



DREAMY TIMES

The heart of
successful
promotions



Dean's advice on exhibiting!

When you book a stand it often feels really quite far away, but it comes around quickly! Looking at our exhibition facts, 28% of people plan 1-2 months in advance.

Have a clear objective – so you can evaluate after the exhibition is over. And if it's your first time planning a stand, you need to be in the 2-4 month planning category!

Stand prep and messaging – think about what attracts you to a stand; something that looks professional, happy staff, leaflets, clear messaging? You need to get this right. People avoid stands because they are uninviting or confusing – the people manning the stand are chatting, or the customer can't see what the brand is or what they are trying to promote/sell.

Staff – well obviously I am going to say this! Internal staff aren't necessarily natural brand ambassadors, so it's always a great idea to get in touch with us and tell us what you need. We've got a whole host of promotional staff with varying experience. They can really make an event – and allow you to go and check out the competition or network successfully rather than being tied to your stand.



Event fact file

Job: Vaper Expo, NEC

When: October 2019, 2 days

What: Product demos, meet and greet, assisting with sales

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What's On?

London Exhibitions in December 2019 and January 2020

The capital is always a busy place and with the festive season drawing in the crowds, you can be forgiven for thinking that the trade show and exhibition season would fizzle to a close. But as the December 2019 and January 2020 schedules for ExCeL London and Olympia London show, this is far from the case...

What's on at ExCeL London?

An easy place to get to and from in London, the ExCeL always has a busy schedule of events.

December 2019

BlackHat London – information security is a big deal in the digital age and so this exhibition looks at all the latest innovations in keeping data and information secure across the web.

FinnTech Connect – players in the international financial markets will gather at ExCeL London from the 3rd to 4th December 2019 to discuss the latest innovations in their fast-paced industry.

Halal Expo London 2019 – this is the first time this show has been staged. It will bring together B2B partners and customers for the first time with over 500 exhibitors across the venue.

January 2020

BETT 2020 – this is the first educational show of its kind with its focus being on digital technology and how it can be used to change the landscape in education; schools and colleges included.

100% Optical 2020 – and finally, from 25th to 27th January 2020, is the largest optical exhibition in the UK. Attracting international and UK buyers, there are expected to be 200 exhibitors at the three-day event.

What's on at Olympia London?

Like the ExCeL, Olympia London has a busy schedule ahead.

December 2019

International Security Expo 2019 – kicking off the month is the International Security Expo from 3rd to 4th December. There are hundreds of exhibitors and thousands of customers expected to take a look at the latest products and services.

London International Horse Show 2019 – returning for yet another bumper year, the London International Horse Show is a must for anyone who enjoys everything equestrian. The show starts on the 16th with afternoon and evening performances and draws to a close on 22nd December.

January 2020

Top Drawer 2020 – kicking off the New Year at Olympia London is this three-day show from 12th January 2020 that brings all the latest trends in fashion, interior design and more.

RuPaul's Dragcon – holding two events, one in LA and one in London, if you are a fan of RuPaul and drag then this is the event for you. This event promises nothing short of spectacular. It opens on 18th January 2020 for two days.

The Adventure Travel Show – if you have itchy feet and a touch of wanderlust, then spending time at this two day event from 18th January will be the perfect way to see what amazing things you can find in far-flung countries (and close to home). Another huge show that will see travel brands connect with travellers and industry contacts.

The Toy Fair – a trade-only show, this promises to put your brand in touch with hundreds of potential buyers. And with London Exhibition Staff right on your doorstep, why not hire a team of promotional staff to further your reach?

UK Dental Congress – for anyone in the dentistry profession, this is surely a must-attend event. You'll find the latest innovations and forward-thinking brands and products under Olympia London's roof on 24th and 25th January 2020.

We have a brilliant range of event staff to help with your stand – from brand ambassadors to hospitality staff and leafleting. To discuss what you might need, please email us at info@dreamsagency.co.uk

Some exhibition stats:

- 81% of trade show attendees have buying authority.
- The average trade show attendee spends 5.5 hours at a live event such as a trade show.
- 71% of SMEs (small and medium-sized enterprises) won business using face-to-face networking - an effective means of generating new business.
- An eye-catching stand is the most effective method for attracting attendees according to 48% of exhibitors surveyed.
- 28% of trade show exhibitors start planning their trade show marketing 1-2 months before the show. 22% start planning 2-4 months before the show (so if you are in the 22%, get in touch.... If you are in the 28%, get in touch RIGHT NOW!!)*

*Stats thanks to displaywizard.co.uk

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