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How to Maximise your Success at CPhI South East Asia

Get the most out of your **CPhI South East Asia experience** by applying these tips that will help you to raise your company's profile ahead of the event and will work towards meeting your business goals and thus create a more successful exhibiting experience for you.

gotocphi.com/exhibit_SEA

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Exhibiting tips for before, during and after the show



Before the show

- Send personal invitations via e-mail
- Engage in social media
- Advertise on your website
- Offer freebies (if possible)
- Invest on booth decoration



At the show

- Use interactive display at the show
- Make sure you have plenty of promotion materials
- Have your booth manned at all times
- Send knowledgeable staff
- Engage visitors effectively



After the show

- Follow up promptly
- Send thank you e-mails
- Keep prospects engaged
- Post an article about your CPhI South East Asia experience



Up to **70%** of **visitors** plan which **booth** they're going to attend **before** getting to the **exhibition**.

A study by **Deloitte and Touche** found that pre-show **promotions can improve** the quality of the audience attracted to **exhibitor booths by 46%**.

A **Georgia Southern University** study found that coupling an **invitation with the promise of a gift** is more effective at **driving traffic** to **exhibitor booths** than an invitation without a freebie or discount.

Sources: Deloitte & Touche / Inc.com / Georgia Southern University