

INTRODUCTION

We're here to help... before, during **and** after the event.

FPS EXPO is an ideal platform to launch new products or to present your corporate image to the media, your customers and to the rest of the industry.

This Marketing & Publicity Manual has been designed to help you make the most of, and add value to the investment your company has made by taking a stand at the show.

As organisers, we aim to attract the right quality and quantity of visitors needed to generate the highest levels of business. By undertaking your own targeted advertising, direct mail and publicity campaigns you can reinforce the promotional activities carried out by the FPS EXPO, ensuring maximum footfall to **your** stand.

The following pages detail the marketing and publicity opportunities that are open to you as an exhibitor. To help promote the show we need as much information from you as possible. The more we know about your company, its products and plans for the show itself, the better placed we are to promote what you have to offer.

If you need further information on any of the sections in this Manual – or if you have a good idea you want to explore to raise your profile – please call Stephanie Freeman, Press Officer, 07961 149399.

Don't forget! Complete the Press Questionnaire at the back of this manual as soon as possible. Remember this is your chance to tell us about any new products or services you are launching at FPS EXPO 2010, we then let the press know exactly what's happening at our event. Once completed send it back to Stephanie Freeman, but we need them returning no later than 15 January 2010.

We wish you a very successful and enjoyable FPS EXPO 2010!

To ensure that you get the most of exhibiting at FPS EXPO 2010, ensure you pass this manual on to your PR Manager, Marketing Manger or Agency.

If you would like additional copies, call Joan Wheat on +44 (0)1565 631313

PRE-SHOW MARKETING ACTIVITIES

Let your key contacts know that you are exhibiting

It is essential that your key contacts know you are exhibiting at the show. A personal invitation is, without doubt, the most effective method of communicating this message. At the beginning of January you should have received an allocation of 50 complimentary visitor tickets and promotional labels that you should send out to invite your clients and potential customers to the show, and more specifically to your stand.

For additional visitor tickets or stickers please email Joan Wheat jw@fpsonline.co.uk

Get your FREE listing in the official show guide

The official FPS EXPO will be mailed out to every FPS member and handed out free to every visitor. Let them know where to find you and what you have to offer. Its lifespan far exceeds the two days of the show so make sure that your FREE entry and product listing is in by the deadline Friday 5 February 2010.

Take advantage of exclusive advertising opportunities

Make sure that the marketplace knows where you are exhibiting. A special package is available for advertising in Downstream plus the Show Guide. For more details contact Shirley Price, Advertising Manager, on 01584 877442.

Add the FPS EXPO 2010 logo to your adverts and direct mail

To enhance your promotional campaign around the show use the FPS logo – plus your stand number – on any advertisements or direct mail pieces that you run.

Email vc@fpsonline.co.uk to request an electronic version of the logo.

Put the FPS EXPO 2010 Banner on your Website

Let visitors to your website know that you are exhibiting at FPS EXPO 2010 by adding our moving banner to your site. By clicking on the banner visitors can get up to the minute information on the event and register for their free entry pass.

Email vc@fpsonline.co.uk to request details of how to add it to your site.

Tell all your colleagues that you are exhibiting

Make sure that everyone in your company is aware that you are exhibiting at FPS EXPO 2010, so that this information can be passed on to all your clients.

PUBLICITY & PRESS OPPORTUNITIES

Introduction

This year we are using PR strategically to attract visitors and exhibitors to FPS EXPO 2010.

Our aim is to secure coverage both for the show and for our exhibitors. We can help you place newsworthy information into trade media to attract attention to your products, services and brand, as well as publicise your stand to visitors.

Through the FPS we have the full backing of the industries leading publication Downstream. Equally we encourage you to commit fully to publicising your participation in the show so that you are able to maximise your investment.

PR Support

Our Press Officer is Stephanie Freeman 07961 149399. She will be in touch during the build up to the show as a media opportunity arises. Stephanie will be writing regular press releases and distributing them to all industry media. The press releases will cover show features and details of relevant exhibitors.

Steps that you can take...

1. As an exhibitor your role in PR is to encourage journalists to visit your stand to find out about your brand, products and services, as well as anything special you are doing at the show.
2. The longer they spend on your stand asking questions about what you do, the more chance there is of them including information about your company in the articles and features they write – both now and in the future.
3. Journalists like to have a range of spokes people they can turn to for interesting and thought provoking views on industry issues, so think about who you can nominate to speak with authority not just on your company but also on the key issues that affect your business.
4. Consider having a supply of pictures of your spokes people and products that are suitable for both print, and online media. If you go for digital images make sure they are high resolution (300 dots per inch or more) so that you only need one set for both web and print publications.
5. To take advantage of the free publicity Stephanie may be able to generate for your company, please complete the attached PR form and return, along with photography to: stephanie@fmmarketingpr.com It is important that this is done ASAP to maximise your PR opportunities.

Dealing with journalists

When you are contacted by the media, respond promptly. Often your objectives will be different to the journalist's – you want publicity and they want interesting news stories for their readers – aim for both.

Journalists are looking for views that they can publish which means you speaking on the record. They are approaching you because they believe you can provide this, so be as helpful as you can by giving clear and relevant answers that are thought provoking. That way they are likely to approach you again and again.

Maximise your media coverage

- **Send your press release to the trade media and local press**
We have attached details of relevant trade press who regularly cover the show. Send them a press release clearly stating any products, services or brands you will be exhibiting at FPS EXPO 2010 giving details of where and when the exhibition is taking place
- **Give your contact details**
Make sure the press are able to easily contact you in the future if they require any further details regarding your press release.

AT SHOW MARKETING ACTIVITIES

Provide visitors with an incentive to come to your stand

Entertain visitors – they are taking a whole day from their businesses, so make it enjoyable for them, for example:

- Hold product demonstrations
- Offer a competition or prize draw
- Hire a celebrity / look –a-like for your stand
- Have a promotional character handing out give-aways such as free caps, pens, etc.

On-site press office

Each year we have journalists from leading magazines, including Commercial Motor, Motor Transport, Fleet Transport, Petroleum Review, Hazardous Cargo Bulletin, Fuel Oil News and Oil Heating News to name but a few, attend the show and their first point of call is the on site press office where they gather information on who is exhibiting and what new products and services are being launched. Exhibitor press packs are therefore very important.

Our aim during the show is to ensure that journalists and editors enjoy their visit and that their time is productive, so they can easily find the information they need to write print and online content for a wide range of trade media. We will run a press office that will have information on the show and exhibitors, news desks for writing and transmitting reports, refreshments and a quiet area to unwind. The centre will include racks where you can display your own press pack.

Prepare a press pack

Create an interesting press pack and deliver it to the onsite press office.

This is the first port of call for all visiting journalists, so make an impact. For maximum effect use a folder for your own press information, heavily branded with your company logo. Then include:

- A press release detailing your news (product launches, promotional initiatives and business changes). Don't forget to include contact details should the journalist require further information or a quote.
- A summary of company background, who you are, what you supply, etc. This should be on one side of A4
- Good photography with a clearly labelled caption, detailing product name, company name and contact details.
- Do not include company literature or newsletters in the press pack

Remember to deliver your Press Packs (approx 10) to the press office by 09.30am on Wednesday 21 April 2010.

Book the official Show Photographer

You can book the official show photographer if you would like high quality images for future PR and marketing campaigns, particularly if you are organising on-stand activities.

An official photographer will be available for all two days of the show but they will be in demand so we recommend you book well in advance.

For more details contact Paul Watkins Photography Tel: 01952 252370 or mobile: 07970 559982

Measure your success and gather testimonials

Record the amount of visitors you get on your stand and where possible get their reactions to your new products. Try to get some positive quotes that you work into your post show press releases.

POST-SHOW MARKETING ACTIVITIES

We'd love to hear how you did at FPS EXPO 2010

Try to calculate the amount of business you generated as a result of FPS EXPO 2010 in monetary or publicity terms and let us know.

We would also love to hear of any case studies so we can include them in feature articles.

Finally, let us know your thoughts/feedback in testimonial form – we may be able to use them in future press releases and promotional material.

VISITOR DATA

Don't forget that you can buy a list of this year's visitors and pre-registrations, see the form at the back of this manual.

FPS EXPO 2010 MEDIA LIST

DOWNSTREAM is the official magazine for FPS EXPO 2010 and will feature the **Visitor Guide** in the Spring edition.

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FPS EXPO 2010 EXHIBITOR PRESS QUESTIONNAIRE



**Please fax, or scan and email your completed Press Questionnaire
by FRIDAY 26 FEBRUARY 2010 to:**

Stephanie Freeman – FPS Press Officer
Fax : +44 (0)1270 883782
Email : stephanie@fmmarketingpr.com

Company Name	
Stand Number	
Address	
Postcode	
Tel No	
Fax No	
Contact Name	
Job Title	
Email	

Please specify the core focus of your business i.e. plastic tanks, tanker manufacturer, insurance company etc. (25 Words max)

Please supply a brief outline of the products or services you propose to promote your stand. (100 Words max)

Are you launching a new product at FPS EXPO 2010?

Yes

No

If yes, please write a brief description about the product(s) and if possible, provide an illustration/photograph/brochure. (50 Words max)

--

Please give details and timings of any activity or special promotion planned on your stand at the event i.e. press receptions, competitions, etc.

--

Who is the spokesperson for your company?

Name	
Job Title	
Tel No	
Email	

Does your company produce its own customer newsletter or in-house magazine?

Yes

No

If yes, please give details below

Name of editor	
Publication	
Tel No	
Email	

Have you invited any high profile guests to your stand?

--



DATA ORDER FORM

IMPORTANT

The following lists are available to purchase after the event. They do not reflect visitor numbers as those people who register and tick no to the third party mailing option are not included.

EXHIBITOR DETAILS

Company Name	
Company Address	
Postcode	
Tel No	
Fax No	
Contact Name	
Email Address	

DATA AVAILABLE

Please Tick ✓	Data Options
	FPS EXPO 2009 – Harrogate Pre-registrations and Show Attendees £99.00 + VAT
	FPS EXPO 2010 – Harrogate Pre-registrations and Show Attendees £99.00 + VAT

This order form must be signed by an authorised officer of the company.

Signed	
Name	
Date	

Please do not send any money with this booking form – an invoice will be raised on receipt.

Please send completed forms to:

Federation of Petroleum Suppliers Ltd
6 Royal Court, Tatton Street, Knutsford, WA16 6EN

Tel No: +44 (0)1565 631313

Fax No: +44 (0)1565 631314

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