASSOCIATION WITH

SMMT
DRIVING THE
MOTOR INDUSTRY



Your Stand

▶ Shell Scheme

If you have booked a shell scheme stand this will include:

- ▶ Carpet
- ▶ Walls
- ▶ Ceiling
- ▶ Nameboard & Fascia



▶ Space Only

This is the floor space only - you will need to appoint a stand contractor to provide flooring, walls and design your stand.

- ▶ All exhibitors will need to order their electrics, WiFi and additional extras (graphics, furniture). A full list of official suppliers is available from the organiser.

What are your objectives?

Knowing why you're exhibiting is key to planning your pre show marketing campaign and onsite activities.

- Product Launch
- Brand awareness
- Lead capture and new business development
- Networking (face to face meeting with existing customers)

6 Months before the show -
Set objectives to keep your
planning on track



Stand Design

6 Months before the show



- ▶ Whether you have a Shell Scheme or Space Only stand have you factored in everything you need to your stand design?
 - ▶ Do you need space for demonstrations or to display your new product?
 - ▶ If you are having meetings what furniture do you want? Formal meeting space or more relaxed? Do you need catering?
 - ▶ To attract new customers will you have an interactive element to your stand? For example games or competitions can be a great way to get a potential customers attention as they walk by?
 - ▶ Do your graphics stand out? Is your brand on display and can visitors recognise you?

Pre Show Marketing

3-6 Months before the show - Start your campaign



- ▶ Engaging with your customers before the show will also increase the traffic to your stand once you are there.
 - ▶ As part of your marketing package you have access to logos, banners, email signatures, registration links, HTML templates and more to support your activity
 - ▶ INVITE YOUR CUSTOMERS
 - ▶ Don't forget to update your company profile on the event website and upload content to auto:resource to increase your exposure
 - ▶ Tell the industry what you are doing! Do you have a product launch, competition, give away, exclusive show discount, demonstrations, on stand training? These are all ways to drive traffic to your stand.



Suppliers & Stand Orders

2-3 Months before the show
Order for your stand

Our official and recommended suppliers will make sure you have everything you need for your stand.



- ▶ [Electrics, Furniture, Graphics](#) - GES
- ▶ [WIFI, Catering, Rigging](#) - NEC
- ▶ [Transport and onsite logistics](#) - CEVA
- ▶ [AV](#) - Immersiv AV
- ▶ Stand Design and Build - *contact the show team for recommended stand designers*
- ▶ [Accommodation](#) - Book early to secure your accommodation for your team.
- ▶ Lead Capture - Your marketing package includes a data scanning app. Make sure you activate this before the event via the exhibitor hub
(Available from February)

Before you go onsite



- ▶ Brief your staff:
 - ▶ Do you have the right people on your stand?
 - ▶ Do you have enough people?
 - ▶ What is the dress code?
 - ▶ What are their objectives?
- ▶ Book your delivery slot & logistics for onsite
- ▶ Print off your staff badges
- ▶ Complete the site induction (for all members of staff onsite during build up / break down)
- ▶ Pack your high vis - you will not be allowed on the show floor during build up without one

Onsite & on your stand

At the show



- ▶ Pickup your parking passes
- ▶ Be social & post online
 - ▶ Keep visitors up to date with what you are doing on your stand
 - ▶ Take a video of your stand / team
 - ▶ Announce competition winners, demo timings, special guests
- ▶ Make sure you schedule breaks within the team to refresh and visit the show

Post Show Follow Up

Post show - 3 months
Follow up your leads and
review your objectives

Once the show is over there is still work to be done.

- ▶ Download your scanned data and follow up your leads
- ▶ Stay active - engage with your new customers on social media, post highlights from the show
- ▶ Review your show
 - ▶ What went well? What didn't work?
 - ▶ Was your stand the right size?
 - ▶ Did your layout work? What would you change next time?
 - ▶ Did you meet your objectives onsite, 1, 2, 3 months after the show?
 - ▶ Did you do enough pre show promotion? Did your onsite activity draw visitors to your stand?

Useful Links & Information

- ▶ All stands will need to complete mandatory H&S and induction forms which will be available in the exhibitor manual- make sure you don't miss any of these deadlines
- ▶ The Exhibitor Manual is your main platform for event information, build guidelines, stand orders and includes a task list to keep you on track. The exhibitor manual will be live from January.
- ▶ Media Package Manager logins will be sent out in December. Login and update your company profile for the event website.
- ▶ Official suppliers - a full list of official and recommended suppliers can be found on the [event website](#).

FAQ's

- ▶ Which hall is the show in?
 - ▶ Automechanika Birmingham 2025 is in halls 18,19 & 20 of the NEC, Birmingham
- ▶ What are the build up and breakdown times?
 - ▶ Build-up will take place on Saturday 31st May to Monday 2nd June and breakdown will be after the show closes on Thursday 5th June and all day Friday 6th June.
- ▶ Where do I get show logos and banners from?
 - ▶ You can download logos now from the event website, bespoke logos and banners will be available from February. Contact the show team to find out how you can make the most of your pre show marketing.
- ▶ How many parking passes do I get?
 - ▶ Parking during build up is free, each exhibitor will receive two parking spaces per stand & these can be collected onsite from the organiser's office on arrival valid for the show open days.
- ▶ How do I scan visitor badges?
 - ▶ You will need to activate your scanning app from the Exhibitor Hub (links will be available from February) and your staff will then be able to download the app on to their chosen devices. Log back in to the hub after the event to download your data

Thank you!

Contact the event team if you have any questions.