

## 12 TIPS FOR A **SUCCESSFUL EXHIBITION** AT THE **TRADE FAIR** OR **AGRICULTURAL SHOW**

**Chitalu Mumba**  
PR and Marketing



**1 Unique Booth Design:** Engage a reputable stand builder or event manager to create a visually appealing and distinctive booth that grabs attention and stands out from the crowd. Use creative elements, lighting, and signage into your booth design to showcase the uniqueness of your brand.

**2 Go Green:** by using interactive product displays: The use of QR codes and Near Field Communication to direct show visitors to your website and social media pages, this reduces your printing requirements by a whopping 80%. Talk to your stand builder and explore building the stand out of recycled materials. You will tick the right boxes when your clients and potential ones know that you are playing your part in reducing the global carbon footprint.

**3 Increase Your Budget:** Up your game and increase your budget – the amount you spend on your stand reflects the value you place on your brand! In Zambia, marketers are relentlessly negotiating with stand builders to bring their quotes down while expecting award-winning stands. We don't understand how that works, you are already here – now let's go big or go home!

**4 Staff Attire:** This year let's avoid suits if we can. Ironically, suits are not easy to brand, perhaps because they are commonly associated with formal occasions like family weddings, which adds to their popularity. This year let's go for neatly done and branded shirts, golf shirts, t-shirts or corporate branded attire that aligns with your brand and message.

## 12 TIPS FOR A **SUCCESSFUL EXHIBITION** AT THE **TRADE FAIR** OR **AGRICULTURAL SHOW**

**Chitalu Mumba**  
PR and Marketing



- 5 Stand Training:** When someone has been thrown on the stand last minute, it is easy to see. They are likely unprepared and do not know the theme of the event, and they are certainly chewing gum. Please provide comprehensive training to your staff on customer service, effective communication, and professional etiquette to ensure they can engage with visitors confidently and create a welcoming environment.

---

- 6 Social Media Integration:** Remember it's not only the organiser's role to promote the event, all exhibitors, speakers and even visitors have a role to play in order to make it a resounding success. Therefore, leverage social media platforms to create a buzz before, during, and after the event. Encourage attendees to share their experiences, use event hash tags, and interact with your brand online. This will certainly help you win over new customers while keeping your loyal ones.

---

- 7 Theme Interpretation:** The 2023 Trade Fair theme is "Stimulating Economic Development through partnerships, trade and Investments" and the agricultural show theme is "Inclusive economic transformation" certainly feels like the same theme for the last decade or more. But if you cannot interpret the theme correctly or how your organisation is aligned to it, you can forget about landing the coveted awards. Ideally get your team in on it from the onset and try to have fun around while addressing the core message – later on it will be much easier in the presence of the judges.

---

- 8 Networking:** There is a buzz about business events, trade fairs and expos that make participants business-ready. It's as if a buzz-bulb switches on at events and turns off immediately after. Chances are, if you met the same people in the comfort of their office they are unlikely to give you the same amount of energy and enthusiasm. So take advantage of the shows and maximize the networking opportunities to grow your database by actively participating in parallel events and engaging with industry professionals. Foster relationships, exchange ideas, and uncover collaboration opportunities for potential business prospects in the local and international markets.

## 12 TIPS FOR A **SUCCESSFUL EXHIBITION** AT THE **TRADE FAIR** OR **AGRICULTURAL SHOW**

**Chitalu Mumba**  
PR and Marketing



- 9** **Grow Your Contacts Database:** Use tablets, PC's, NFC's, QR codes or online forms to digitally collect your visitors information. At so many Zambian trade shows you will find pieces of paper with difficult-to-read hand writings are the norm for visitor registration. Following up after the show then becomes a real challenge.  
*For more information and visitor registration options call Africast on 0211267295/6*

---

- 10** **Giveaways and Promotional Items:** Offer branded merchandise or promotional items that align with your brand and resonate with your target audience. Ensure they are useful, memorable, and leave a positive impression. These are not freebies; provide collateral only to potential customers and ensure you obtain their contact information in exchange so that you can follow up with them after the event.

---

- 11** **Continuous Engagement:** Stay connected with attendees especially after the event. Follow up with leads, send personalized emails, and provide valuable content to nurture relationships and convert prospects into customers.

---

- 12** **Post-Event Evaluation:** Conduct a thorough analysis of your exhibition performance. Assess your goals, metrics, and feedback to identify areas of improvement for future exhibitions. Use the insights gained to refine your strategies and enhance your success in subsequent events.

*Africast Zambia is a wholly Zambian owned company established 15 years ago whose core business is industry focused conferences and exhibitions. The company has numerous stand-building awards at shows and trade fairs countrywide and is a proud found member of EPAZ (Event Professionals Association of Zambia).*