



**NEW**  
**trophex UK**

TROPHIES ENGRAVING AWARDS MEDALS PERSONALISATION  
SUBLIMATION DOMING EMBROIDERY PRINTING IMAGING LASER

exhibit at **Trophex UK**  
and we will bring potential  
customers directly to you

NEC, Birmingham, UK  
15th & 16th January 2023

# Follow these tips to get the most out of Trophex UK

We have put together a selection of top tips to ensure your attendance at Trophex UK is productive and rewarding for you and your company.

**Create a stand that makes visitors feel comfortable**

Ensure your stand is manned at all times. You may miss that one visitor that has made the journey especially to visit your stand!

**Avoid eating on the stand**

**Extend your stand by utilising the aisle!**  
**Meet and greet visitors to your stand**

Hold a contest for the highest quantity of qualified leads taken at the show to reward stand staff

**Keep hydrated and ensure all staff get regular breaks**  
**Make time to eat**

**Never close up early!**  
**That last visitor could be your biggest lead**

**Show genuine enthusiasm for your products and services**

Have present one member of your team who knows the technical aspects of your products and services inside out

**Use product demonstrations to draw in a crowd**

**Provide a professionally made name tag for each staff member to wear**

**Wear comfortable shoes!**  
You will be on your feet for most of the show

**Design your stand to be visually interesting and inviting**

**Those who listen are the most successful!**  
**Listen 80% Talk 20%**

**Use quiet time to network with other exhibitors**  
**Make friends with your neighbours and refer attendees on if you cannot assist them**

Establish a follow up protocol for all leads taken at the show. Turn those leads into sales!

The only time you should sit down is when you are talking to a visitor  
Be ready to engage!

Try to ask questions instead of pitching and take notes

Have exclusive offers only available to visitors of Trophex Live

Promote these prior to and at the show

Establish a dress code for all staff on your stand  
This shows professionalism

**Use social media and email campaigns to encourage customers to visit you at the show**

Make the most of any promotional activity offered prior to the show.

Editorials in TEN magazine leading up to the show are a great way to let visitors know you are there!

# Thinking of Exhibiting?

## Getting the price right for you

TROPHEX UK is a two day event aimed at everyone within the Trophy, Engraving and Personalisation Industry.

Trophex UK is a perfect platform for visitors to identify new suppliers, new product lines, alternative processes to improve profitability, negotiate new business or just to network with current suppliers and also find out what's new in the industry.

As an exhibitor not only will you get to introduce your business to visitors at the show from all areas of the industry you can also network with other exhibitors.

Can you afford to miss out on the opportunity to promote your products and services at Trophex UK?

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### Ever thought about exhibiting at Trophex UK?

- ▶ Trophex UK is a great way to kick start the years trading
- ▶ Stay ahead of your competitors
- ▶ Launch new catalogues
- ▶ Showcase new products and technologies
- ▶ Give live hands-on demonstrations to visitors
- ▶ Meet key buyers and decision makers
- ▶ Network with other exhibitors at the show
- ▶ Save time and money by meeting potential customers under one roof over two days

### Cost effective packages tailored for you

Trophex UK offer very cost effective rates for exhibitors with a minimum stand size of 3m x 2m. We make it very simple for you to exhibit, whether you need a shell scheme stand built for you or space only to create your own, we can provide all the services you need to make your participation easy and effective. We have a proven track record of getting the key buyers to you at the exhibition.

### Friendly and efficient

Trophex UK is organised by Hill Media Ltd., the publishers of the industry leading TEN (Trophy & Engraving News) Magazine and the UK & European Buyers Guides. Our staff are friendly and efficient and are always prepared to give exhibitors the help and support they require.

### On-going support and promotional activity

We utilise TEN (Trophy & Engraving News) Magazine, the Show Guide, email campaigns to a wide audience database and the Trophex Website to constantly promote the show, giving us the edge over other trade shows.

We are here to offer support and advice to ensure you have a successful and profitable show.

### What's included for exhibitors:

- ▶ Back at the NEC, the premier event centre in the UK
- ▶ Re negotiation with the NEC means we can pass on reduced rates for exhibitors
- ▶ New modern hall opposite the main restaurants and facilities within the Atrium at the NEC
- ▶ New and improved show layout
- ▶ Choice of shell-scheme or space only stand
- ▶ Be a part of the only dedicated UK event for the Trophy, Engraving, Awards, Medals and Personalisation industry
- ▶ Visitor registration open six months earlier than usual
- ▶ FREE ENTRY and FREE PARKING for all Trophex UK Visitors
- ▶ All new marketing campaign unleashed for Trophex UK
- ▶ As many exhibition invitation tickets as you need
- ▶ Guaranteed entries in the TEN - European Buyers Guide
- ▶ Editorial in TEN (Trophy & Engraving News) magazine leading up to the show
- ▶ Exhibitor drinks reception
- ▶ Participation in the Trophex UK Awards
- ▶ Free listing in the Trophex UK Show Guide
- ▶ Exclusive rates for exhibitors to advertise in TEN magazine to help promote their attendance at the show

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To find out more about exhibiting at the show please contact Nigel Bean, MD:  
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# Trophex UK –

## products & solutions for the industry

in partnership with **europrophex**

TROPHIES AWARDS ENGRAVING SIGNAGE PERSONALISATION  
SUBLIMATION DOMING EMBROIDERY PRINTING IMAGING LASER

Would you like to speak to someone  
about the services Hill Media Ltd offer?

Call Nigel Bean for more  
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