

THE ON WATER BOAT SHOW

16 - 25 SEPTEMBER 2011

OUR PROUD TITLE SPONSOR
PSP
WORLDWIDE LOGISTICS



**EXHIBITOR'S
MARKETING
& PR GUIDE**
HELPING YOU ACHIEVE ROI

GET YOUR SHOW ON THE WATER

This guide has been created to help you make the most of exhibiting at the PSP Southampton Boat Show. It will help you plan your participation, to maximise the benefits and improve your ROI.

Think of the Show as a sales campaign in itself and make full use of the free marketing opportunities that are available.

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“The Show is the most important 10 days of work you will do in months, take it seriously”

**Paul Heys, Co-Director
Key Yachting**

USEFUL LINKS;

Promoting yourself

Download online assets

For more information contact
Ed Mockridge on 01784 223647
or email emockridge@britishmarine.co.uk

To order flyers, email quantity to emockridge@britishmarine.co.uk

“I remind all of my staff how important the Show is, and what’s at stake, on every day of the Show”

**Don Bissessar, Managing Director
Gibbs Marine**

GETTING ORGANISED

However you choose to do business, nothing beats face-to-face selling and getting your team prepared. Here is a simple check list to get you started.

Exhibiting action points

✓ Set your objectives

Decide what you want to achieve from the Show and who you want to target.

✓ Appoint a leader

One person from the team you are taking to coordinate your participation.

✓ Take advantage

Use the press racks in the media centre.

✓ Invite your customers

Focus on your key contacts and prospects, send them a Trade Ticket, contact apilfold@britishmarine.co.uk to order.

✓ Qualify customers

Train your staff to quickly qualify customers so you can get the best advantage.

✓ Collect customer data

Make sure you get the contact details of everyone who visits your stand.

✓ Follow up

Make contact with visitors as soon as possible. Keep their interest alive so they convert into business.

“Ahead of the Show we organise staff training, even for our most experienced staff, to brush up on our product knowledge and sales techniques”

**Martin Wadhams
Managing Director
RS Sailing**

INCREASE YOUR ROI

Don't take chances on how many visitors might visit your stand. It's essential to promote your presence to your customers before, during and after the Show. And best of all, many of the opportunities available to you are completely FREE!

PRE-SHOW

Getting organised in the run-up to the Show is crucial. It's all about using every available means to get visitors and media to your Stand; to give them a reason to visit you and excite them about what to expect.

Year after year the two most visited areas of the Show website, www.southamptonboatshow.com are the Exhibitor Search, and the Boat Search. Make sure that visitors planning their day know that you will be at the Show, and what you will be bringing. Include as much detail as possible. Simply visit www.southamptonboatshow.com/exhibitorarea and login to the upload area. If you don't have a login, call Joe Roel on 01784 213678.

Upload your exhibitor details



Upload your boat details



PR – spread YOUR news

The media would like to hear from exhibitors about your stories. They want to know:

- ✓ About your product launches
- ✓ If you are inviting celebrities to your Stand
- ✓ If you have an activity that a presenter or journalist could get involved with
- ✓ If you have invented something

Your Media contacts:

ITV Meridian: Jonathan Marland 07801 522 942: jonathan.marland@itv.com
Heart FM: Heather Birch 01489 587 636: heather.birch@thisisglobal.com
Daily Echo: Gordon Sutter 023 8042 4522: gordon.sutter@dailyecho.co.uk

National Boat Shows' PR team is keen to find out what you are doing. Let them know your news, events, product launches and media events. Email your press releases to the Show PR Team and they will load them onto the Show's website.

Your PR contacts

Publicity (NBS' PR Agency) They would like to hear about your news and product launches. 020 7632 2432: boatshow@publicity.com

NBS' in-house team

Emma York: Let Emma know about your media events and product launches. 01784 223811 or email her your press releases: pr@britishmarine.co.uk
Rebecca Jackson: NBS' PR Manager can offer help and advice. 01784 223627 or rjackson@britishmarine.co.uk

Please fill in the form called [Promoting Yourself Click here>](#)

FREE Marketing opportunities

National Boat Shows offers all exhibitors a portfolio of free marketing collateral. All you need to do is choose what you require and order it. Many items are downloadable from the Show's website.

FREE Web assets

The exhibitor section of the website holds the following assets. Simply choose what you require and download it.



"We make sure all our adverts include our presence at the Show and our Stand location, as well as any special offers"

Andrew Smythe, Managing Director
Cactus Navigation and Communication LTD

Paragraph about the Show:

The 2011 PSP Southampton Boat Show....

All you need to do is go to www.southamptonboatshow.com/exhibitorarea and login to the download centre. If you don't have a login call Jade Swain 01784 226315.

PRE-SHOW CONTINUED...

FREE Exhibitor emails

NEW National Boat Shows is offering exhibiting companies the opportunity to work with the NBS marketing team to send email campaigns on behalf of the exhibitor. It's easy to get involved.

What you need to do:




Register with NBS by contacting Ed Mockridge on 01784 223647 or by email emockridge@britishmarine.co.uk. You will need to acknowledge the terms and conditions of the system which includes a statement confirming your database complies with current data protection legislation.

On acceptance of your registration:

Send NBS your customer database as a comma delimited excel spreadsheet.

Send NBS 100 words of copy that will appear in the email. Make sure you are making an offer to your customers.

 **IDEA:** Offer to refund the cost of their Show ticket if customers spend over £100.

Send NBS your company logo as a jpeg. Don't forget to include your stand number.

NBS will add a ticket offer to the email and then broadcast the email to your database. We will report on your campaign

and delete the database from our systems. The process is designed to comply with data protection legislation.

For full details contact:

Ed Mockridge on 01784 223647
or email emockridge@britishmarine.co.uk

"Even though the industry has been through some big changes over recent years the Show still represents the best opportunity for us to meet our customers and suppliers face to face"

Andrew Smythe
Managing Director
Cactus Navigation and Communication LTD

Social Media

Social Media is a growing and important part of marketing. This checklist could help you benefit from Social Media:

- ✓ Link to our Facebook fan site www.facebook.com/LoveBoatShows
- ✓ Follow us on Twitter at www.twitter.com/LoveBoatShows
- ✓ Create your own Show blogs and get your customers interacting
- ✓ Create your own Twitter feeds and get people talking about your products and activity
- ✓ Always use the full Show title PSP Southampton Boat Show, this will improve the Show's name with popular search engines such as Google. Plus don't forget to add the Show dates to all your messages.

Free Printed material

Depending on your business type we can offer you a choice of printed material to suit your needs. For best results items should be sent with a personalised letter highlighting:

- Dates (16 – 25 September) and venue (Mayflower Park, Southampton)
- Show web address www.southamptonboatshow.com
- Your Stand number
- Why they should visit your Stand – e.g. product launches promotions etc.
- The Ticket Booking and Information Line 0871 230 7140.

FREE Flyers: Show flyers offer at a glance the features and benefits of the Show. These are DL sized and are considered a letter by the Royal Mail pricing system. These are great to send out in mailings you are currently doing.



PRE-SHOW CONTINUED...

FREE Posters to download and print: Posters are a great way of creating awareness about the Show.

Trade tickets

Shows are a great place to interact with customers and a great place to invite your hottest prospects. To help facilitate this at the lowest cost possible NBS offers exhibitors Trade tickets. The cost of Trade Tickets is half that of the advance price and we only charge for those that are redeemed. It's a great marketing tool that is cost effective and your customers will really value the invitation.

Order your tickets today. To download the form: [Passes, Tickets and Parking form.](#)

[Click here](#)

“The National Boat Shows Trade Ticket scheme allows us to send tickets to everyone we would like to see at the Show, but we only pay for the ticket if the visitor turns up”

Paul Heys, Co-Director, Key Yachting

Other ideas

- ✓ When advertising use the Show logo and add your Stand number
- ✓ In your communications about the Show always reference southamptonboatshow.com, the Show dates (16-25 Sept) and venue (Mayflower Park, Southampton).



SHOWGUIDE – raise your profile

Every exhibitor is offered a FREE listing in the Showguide, however, you should consider an upgrade if you really want to get noticed. Not only does this put your brand in the hands of visitors while they are at the Show, but the guide is frequently retained and referred to long after the Show is over.

BOAT SHOW SHOWGUIDE

A-Z Section

The exhibitors A-Z section in the official Showguide contains all manner of products and services. There are many ways to enhance your exposure here, priced to suit any marketing budget. Eye catching options range from adding logos and photos, to extra wording and even a bright yellow background tint that is sure to make your entry stand out on the page.

Here is a list of ways to draw visitors to your Stand.

Maximum Impact package – by far the best and fastest way to get noticed! This is our premier package and includes; logo, photo, 100 words describing your product or service and a bright yellow background tint. The tint is only available with this package and is not selectable as an individual option. **Cost: £166.67 plus VAT.**

Logo – Choose to add your logo so that you can be easily identified on the page. **Cost: £62.50 plus VAT.**

Photo – Add an image of that new product you are launching, make it your Stand that visitors will flock to. **Cost: £83.33 plus VAT.**

Logo and Photo package – To get the benefits of both a logo and photo, choose this option to enhance your entry. **Cost: £104.17 plus VAT.**

Extra wording – If you have more to say, you can add extra wording to increase your impact. **Cost: £25 plus VAT per 25 words.**

Product index – Visitors will search through the Product Index to find the products and services they are after. Make sure you get their business by choosing extra categories for your entry. **Cost: £20.83 plus VAT each.**

Additional sections – We realise that your products may span more than one section, so put your your entry into an additional section. **Cost: £83.33 for this price you get your complete entry shown again.**

Rate Card

Double page spread	£ 5,000	<i>“Before the Show we always email our entire customer database to make them aware we will be at the Show, and any special offers we will be running”</i>
Full page	£ 3,500	
½ page	£ 2,250	
¼ page	£ 1,200	

Sponsorship opportunities

Bag	Prices available on request
A-Z	Prices available on request
Map	Prices available on request

Martin Wadhams
Managing Director
RS Sailing

National Boat Shows contracts the Official Showguide to a company called TRMG, which is responsible for selling advertisements, putting together editorial and producing the guide.

For more information on making the most of your Showguide contact:

Tracey Peat: tracey.peat@trmg.co.uk: 01707 273999 ext 279.

AT SHOW – KEEP IT GOING

Once the Show has started, there are many ways for you to engage customers and keep your marketing and promotional efforts on track:

Get coverage

Put your Media Pack on the press racks in the Media Centre.

Boat Show News

Boat Show News is the Show journal that is written during the Show day, printed overnight and returned to the Show every day. With a readership of some 10,000 people we are always looking for interesting articles to include.

Tell us your news

Journalists will ask in the Media Centre about any points of interest at the Show. If we know about your new product launches, innovative designs or stand enhancements we can direct them to your Stand.

Invite them

Invite journalists to your stand to give exclusive interviews and comment on your products and launches to be included in post-Show reviews.

Brief your stand team

A motivated and informed team can mean the difference between a good Show and a GREAT Show. Make sure your team is fully trained and well briefed on your Show objectives.

“Every morning we have a staff briefing and pick one boat for a detailed run through, it’s amazing how even the most experienced members of staff always learn something new”

Martin Wadhams
Managing Director
RS Sailing

Take advantage

Make the most of what’s on offer to you at the Show - attend the briefings; go to the seminars; network with the buyers.

Capture interest

Take the contact details of those who visit your Stand. Use a drop-box for business cards, or have a note pad and pen handy to write down contact details. You could even incentivise data capture with a prize draw.

Keep talking

Be sure to keep the Media Centre up to date with any changes or developments on your Stand.

SPONSORSHIP

The PSP Southampton Boat Show will dominate the city for 10 days, will feature more than 500 exhibitors and attract over 120,000 visitors. Sponsorship allows you to stand out from the crowd and we’ll work with you to develop a bespoke package of rights to ensure the best results:

Example ideas:

- Title sponsorship
- Category specific
- Email sponsorship
- Naming rights e.g. restaurants, bars and halls
- Show area
- Hospitality lounges

For help and advice on how to get involved contact adanson@britishmarine.co.uk or call 01784 223619.

AFTER SHOW

The end of the Show signals the beginning of following up the leads, closing sales and undertaking a wash-up of your Show experience. Here is a checklist of things to do post Show;

✓ **Create a database**

All the leads you collected at the Show should now be put into a database.

✓ **Target strong prospects**

Never let a hot lead go cold! Send tailored communications or make personal contact within 10 days of the Show ending.

✓ **PR**

Send post-Show releases and product photography to relevant media. They will be keen to report on your success including orders taken, new accounts and awards nominated or won.

Also, please stay in touch with the National Boat Show PR team, so that we can include your news in our post-Show reporting, newsletters and features. Contact Emma York on 01784 223811 or email pr@britishmarine.co.uk

✓ **Evaluate the Event**

Ask your team how they thought it went. Did you meet your objectives? What can you learn from the experience?

✓ **Give us feedback**

We always keen to know how we did so we can improve the next time; contact apilfold@britishmarine.co.uk

"It's not only about sales on the day; it's also about getting leads to follow up afterwards"

Martin Wadhams
Managing Director
RS Sailing

YOUR CHECK LIST - FOR A GREAT SHOW

Task	To Do	Form	Done?
FREE Publicity	Complete this form so we can let visitors and press know about your company, products and activity at the Show	Promote yourself download here>	
FREE Email templates and broadcast	Register for free email campaigns	Contact Ed Mockridge 01784 223647, emockridge@britishmarine.co.uk	
FREE Promotional materials	Order promotional material	For more information contact Ed Mockridge on 01784 223647 or email emockridge@britishmarine.co.uk	
FREE Online banners and buttons and 2011 logo	Download website assets, banners, buttons and logo	Online assets download here>	
Press Releases	Email us your press releases	pr@britishmarine.co.uk	
Press Packs	Put press packs in the Media Centre	The Media Centre is in the Holiday Inn	

YOUR ESSENTIAL CONTACT LIST

PR Publicasity (NBS' PR Agency): 0207 632 2432 or boatshow@publicasity.com

NBS' in-house PR team

Emma York: 01784 223811 or pr@britishmarine.co.uk

Rebecca Jackson 01784 223627 or rjackson@britishmarine.co.uk

Marketing Team

Mike Enser: 01784 223626 or menser@britishmarine.co.uk

Ashika Gauld: 01784 223649 or agauld@britishmarine.co.uk

Edward Mockridge: 01784 223647 or emockridge@britishmarine.co.uk

Michael Luke: 01784 223617 or mluke@britishmarine.co.uk

Joe Roel: 01784 223678 or jroel@britishmarine.co.uk