


OE[®]
2022
Offshore Europe

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FEB
2022
ABERDEEN, UK

**SPE Offshore
Europe**
CONFERENCE & EXHIBITION



**Your Guide to
Exhibiting Success**

What do you want to achieve at SPE Offshore Europe?

- Make new contacts
- Make sales
- Launch a new product
- Network with current contacts and build on existing relationships
- Re-sell to lapsed customers
- Market research on both your brand and the response to a new product
- To position yourself at the forefront of the industry or increase brand awareness
- Branch out into new markets, regions or sectors
- Reach new suppliers or partners
- Generate coverage of your company or brand

Whatever your objectives, following this guide will ensure this is your most successful OE to date!

**Your
Goals**

**How will you
measure
success?**

What you want to achieve?

Objective	Measure	How can we achieve this?
Example: Make new contacts and expand our reach	1,000 contacts with purchasing power 5 journalists	<ul style="list-style-type: none">• Stand events• Clear information on the stand so visitors can quickly assess whether we provide what they need.
Example: Launch a new product	Coverage in 5 industry publications 1,000 attendees to product demonstration or presentation	<ul style="list-style-type: none">• On stand presentations• Take a press release to the Media Centre



Achievements

Your Costs

	Budget
Stand booking	
Stand design (space only)	
Furniture	
Decoration and graphics	
Accommodation and Travel	
Catering and Entertaining	
Lighting and Electricity	
AV Equipment	
Marketing Collateral e.g brochures and banners	
Lead Scanners	
Sponsorship	
Marketing & PR	

Order furniture and graphics
(More information to be included in the Exhibitor Manual from May 2019)



Targeting the right visitors

OE attracts visitors from across the industry and from around the world. Have you thought about which sectors and countries you would like to boost your profile in? Here are some tips for reaching certain sectors of the OE audience

- **Complete your exhibitor profile.** When visitor registration is open, the visitors will start planning their visit and will be looking at our exhibitor listings. Is yours up-to-date and complete?
- **Select your product categories** – these will be used to recommend your company and products to relevant visitors
- **Hold a presentation or networking event on your stand.** If you are looking to meet people in a certain region, hold a targeted event and add it to the Exhibitor Portal to spread the word. To ensure your event meets the venue regulations it is essential that you inform our Operations team about your event at oe.operations@reedexpo.co.uk.
- **Tag our social media accounts and use #OE19.** That way we'll be able to retweet your posts so that our followers can see your announcements.
- **Advertise in onsite materials.** You can either book advertising in the Preview, Catalogue or Show Dailies or you could submit editorial for consideration.



**Achieving
your aims**

How will you drive traffic to your stand?

- People love to see technology first-hand. If you have any products, you could bring they will attract people to your stand. If you are unsure about access or weight restrictions, please speak with the Operations Team at oe.operations@reedexpo.co.uk.
- Will you run any presentations, demonstrations or networking events on your stand? Add them to your exhibitor listing and we may be able to promote this for you on our social media channels and online.
- OETV adverts. Screens will be located at key points around the show. Whether you already have an advert recorded or not, talk to the team about your options.
- **Here are some more ideas...**

Interactive
Competitions

Live streaming
from the field

Virtual reality of
your product
in action

Pre-show
planning

All the tools available to you

Online Exhibitor List

Entry in the Catalogue

Listing in Route Planner

App Listing

Stand Event Promotion

Free Editorial & Press Releases

Trackable Registration

Branded Banners

Tools

For more information please visit our [website](#)

What will make visitors stop?

- Brief your stand personnel. Make sure they are engaged and well briefed on any items you are exhibiting. Their confidence will attract more visitors. On the flip side, people are put off by the strong sell straight away.
- A focal point to your stand can also help draw people to stop such as a competition or a piece of technology.
- Most exhibitors find that they make the sales after the show with contacts that they made while exhibiting - don't spend too much time with one person or you could be missing other leads that are walking straight by your stand.



- How are you collecting details? Is it quick and efficient?

Try a business card raffle or, more effectively, order a lead scanner in the Exhibitor Portal. You can then scan badges quickly and download the data in the portal after the show.

Pull in the crowd

Your Stand

Please check your contract to ensure you know which type of stand you have booked. If you are unsure, please contact a member of the team here.

Shell scheme stands include:

- Walls
- Carpet
- Fascia Name Board
- A minimum of 2 spotlights

Space only stands include:

- Designated floor space - you will need to arrange a contractor to design and build your stand.
 - All stand plans must be submitted by the 9th July so that we can ensure they meet the safety requirements.

**Access the
Exhibitor Manual
via the
Exhibitor Portal**

Logistics

What else will you need to think about?

Would you like a stand that creates a real impact? Talk to our In-house design team, SmartSpace

Advantages of using SmartSpace:

- One point of contact for all your stand build
- Competitive rates and one invoice
- On hand at the show to ensure your stand is built to your expectations.

Other considerations for both space and shell scheme stands:

- Wall graphics
- Furniture
- Lead scanners
- Electrics
- Catering

**Order directly
with suppliers
in the Exhibitor
Manual**

Extra bits

Exhibitor Manual

The Exhibitor Manual contains all the logistical information you require including:

- Health and safety guidelines
- Submitting your stand plans (space only)
- The online shop to order everything including electrics, catering and graphics.
- Delivery details
- Access times



Exhibitor
Manual

The Exhibitor Portal

In the portal you can:

- Update your company listing which will also be used for the catalogue
- Link your website and social media
- Add white papers, brochures or videos
- Upload products
- Stand events
- Contact details

We advise updating your profile as soon as possible as many visitors are already planning their visit.

- If you are the main contact, you will have access to the Exhibitor Portal.
- To add other users to your company profile, go to the 'People Manager' tab.

If you require any assistance using the portal please call our Customer Services Team on +44 (0)20 8271 2142.



**Exhibitor
Portal**

Sponsorship

The sponsorship options breakdown into two categories; onsite and pre-show.

Onsite options include:

- Hanging banners
- Signage
- Visitor bags
- Information points



Pre-show options include:

- Email sponsorship
- Website banners
- Remarketing – your advert seen by OE website visitors as they continue to browse other pages on the internet.



- Brand awareness
- Product promotion
- Lead generation
- Drive traffic to your stand

**Maximise
your
exposure!**

One Week To Go

Check list

Download the app

Print travel documents

Arrange last minute meetings (we always have a peak in registrations closer to the event so it is worth using MyEvent right up to the show)

Ensure all items for your stand have been ordered and that you have all the delivery tracking information

Check you have ordered a lead scanner

Finalise the details for your networking events

Ensure all stand staff are registered and have their PDF badges.


Staffing Timetable and stand staff brief

Collateral printed

All essential stationary for your stand

Pre-book social media using #OE22 and tagging our accounts

Confirm all catering details



**One week
to go!**

Post Show

- Collate your leads. If you ordered a lead scanner for the show this will be easy. Simply follow the personalised link you were given
- Follow up with each lead as soon as possible. Many of our exhibitors notice that sales relating to OE happen in the weeks after the event.
- Hold a meeting with your show team. Write a report, use the objectives you outlined before the show to see how successful your event was. What worked and what didn't.
- Look at the goals you set before the show. Will you track your success at regular intervals over several months?
- Track all the leads that you met at the show. Are they engaging with your post show communications? Will you be able to identify them as an OE lead when they place an order six months after the show? If not how will you be able to accurately monitor the success of your event?
- Make sure you communicate with all those who you met on your stand. The show is busy. People can be rushed. Don't write-off that lead that didn't spend a long time talking to you!
- The press coverage doesn't stop as the doors close. Follow up with any journalists you met at the show or that you sent your press releases to. Make sure your story is at the forefront of their mind when they are writing their post show article.



**After the
show**