

The ultimate guide to exhibiting

Follow this guide to ensure a smooth
and successful exhibiting experience!

For more information please visit
www.aircraftinteriorsexpo.com

Exhibiting at AIX made easy by following this guide.

This guide will help you work out the best path for event success so that you can get organised quickly before the show!

If you have any queries, please don't hesitate to contact us:

Customer Services Helpline
Tel: +44 (0)20 8271 2174
Enquire online

STEP 1



GET UP AND RUNNING IN SIXTY MINUTES!

1. Check if you have received your [Exhibitor Portal](#) login details and password emailed to you from AIX. If you haven't received them, please contact [Customer Services](#) or click the 'Forgotten Password' link on the Portal login page.
2. Visit the [Exhibitor Portal](#) to fill out your exhibitor profile, product categories, upload products and more! Make sure you add in as much as possible and take full advantage of the FREE exposure.
3. Follow all of [AIX's social media channels](#), LinkedIn, Twitter, Facebook and Instagram. Don't forget to use #AIX(InsertYear) when you post.
4. Bookmark the '[Guide to Exhibiting](#)' on the event website. This is your go-to resource for the most up to date information for organising your participation at AIX.

STEP 2



FOCUS ON WHAT YOU WANT TO ACHIEVE

1. At the show I want to: (tick all that apply)

Develop leads

Network

Have meetings with current suppliers or buyers

Let people know about our product and services

Launch a new product or service

Get feedback on a prototype or service

Other
2. I will be happy if I manage to get: (Insert approx number)

Meetings

Sales

STEP 3



A FIVE MINUTE BUDGET PLAN

My total event budget is

I plan to spend:

Stand design/graphics

AV/electrics/internet/lighting

Lead scanners

Flooring/furniture

Hospitality

Product samples

Hotel/food/travel

Additional Sponsorship and advertising to boost my presence.



STEP 4



SPONSORSHIP

Don't forget to take out sponsorship to maximise our exposure before and at the show.

[Click here](#) to find out more about sponsorship and advertising.

STEP 5



SMARTSPACE: LET US BUILD YOUR STAND



The show offers SmartSpace, the stand design and build service from RX Global, with solutions ranging from modular packages to high end bespoke builds.

Phone the SmartSpace team on +44 (0)20 8910 7193 or for more information [click here](#).

TOP TIP

Your stand designers from AIX SmartSpace will be able to help you complete all the health and safety paper work so drop them a line.

STEP 6



AIX CONNECT

As an exhibitor, you have exclusive access to our online networking and meeting scheduling tool AIX Connect:

All registered stand staff will be able to:

- Search the attendee directory and find buyers looking for your products
- Request meetings with relevant buyers in advance and plan your event diary
- Receive a personalised meeting schedule with names, photos and details of the buyers
- Get SMS and email reminders during the event, along with support from dedicated Connect team if needed

[Find out more](#) ►

STEP 7



MARKETING AND PR TOOLS

• Download Logos and Banners:

Use the branded assets to promote your attendance at the show on social media, your website and emails.

[Download here](#) ►



STEP 8



INVITE YOUR CUSTOMERS

Ensure your company is front of mind for your potential and current customers, by inviting them directly to meet you at AIX.

Use our email invitation, co-branded registration page, and personalised banners available on the exhibitor portal to promote your attendance to your database.



STEP 9



LAST MINUTE CHECKLIST:



This list may look daunting but a lot can be covered quite quickly so tick these off when you have them completed:

- | | |
|---------------------------------|----------------------------------|
| AV | Lighting |
| Registered for exhibitor badges | Arranged parking and travel |
| Reviewed lead capture plans | Followed our AIX social accounts |
| Electrics | Staff rota |
| Email clients and prospects | Stand design/graphics |
| Flooring | Stand engagement |
| Furniture | Completed company profile |
| Book Hotels | Download the app |
| Insurance | |

TOP TIP

A couple of days before the show contact all your suppliers to make sure that the orders are progressing and on time.

- Registered all staff badges
- Download the app

STEP 10



USEFUL LINKS

- ▶ [Customer Service Helpline](#)
- ▶ [Exhibitor Portal](#)
- ▶ [Exhibitor Manual – launching soon](#)
- ▶ [AIX Connect](#)
- ▶ [FAQs](#)
- ▶ [Book hotels](#)



ENJOY THE SHOW!