



If travel restrictions, conflicting events or lack of resources are preventing your company from exhibiting at Speciality & Fine Food Fair, there is a solution!

The International Exhibitor Representation Program - When you can't be there in person.

The IERP ensures Speciality & Fine Food Fair exhibitors are professionally and enthusiastically represented by some of the best in the business.

Realising YOUR goals are front and center.

Highly trained exhibition and/or industry professionals will represent your company, generating quality leads and selling your equipment, supplies or services as if it were their own.

Leads are sent within a week after show closes.





EXHIBITOR RESPONSIBILITIES

Work with IERP to develop a clear understanding of your definition of exhibiting success.

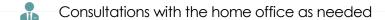
Complete the IERP questionnaire including
Exhibiting goals
Products
History of UK sales/marketing

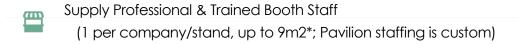
Provide one English-speaking person during show hours (via WhatsApp, Skype or WeChat) to answer technical questions or close a hot lead from the show floor!!













Post Show Report delivered within a week after show.

*Additional personnel are extra.

BOLT-ONs*

Pre-Show

- Develop pre-promotion marketing plan with the client
- Contact current clients for appointments (client provides list)
- Contact client prospects for appointments (client provides list)
- Advise on paid promotions/marketing opportunities
- Assist client(s) with their social media pre-show marketing
- Supervise printing of Marketing Collateral in the London. (Client pays provider directly)
- Work with client/freight forwarder on shipping materials, equipment or displays and set up (Client pays providers directly)

On-Site

- Supervise booth set up/tear down
- Activation(s) Client-sponsored artist or theme, client pays directly.

*Extra Fees Apply

About the IERP Partners

Diane Bjorklund

President of Eventful Management Group has a distinguished career in creating tradeshows as well as prestigious meetings and conferences for C-level executives, including SISO, the Society for Independent Show Organizers, Trade Show Executive's Gold 100 and Fastest 50.

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Stephanie Selesnick

President of International Trade Information, Inc. is a well-known exhibition professional helping to internationalize the globe, one expo at a time.

Blogger for UFI, the Global Assn. of the Exhibition Industry & Exhibition World.

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