

Final steps for the exhibition

There is not much time left for the exhibition and it is time to run through your checklist.

DON'T PANIC!!!

In this slide, you can find best practice tips prepared for you to improve your success at the exhibition.

If it is your first time at the exhibition or if you have decided to participate in exhibition. You need to complete few points before BEAUTYEURASIA.

STEP 1



- **Immediately take action once you have rented the area!**
- **Exhibition Catalogue:** Confirm your company profile from the online Catalogue and Badges System in order to take place in the exhibition catalogue with correct information.
- **Badges:** Create and print your exhibitor badges.

STEP 2

List your exhibition goals and plan your meetings with the professionals.

By attending to **Hosted Buyer Programme** you can conduct B2B meetings with the industry professionals, support sales activities, meet new customer groups, increase the company's profitability, measure the market success of your new products/services or campaigns.



TIP

If your participation at the exhibition took place at the very last minute, we recommend you to request a "standard stand".



STEP 3

Share the Exhibition Banner!

Place the exhibition banner in your e-mail signature and website.

Announce your participation with social media posts.

Don't forget to add online invitation link into your banners.



STEP 4

Don't forget to check technical details!

.Make sure that you carry out all the technical procedures required from our Operations Team.

.Review your booth design.

-Check your additional materials that you may need on your stand.

-Arrange if you need any host/hostess for front desk etc.



STEP 5

Plan the events that you will organize in your booth at the exhibition.

Organize events that you can engage with the visitors at your booth.

- contests
- shows
- hosting of press members
- promotional products
- video content



STEP 6

Complete your pre-show preparations with your booth team.

Make sure that you and your team speak the same language!

Go through important points before the exhibition and improve your team's motivation.



STEP 7

Checklist:

Check the headings in the list you made before the exhibition starts:

- Catalogue Information
- Banners
- Badges
- Visa
- Technical details
- Travel&Accommodation
- Stand design
- Exhibition team
- Payments



TIP

If you have any further queries we will be more than happy to assist you as Customer Success Team!



Contact Us:
beauty.support@hyve.group

Don't forget to follow us on social me:

-  / beautyeurasia
-  / beautyeurasia
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Or call us: **+90 212 291 83 10**