

# Exhibitors Guide

## Make your stand look professional

**Tablecloths** are always advisable as tables are usually supplied by the venue and a polished appearance is not always guaranteed.

**Pop up banners** help to define your stand and encourage students to come over and find out more.

**Leaflets and booklets** are welcome at stalls to give students more information to take away but they should be an addition rather than the main content of your stand.

**Please don't pack up before the event closes – this is also a health and safety issue!**



## Bring in the crowds – Make your stand interactive!

**Props** - If suitable, having a piece of equipment on display or an interactive game can help pull in a crowd to your stand. Simple props can also be a great way of explaining the field that your company represents.

**Activities** - If you don't have fancy equipment to bring along, a simple interactive activity or challenge can bring lots of interest to your stand. Consider creating a quiz or a game/ activity which helps to explain what you do and get students excited about a career with your company.

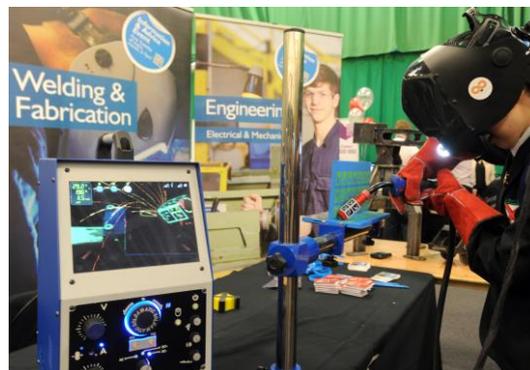
If you would like any advice on activities that have worked well previously contact event organisers for more advice and information.

## Be approachable

Don't be afraid to move around your stall and interact with the students. If you have a demonstration to give or equipment to explain, come around to the front of your stall to remove the barrier between you and the student.

Don't sit and wait for students to come to you, encourage them over with the offer of freebies or ask them if they would like to see a demonstration or have a go at your activity.

Encourage graduates or apprentices to attend as this can be good for their professional development and great for young students to have the opportunity to speak to them directly.



## Things to consider before the event!

**Giveaways** – Some venues do not allow certain giveaways such as stickers, balloons or sweets so check with the event organiser before the event whether the giveaways you have planned will be allowed.

**Stand area and special requirements** – Event organisers will tell you how much space is allocated for your stand, if you think you will need more space for equipment or props or have any special requirements such as access to electricity get in contact with event organisers as soon as possible. They are much more likely to have flexibility with resources and space if given plenty of notice before the event.

**Stand setup and arrival time** – It's important to know how long it will take for your stand to be unpacked and set up so make a note of the start time for the event to set up in plenty of time.