



Marketing Ideas - 8

Designed for Exhibition Events

The following marketing idea have been tried and tested, however UK Exhibition accepts no responsibility for your own adoption to your business. Please treat the following as guidance notes:

Feedback: Please email us if you find the below information of great benefit + if you have used the idea, also tell us the results as feedback is paramount to all businesses - [Best of Luck](#)

Raffle Drum for Exhibition Events

The following marketing idea is designed to assist Exhibition Events, Stalls however; it can also be adopted in a wide range of service areas

Marketing idea is popular with public as it is easy to enter and the administration is easier to run

The Promotion:

Customers visiting your stand are encouraged to drop their business cards into a Raffle Drum.

Raffle Drum is clearly on display and posters advertise the competition

At certain times during the day you rotate the Raffle Drum and ask a passer by to pick a winning business card. Winner is announced and the prize is given out - simple and effective promotion

The prize: Your prize could be something relating to your event / business however; the prize must be something of splendour as this encourages all participants to want to enter - Every body loves to win something

2nd and 3rd and 4th and 5th prizes could be bottles of wine or spirits

Sell the event: Everybody loves a comedian so use the member of staff that adds appeal factor to the customers / audience + make sure all your staff are encouraging business cards to be dropped into the Raffle Drum why?

Each business card monitors the success of the event

Each card is vital for after sales leads

Equipment needed:

- Raffle Drum
- Microphone
- Staff involvement - Costs nothing!

Tip: Winners should be read out in reverse order

Tip: Always thank all participants - including non-winners - very important as you will be contacting them after the event, if you blank them on the day, then this is how you will be remembered when you call them in the future - so the moral: Thank everybody!

Tip: Costs to run this event are the Raffle Drum and a P.A. System for professionalism

Tip: Customers already have business cards so these are free, if they have ran out then ask them to complete a form, remember to capture all details as witnessed on business cards - this is paramount as you will be contacting them later