



SANCTUARY COVE  
INTERNATIONAL  
**BOAT SHOW**<sup>®</sup>  
AUSTRALIA'S GOLD COAST

*2025 EXHIBITOR  
CHECKLIST*

## EXHIBITOR MARKETING CHECKLIST

### MEET THE MULPHA EVENTS MARKETING TEAM

The Mulpha Events Marketing Team are here to help and will work with you to promote your presence at the show. Show social media, press coverage and email communications come from the marketing team recommending what's a "must-see" at the Show, along with up-to-the-minute "What's New & What's Hot" lists distributed in the lead-up to and during the Show.

Don't miss your opportunity to be part of the show excitement. The sooner you provide the information, the more exposure you'll receive!

### START PLANNING EARLY

We cannot emphasise this enough! Six months out from the show sounds like a long time but when crunch time comes around, you will thank yourself for being proactive and ahead of the game.

### DEVELOP A MARKETING STRATEGY

During the event, you want as many qualified leads as possible to visit your stand. The Mulpha Events Marketing Team will promote the show, however it's critical that exhibitors have their own strategy also. Suggestions include social media, email marketing, advertising, promotions, press releases, or a combination of the above. The sooner you confirm your marketing strategy, the better.



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### INVITE YOUR CUSTOMERS

As you will be investing hours of planning into your show exhibit, you want qualified leads to show up for it. The local radio station may advertise the show as a whole; however, we encourage exhibitors to reach out to their client database and advise them they will be at the Show. By offering a complimentary ticket, your clients will feel like they are receiving a special invitation and are much more likely to come to your stand. An added benefit of contacting your database is it opens the door to discover other information like purchase interests, parts or service needs, relocations, and other contact information updates.

### STAND/ BRAND ACTIVATION

How are you going to attract people to your stand at the show? When visitors have an experience with a brand, rather than just see one, it can be a powerful tool for a great customer and brand relationship.

Will you giveaway gifts, information kits or promotional items? Having a plan to build your brand awareness with visitors will set you apart from your competitors.

### DATA ACQUISITION

How will you collect the contact details of the people who visit your stand? Having a well-planned data acquisition strategy will enable you to follow-up with collected leads after the event and convert those visitors into clients.



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### NETWORKING EVENTS

Host an invite only event on your stand or consider partnering with the show (or another exhibitor) to host an event and get to know new people and access new markets. Send invitations in advance and distribute flyers during the show to invite people on the ground.

### DEBUTS & BOAT SHOW SPECIALS

Are you debuting a new boat, new model, new product or something unique at the show? Are you offering special incentives, such as lower pricing, package deals or special financing – be sure to provide this information to the Mulpha Events Marketing Team and promote this through your channels.

### STAFF TRAINING

A great way to prepare your team, is to train them prior to the show. As they will be the first point of contact at the Show, a training session will assist to better prepare them to perform at their best. Ideas for this include sales training videos, role reversal practice, written sales pitches to review, or pricing overviews so they are fully prepared for anything that comes their way. During the show, each day should begin with a sales meeting. This time can be used to address questions, go over what happened the day before, the day's goals, current numbers and inventory, etc.



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### HELP US HELP YOU

The Mulpha Events Marketing Team are here to help and would like to work with you to promote your presence at the show. Whilst we can't guarantee coverage (unless included in one of our marketing packages), your submissions will help feed our general attendee communications, social media, e-newsletters and PR.

Contact: +61 7 5577 6106 | [media@sanctuarycoveboatshow.com.au](mailto:media@sanctuarycoveboatshow.com.au)

SEE YOU AT SCIBS!

