

BENEFITS FOR EXHIBITORS

1. Exhibitors get the opportunity to directly present their products and story to invited Distributor Clients.
2. Increases total visitor numbers with Distributor Clients invited.
3. More distributor account managers may attend with clients.
(Predominantly, principals come at present.)
4. Could attract distributors visitors who would not normally come in September.
5. Increased distributor commitment, as less likely to be a no show if bringing a client.
6. Creates a clear differentiation between the two Merchandise World shows.



Important

Distributor Clients will not be invited, or admitted, to the January Merchandise World.

Distributor Clients coming to the January show would overwhelm the exhibitors and decrease the effectiveness of conversations for all. **This show will remain strictly for the trade.**

EXHIBITOR RULES

Clear Exhibitor Rules to be followed on how to handle Distributor Clients at this show:

1. Exhibitors cannot invite their own end user clients to the September Merchandise World show.
2. Exhibitors must not give Distributor Clients business cards or branded literature/giveaways that contain any supplier company or contact details.
3. Exhibitors are encouraged to have available plain 'end user price list' with mark up from trade prices.
4. Literature must not have supplier company or contact details.
5. These can only be given to Distributor Clients if the hosting distributor requests a copy.

Note: Exhibitors are encouraged to exhibit sustainable products, although this is not essential as best-selling quality promotional merchandise will be of interest to all visitors and distributor clients.

Important: Exhibitor Courtesy Rules

Any exhibitor proven to be actively trying to deal directly with any client invited by a distributor would be barred from exhibiting at any future Merchandise World events.

Knowing the suppliers that have exhibited previously, we do not expect this to happen, but it is important to have this policy in place should anything untoward occur.

SHOW BADGING

1. Merchandise World would generate a Distributor Client visitor badge for pre-registered Distributor Clients prior to the show.
2. **The Distributor Client Visitor Badge would not show the Client Last Name, or Company Name.** Only this information is shown:
 - **Client Contact First Name**
 - **Host Distributor Company Name**
 - BPMA Logo as show sponsors
3. Distributor Clients will have different colour lanyard for exhibitors to easily identify.
4. Merchandise World would send Distributor Client Visitor Badges to distributor for them to forward to clients.
5. When an exhibitor scans a Distributor Client badge, they do not get the clients contact details.
 - a. Instead, the details of the stand & supplier the client visited is sent to the inviting distributor, along with any product enquiry.



HOW IT WORKS FOR DISTRIBUTORS

1. Distributors can personally invite their selected 'hand-picked clients'. (No limit on clients invited.)
2. Distributor Client VIP Guests would be strictly by invitation for a pre-paid entry fee of £18pp.
3. The entry fee is to cover additional cost of catering and administration to welcome Distributor Clients.
4. All clients attending must be pre-registered by the distributor on the Merchandise World website.
5. When registering a client: Only Contact Name, Company Name and Method of travel, is requested.
6. Registration does not collect email addresses, thus protecting confidential distributor information.
7. Only pre-registered Distributor Clients will be admitted to the September show.
8. Distributors are encouraged to accompany their invited clients around the show, but not essential.
9. If inviting distributor prefers, invited Distributor Clients can walk show hall unaccompanied.

Important: Distributor Courtesy Rule

Any distributor proven to actively solicit any client invited by another distributor, whether they know the client or not, would be requested to leave.

They would also be barred from attending any future Merchandise World events.

Knowing the distributors that attend, we do not expect this to happen, but it is important to have this policy in place should anything untoward occur.

Important: January Show

Distributor Clients can only be invited to the September Merchandise World.

End Users & Distributor Clients will not be admitted or invited, to the January Merchandise World.

Show Differentiation:

September: Trade & Invited Distributor Client Show. The place where the trade gathers to see new products and reinforce relationships. Distributors are also able to invite key clients for a unique experience, and to see products they may be interested in for themselves. **Strict rules apply.**

January: Exclusively Trade Show. The place where distributors meet with suppliers to discover newly launched products and to discuss plans for the coming year. **Distributor Clients are not invited or admitted.**

Note:

We are not using the term 'End-User' as this sounds as though any company can come in. They can't:

We use the term 'Distributor Clients' which makes it clear that they are distributor invited guests.