



# DREAMY TIMES

The heart of  
successful  
promotions



## Lee's take on exhibitions:

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; it really depends on the size of the stand and your overall objective.

On that note – please have an objective; know what you want to achieve – so you can evaluate after the exhibition is over.

**Stand prep and messaging** – think about what attracts you to a stand at an exhibition; something that looks professional, happy staff, leaflets, clear messaging? You need to get this right. Myself and many others, have avoided stands because I 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 or sales staff, so its always a great idea to get in touch with us and tell us what you need.

We can send a link to available staff and you get to select your Dream team!

**SO WHAT ARE MY 4 BITS OF ADVICE?** Plan. Set objectives. Think about key message. Employ professional staff.



## Event fact file

**Exhibition:** Ice Gaming, ExCeL  
London, February 2020

**Dreams work:** Provided over 150  
staff on **10 stands** throughout the  
two-day exhibition

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# International exhibitions

Being an exhibitor means you are an overall expert who can look at everything from a wide perspective.

But when you plan to exhibit internationally, there are a number of things to keep in mind. Right from knowing the local language to being familiar with the local exhibition norms, you have to be on your toes.

## Top 5 tips (and don't worry.... Dreams can help with all of them!)

- **Do in-depth research before you go abroad for exhibiting.** It might sound cliché but a foreign nation has different exhibiting rules and regulations that you must be aware of.
- **Hire local people as booth staff.** It is advisable to do so as the local person is well-versed with the native language and can make sure that your visitors are not ignored. Furthermore, locals will be able to assist your understanding. Having local booth staff members can bolster your strategy on how to attract visitors to your exhibition stand.
- **Know about the country you are visiting or employ an experienced event manager who can advise** – who knows the country and venue well and can offer advice and understands exhibiting in that country. We have a number of bi-lingual event managers who can help you.
- **International shipping.** If your exhibition materials are heavy and need to be shipped then you should plan your shipment accordingly. Since delays of any kind can and will cost you dearly.
- **Be as flexible as possible.** Managing an exhibition show or promotional stand in a foreign land is a strenuous task. It is better if you are not stubborn with regards to the management of the show and are willing to listen to your team for innovative, local exhibition ideas.

## Dreams is here to help!

If you have an exhibition that has worked successfully already in parts of Europe and want it to carry on with local speaking promotional staff? Look no further.

Here at Dreams we are a specialist in making International exhibitions work – whether its just some help in the UK, or throughout the World, we can help.

If you can't get there we can add in regular comms and pictures at the event so you can feel like you are really there! Call us now on 0844 740 7056 for a quote, or send us an email at [info@dreamsagency.co.uk](mailto:info@dreamsagency.co.uk).



## Top 5 stats on exhibitions

1. **46% OF ATTENDEES** attend only one trade show per year.
2. The average trade show attendee **SPENDS 5.5 HOURS AT A LIVE EVENT** such as a trade show.
3. **81% OF EXHIBITORS** use email to follow up their trade show leads
4. **71% OF SMES** (small and medium-sized enterprises) won business using face-to-face networking - an effective means of generating new business.
5. Brands that exhibit at live events are **28% MORE INNOVATIVE** when encountered face-to-face.

References: [expodisplayservice.com](http://expodisplayservice.com), [displaywizard.co.uk](http://displaywizard.co.uk)



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