

How to be an outstanding exhibitor

You've booked your stand — now it's time to make it work for you.

Exhibiting isn't just about leads.

It's also about meeting new suppliers, checking out competitors, getting fresh ideas, and starting conversations that turn into business later.

Remember, leads don't only come from your stand.

Talk to people during coffee breaks, lunch, networking sessions, and speaker talks. Walk the room and be curious.

Give people a reason to stop at your stand.

Ask yourself: Why should someone visit me?

A special offer, a giveaway, a demo, or simply a clear message about how you help businesses can make a big difference.

Promote Before the Show

Let people know you're exhibiting.

- Follow the Kent Business Show on LinkedIn
- Use the hashtag #KBS2026
- Post about the event, your stand, and who you're looking forward to meeting

Invite your customers and contacts to come and see you — and tell them why it's worth their time.

Use Email and Your Website

Send a simple email inviting people to the show.

Encourage them to pre-register and enjoy a free tea or coffee on arrival.

Update your email signature with your stand number.

Add a banner to your website saying you'll be at the Kent Business Show.

Get Ready

Make sure you have enough flyers, business cards, and any offers ready.

Post a short countdown on social media and share how you're preparing.

And on the day — be friendly, start conversations, and enjoy it.

Visit us at the Kent Business Show.
Stand XXX



#kbs2026



Join the group:
The Kent Business Show