



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!!

# IERP Package

(per 9m2) Includes:  
£1600 + VAT



Preshow briefing/goal setting



Completion of online listings



Consultations with the home office as needed



Supply Professional & Trained Booth Staff  
(1 per company/stand, up to 9m2\*; Pavilion staffing is custom)



Lead Capture



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

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## About the IERP Partners

### **Diane Bjorklund**

President of Eventful Management Group has a distinguished career in creating tradeshow 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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