

## The Horsham Business Show 2020

### Useful Information for Exhibitors

#### Preparation for the show

- Your pitch will consist of a table (the size of which will be confirmed to you) and you will have plenty of room to display a roll-up banner or two behind the table.
- The table will not be covered, and although there will be white paper banquet roll available to cover the table with, we would recommend bringing along a table cloth or paper roll large enough to cover the table. Colour co-ordinating your table cloth with your display will further enhance the presentation of your stand.
- Power points at the venue are limited, and your stand will only be near one if you have requested electricity on your application form.
- If you have requested electricity, it would be worth bringing an extension lead to ensure your plug will reach the socket.
- It is also worth considering any special show offers or calls to action such as 'free consultations' that visitors can sign up to at the show.

#### Arrival and set up

- Exhibitors can set up from 10.30am, and we would advise arriving and setting up early so that you can spend time networking with other exhibitors before the doors open for visitors at 12.00pm.
- There is plenty of free parking on-site for both exhibitors and visitors.
- We would ask all exhibitors to have their stand set up and ready by 11.45am. The 'Best Dressed Stand' will be judged at 11.50am and the winner announced before the exhibition is open to visitors.

#### After the show

- The business show ends at 5pm, and we would ask all exhibitors to keep their stand set up until the end. The hall is booked until 6.30pm, so there will plenty of time to dismantle your stand at the end.

## Marketing the show to visitors

- Free visitor tickets are available on Eventbrite.
- We will be actively promoting the show on social media with a particular focus on the 6 weeks build up to the event. This will include an 'exhibitor of the day' which we will post on LinkedIn, Facebook and Twitter. This will continue every weekday up to the show, ensuring that every exhibitor gets promoted in this way, while also promoting the show to increase interest and visitor numbers.
- Please look out for our posts, and like, share or comment as this will help them get seen by your network. If you aren't connected to John Wright on LinkedIn, please feel free to send an invitation to connect. [www.linkedin.com/in/itseezejohnwright](http://www.linkedin.com/in/itseezejohnwright)
- **Facebook** If you haven't done so already, please like our Facebook page <https://www.facebook.com/SurreySussexBusinessShows>
- **Twitter** Please follow John on Twitter@itseezeJohn if you don't already.
- In addition to liking and sharing/re-tweeting, please put your own posts up advertising the show, and remember use #HorshamBizShow20. You may also like to link to the Eventbrite event, where people can book their free tickets <http://bit.ly/HorshamBiz2020>
- The more active we are on social media, the more visitors we will get on the day, and the more people you will get to talk to. So please help us to raise The Show's profile as much as possible over the coming weeks.

**If you require any further information, please email [info@horshambiz.com](mailto:info@horshambiz.com)**