

EXHIBITOR MARKETING GUIDE

Before you start: this is your step-by-step guide on *how to use MyEasyfairs* and make the most of your participation at London Packaging Week.



Key dates & operational deadlines

Throughout your preparation, use the exhibitor checklist and exhibitor manual to stay on top of operational deadlines (forms, graphics, build-up times and more).

Exhibitor Checklist

Keep an eye on marketing and operations deadlines.

- Innovation Gallery deadline
- Web shop closing date
- Smart Badge setup deadline
- Onsite build-up and breakdown times

Use the checklist as your planner throughout the campaign.

[Exhibitor checklist](#)

Exhibitor manual for operations

The exhibitor manual contains all operational details you need for a smooth experience onsite.

- Review mandatory forms (H&S, risk assessment, grid plan)
- Check rules for build-up, breakdown and deliveries

*Operational manual will be available from **Early June**.

For operational questions, please email:
lpw_ops@easyfairs.com

[Operational manual](#)

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Getting started

MyEasyfairs is your one-stop portal for managing your participation: updating your profile, inviting clients, ordering services and registering your team.

Get access & set up your profile

Make sure you and your colleagues can log in and your basic profile is set up correctly.

Not sure how to? Select the relevant link below:

- [Logging into MyEasyfairs or reset your password](#)
- [How to invite a team member to your Easyfairs account](#)
- [Setting up your stand on MyEasyfairs](#)
- [Importing a profile from a previous show](#)

Complete & enhance your profile

Your profile is live for months before the event – a great way to drive traffic and brand awareness.

Not sure how to? Select the relevant link below:

- [Updating your company profile](#)
- [Adding a new product to your profile](#)

Include a clear description, logo and your key products, solutions and innovations.

Register yourself & your team

Register stand personnel so they can access the event and use the lead tools.

Not sure how to? Click the link below to find out:

- [Registering your staff as stand personnel](#)

Registered staff can access build-up and event days and the Packaging Plus app.

[Log in to your MyEasyfairs portal](#)

LONDON
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For any other support, please contact marketing@londonpackagingweek.com

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Promoting your participation: invite your clients & prospects

Once visitor registration is live, use your built-in marketing tools to invite your clients, prospects and network. Visitors are more likely to attend when they receive a personal invitation from an exhibitor.

Use your personal invitation link

Drive registrations by sharing your unique invitation link with your network.

- [Where to find your personal invitation link](#)

Share it in emails, newsletters, on your website and during sales conversations.

Share your personalised banners & email invites

Use the free marketing tools included in your stand package.

- [How to share your personalised banners on socials](#)
- [Using the free email invitation service](#)

Post banners on social media, add them to your email signature and invite your contacts by email.

Track who's registered as your guest

Monitor the impact of your campaign and see who is planning to visit you.

- [How to see and download your registered visitors](#)

Use this data to plan meetings, prioritise key accounts and adapt your outreach.

Your suite of marketing tools

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Managing your stand, webshop & lead-gen tools

As the event approaches, make sure your stand logistics and lead-generation tools are ready. Use My Easyfairs to manage stand personnel, webshop orders and Smart Badge readers.

Order services & manage your stand

Use the web-shop and stand settings to finalise your stand.

- [How to access and use the webshop](#)

Order furniture, electrics, graphics and other extras before the web-shop closes.

Set up your Smart Badge readers

Make it easy for visitors to leave their details with a simple tap of their badge.

- [Setting up your Smart Badge readers](#)

You will receive at least one reader as part of your EasyGo package. Taps are turned into lead data in MyEasyfairs.

These leads will be available to download post show.

Using the Packaging Plus app & Visit Connect

Download the **Packaging Plus app** to scan badges and capture richer lead information.

- Make sure your team are registered as stand personnel to access the lead generation tool
- Use Visit Connect in the app to scan badges, take notes and add qualifiers

These leads are available instantly in the platform so your team can follow up quickly.

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Accessing & exporting your leads

After the event, export your leads and plan your follow-up.

Download your events leads

Export leads collected via Visit Connect and Smart Badge touch points.

- [How to download your leads from MyEasyfairs](#)

Share lead reports with your team and import them into your CRM for structured follow-up.