

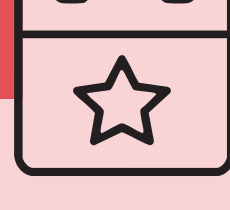
# HOW TO **STAND OUT** AT EVENTS

## The Ultimate Marketing Checklist

### Tired of blending in with other exhibitors at events and expos?

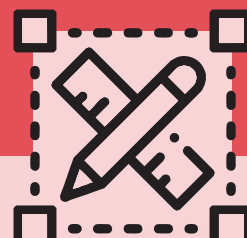
Here we break down how you can **stand out from the crowd** and make the most of each event you exhibit at.

#### 1 EVENTS AND EXPOS



It may sound simple, but it's crucial you do your due diligence. **Make sure you only exhibit at events that are relevant to your industry** and that lots of your direct competitors aren't also there. Also ensure that it attracts attendees who are likely to be interested in your services.

#### 2 DESIGNS



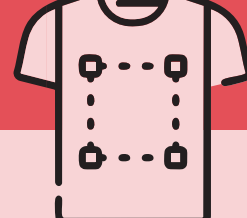
When choosing designs, keep it basic! Use your brand colours, images of your team and short, **sharp descriptions of your services and how you help your clients.**

#### 3 PRINT MATERIAL



**Business cards, brochures, leaflets, product guides – they're still so useful.** Having well-designed print material allows attendees to walk away with something containing all the crucial information about your business.

#### 4 MERCHANDISE



Whether it's branded notepads, stress balls or something more inventive, **merchandise makes your brand memorable and stick long in people's minds** – at Flamingo, our pink pens always go down well!

#### 5 EMAIL MARKETING



Both pre- and post-event, email marketing drums up interest in your attendance and gives you the chance to share special offers or invite attendees to book meeting slots with you on the day.

**Follow-up emails to those you spoke to (and those you missed) are also crucial to continuing the conversation after the event.**

#### 6 SOCIAL MEDIA



Build interest in your exhibition and invite your followers to register.

**You can also publish social posts during the event to invite attendees to your stand and share follow-up pictures to thank those who spoke to you.**

**If this feels like a lot to take on, we're here to help.**

Flamingo are experts in creating full marketing campaigns for your exhibitions at events or expos, handling print media production and banner and podium graphics, right through to email marketing campaigns and social media strategies.

**Click to book a call**

Get in touch at  
**info@flamingostrategies.co.uk**

or call **01926 350 040**