



Australian Library and  
Information Association

# EXHIBITOR MARKETING KIT

ALIA INFORMATION ONLINE  
2017 CONFERENCE

SYDNEY



## WELCOME TO ALIA INFORMATION ONLINE 2017 CONFERENCE

Our goal is to ensure your success and is the very reasoning in creating this guide.

We want you to make the most of your ALIA Information Online 2017 Conference experience. Inside you will find everything you need to know to make the most of your investment and to ensure sales leads are generated before, during and after the conference.

Don't forget to check out the 'Exhibiting: need to know guide' for a simple exhibition experience.

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# CONNECT WITH BUYERS ONLINE

We're thrilled to have you onboard and want to provide you with all the information you need to help make your time at ALIA Information Online 2017 Conference a success. Word of mouth is a crucial marketing tool and it's important to communicate regularly within your networks. We encourage you to utilise the free and easy marketing resources we have provided to reach out to your existing and potential customers. Simply click on the image to download.

WEB BANNER (522 X 204)



EMAIL SIGNATURE (600 X 160)



FACEBOOK COVER PHOTO (851 X 315)



INSTAGRAM IMAGE (640 X 640)



## LET'S GET SOCIAL

We reach our community through our vibrant social media campaigns and extensive communication network in the LIS industry. The ALIA Events Team uses social media campaigns and our communication network to engage with both our community and online users to promote event information — and more importantly promote your business.

Connect with your audience and join in on the conversation by following us on:

 @ALIAonline #online17

 facebook.com/ALIANational

 @alianational #online17



## EXHIBITOR DIRECTORY

Hundreds of delegates from around Australia and internationally visit our website to plan, source and discover new marketing opportunities in the weeks and months leading up to the conference. ALIA Information Online 2017 Conference website contains an exhibitor directory which profiles your company to hundreds of potential customers so it's best to make sure your company website is eye-catching and kept up to date.



## MOBILE APP

Another reason for you to complete your registration details for the ALIA Information Online 2017 Conference is our popular mobile app. The app has been designed for delegates to stay updated on the go with exhibitor profiles and conference information. It's a great source of quick information so make sure your company profile is complete so you don't miss out on added exposure. You can fill out this form as part of your exhibitor registration on pages 6 – 9 of the 'Exhibiting: need to know guide'.

DEADLINE: 2 DECEMBER 2016



# GET IN FRONT OF THE BUYERS

## THE HANDBOOK

The ALIA Information Online 2017 Conference handbook is given to every single delegate that walks through the door and is another fantastic opportunity for you to reach your audience, and catch the attention of delegates so they visit your booth! You can fill out this form as part of your exhibitor registration on pages 6 – 9 of the 'Exhibiting: need to know guide'.

DEADLINE: 2 DECEMBER 2016

## PRINTED INVITATIONS

Exhibitors can print ALIA Information Online 2017 Conference postcard invitations to send out to their VIP clients that they'd like to see at the event. These can be ordered by contacting the ALIA Events Team.

## VISITORS

We encourage you to invite your clients to visit the exhibition.

All visitors must check in at the registration desk. Visitors must wear an 'exhibition visitor pass' at all times. These are available at the registration desk or you can send the passes to your clients with an invitation. Please note that this will only allow visitors to visit the exhibition. Anyone wishing to attend conference sessions should register as a delegate at:

<https://www.regonline.com.au/informationonline2017>

Please note: We do ask that these visitors not attend during planned catering break to allow us to plan catering and venue numbers.

Exhibition opening hours include:

Tuesday 14 February 2017  
8:30am – 7:00pm

Wednesday 15 February 2017  
8:30am – 5:00pm

Thursday 16 February 2017  
8:30am – 3:30pm

# MAKE THE MOST OF EXHIBITING

Exhibiting at any conference can be an exciting experience, but can also cause butterflies in your stomach — don't worry we're here to help! Below you'll find some tips to help share with your team and make the most of your time at ALIA Information Online 2017 Conference.

## BEFORE THE CONFERENCE

Set goals for what you want to achieve. Decide what you want to achieve and how you plan to measure the success.

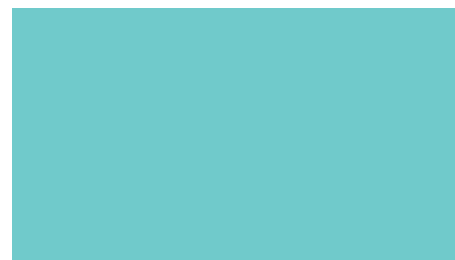
Plan your booth. It isn't enough to simply turn up at the booth with your flyers, you have to plan the booth in advance to reflect your organisations branding and most importantly, maximise the delegate traffic to your booth. Start by thinking about your stand from the delegate's perspective. Think about what they will see, think, feel and remember when they first see your stand. Will they want to visit it?

- Your booth should look amazing! It should be bright or different or bold. There should be something about your stand that draws people to you.
- Consider where you will interact with delegates in the space. Where will people stand or sit when they chat with you? Will they be comfortable? Will there be a lot of people in your space? If it looks crowded people most likely won't bother coming in.
- Furniture. Do you want to create a comfortable space where people can lounge and chat for a long time or a more office feel where business can be conducted. The furniture should reflect your goals.
- Keep it open. Open spaces are often more welcoming and inviting than someone sitting behind a desk.
- Make sure that your brand is prominent and memorable. Remember that there will be a lot of messages for the delegates to remember so if you want to be remembered you need to be memorable.
- Engage. Consider presentations, displays, videos, giveaways, demonstrations. Anything that you can do that is out of the ordinary will attract more attention and increase the chances of achieving your goals. Remember that people love things they can **touch, taste, hold, feel, smell, hear, do or take away with them.**
- Signage — Signage should be professional, bright, reflect your organisation branding and above all reflect the message that you want delegates to take away from the exhibition. Remember that there will be a lot of furniture, banners and people in front of the signage so keep it simple, visible from a distance and clearly readable.



## AT THE EXHIBITION

- **Engage.** Try not to leave your booth unattended and be active in “working” the booth. Create incentives for delegates to visit your booth. This could be something simple like lollies, snacks (please keep in mind that most venues require permission for food to be served), giveaways, prize draws etc.
- **Be enthusiastic.** We know how tiring it is working the exhibition but your biggest drawcard in getting people to your booth is you! The more enthusiastic and genuine you are the more people will be drawn to your booth.
- **Wear comfortable shoes!**
- **Business cards.** Don't forget to have plenty of business cards handy and don't forget to have a system to keep track of delegates' business cards or contact details.
- **Colour, Movement, Excitement.** People will be drawn by something out of the ordinary. Use some movement on your stand, activity, different uniform or outfit to attract attention. You might feel silly wearing something brighter than normal but if it gets attention why not?
- **Feedback.** Check out your competitors. See what is working at other booth and what might and pick up ideas for what might work well for you next year.
- **Include Demonstrations.** A stand with activity will attract more attention and have longer lasting meaning to the visitors. Demonstrations are an ideal way to attract attention, especially if the visitors are involved.
- **Take a photo of your stand.** This is great for marketing! Send your customers a post exhibition follow email with a photo of your team in your booth with a customised direct email. If you don't have a camera or you would like your whole team in the photo just see the ALIA team and we would be more than happy to help you out with a photo.
- **Knowledge is power —** brief your team well before your time with us. This is essential to make sure your team feels comfortable in knowing your products, pricing and sales policies.
- **Dress to impress —** first impressions are important. Ensure your team are dressed in a professional and appropriate manner to make sure your brand is shown in the best possible light.



- Break time — everyone needs a break, especially through the hard work and flurry of excitement that comes hand in hand with working at a trade show. Just take care to ensure there is someone on your stand at all times.
- Read the provided Exhibitor Manual — it is jam-packed with useful information and will answer most of your questions. But if you have any questions that aren't in the manual, please contact the ALIA Events Team as we're always available to help you.

## AFTER THE CONFERENCE

Follow up your leads. Don't let all your planning and hard work go to waste. Follow up your leads within two weeks. Follow up ideas could include:

- A personal phone call for VIP customers.
- A personal thank you email. This should ideally be customised and from the staff member that met that delegate at the exhibition.
- A post exhibition special offer available only to exhibition delegates.

Debrief. Decide what worked well, what you can do better and what approach you need to take with your follow ups to maximise your leads.

Measuring your success. Track your leads against the goals you set at the beginning of the process to determine whether the exhibition was successful.





# ADVERTISING OPPORTUNITIES

We encourage you to consider opportunities to expand your profile to delegates.

## SACHEL INSERT

\$2,000 (INC GST)

One item of promotional literature in delegate satchels (excluding notepads and pens; literature subject to approval).

*TIP: Think outside the box. We find delegates respond to satchel items they can re-use again (example USBs, audio books and stickers) if they're unique, funny or talking points, delegates are sure to enjoy them.*

DEADLINE: 2 DECEMBER 2016

## CONFERENCE HANDBOOK ADVERTISEMENT \$1,000 (INC GST)

Half-page colour advertisement in the conference handbook (artwork to be supplied by you and approved by ALIA).

SIZE: 180 (W) X 125.5 (D) — HORIZONTAL

DEADLINE: 2 DECEMBER 2016

## SESSION PRESENTATION

\$1,000 (INC GST)

Your ninety second advertisement (video or PowerPoint) played in every session room prior to the start of your chosen session (advertisement to be supplied by you; limit of one advertisement per session). This is a fantastic chance to position your brand in front of every delegate!

DEADLINE: 2 DECEMBER 2016

# CONTACT US

The ALIA Events Team is always available to answer your questions or assist with your event preparation. Feel free to give us a call!

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