diversified

Everything you need to know.

Let us share a framework for success as you prepare for the show

ENERGY EXCHANGE AUSTRALIA

2–4 MARCH 2027
PERTH CONVENTION
& EXHIBITION CENTRE

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What's Your Next Step?

So you've booked a stand and are now thinking, what's next? Where do I begin?

Whether you're a first time exhibitor or seasoned expo professional setting a strong foundation for success at the start of your exhibiting journey will pay dividends when showtime comes.

Here are some tips that can lead you to generate excellent results with a bit of planning and drive measurable return on investment.

Who's Your Point of Call?

Whether your company be big or small, it's always important to appoint someone who can overlook the whole operation from beginning to end. Not only will this person be there to run the show, but the show team can liaise directly with them; keeping you up to date with new benefits and opportunities available to your business, efficiently helping you to get the most out of your exhibiting experience.

Stay on top of deadlines with our Exhibitor Services Website which contains all the practical info you need to exhibit.



Set a Budget

Working out your budget can be a strenuous task, however it is best to guide your budget by keeping your objectives in mind, thinking of the value they bring to your business. It is important to remember that results from your spending on the show will come to light after the show in the form of sales and brand awareness.

Set Measurable Objectives

Focus your energy on what you want to achieve whilst exhibiting. From generating those leads, creating awareness and building contacts, to enhancing customer relationships and engaging in positive business networking opportunities. Setting clear objectives will help you measure how successful your event has been.

Don't forget about extra branding opportunities to help you stand out from the crowd on the Showfloor!

Design Your Stand

Think of your stand as a salesperson. Are your graphics, signage and set up getting across the right message? Maximising the space within and around your stand is also important, making sure your visitors will feel comfortable and be able to enter and exit with ease. Integrate your visitors by activating their senses, so they not only see, but feel a connection to your business. When it comes to your stand, be bold, be visual, and most of all, be simple.

Promote Your Presence at the Show.

Let people know you'll be exhibiting and invite your networks to visit you at the show.

Tell your clients why they should visit you by promoting what you will be doing at the show and the benefits it will bring to them and their businesses.
Seize every opportunity and add a show message to all your communications, letting them know that your stand is not to be missed

Website

Utilise your website to promote your stand and its location. Add a banner to your homepage with a click through, where you can highlight what you're doing at the show, helping to cement your business in visitors minds, giving them an insight into what you'll have on display. Don't forget to also remind your contacts to register online in advance and help them to avoid queues on the day.

Social Media

Using social media is a great way to start showing off what you'll be showcasing at the show. Think about what channels you use and what the best ways might be to leverage these for your time at the show. Start with a simple "See us at at the show" post, taking your followers through what they'll see at your stand. Follow your fellow peers and keep up to date with what your visitors want to see.

Anything exciting happening at your stand? Let us know and we can link them into our own show promotion!

eDM's

Do you have a regular email newsletter? Include banner ads and editorial in issues closer to the event. It takes several touch points for a reader to act on a message, so remind them about your presence consistently but provide fresh updates each time so they are kept interested. Sending out a simple email to your database inviting them to the show can also have a big impact.

Print

Beyond the digital scope, it's valuable to recognise what print advertising can do to further help you promote your presence. Send out personalised flyers through direct mail, or pop inserts into your outgoing orders to your clients. Build your brand awareness and give your potential and existing customers a reason to attend.

Don't forget we're constantly looking for PR and media stories. Share your product news with our team to expand your potential reach.



Check out the Exhibitor Services Website to download your tools

It’s Showtime!

You’ve set yourself up in an environment of excellence, met deadlines and promoted your presence, now it’s time to shine onsite.

Pre-Show

Make sure you get in early and be ready to go when the doors open. Daily briefings can help to make sure everyone keeps the energy up, stays positive, and on track with the objectives and goals, taking on as much feedback as possible from your staff and visitors. This is one of the most important times of your show experience, so be sure to spend enough time making those much needed preparations.

During Show

Visitors are notoriously shy, so make sure your team are welcoming and engaging to draw visitors onto your stand. You never know where your next client will come from so don’t let any leads pass you by without a conversation.



Grab those leads! Make sure you collect contact details of those who visited your stand or enquired about your products.

Be sure to set up your lead tracker prior to the show to ensure your well prepared to start collecting leads straight away!

Post Show

Reap the rewards from your time with us and follow up those leads! Make sure you let visitors know you want their business. Track your leads and measure results against your initial goals and objectives. Use this to fuel an honest appraisal of your time at the show, highlighting what worked and what didn’t. What you do after the show is very important, be sure to devote as much time as needed to make the most of your show experience.

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See you at the show!

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