

bciequinox

EXHIBITOR GUIDE

Equinox is a series of evening boutique exhibitions held across Asia, Australia and New Zealand designed to connect architects, interior designers and design specifiers with product suppliers.

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ABOUT

bciequinox

EQUINOX is unlike the normal tradeshow style of exhibition many are familiar with. It has some unique characteristics making it an enjoyable experience for the specifiers attending and an outstanding opportunity for you to generate leads, create or reaffirm contacts, and strengthen your brand within the industry. However, this uniqueness requires you to approach your participation in a slightly different way.

The purpose of this guide is to ensure all exhibitors have a clear understanding of Equinox, and to help you get the most out of your exhibitor experience!



OUR TOP EXHIBITOR TIPS



FIRST IMPRESSIONS COUNT

What your stand looks like to attending specifiers is very important. As visual people, they are drawn to what looks sleek, professional and engaging. Think of how you can showcase your products to best represent your brand.



CREATE AN OPEN SPACE

Avoid crowding your space with too much equipment and material; allow space for interested people to stand.



MAKE IT VISUAL AND TANGIBLE

Specifiers are tactile people who want to touch, feel and see. Having samples and demonstrations gives specifiers a chance to experience your product in an immersive, powerful way that can help them to understand how it can meet their design needs.



LIGHT IT UP

Having lighting built into your stand ensures that all attendees are able to see your samples and demonstrations clearly, and is a really inexpensive way to set your stand apart from other exhibitors.



BE PROJECT SPECIFIC

Specifiers may not relate to your products, but they will relate to the projects that you have successfully had your products implemented in. Have recent local project references that you can talk about, as this will resonate with your target audience.



PICK THE RIGHT PEOPLE TO REPRESENT YOU

You want people working at your stand that are friendly and welcoming, but not too over-bearing. Equinox is not meant to be about selling, but about engaging with your audience and planting the seed for future communication. Having a technical expert on your stand to handle any tough questions can also be valuable.



CAPTURE CONVERSATIONS ON BUSINESS CARDS

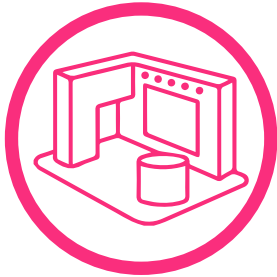
When speaking to specifiers at the event be sure to grab their business card. It can be handy after speaking to them to write a few bullet points on the back on what you spoke about, so when you follow up you can draw back to your previous conversation.



FOLLOW UP, FOLLOW UP, AND FOLLOW UP!

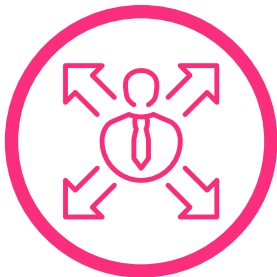
Your Equinox follow up process should be planned just as well as your participation in the event. Leads should ideally be followed up on within 2 - 3 days, and it is important to schedule time for this so it doesn't fall between the cracks. Rate your leads so you can prioritise - A for very important, B for somewhat important, and C for less important.

YOUR GUIDE TO EQUINOX



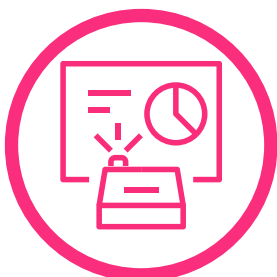
EQUINOX STAND SPECS

All exhibitors are responsible for their own design/construction of their booth. We will provide you with a free-style space and it's up to you to get creative within this space. (Size is as per your signed booking form). You are not able to set up outside your allocated space as that could block another exhibitor or a walkway and we ask that all booths must be able to standalone, no leaning against a wall and any exposed surfaces must be furnished so that no raw material is front facing.



COMPETITORS

We don't have a non-compete policy in place at Equinox. If your competitor is in the room, BCI will make sure that your stands are not near each other. Why not use Equinox as a platform to showcase your competitive edge and unique selling points? What sets you apart from your competitor?



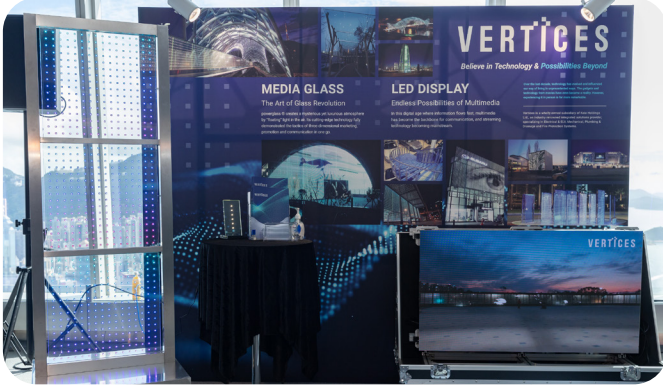
TECHNOLOGY HUB

There is no better way to increase the visibility and credibility of your brand than by showcasing your expert knowledge at one of our Technology Hubs. Held in a dedicated area at Equinox, the Technology Hub features presentations from industry speakers and product experts. Hub spaces come complete with a television, laptop, presentation clicker and microphone. All presentations are aimed at providing an educational experience for attending architects and design professionals and costs are available on request.

CANCELLING YOUR STAND?

It can be very hard to fill an Equinox space when an exhibitor cancels at the last minute, so we have a cancellation policy in place that can be found on your signed local booking agreement. Please refer to your Event Manager for further information on cancellation fees.

EXTRA WAYS TO MAKE AN IMPACT



EQUINOX SHOWBAGS

This is a great branding opportunity as Equinox showbags are distributed to every event attendee. Including an item in them is a great way to stay top of mind even after Equinox has concluded.

Corporate gifts or communication material (eg: brochures, leaflets, souvenirs etc) can be placed in the event show bags. Size of the item to fit within an A3-size bag.



PRIZE DRAWS

By offering a prize at Equinox you have the opportunity to collect personal information on business cards or Equinox cards for marketing databases and follow ups. Only prizes valued over a certain value will be drawn as part of the event proceedings. Your Event Manager will confirm this value closer to the event date.



BOOTH ACTIVITY

We encourage you to make your booth creative and interactive. If you choose, you may want to include fun activities such a quick game, raffles or prize wheel within your booth space. Just remember to keep it short and fun!



OPPORTUNITIES

Having a presence at an industry event like Equinox positions you perfectly for meeting new prospects, creating long-lasting professional relationships and establishing a strong brand. It is a unique and highly valuable opportunity – we hope you enjoy your Equinox experience!

bci equinox



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FOR MORE INFORMATION PLEASE CONTACT:

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