



exhibitions • event environments • permanent solutions

Sample Staff Briefing Document

Show Details

ABC Gifts
Spring Fair, NEC Birmingham
Sunday 5th – Thursday 9th February 2008.

Please take time to look at the show website to understand the content and themes for this years event:

www.springfair.co.uk

Show Stats

- The number of visitors to the show will be 80,000.
- We will be in Hall 5 which last year attracted 20,000 visitors.
- As you know this is one of the biggest events in the UK.

Pre-show Promotion

To ensure that as many people visit our stand as possible we have:

- Sent mailers to to our prospect and client list (2000 names in total).
- Sent VIP invitations to our top 50 clients to view our new product range.
- Added a flash to the website home page with details of our stand number.
- Added Spring Fair signature tags to all emails.

Samples of all of these promotional items are attached.

**Your visitor badge is attached – PLEASE KEEP IT SAFE AND BRING IT WITH YOU –
If you do not you may well end up queuing for half an hour to get a new badge.**



exhibitions • event environments • permanent solutions

Details of stand space/position and reason

ABC Gifts - Hall 5, Stand G48.

Please see attached floor plan which shows the position of our stand within the hall. The floor plan also shows the names of the companies in the surrounding spaces.

We have selected a space close to the central lounge area in a major thoroughfare.

Our stand size is 5m x 4m. Also attached is a visual showing our stand design.

Key objectives

- To promote our new wooden toy range to existing clients
- To promote the company to new prospects.
- To increase revenue from existing clients who visit the show by 25% over the next 12 months
- We plan to open 15 new accounts from prospects within 6 months

Show Targets

- 240 qualified leads
- Qualified appointments
- 10 qualified leads per person per day
- 1 qualified appointment per person per day

There will be a case of wine for the person who takes the most leads and a case of wine for the person who books the most appointments in the diary.



exhibitions • event environments • permanent solutions

Stand Staff Rota

In addition to any specific meetings you have arranged at the show you will be expected to be working the stand as follows. Please note that attendance at the daily briefing and debriefing is essential to the success of this event

Date Sunday 5th February

Name	8.30 briefing	9am-11am	11am-1pm	1pm-3pm	3pm-4pm	4.00pm Debrief
Alan	X	X		X	X	X
Brian	X	X		X	X	X
Cathy	X	X	X		X	X
Debora (Stand Manager)	X	X	X		X	X
Edwin	X		X	X		X
Fiona	X		X	X		X

Clothing

All staff to wear ABC polo-shirts , dark trousers and shoes (no jeans, no trainers please).

Travel and Accommodation

All staff have rooms booked at:

The Crest Hotel
Broad Street
Birmingham
B2 2NF

Tel: 0121 2121212

A map and directions are attached.

Bed and Breakfast has been paid. You must settle any extras and claim back on expenses. The hotel has limited parking, additional parking is available at the NCP in Broad Street.

A people carrier will leave the hotel at 8.00am each morning and return at close of show. If you need to travel to and from the show independently you must inform the stand manager

Subsistence

For each day that you are at the show your total allowance for lunch, evening meal etc. is £50.00. This can be claimed on expenses. If you are entertaining clients you must follow the usual guidelines.

Stand Etiquette



exhibitions • event environments • permanent solutions

Remember the key do's and don'ts from the stand staff training attached. We must put forward a fun but professional image at all times.

ABC Gifts
Spring Fair, NEC Birmingham
Sunday 5th – Thursday 9th February 2008

