

Dear Exhibitor,

Thank you for deciding to exhibit at the SHOWMAN'S SHOW – the UK's original and most comprehensive exhibition for the outdoor and special event world. The 2021 Show will take place at the Newbury Showground from 20th – 21st October 2021.

This guide is about doing a few simple things before, during and after the show, many of which are completely FREE and will help you to make the most of your stand. Please spend a few minutes going through this guide.

Publicise Your Presence

Eventive Communications has been appointed as the PR consultant for the SHOWMAN'S SHOW to generate as much coverage about you and the Show, in all relevant media, as possible. Timing is paramount, so please complete and return the Publicity Forms as soon as possible. Those companies who return them quickly are often included in feature articles about the Show. Publicity and coverage for your company, its products and services, flow from the information we receive from you via the forms, so it's vitally important to return them to ensure that you get the best possible exposure.

Promote Your Presence

By actively promoting your presence at the SHOWMAN'S SHOW you will increase the footfall on your stand. Sending out E-invites to your prospective clients and current customer lists will all help to generate traffic to your stand. Inform people you will be there via your social media channels. If you are planning a photo opportunity or a press launch on your stand please let us know so that we can let the press attending the show know.

Enhance Your Presence

Think about your stand and how to make it exciting to the visitor. If you have a new product or service, can people experience it on your stand? If this isn't feasible, do you have footage of it that you can show potential customers? Bring your stand to life with good graphics, uniformed staff, perhaps a celebrity appearance or live entertainment that will attract people's attention - make the most of your investment in the show.

Remember, keeping us informed of your plans for the Show allows us to provide the maximum support and ensure that you get the most from your participation and investment in the SHOWMAN'S SHOW.

We look forward to working with you at what will be a very exciting show.

Kind regards

Jeremy & Johnny Lance

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PUBLICITY FORMS:

FORM 1 - Programme Advertising Form

FORM 2 – E-newsletter Advertising Form

FORM 3 - New Product and Media Opportunities

FORM 4 – The Green Supplier & Innovation Award

CONTACTS

For **EXHIBITOR / OPERATIONS** and **ADVERTISING**:

Jeremy and Johnny Lance

T: +44 (0) 1747 854099

F: +44 (0) 1747 854634

E: jeremy@showmans-directory.co.uk / johnny@showmans-directory.co.uk

For **PUBLIC RELATIONS**:

Michelle Tayton (Eventive Communications)

T: +44 (0) 2476 992011

M: +44 (0) 788 752 7369

E: Michelle.tayton@eventivecommunications.co.uk

Jodie Foulks (Eventive Communications)

T: +44 (0) 2476 992011

E: office@eventivecommunications.co.uk

ACTION CHECKLIST

The following summary of important dates will assist you in your planning for the event.

Publicity Forms

Deadline

| | | |
|---|----------------------|--------------------------|
| FORM 1 – Catalogue Advertising Form | 13 th Sep | <input type="checkbox"/> |
| FORM 2 – E-news Advertising Form | ASAP | <input type="checkbox"/> |
| FORM 3 – New Product Form & Media Opportunities | ASAP | <input type="checkbox"/> |
| FORM 4 – Green Supplier & Innovation Award | 20 th Sep | <input type="checkbox"/> |

Activity:

| | |
|---|---------------------------------|
| Send information and video content for inclusion in the E Newsletter, including: details of your stand activity, new products and services launched, competitions etc. | NOW! and on-going |
| Send show information for magazines previewing the show | NOW! and on-going |
| Add the SHOWMAN'S SHOW banner to your website and link it to your exhibitor listing on www.showmans-directory.co.uk | NOW! |
| Add the SHOWMAN'S SHOW banner to your email signature and link it to the registration page on https://eventdata.uk/Visitor/ShowmansShow.aspx | NOW! |
| Arrange for the SHOWMAN'S SHOW logo to be sent to your design agency for inclusion on your advertising | NOW! |
| Enter the Green Supplier & Innovation Award | 20 th September 2021 |
| Send E-invites to your prospect list and customers | September and October |
| Compile digital press packs | 7 th October 2021 |
| Email digital press packs to Eventive Communications office@eventivecommunications.co.uk | 11 th October 2021 |

THE WINNING STRATEGY

Getting buyers to your stand

Research proves that the most successful companies at a range of exhibitions (in terms of business generated and leads collected) were the ones who invited customers and prospects before the show (if you don't invite them, your competitors surely will) (source CEIR). We will email over a pre-designed invite that you can send out to your clients.

Most visitors decide which stands to visit well in advance of arriving at the show, so it is vital to ensure that your stand is on their 'must see' list.

Things to consider:

- Ensure your database is up to date
- Get your sales staff to invite your customers/prospects to visit
- Host a drinks reception on your stand

What else can you do?

- Arrange meetings with key clients at the show.
- Incorporate the show logo, dates and your stand number in any publicity material and adverts that you produce leading up to the show. **Email office@eventivecommunications.co.uk and we will supply the logo as a TIFF, JPEG or EPS file.**
- Add the SHOWMAN'S Show logo or banner to your website and link it to your listing on our website www.showmans-directory.co.uk
- Create a dedicated page about your presence at the show on your website; visitors to the site may decide to make initial contact with you in a show environment.
- Follow our social media channels

Twitter @TheShowmansShow

Instagram @theshowmansshow

Facebook www.facebook.com/theshowmansshow

Linked In <https://www.linkedin.com/company/18005810>

Youtube channel: <https://www.youtube.com/channel/UC4WjV5volMr36giLxaZ43DQ>

E-NEWSLETTER

The Showman's Show publishes an E-Newsletter on a monthly basis until September, and then more frequently in the run-up to the event which has proved highly effective in driving visitors to exhibition stands.

This popular tool is available to all exhibitors, free of charge, on a first come, first served basis. To get involved please send information about your company, and anything you think will be of interest, including why you are exhibiting, any new products or services you're launching and plans for your stand.

Video is becoming an increasingly popular medium for marketing your business. We will try to include video content within the newsletters wherever we can. If you have any footage that you think would be suitable then please don't hesitate to send it to us. Links to Youtube, Vimeo etc. will work best please.

Publication dates and the deadline for submitting copy are:

| E-Newsletter 2021 | | |
|----------------------|----------------------------|----------------------------|
| | Copy deadline | Publication date |
| Issue 1 | April 21 st | April 28 th |
| Issue 2 | May 19 th | May 26 th |
| Issue 3 | June 23 rd | June 30 th |
| Issue 4 | July 21 st | July 28 th |
| Issue 5 | August 18 th | August 25 th |
| Issue 6 | September 1 st | September 8 th |
| Issue 7 | September 15 th | September 22 nd |
| Issue 8 | September 29 th | October 6 th |
| Issue 9 | October 6 th | October 13 th |
| Issue 10 | October 13 th | October 19 th |
| Issue 11 (Post show) | October 29 th | November 3 rd |

All content should be emailed to office@eventivecommunications.co.uk

THE SHOWMAN'S SHOW PROGRAMME

The SHOWMAN'S SHOW Programme will be handed to all our visitors who attend the exhibition. It will be used to plan their time at the show and kept as a reference guide afterwards. The full colour, A6 programme will include a floor-plan of the event, general show information and a comprehensive list of exhibiting companies.

Advertising Opportunities in the Programme (Form 1)

With a directory listing of exhibitors, the SHOWMAN'S SHOW Programme has a shelf life well beyond that of a monthly magazine advertisement. This extended shelf-life, together with its highly targeted distribution, means that the programme offers your company a highly cost-effective means of directing decision-makers to your stand, as well as providing a wider market for lead generation.

Listed below are some of the opportunities available:

- Full page advertisement
- Half page advertisement
- Quarter page advertisement

The SHOWMAN'S SHOW official programme will be published by Lance Show & Publications Limited, publishers of Showman's Directory Event Dates.

For more information on maximising your presence at the show by participating in any of the above advertising opportunities please contact Johnny Lance on 01747 854 099 or E: johnny@showman's-directory.co.uk

Editorial Opportunities

If your company is launching a new product or service at the Show or has some other interesting stand activity planned, then we are interested in receiving information from you. It could result in your company receiving free editorial in trade publications covering news about the Show or our regular e-newsletter.

We are particularly interested in:

- New products or services
- Products and services on display
- Strategic announcements
- Visits by high profile executives
- New client contracts

News stories will be written primarily from information supplied to us at **Eventive Communications** via FORM 3 (New Product Guide Form) or direct news stories from yourselves although other information sources will be used if supplied.

Please submit the form ASAP plus any other relevant information (press releases, case studies and pictures – landscape high resolution only minimum 300dpi) to **Eventive Communications** Tel: +44 (0) 2476 992011 Email: office@eventivecommunications.co.uk

The most relevant and newsworthy information will naturally be covered more comprehensively.

Marketing Opportunities

There are many ways to ensure that your company receives maximum exposure at the show.

E-Newsletter advertising

Why not advertise in the official SHOWMAN'S SHOW e-newsletter or have your own designated email to our database. Get your company's brand in front of over 20,000 prospects before the show.

A range of packages are available at affordable rates so call the sales team to discuss various options. For more information on any of the packages or to discuss your particular requirements, please call Johnny Lance on 01747 854 099 or johnny@showmans-directory.co.uk

PRomote Your PResence at the SHOWMAN'S SHOW with EVENTIVE COMMUNICATIONS

Eventive Communications, on behalf of Lance Show & Publications Limited, is responsible for the public relations activities surrounding the Showman's Show.

We endeavour to keep the press in touch with the latest activities surrounding the Show and its exhibitors, in addition to any other news relevant to the visitor promotional campaign.

EVENTIVE COMMUNICATIONS CONTACT IS:

Michelle Tayton

Eventive Communications

Tel: +44 (0) 2476 992011

Mob: +44 (0) 7887 527369

Email: office@eventivecommunications.co.uk

WE CAN HELP YOU!

The key to a successful promotional campaign is to ensure that the media receive relevant, interesting and regular information about the Show and its exhibitors in the months leading up to the event.

Eventive Communications can help you to secure valuable promotional coverage in specialist, regional, national and online media if you take a few minutes out of your schedule to tell us what it is that you plan to do at the Show. Please remember that because many of the trade magazines are monthly or even bi-monthly, we need your information now in order to increase your chances of media coverage.

- Do you have any new and exciting additions to your product range?
- Do you have any newsworthy customers or events you are associated with?
- Do you plan to hold any special events or live demonstrations of your product or services on the stand?
- Will you be offering any special show promotions, discounts or competitions?
- Are you inviting any celebrities?
- Will you be holding a press reception at the show?
- Are you planning a photo opportunity on your stand? If so, please notify the office so that we can include it on the daily news sheet for visiting photographers and journalists.
- All your news should be relevant to your presence at the SHOWMAN'S SHOW.

Eventive Communications can help you to secure valuable promotional coverage, please complete FORM 3 NOW.

Completing FORM 3.

Complete FORM 3 as soon as you can by providing us with as much information as you can. The forms are included in the back of this marketing manual, and should be emailed to Eventive Communications **AS SOON AS POSSIBLE**. Make sure you also email any press releases or product information, together with supporting pictures by email (in jpg or tiff format minimum 300dpi resolution). Please note that this form is designed to maximise your publicity opportunities prior to the Show and any information will be used by Lance Show & Publications and Eventive Communications for public relations purposes only.

The Green Supplier & Innovation Award

The Show is keen to highlight suppliers who are making a special effort toward environmentally sustainable practices, products and services.

We will be offering all exhibitors the chance to enter into the Green Supplier and Innovation Award, in partnership with Vision 2025, the UK's Festival and Outdoor Event industry think-do tank on environmental practice.

The entries will be judged by industry experts in event sustainability, announced in due course.

The award will be presented to the successful exhibitor at the Showman Show, Newbury Showground by Thursday the 21st October.

If you would like to enter, simply complete and email form 4 over to office@eventivecommunications.co.uk. It is FREE and simple to enter.

CONTENTS OF DIGITAL PRESS PACKS

At the SHOWMAN'S SHOW 2021 we will be running a Virtual Press Office, as more and more journalists ask for information in a digital format. All press packs will be uploaded to a Dropbox folder and shared with journalists prior to the event.

We therefore request that all media information is sent by email or electronic transfer by Friday 11th October.

Your press pack should include:

- A copy of your press release with relevant contact numbers and your stand number
- Appropriate high resolution photographs to illustrate your product or service
- Any video content that illustrates your product or service and/or is relevant to the press release
- Company background

In addition to the above, you may also wish to include a company logo, client list and testimonials (make sure you have the client's permission to reproduce these in print for media distribution) and any recent research into the use of your company's product. Please do not bring company brochures to the press office in lieu of a digital press pack as these will not be displayed. You must be announcing a newsworthy story in the form of a specially written press release relating to your presence at the Showman's Show.

All the information received from exhibitors will be uploaded onto computers in the press office. The media can then choose which information is relevant to them and upload it to a memory stick which will be provided by the press office for journalists only.

Remember, **Eventive Communications** is on hand to help you – call them for more advice on +44 (0) 2476 992011

FORM 1 – PROGRAMME & WEBSITE ADVERTISING FORM

Return to: Johnny Lance

Telephone: 01747 854 099 Email: johnny@showmans-directory.co.uk

Deadline: 13th September 2021

I would like to book the following space in the **SHOWMAN'S SHOW** Programme:

| | | | | | |
|----------------------|------|--------------------------|---------------------|-------|--------------------------|
| Full Page Mono: | £675 | <input type="checkbox"/> | Inside Front Cover: | £1430 | <input type="checkbox"/> |
| Full Page Colour: | £985 | <input type="checkbox"/> | Inside Back Cover: | £1210 | <input type="checkbox"/> |
| Half Page Mono: | £465 | <input type="checkbox"/> | Outside Back Cover: | £1430 | <input type="checkbox"/> |
| Half Page Colour: | £790 | <input type="checkbox"/> | | | |
| Quarter Page Mono: | £290 | <input type="checkbox"/> | | | |
| Quarter Page Colour: | £615 | <input type="checkbox"/> | | | |

I would like to book the following space on the website:

Leader Board 728px x 90px £350

TECHNICAL DATA

Please contact Johnny on 01747 854 099 or johnny@showmans-directory.co.uk

Company: _____

Address: _____

_____ Postcode: _____

Contact Name: _____ Job Title: _____

Tel: _____ Fax: _____

Email: _____

Signed: _____ Date: _____

PLEASE COMPLETE AND RETURN BY 13th SEPTEMBER

FORM 2 – E-NEWSLETTER ADVERTISING FORM

Return to: Johnny Lance Email: johnny@showmans-directory.co.uk

Deadline: Last day of the month preceding publication

I would like to book the following space in the **SHOWMAN'S SHOW** E-NEWSLETTER (please note spaces are limited and will be sold on a first come first serve basis)

Email Header Banner: £150

Publication dates are:

| E-Newsletter 2021 | Publication date |
|----------------------|----------------------------|
| Issue 1 | April 28 th |
| Issue 2 | May 26 th |
| Issue 3 | June 30 th |
| Issue 4 | July 28 th |
| Issue 5 | August 25 th |
| Issue 6 | September 8 th |
| Issue 7 | September 22 nd |
| Issue 8 | October 6 th |
| Issue 9 | October 13 th |
| Issue 10 | October 19 th |
| Issue 11 (Post show) | November 3 rd |

TECHNICAL DATA

Please contact Johnny on 01747 854 099 or johnny@showmans-directory.co.uk

Company: _____

Address: _____

_____ Postcode: _____

Contact Name: _____ Job Title: _____

Tel: _____ Email: _____

Signed: _____ Date: _____

PLEASE COMPLETE AND RETURN ASAP

FORM 3 – NEW PRODUCT FORM AND MEDIA OPPORTUNITES

Return to: Eventive Communications
Telephone: +44 (0) 2476 992011
Email: office@eventivecommunications.co.uk

Deadline: NOW!

Eventive Communications is managing the public relations campaign for The Showman's Show. We are here to help raise awareness of your company's presence at the exhibition. We are particularly interested in new and unique products and services and if you have good quality pictures of your product - only pictures that showcase your products and services or team members will be used. (Please do not send logo's) please email them through to us.

| | |
|------------------------|----------------------|
| Name of your business: | Name of key contact: |
| Stand Number: | Email address: |
| Website address: | Tel number: |

Please explain what services or products your company offer:

Are you launching anything new at the Showman's Show? If so what?

Who are your key clients? If possible please provide us with names of companies you supply or alternatively provide us with sector types ie festivals, outdoor events, corporate events, sporting events, concerts, county shows, venues, public events etc

Is there anything unique about your products and services? If you have high resolution pictures of your product or services please email over to us at office@eventivecommunications.co.uk

Why have you chosen to exhibit at the Showman's Show?

Please complete and return the form to Eventive Communications, email office@eventivecommunications.co.uk

Entry Guidelines and Criteria

2021 Entry Form – The Green Supplier and Innovation Award

Deadline for entries: 20th September 2021

We are looking for companies who have released innovative products or services which will reduce environmental impacts, or have achieved impressive environmental performance.

- Briefly describe your service, product or company performance for which you are entering this award and why you should win the award for 'outstanding or innovative' green practice.
- Clearly tell us how your service or product has or will reduce environmental impacts and where possible provide figures, information or an explanation and evidence.
- Please detail any awards or certification which directly relate to this application and any third party verification if applicable.
- Text boxes are included under each section within this template and can be expanded by pressing 'return'.
- Your entry must be no more than **4 pages** long
- Once your entry is ready to be submitted please save it as a **PDF** including any supporting information and email it to office@eventivecommunications.co.uk
- Please use font: Arial and point size 10.

If you have any questions regarding the entry process please email office@eventivecommunications.co.uk

| CONTACT DETAILS | |
|--|--|
| Company Name: | |
| Contact Name: | |
| Telephone: | |
| E-Mail Address: | |
| Web Address: | |
| Twitter Handle: | |
| Do you have a company Environmental Policy Y/N | |

Briefly describe your service, product or company performance for which you are entering this award and why you should win the award for 'outstanding or innovative' green practice.

Clearly tell us how your service or product has or will reduce environmental impacts and where possible provide figures, information or an explanation and evidence.

| |
|--|
| <p>Please detail any awards or certification which directly relate to this application and any third party verification if applicable.</p> |
| |

Any further documentation or material that you feel supports your nomination such as:

- Photographs
- Screenshots
- PDF Documents
- Testimonials
- Press Cuttings/Clippings

All digital formats accepted.

| | |
|--|--|
| <p>DECLARATION <i>I agree to the terms and conditions and declare that this entry form is eligible for entry. I confirm all facts and figures contained within are accurate and true.</i></p> | <p>Print Name:</p> <p>Signature:</p> <p>Date: DD / MM / 2021</p> |
|--|--|

If you require any further information or assistance please contact one of our team via Email: office@eventivecommunications.co.uk or call +44 (0) 2476 992 011

Good luck with your entry.

Lance Show & Publications Limited
Courtyard Office, The Courtyard, Parsons Pool, Shaftesbury, Dorset, SP7 8AP