

#### Exhibition Sales, and Yield.











# **Exhibitor Marketing** Campaign



- Build an exhibitor database
- Differentiate your expo and create a business case for exhibitors
- Define your visitor market
- Create great marketing collateral
- Appeal to advertising agencies
- Stats
- Managing the sales force CRM technology
- **Discounts**







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### Floor planning

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- Mix of stand sizes
- Aisle width (Visitor Density Index)

9m2 stands with 3m aisles yields approx 50% of

total floor area.



- Coffee and catering
- **Entertainment and features**
- Charity and CSI stands

Resulting yield possibly around 30%









## Maximising gate income



- Strategic entry pricing
- Timing of expo
- Visitor marketing campaign
  - Street pole and outdoor
  - Print Media
  - Radio & TV
  - Complimentary tickets / Competitions
  - Email, web and social, media
  - SMS
  - Word of mouth









#### Ticket Sales

INDABA

- Computicket or Ticketweb
  - Percentage of ticket revenue
  - Low risk
  - Low effort
- Outsource ticket sales staff e.g Amanzi Blue
  - Fixed cost
  - Who handles cash, security and float
- In House ticket sales
  - Lowest Cost / Highest effort
  - Printing Tickets
  - Risks of cash handling / security

PTA CPT SWTO



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