Anglia Business Exhibition 2026
Wednesday 13th May 2026
Trinity Park, Ipswich

Set up afternoon on Tuesday 12th May 2026

Exhibitor Info

Stand Ethics

1) Plan your stand; measure out the space and fit your display into it.
2) Allow time to build; don't still be building when the exhibition opens. Practise at work. If you finish early, then help other exhibitors; it's another great way to meet people.
3) Take spare equipment; Velcro, scissors, notepad, pens and graphics.
4) Keep your stand tidy; no coffee cups or knitting!
5) Don't "guard" your stand; keep a welcoming outlook for visitors.
6) Stay until the exhibition closes; visitors are expecting to see the exhibition up until closing time, they will have travelled to be there after work perhaps. Some of my best contacts have been made in the last 15 minutes of a show.
7) LASTLY, make sure you take your rubbish with you when you leave, do not leave it for others to clear away.

Stand Presentation

1) Have professional looking graphics; avoid A4 sheets stuck to shell-scheme. You MAY have a small business, but you are still a professional!
2) Keep graphics simple to read; do not tell a story, just the headline; don't confuse the visitors with text. You will want the visitor to ASK you about your product.
3) If using posters, mount them; posters that curl at the edges will not look as good as the mounted ones on the stand next door!
4) Other display systems; investigate different systems.
5) Iron tablecloth; if you are bringing your own tablecloth, iron and roll it, folds will leave creases.
6) Graphics continuity; try to ensure that your graphics follow your branding, avoid mixed messages. You will want visitors to remember your company from your business card alone should you meet them at a later date. This exhibition should only part of your marketing strategy, brand awareness is an ongoing enterprise.
7) Re-use of graphics; attempt to plan your graphics for other aspects of your business, it would be ideal to get more use from them.

Attracting Visitors and Sales Tips

1) Attractive graphics; by following the above you will be in a good position to start with.
2) Offers and competitions; if you can give visitors any discounts or create a competition relating to your business, then you will have a reason for visitors to speak to you, **ask** them for their details and if you may follow up. This is not only polite, it will help you avoid any data protection "offences".
3) Wear a Badge, so visitors will know who you are easily and you will quickly be on first name terms. We are planning to have some lanyards available for exhibitors (first come, first served) but please print your badge out before you arrive as we will not have printing facilities at Trinity Park.
4) New products; create a "launch", it can generate interest.

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5) Have a notepad; you will be surprised how many visitors will run out of cards, even in this digital age be ready to write down their details and notes of what you may have been discussing. Keep spare pens.
6) Don't "guard" your stand; worth repeating, keep your stand feeling open to visitors. Do NOT stand in front of your display with folded arms, maybe keep slightly to the side and try to engage with the visitor. Remember, **people will still buy from people**. Encourage visitors to remember you for the right reasons.
7) "Can I Help You", "NO!"; avoid asking questions where NO is the easy answer. Try, "What business are you in", or "Let me (not, "can I") give you my card/brochure"! Be positive, but friendly. Engage visitors in conversation, rather than hard sell initially then you will discover what they are looking for. If it's not your product, politely disengage to move to a more productive visitor. Exchange cards anyway, you never know! Do not forget to **listen**; exhibitors raving about themselves rather than discovering what the prospect is looking for will lose a visitor's interest!!
8) Other exhibitors; talk to other exhibitors, but remember, they are there to sell as well. Engage them in conversation during any lull in visitors regarding both theirs and your companies. Considerable business is exchanged this way.
9) Follow up on new leads; the whole day may have been a waste if this is not done. **GDPR**, if a visitor hands over a business card, they must expect to be contacted, BUT, it is polite to check with them before adding to mailing list.
10) Bring device chargers, maybe obvious, but batteries can run out on you.
11) SHARKS; There will be visitors whose sole intention is to sell to you!! Be polite, listen in case they are interesting, and then gently move them on. You have paid to be there; so unless you are interested, don't waste your selling time. If you encounter persistent issues with someone doing this, please let the ISSBA/ABE team know.

<u>Stand Details</u>

1) Stands are supplied with power to the specification on your booking space on web site. If you require more power, this can be ordered by logging onto your booking space and order more. Please do so at least a week before the set-up day.
2) Tables will be available. If you know you will require one, please let me know so we can put it in your space ready for when you arrive. If not, there will be some available on the day while stocks last so please ask in the foyer. Plain White tablecloths are also available for a £10.00 **cash** deposit. This deposit will be refunded upon the return of the tablecloth, BUT only after the show closes. This section of our reception will not be manned until then.
3) The shell scheme stands are backed to take male/ hook Velcro for fixing Graphics. DO NOT use pins or staples to fix any graphics.
4) The space only stands will require complete "free standing" graphics. DO NOT pin or stick any graphics to windows and walls of the venue. Use the table supplied, or your own construction/banners or displays to get your message across.
5) Free WiFi is available in the venue and is sufficient for normal e-mail or web browsing & social media. If you need to do more on WiFi, this can be ordered by logging onto your booking space and order more. Please do so at least a week before the set-up day.
6) Please ensure all electrical equipment has been PAT tested. Barton Electrical will be available between 3pm and 4pm on set up afternoon if you would like them to PAT test something for you or may have a few slots available between 8am and 9.00am on 13th May. They will charge £3 plus VAT per item which will be payable by card or cash at the time. PAT testing slots must be booked with Merie in advance.
7) Our shell scheme doesn't have the large number/name tags as in previous years. We will put a bit of paper showing your name and stand number in each one on set up day so you can find it. The shelled booths will have a fascia board across the top so if you'd like to get graphics made for that, please contact me for the sizes.

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Extra's Reminders

1) Goody Bags: For £150.00 + VAT, we can include your literature in the goody bags. Please contact Merie to arrange. Final submission date is Friday 1st May to allow us time to fill the bags.
2) On site TV Ads: For £30.00 + VAT your static artwork advert can be included to scroll through on the various screens placed around the venue. Please contact Merie for details and final submission date
3) PLEASE supply all risk assessments. We will not be able to allow you access to build your stand without it as this item is specified by our insurers.
4) PLEASE book your set up time slot. We need to keep you spaced out to avoid crowded parking outside the entrance and for your safety.
5) Should you require a disabled parking space, it would be helpful if you could let us know so that we can be sure we have provided enough spaces.

Marketing

We want to help you to make the most of your investment in terms of PR during the run up to ABE2026.

Advertising in the Event Brochure – most of our sponsorship packages include an advert in the 'on the day' brochure but all exhibitors will have a listing in the brochure.

ABE logos and email footers – these are available for you to use on your websites, social media etc. You can download them from your booking on the ABE site and please feel free to use them wherever you see fit to help drive traffic to your stand on the day.

Tell people you will be there! Make sure everyone knows that you will be at ABE2026 via your social media channels, emails, website, networking, newsletters etc. Tell them your stand number and invite them to visit you for a chat.

TV ads – we will have rotating, single page ads running on the exhibition TV screens throughout the day. These are included with some sponsor packages but if you don't have one already included, you are welcome to book one for £30 plus VAT. Deadline for booking this is Friday 1st May.

Goody bag fulfilment – 500 leaflets (or similar) and fulfilment in the event goody bags. Cost is £150 plus VAT. Must be booked by 29th April at the latest and your leaflets must be with us by Friday 1st May at the very latest.

Video option - Offset Films will visit your premises before the exhibition to film a 30 second video for you to introduce what your business does along with a few action shots showing a bit more about what you do. This will be played throughout the day on the screens at Trinity Park (along with the static TV ads) so your logo and stand number can appear on screen as audio won't be played. The audio will be recorded though and included with the video so that you can use it on your socials before the exhibition to promote your business and let people know where to find you. This is available for the bargain price of £150 + VAT but sign up soon as there will be a limited number of slots available.

Social media – as well as your own activity, please keep an eye out for our posts and share them to your contacts. If you tag us in your posts, we will do our very best to share them too.

After ABE – don't forget to follow up on any contacts you made or leads that you collected during the exhibition. It sounds obvious but it is easy to neglect this!

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Places at the Networking Breakfast

Most sponsor packages include some spaces at the networking breakfast which takes place on 13th May from 7.30am – 9.40am in the Trinity Rooms. Please allocate these via your website booking area and additional places can also be booked there. Exhibitors can book places at £20 incl VAT per person via their booking. Remaining places will be on general sale to non exhibitors for £25 incl VAT per person. If you have booked additional places via your booking on the ABE website, remember to log in and add the details to 'diners' such as names and dietary requirements if needed.

Reminders

PLI – all exhibitors and sponsors must have public liability insurance of at least £5million. Please make sure we have your current policy number by Friday 1st May at the very latest.

Risk assessments – please complete and email us a risk assessment for your stand by Friday 1st May at the very latest. There is a template available to download on the ABE website or you can use your own if you already have one.

PAT testing - all electrical equipment must display an up to date Portable Appliance Tested sticker on the day or proof of the item being less than 12 months old must be available. Barton Electrical will be able to offer PAT tests for £3 + VAT per item from 3pm – 4pm during the set up afternoon if needed, payment by cash or card. Please let us know if you'd like to book this. If you have several items to have tested, you can either contact Barton Electrical directly before the exhibition or your own electrical supplier if you have one.

Comfort – a top tip is to make sure you are wearing comfy footwear or bring something to change into if your shoes start hurting your feet. It is a long day to be on your feet so be prepared! Also, we can't control the weather so please remember to bring a jacket/cardigan/jumper etc in case it gets chilly.

Refreshments – no refreshments will be available during set up afternoon so please bring your own if required. On the day of the exhibition, Trinity Park will be selling hot and cold drinks at the bar in the exhibition centre along with bar snacks such as chocolate bars, crisps etc. In the courtyard, you will find food vendors such as burgers etc. If you need anything additional, there is a Sainsburys a couple of minutes drive away.

Final reminders - please also remember to:

- Book your unloading slot for set up day
- Add your stand members
- Book your breakfast places (or allocate any that you already have via your login)
- Book any additional power sockets or WiFi vouchers if needed
- Let us know if you would like a table placed in your space for you
- Make sure all invoices have been paid
- Keep sharing! The more people there, the better for everyone so please continue to share to all of your contacts. Everyone is welcome and the exhibition is free to visitors.

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Other notes

There are no longer any legal restrictions around Covid but it is still about, along with other things, and we still wish to make sure the Anglia Business Exhibition is as safe as possible.

We politely ask that you act responsibly and with respect for your own and other people's safety.

Hygiene – there will be wipes and sanitiser available in the foyer if needed and hand washing facilities in the toilets. If you are an exhibitor or sponsor, please ensure good hygiene on your stand.

Ventilation – we will be keeping doors and windows open as much as possible to keep the venue well ventilated. Weather can be unpredictable so if it is a chilly day, please bring a jacket/jumper etc in case you need it.

Outside Seating – there will be seating available in the courtyard area between the exhibition centre and Trinity Rooms so that you can hold one to one meetings/have lunch etc out there (weather permitting!).

Risk Assessments (exhibitors and sponsors only) – all of our exhibitors and sponsors are required to complete a risk assessment for their stand. Please ensure this is provided to us before you set your stand up.

Filming – Cherry Beesley (Simply C Photography) will be taking photographs throughout the day so if you don't wish to be included, please let her know. Offset Films will be shooting some video footage of the event and may like to do some short interviews with exhibitors and sponsors. If you are interested in being involved, please visit them on stand 55.

Thank you for helping us to keep our event safe.

Thank you for supporting ABE2026, we look forward to seeing you there.

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