

EXHIBITING AT FLEET BUSINESS SHOW 2017

Does your company have a unique product or service that offers solutions to other local businesses?

Every business needs to win new customers but getting in front of buyers isn't always easy. **Fleet Business Show** gives you a unique opportunity to show over 250 potential buyers what you do, in just a few hours.

Last year, Fleet Business Show had over 250 visitors and 30 exhibitors

WHO SHOULD EXHIBIT?

If your company has a unique product or service that offers solutions to other local businesses, then **Fleet Business Show** will give you unrivalled opportunities to connect with a range of local companies and customers.

If you sell products or services to other businesses, you should consider exhibiting - this event is for you!

WED 24 MAY 2017

10AM-4PM

THE HARLINGTON, FLEET

WHY EXHIBIT?

SHOWCASE PRODUCTS AND SERVICES

Direct sales opportunities with 250 businesses

INCREASE LOCAL BRAND AWARENESS

Raise your business profile

MEET KEY DECISION MAKERS

Direct engagement with new and existing regional clients

NETWORK

Face-to-face, speed networking and informal networking opportunities

GENERATE NEW LEADS

Win new business

EXPLOIT MARKET RESEARCH

Demonstrate and test new products

BUILD YOUR DATABASE

Reach a wide range of customers in just a few hours

COST EFFECTIVE ENGAGEMENTS

Take advantage of this low-cost opportunity to win new business

'Extremely well managed, flexible and friendly.'

AFFORDABLE & INTERACTIVE

If you are a business looking for an affordable and interactive way to get in touch with businesses looking for new services, then we'll connect you with them, so that you can communicate what you do best, with your perfect target audience.

If you work from home or in an out of the way premises, **Fleet Business Show** gives you the opportunity to get directly in front of customers.

**Fleet
4business**

ABSTRACT
PRINT | DESIGN


ST. JAMES'S PLACE
WEALTH MANAGEMENT

Turner & Co.
CHARTERED ACCOUNTANTS


Precise Target
Recruitment

Sixth Sense
Marketing

HR
DEPT

**Planet
Wide
City**


Leap Frog
INTERNET MARKETING

**WHO'S EXHIBITING
IN 2017?**

STANDING OUT FROM THE CROWD - MARKETING

We have devoted substantial effort to identifying and contacting those segments of the market interested in seeing you and companies like you. We are working extensively to bring your target market to your stand at the **Fleet Business Show**, with an emphasis on providing an integrated marketing campaign including press releases, web, and social media.

With over 3,000 local and 10,000 Hampshire-wide based businesses on our database, we're working hard to maximise attendance to this first event. Members of Fleet 4 Business are active networkers in the area, each have substantial social media followings and we will be working with other business groups in the borough to promote the event to their members.



Exhibitors will be provided with marketing materials to use with their own contacts. The speakers and seminars are confirmed and designed to draw visitors and keep them at the event, for several hours.



WHY NOT UPGRADE TO VIP?

EXHIBITOR PACKAGES

Two exceptional exhibitor packages are available to businesses.

Our outstanding **VIP upgrade** includes all of the services of our Gold package, plus further benefits worth an amazing £250 for just £125.

SILVER
£275

GOLD
£325

1.5 X 2M STAND, 4' TRESTLE TABLE, 1 CHAIR

2 X 2M STAND, 6' TRESTLE TABLE, 2 CHAIRS

BOTH PACKAGES INCLUDE:

- Extensive event marketing & PR
- Exhibitor listing and link on the on Fleet Business Show website
- Exhibitor listing in the Fleet Business Show Guide
- Specific online promotion via our social networks
- Free wifi access (subject to availability)
- Welcome Pack to help you make the most of exhibiting

VIP
UPGRADE
£125

UPGRADE TO VIP WHICH INCLUDES:

- 2 x 2m stand, 6' trestle table, 2 chair
- 1 complimentary packed lunch, tea & coffee
- Car parking pass
- Tablecloth and power to stand
- 1 A5 flyer in conference 'goody bags'
- Premium listing in Fleet Business Show Guide
- Guaranteed seat for workshops & speed networking session
- Advance booking for future shows
- 2 week membership to Fleet 4 Business and 2 weekly member meetings

* All prices are free of VAT

WHAT DID OUR EXHIBITORS SAY IN 2016?

It was well run, well patronised, and was relaxed enough to feel like you could network properly and have really good conversations with people, yet professional enough to recognise the ultimate reason we were all there!

'This was the first business show I had ever exhibited at and after nearly 5 years' running my business it encouraged me to market myself in a way I had not done before. It felt like a really fresh approach to developing new business and one which I have already seen gains from only 2 days after the event!'



HOST A WORKSHOP OR PRESENT A SEMINAR

We have doubled the number of workshops at the event this year, offering visitors ten to choose from. We are offering a number of opportunities for exhibitors to host a workshop at Fleet Business Show in 2017 for a small cost. This is a great way to showcase your expertise, while offering SME's advice and guidance to move their businesses forward. Select the option on the Exhibitor Application Form and we'll be in touch with prices.

**FLEET
BUSINESS
SHOW 2017**

ADVERTISE IN THE PRINTED PROGRAMME

An advert in our printed programme will highlight your product or service and make a memorable impression on potential customers visiting the show. We have a limited number of half A5 colour advertising spaces, costing just £75. Select the option on the Exhibitor Application Form and we'll be in touch.

EXHIBITOR DESIGN & PRINT PACKAGES

Make your exhibition area stand out by taking advantage of some great offers from local business Abstract Print & Design: www.abstractprintanddesign.co.uk. Just £50 for an A3 table top pull-up banner and £85 for a standard pull-up banner... and lots more offers. Select the option on the Exhibitor Application Form.

READY TO BOOK?

APPLY NOW AT

WWW.FLEETBUSINESSSHOW.CO.UK