exhibit at Surface World Live and we will bring potential customers directly to you

Hall 9, NEC, Birmingham
18th & 19th March 2020
Follow these tips to get the most out of Surface World Live 2020

We have put together a selection of top tips to ensure your attendance at Surface World Live 2020 is productive and rewarding for you and your company.

<table>
<thead>
<tr>
<th>Create a stand that makes visitors feel comfortable</th>
<th>Never close early! That last visitor could be your biggest lead</th>
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</thead>
<tbody>
<tr>
<td>Ensure your stand is manned at all times. You may miss that one visitor that has made the journey especially to visit your stand!</td>
<td>The only time you should sit down is when you are talking to a visitor Be ready to engage!</td>
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<tr>
<td><strong>Avoid eating on the stand</strong></td>
<td><strong>Use product demonstrations to draw in a crowd</strong></td>
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<td><strong>Extend your stand by utilising the aisle!</strong></td>
<td><strong>Try to ask questions instead of pitching and take notes</strong></td>
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<td><strong>Meet and greet visitors to your stand</strong></td>
<td><strong>Show genuine enthusiasm for your products and services</strong></td>
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<tr>
<td>Provide a professionally made name tag for each staff member to wear</td>
<td>Have present one member of your team who knows the technical aspects of your products and services inside out</td>
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<tr>
<td>Wear comfortable shoes! You will be on your feet for most of the show</td>
<td><strong>Establish a dress code for all staff on your stand</strong> This shows professionalism</td>
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<td><strong>Design your stand to be visually interesting and inviting</strong></td>
<td><strong>Use social media and email campaigns to encourage customers to visit you at the show</strong></td>
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<td><strong>Hold a contest for the highest quantity of qualified leads taken at the show to reward stand staff</strong></td>
<td><strong>Make the most of any promotional activity offered prior to the show.</strong> <strong>Editorials in Surface World magazine leading up to the show are a great way to let visitors know you are there!</strong></td>
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<tr>
<td><strong>Keep hydrated and ensure all staff get regular breaks</strong> Make time to eat</td>
<td><strong>Use quiet time to network with other exhibitors</strong> Make friends with your neighbours and refer attendees on if you cannot assist them <strong>Establish a follow up protocol for all leads taken at the show. Turn those leads into sales!</strong></td>
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Thinking of Exhibiting?  
Getting the price right for you

Surface World Live 2020 is the major industry event for the Surface Finishing Industries aimed at specifiers, engineers, designers and practitioners.

Surface World Live 2018 was the biggest show held for many years, with more than 125 exhibitors, 40 exhibiting for the first time and 15 from overseas. By March 2020 we will be post Brexit and the new trade agreements will be agreed and established.

Surface World Live 2020 is a perfect platform for visitors to identify new suppliers, upgrading current finishing lines, looking at alternative processes to improve profitability, negotiate new business or just to network with current suppliers and also find out what is happening in the industry.

Not only will you get to introduce your business to visitors at the show from all areas of the industry you can also network with other exhibitors.

Can you afford to miss out on the opportunity to promote your products and services to the surface finishing industry at Surface World Live 2020?

Ever thought about exhibiting at Surface World Live 2020?

- Surface World Live 2020 is a great way to kick start the years trading
- Stay ahead of your competitors
- Launch new catalogues
- Showcase new products and technologies
- Give live hands-on demonstrations to visitors
- Meet key buyers and decision makers
- Network with other exhibitors at the show
- Hold a seminar session in Live Theatre One to educate potential customers about your products and services.

On-going support and promotional activity

We utilise Surface World magazine, the Show Guide, email campaigns to a wide audience database and the Surface World website to constantly promote the show, giving us the edge over other trade shows.

We are here to offer support and advice to ensure you have a successful and enjoyable show.

What’s included for exhibitors:

- as many exhibition invitation tickets as you need
- shell-scheme stand or space only
- coverage in the preview issue of Surface World magazine
- guaranteed entries in the Surface World Handbook & Directory
- inclusion in promotional activity
- on-line Virtual World facility
- free parking for exhibitors
- editorial in the magazine leading up to the show
- free listing in the Surface World Show Guide
- exhibitor drinks reception
- opportunity to host a seminar within Live Theatre One

Cost effective packages tailored for you

Surface World Live offer very cost effective rates for exhibitors with a minimum stand size of 3m x 2m. We make it very simple for you to exhibit, whether you need a shell scheme stand built for you or space only to create your own, we can provide all the services you need to make your participation easy and effective. We have a proven track record of getting the key buyers to you at the exhibition.

Friendly and efficient

The Surface World Show is organised by Hill Media Ltd., the publishers of the industry leading magazine Surface World and the Surface World Handbook and Directory. Our staff are friendly and efficient and are always prepared to give exhibitors the help and support they require.

Exhibitor Profile

Surface World also offers every exhibitor a free enquiry service for 18 months after the show. Your Exhibitor Profile can be accessed via www.surfaceworld.com under the Surface World Live drop down menu. They will be able to click on your company name under the Exhibitor Profile tab and read a short bio on your company, then click on your website at the bottom to be diverted.

To find out more about exhibiting at the show please contact Nigel Bean

telephone: +44 (0) 1442 826826  email: nigelbean1@aol.com

<table>
<thead>
<tr>
<th>STAND SIZE</th>
<th>SHELL (£250m2)</th>
<th>SPACE ONLY (£225m2)</th>
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<tbody>
<tr>
<td>9 m²</td>
<td>£2,250</td>
<td>£2,025</td>
</tr>
<tr>
<td>12 m²</td>
<td>£3,000</td>
<td>£2,700</td>
</tr>
<tr>
<td>15 m²</td>
<td>£3,750</td>
<td>£3,375</td>
</tr>
<tr>
<td>20 m²</td>
<td>£5,000</td>
<td>£4,500</td>
</tr>
<tr>
<td>24 m²</td>
<td>£6,000</td>
<td>£5,400</td>
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Surface World – we have everything covered

Would you like to speak to someone about the services Surface World offer?
Call Nigel Bean for more information: 01442 826826