

Re-booking procedure

It's a common sight. A sales person makes a space sale and does a lap of honour round the sales floor.

But, as seems to be the norm, take a look at the contract and it's for space only. What about the sponsorship, advertising or other revenue opportunities.

We ran the ispy Exhibitor Satisfaction Survey in 2009 and the results of that showed that exhibitors want a more consultative approach to being sold to.

This is where the re-book program comes into its own. Some organisers will work on a first-come-first-served basis. But this is, frankly, a lazy way to sell space at the show and can create all sorts of resentment for long term participants.

Pre-show	
First you have to agree on what you're offering your exhibitors/sponsors in terms of rebooking incentives. To that end, set the following:	<ol style="list-style-type: none"> 1. Discounts 2. Incentives 3. Packages 4. Sponsorships
Once these are agreed, have your documentation ready i.e.	<ol style="list-style-type: none"> 1. Show information on CD. We produce a pre-show "Show CD" which includes draft brochures, ad opportunities, etc. (We can quote for these). 2. Floor plan 3. Contracts (include on these the normal i.e. space costs, but also add sponsorship packages, advertising opportunities, registrations charges etc. I have examples of these if needed).
Staff	<p>Fully brief staff on what they can offer and run through the re-booking process, role playing if necessary.</p> <p>In general, use senior sales staff to sell the rebooking process as those that you're selling to tend to be experienced sales people themselves.</p>
A note on re-book deals	<p>Deals that are offered as part of the re-book process should be exclusive to the process.</p> <p>You might want to offer these deals prior to the event to get bigger companies onboard before the event and/or so they can decide their strategy for future events.</p> <p>Give a reasonable "cooling off" period.</p> <p>Set parameters and conditions for cancelation and downsizing.</p>
Determine your "priority order"	<p>Your company has to decide how you're going to prioritise the exhibitors/sponsors i.e. longevity, size of stand, revenue spent over the years.</p> <p>However you determine this, tell your exhibitors/sponsors how you have come to this decision. Transparency is key to getting these people on your side.</p> <p>In general, the lower the "priority number" the higher the rank in order.</p>
At show	
Have a dedicated re-book sales area/room.	<p>Ideally away from the main floor and somewhere quiet.</p> <p>Make sure it's comfortable and organized and stocked with tea, coffee etc.</p>
Set times for appointments	<p>These should be given to exhibitors during build up and/or first day of the event.</p> <p>Give them the opportunity to re-arrange the times.</p> <p>Re-confirm times on the day of the appointments. The more contact you have with exhibitors the better.</p> <p>Make sure exhibitors/sponsors turn up on time and communicate the penalties if they don't turn up.</p>
At the appointment	<p>Make sure you understand the objectives of the exhibitor/sponsor.</p> <p>Many times sales people miss important sales opportunities because they have no idea what the exhibitor/sponsor is trying to achieve.</p> <p>Spend time to go through the entire set of opportunities open to the exhibitor/sponsor.</p>
After the show	
Follow up	<p>Make sure that the details of the deal are confirmed with one week of the end of the show if not during the event.</p> <p>Make ALL departments aware of the deal and what is expected from them. Exhibitors/sponsors hate it when they ring organisers and one dept has no idea of what's going on with them.</p> <p>Manage the relationship. Simple I know, but hand hold these guys right to the end of the process. It will make your life easier next time around.</p>



We're a specialist provider of premium customised consultancy solutions for event industry businesses and professionals. Our mission is simple. Revenue Improvement, because it is the bottom line that really matters.

We're experts with more than 25 years in the industry as service providers, event organisers and consultants with "on-site" and "in-the-field" experience. We're seasoned industry professionals who have demonstrated a tangible track record of success and have practical, real-world experience that you can count on.

We work with companies from event startups and those organising their first conference to established firms looking for support or just to inject new ideas and energy to existing setups.

We work with you to develop solutions built on industry accepted "best practices" and are designed to meet the unique needs of your organisation and the challenges you and your team face. Our approach is comprehensive and focused on working with organizational leadership and front-line staff, to establish a foundation for long-term success.

Because results matter, it is our goal to improve the quality of service, team morale, build capacity, or improve the bottom line, it will be the results that need to be achieved that guide us. We help your business to implement cost saving strategies and solutions as well as work with you to develop performance measures to make sure your team is on track. We believe the best measures of success come through Customer Satisfaction Surveys, Key Performance Indicators (KPI) and your Return on Investment (ROI).

Our flexible budgeting solution means we achieve high return on almost any budget. In fact our fees are frequently offset instantly by cost saving measures we help you introduce immediately.

Whatever the scale of the project you are working on and whatever the time frame, we want you to think of us as your event partners – so give us a call and let's see how we can work together.

We are based in the United Kingdom but happy to work remotely or travel anywhere globally where our services are required.

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