

### Your My Easyfairs exhibitor portal

Use My Easyfairs not just to promote your stand, but to connect directly with new leads before, during and after the show.

It's your essential tool for making the most of Futurebuild 2026 — helping you to:

- ☐ Boost your company profile within the Futurebuild community.
- ☐ Generate high-quality leads.
- ☐ Access all important event documentation.
- ☐ Manage your stand presence and update your online profile.

You should have received your login details when you booked your stand.

If you need help, contact: Jess Wilkins | [jessica.wilkins@futurebuild.co.uk](mailto:jessica.wilkins@futurebuild.co.uk) | 020 3196 4371

### Want to get the most out of your marketing package?

[Book a meeting](#) with the marketing team to discuss your promotional opportunities.

### Activities to action ASAP

- ☐ Log in to [My Easyfairs](#).
- ☐ Set up your exhibitor profile (company description, logo, contact details) as the exhibitor list goes live on the 30th September.
- ☐ Upload products and press releases via the Manage profile.
- ☐ Introducing the Exhibitor Academy. We've created a [series of videos](#) to help you get the most out of your participation at Futurebuild.
- ☐ Send your high-resolution logos to the marketing team.
- ☐ Follow us on social media: [LinkedIn](#), [Facebook](#), [Instagram](#), [TikTok](#), [YouTube](#), [Twitter/X](#).
- ☐ Promote your participation using the hashtag #Futurebuild2026 FuturebuildConnects and tag us.
- ☐ Select the marketing resources you'd like to use in [this form](#) and we'll support your pre-show promotion.
- ☐ Download your personalised banners. Share across your website and social channels and add your email signature banner to sign off your emails.
- ☐ Join us for our monthly online open hour sessions with the marketing team for Q&A.

### Your key deadlines

#### September

- ☐ Set up your [My Easyfairs](#) profile.
- ☐ Upload your email signature banner with your unique tracked link.
- ☐ Complete the [marketing tools survey](#) and let us know which tools you would like to use to invite your clients and prospects and to promote your brand.
- ☐ The 2026 exhibitor list goes live – 30th September.

#### November

- ☐ Visitor registration goes live – w/c 3rd November.
- ☐ Upload your client/prospect list to the [My Easyfairs](#) invitation tool.

- ☐ Start inviting your clients with our **PDF/HTML invitation service**. [Fill in this survey](#) to show your interest.
- ☐ Use **personalised social banners** to announce that you will be exhibiting at Futurebuild 2026.
- ☐ **The webshop opens** – Order furniture, graphics, electrics, etc, through [My Easyfairs](#). Stay tuned for price change notifications from the shop.

### December

- ☐ Submit your **Innovation Gallery** product through My Easyfairs for a chance to enter the Big Innovation Pitch.

### January

- ☐ Attend the **exhibitor open day** (Location TBC) – 15th January.
- ☐ Final chance to submit entries for **The Big Innovation Pitch** – **Deadline: 10th January**.
- ☐ Early bird **webshop** pricing ends on 17th January.
- ☐ **Grid plan submission** due – 17th January.
- ☐ **Health and safety form** due – 17th January.
- ☐ Send us your **VIP guest list**.
- ☐ **Register stand personnel**.
- ☐ Once registered, all stand personnels to set up their profiles on the **Futurebuild App**

### February

- ☐ Let us know about your **new product launches** & special offers.
- ☐ Order **stand graphics** by 12th February.
- ☐ Activate the **visit connect license** (lead capture tool).
- ☐ Connect products/documents to your **smart badge reader(s)**.

### March – Show time!

Futurebuild 2026 at Excel, London

- ☐ **Tuesday 03 March 2026:** 10:00 – 18:00
- ☐ **Wednesday 04 March 2026:** 10:00 – 18:00
- ☐ **Thursday 05 March 2026:** 10:00 – 16:00

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- ☐ Introducing the Exhibitor Academy. We've created a [series of videos](#) to help you get the most out of your participation at Futurebuild.
- ☐ Send your high-resolution logos to the marketing team.
- ☐ Follow us on social media: [LinkedIn](#), [Facebook](#), [Instagram](#), [TikTok](#), [YouTube](#), [Twitter/X](#).
- ☐ Promote your participation using the hashtag #Futurebuild2026 FuturebuildConnects and tag us.
- ☐ Select the marketing resources you'd like to use in [this form](#) and we'll support your pre-show promotion.
- ☐ Download your personalised banners share across your website and social channels and add your email signature banner to sign off your emails.



### Maximise your success at Futurebuild 2026

Make the most of the marketing tools included in your stand package.

Work hand-in-hand with our team to launch a targeted, high-impact campaign that drives visitors straight to your stand. Complete this form to select the marketing tools you'd like to take advantage of, and we'll be in touch to support your pre-show promotion.



### Digital tools & promotion

#### My Easyfairs account

Promote your products, press releases, and company information on the event website. Submit a product for the online Innovation Gallery and you could be shortlisted for the live Big Innovation Pitch. Log in [here](#).



### Trackable registration link

Use your unique registration link to track attendees registering through promotions — perfect for follow-ups and meeting planning. Add to your email footers, social posts, and personal invites. Get your link from [My Easyfairs](#).



### Smart badge technology

With tools like Smart Badge technology, the Visit Connect lead capture app, and a 365-day online profile, EasyGo turns interest into measurable results. It's more than a marketing tool, it's your connection engine for driving footfall, capturing leads, and maximising your ROI. Each stand gets a Smart Badge reader, which enables visitors to get more information about your company or product by tapping the scanner with their badge. Link your readers to particular products, documents, news items or simply to your main stand profile. After the show, download all your leads directly from My Easyfairs.



### Visit Connect App

As part of your exhibitor package, you will have access to the Visit Connect app. This acts as your business card collector and enables you to scan visitors' badges, collect prepopulated data and make notes on each visitor you interact with. All stand personnel will receive a link to download the app once they are registered as stand personnel.



### Futurebuild App

Download the Futurebuild app 4 weeks before the event to see who's attending and send meeting requests. Register your stand personnel for them to access the app and receive matches with visitors.



### Newsletter promotion

Submit [here](#) 50–100 words about your company and product(s) and why you are exhibiting at Futurebuild along with a product image and we will include it in our weekly newsletter sent to 114K recipients which is also shared via our LinkedIn newsletter.



### Buttons & banners

Download your personalised graphics from [My Easyfairs](#) and add them to your email signature, website pages, and social media posts. Find them under the Documents section.



### Customisable HTML email

We can create and send HTML emails for you — just provide the content [here](#) and upload your client list to [My Easyfairs](#) under the Free Invitation Service.



### VIP invitations

You can invite up to 50 clients and prospects as VIPs. Make them feel valued and special by inviting them as your VIP guest. Send us your VIP client list and we will send a bespoke invite on your behalf.



### Social media

Connect with us and tag us in posts so we can share your news with our followers. #Futurebuild2026 | #FuturebuildConnects | @FuturebuildNOW



### Bespoke email invitation

Our dedicated PR team will help you get editorial coverage through leading press outlets pre and post event.



### Telemarketing

Our team of expert telemarketers can contact up to 100 of your top clients. Simply upload your list to My Easyfairs and we will invite them to the show on your behalf.