



# ***FINDERSKEEPERS***

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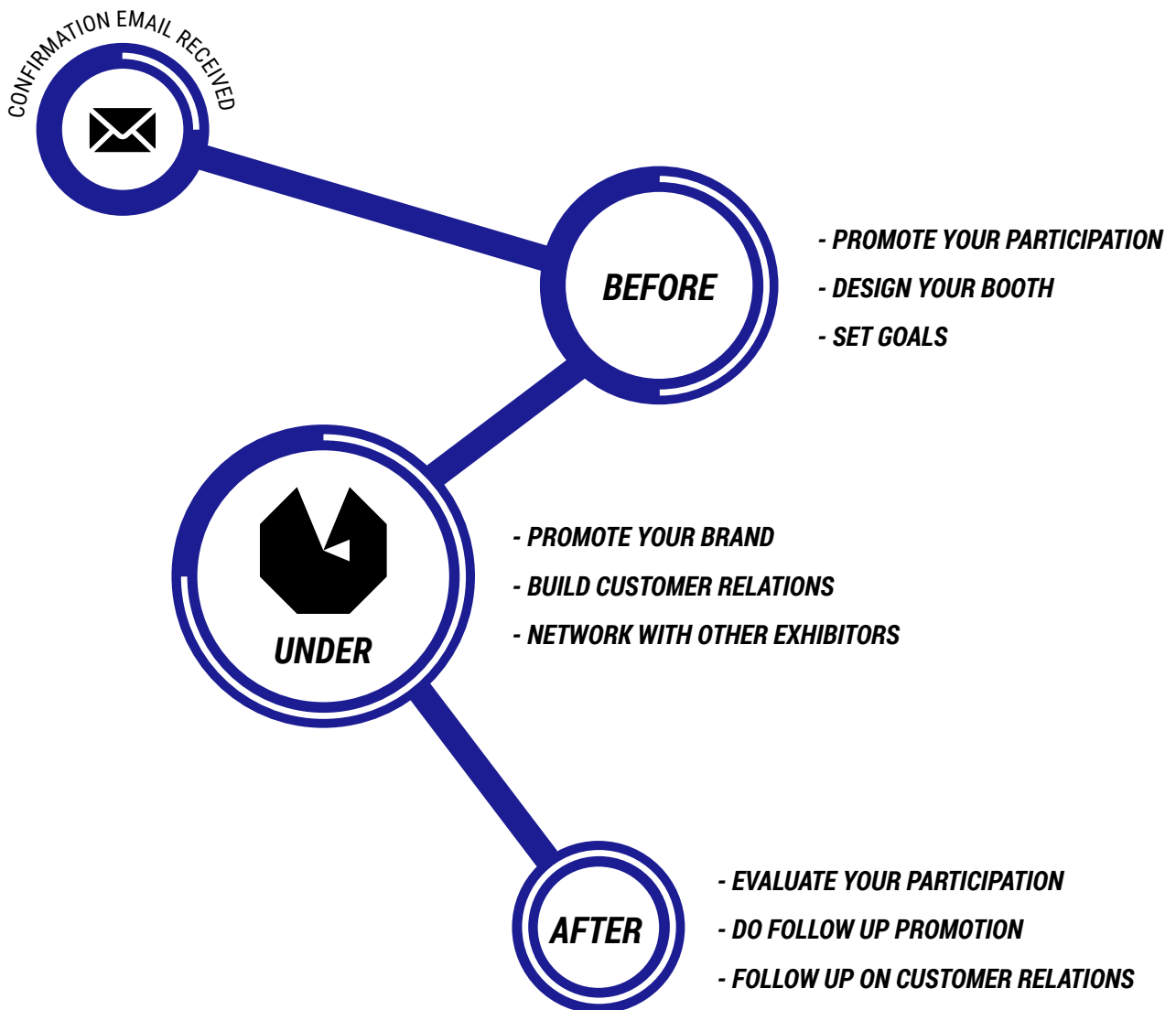
***HANDBOOK //***

# ***WELCOME TO FINDERSKEEPERS***

With this handbook we want to give you the best prerequisites for a great design market - all the way from planning and preparing to follow-up.

Among other we share our recommendations for exhibition booth design, promotion of your participation and tips & tricks for how we together will have the best possible experience at our next design market.

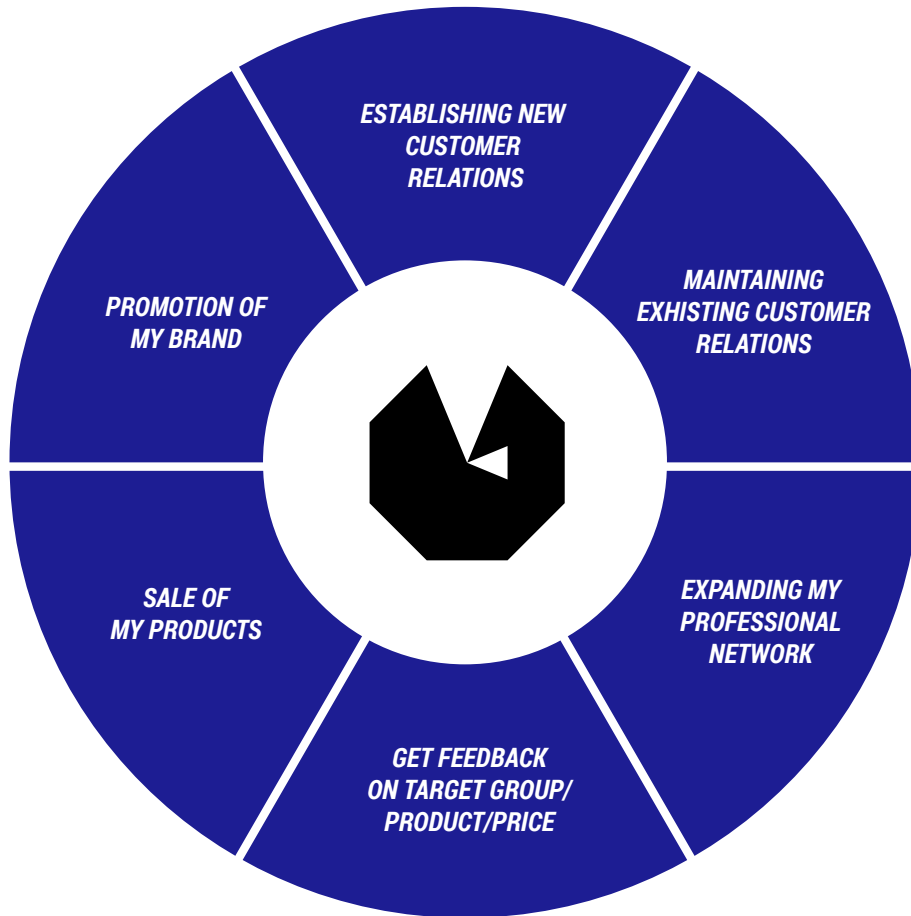
We're looking forward to seeing you!



# **SET GOALS**

What do you want to achieve with your participation?

Our experience tells us, that exhibitors who focus on more factors than just sales will get the most out of their participation. Consider setting goals for more of the following parameters:



# **PROMOTE YOUR PARTICIPATION**

How can you best use the market as an opportunity to promote your brand?

- Upload materials for you profile on FindersKeepers website
- Promotion on social media
- Invite customers, network, and friends

**UPLOAD YOUR MATERIAL HERE**



## **BEFORE THE MARKET**

# **DESIGN YOUR BOOTH**

How do you set-up your booth to show brand and products in the best way within your budget?

In our experience, the exhibition booths who focus on creating a total experience and universe around their brand will be more attractive towards the guests.

### **PRODUCT PRESENTATION //**



Think about who to best present your products. Is it easy for the customer to get an overview of what you have? Are you showing your products in a way that shows off their features? How many products do you show? Should you show prices? – Guests might not want to ask or think your products are very expensive if you don't.

### **ATMOSPHERE //**



By adding just a few elements, you can stage and style your products in a way that helps create the atmosphere you'd like. Small items like fresh flowers and a table cloth can make a big difference for how finished your

### **BRAND ELEMENTS //**



Is your brand name visible? Have you made sure that guests can grab a business card or something else to remember you when they get home? It can also be a good idea to include memorable elements, e.g. painting a display table in a signature colour.

### **PRODUCT STOCK //**



Visible cardboard boxes and IKEA bags have nothing to do on your booth, so make sure you think about how you'll handle product stock. If you keep them under your table, make sure they're not visible..



## **DURING THE MARKET**



### ***PROMOTE YOUR BRAND //***

We recommend you have business cards or other materials with your brand visible on your booth, to make it easy for guests to find you again after the market. Also think about making it easy for them to sign up for your newsletter or follow you on Instagram – these are potential new customers in the future, It can also give a good response and interaction with guests, if you during the market have e.g. a competition, giveaway or in some other way create incentive to interact with your brand. In this way the visitors will remember you better and you increase the possibility of creating loyal customers.



### ***BUILD CUSTOMER RELATIONS //***

A visually appealing booth that presents your brand and products is the best starting point for attracting customers. But it is equally important to consider the behaviour of those manning the booth. The most successful focus on being welcoming towards the guests, and avoid sitting down or hide behind table, mobile phone, or laptop. Remember that many of the guests find it really interesting to meet the actual people behind a brand. Additionally, you have a unique opportunity to get feedback on your products through the direct contact with the end consumer of your products. Do you get positive feedback? What do people say about the products? About the price? How are people responding to your booth set-up? Do you notice a difference if you make any changes?



### ***NETWORK WITH OTHER EXHIBITORS //***

We suggest you take a tour of the market to get inspiration from all the other exhibitor and how they design their booths. Get a dialogue going and share challenges and opportunities. It's possible to learn a great deal from your design brand colleagues and if your conscious about the opportunities, our experience is that it can create new relations and collaborations.

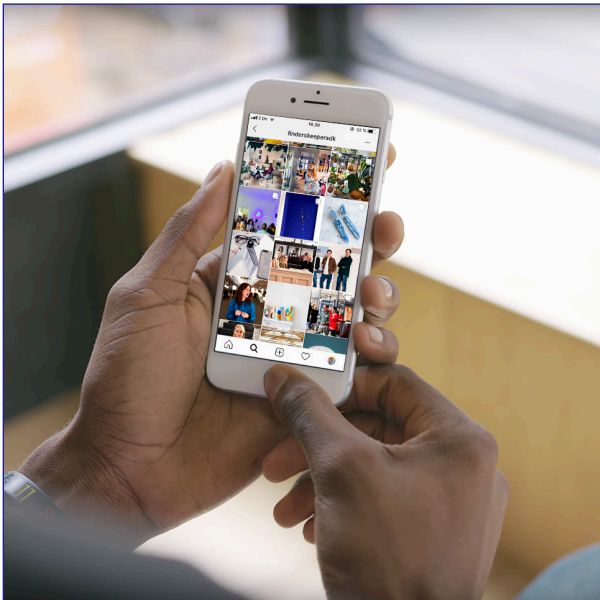
## **AFTER THE MARKET**



### ***EVALUATE YOUR PARTICIPATION //***

We recommend that you evaluate on your booth and participation. Did your initiatives work as expected, did people interact with your booth, and did you collect valuable feedback for further development of your brand and your designs? What do you want to bring with you, and what do you want to change?

After the market has ended, you will receive a short survey from us. Here you can provide your review, feedback and input for future market.



### ***DO FOLLOW-UP PROMOTION //***

Sales at during the market is one thing, but you can potentially get a lot out of after sales as well. This goes especially for the more expensive goods, that customers rarely buy on impulse. So, make sure to follow up on the direct contacts you have received on e.g. newsletter or Instagram.



### ***FOLLOW UP ON NEW CUSTOMER RELATIONS //***

Did you get contacts information on customers interested in purchasing your products? Or professionals who would like to place an order? Make sure you follow up and take advantage of the opportunity to expand the awareness of you and your brand.

# ***DO YOU HAVE OTHER QUESTIONS? //***

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***READ OUR FAQ ON OUR WEBSITE, WHERE WE AMONG OTHER ANSWER THE FOLLOWING:***

*// CAN I RENT A TABLE, CHAIRS OR CLOTHING RACK?*

*// HOW MANY CAN WE BE AT OUR BOOTH?*

*// CAN I GIVE AWAY ENTRY TICKETS FOR CUSTOMERS, FRIENDS AND MY NETWORK?*

***OR CONTACT US HERE:***



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