YOUR FIRST-TIME EXHIBITOR GUIDE TO MEET THE BUYER









Introduction

Exhibiting at TickEat is more than just a booth - it's about being seen, building trust, and growing your brand in a dynamic and premium setting

Whether you are a startup or scaling enterprise, following this guide ensures you step in confidently and walk away with results



1. Set Clear Objectives

What does success look like for your brand?

Before the event, take a moment to define your goals. Are you aiming to:

- Secure a specific number of new listings?
- Reconnect with lapsed buyers?
- Launch a new product line?
- Build brand awareness?

Setting a goal (or a few) gives your team a focus and a way to measure success post-event.

2. Choose the Right Package

Tailored to suit your size and goals. Here's a breakdown of what's available:

Standard Package

- Minimum 10 buyer meetings
- Great for SMEs just starting out
- Cost-effective access to key decision-makers

Bronze Package

- 2x2 branded booth
- Overnight stay for 2 team members
- 10 meetings + brochure advert
- A strong presence on a budget

Silver Package

- Larger 2x3 booth
- Overnight stay for 2
- 10 curated meetings + premium brochure feature
- Ideal for established brands ready to scale

For Sponsorship Opportunities – Contact us

3. Design Your Stand to Impress

A visually engaging booth makes all the difference

Ask yourself:

- How do you want buyers to perceive your brand?
- Will you display your packaging, offer samples, use AV?

We recommend:

- Clear signage
- Sample-ready layouts
- Banners that tell your story at a glance

Need help? We have trusted booth partners who can support design and setup.

4. Pre-Show Marketing Plan

Start building momentum early

In the weeks leading up to the event:

- Announce your attendance on socials such as LinkedIn, Instagram, and newsletters
- Use the official #TickEatMTB hashtag
- Invite buyers you've previously contacted but haven’t met face-to-face
- Share sneak peeks of products you’ll showcase

Need help? We’ll provide you with templates to make this even easier.

5. Meeting Schedules & Strategy

Make every 20 minutes count

Once your personalised schedule is released:

- Research your buyer list thoroughly
- Prioritise key talking points for each brand
- Know what questions to ask—and what they might ask you
- Tailor your pitch for each buyer (no one-size-fits-all!)

This is your **opportunity to build long-term relationships**, not just short-term deals.

6. Prepare a Relevant Company Deck

Give buyers something to remember

Your deck should be visual, informative, and to-the-point:

- Front Cover with logo & tagline
- Your brand story: who you are, why you exist
- Your range & hero products
- New launches or innovation pipeline
- Sustainability initiatives
- Your contact information

PDF format is ideal so it can be emailed or uploaded post-meeting.

Need help? We will help you design your deck so you have the best possible chance of success.

7. Build-Up & Breakdown Best Practices

Respect the event flow for a smoother experience

- Arrive early and allow at least 2–3 hours to set up
- Bring any tools, equipment or support staff you need
- Wait until all scheduled meetings are complete before breaking down your stand
- Keep packaging tidy and make arrangements for sample disposal if needed

We are happy to guide you through logistics before the event.

8. Follow-Up Is Where the Magic Happens

Nurture the relationships you've just started

Don't let a great meeting go cold. Within 3-5 days post-event:

- Send a personalised thank-you email to each buyer
- Include any requested info or samples
- Restate your USPs and remind them where they met you
- Invite them to a call or tasting session if applicable

Tip: Use a CRM or spreadsheet to track who you met and what follow-up is required.

Need Help? TickEat are here to support even after the event.