

You've booked your stand, now it's time to maximise your

Return on Investment

Here are our top tips for making the most of this year's Two Counties Business Exhibition

IMPRESS your clients by inviting them to this B2B event

ATTRACT new custom with a special offer on the day

RECONNECT with old contacts by arranging to meet there for coffee

BUILD your database by collecting contact details from visitors

EDUCATE your employees with a seminar on delivering a successful event

And to help you, we've put together a handy exhibitor toolkit, with content that you can cut-and-paste to make it easy to do...

Tell your social networks you'll be there

"Looking forward to catching up with... (name your contact!) at #2Counties on Wed 13 March to hear more about... (what is their latest company news?)"



"We'll be giving away a... (you fill in the gap!) at the #2Counties on Weds 13 March. Come and find us to enter our prize draw!"

"We're exhibiting at theTwo Counties Business Exhibition on Weds 13 March. Come and find us to hear more about... (you fill in the gap! Do you have a particular product to promote?) #2Counties_Expo"

"Looking forward to connecting with... (name of company) at #2Counties speed networking on Weds 13 March. It's going to be busy!"

And don't forget #2Counties - the essential hashtag for engaging with other exhibitors and visitors online on the day of the exhibition

Send an email to your existing database



To: **All Contacts**
Subject: **Great B2B event coming up in Duxford**

Will you be coming along to the Two Counties Business Exhibition at IWM Duxford Conference and Events Centre on Wednesday 13 March? We'll be exhibiting along with 70+ other companies and it would be great to catch up with you on the day and hear about what you've been up to recently.

As well as the exhibition there are free speed networking sessions and a seminar offering top 10 tips to deliver a successful event.

We're really excited about this free event and it would be great to see you there too - there's more information at www.twocountiesexhibition.com or on twitter @2Counties_Expo.

Post a news article on your website



[Your company name] is excited to be exhibiting at this year's Two Counties Business Exhibition.

If you were ever going to take a day out of the office to focus on your marketing strategy, make some new contacts and start conversations that could result in new business opportunities, this event should definitely be it.

The free event takes place at IWM Duxford on Wednesday 13 March 2019 from 10.30am-3.30pm. As well as over 70 exhibiting companies for visitors to meet, the event offers free speed networking sessions.

Our Speed Networking sessions will take place underneath Concorde where the nose will be dropped. This is the only place in the country that you can see the Concorde nose droop! Plus, Meet Cambridge will guide you through their top 10 tips to create a successful event.

Over 250 business people attended last year's Two Counties Business Exhibition which is organised by Cambridgeshire Chambers of Commerce in partnership with Cambridge Independent, and sponsored by IWM Duxford.

We're really excited about this free event and it would be great to see you there too - there's more information at www.twocountiesexhibition.com or on twitter [@2Counties_Expo](https://twitter.com/2Counties_Expo).

Add this banner to your company email signature



Make sure all employees take advantage of the free seminar and networking sessions

STAFF NOTICE

We're exhibiting at the Two Counties Business Exhibition and there is a great seminar offering top 10 tips to deliver a successful event plus speed networking beneath Concorde.

Is anyone taking part in the speed networking sessions?

If so, let me know so that we can make sure the stand is covered.