

Exhibitor Spotlight

Express Vending

Express Vending had never exhibited at a trade show before. Then they chose Facilities Show 2018 – and never looked back.





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Cecily Batten

Campaign Marketing Manager

COMPANY PROFILE:

Express Vending is the leading UK supplier of premium quality office refreshment solutions for businesses in London and the surrounding areas. Established in 1992, Express Vending provides customers with a tailor-made plan of refreshment provisions based on unique and evolving requirements. Whether you are a large organisation that needs a HUB for your central break-out area, a medium business requiring vending, coffee and water for staff, or a small business looking for a single coffee machine or weekly fruit delivery, Express Vending works with industry leading suppliers to ensure its customers get the perfect fit.



Exhibiting at Facilities Show 2018



Facilities Show 2018 was the most successful show to date and welcomed a 7% increase in visitor numbers. Overall, 24% of attendees had an annual purchasing budget of over £1 million and 18,533 leads were generated at Facilities Show 2018 with an average of 84 per exhibitor. Take a deep dive into what those numbers mean for the success of an individual company.

Have you exhibited at any other trade shows before?

No, never. Facilities Show was our first trade show and won't be our last!

What drew you towards exhibiting at Facilities Show?

After doing our research, it appeared that Facilities Show was the only event in London that catered solely for the facilities industry and decision makers within that industry. Seeing as we operate in London and the surrounding areas, it seemed like it would be the perfect event for us to get in front of the right demographic.



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How successful was your time?

It was arguably the most successful marketing campaign we have ever run at Express. This wasn't just because we secured several new customers after the event (which is of course, testament in itself!), but because we all worked together as a business in the lead up, during and after the show and we were therefore all very excited to secure business off the back of the event.

To provide a little more detail, we secured over 200 new leads over the course of the event and invited over 60 current customers to our stand prior to the event to showcase our new product 'The HUB'. Pre-booking meetings at the show meant that we had a steady flow of visits for the duration and meant that our stand always looked busy, which in turn drew more attention to it from walk-on prospects.



Our stand was eye-catching, we had well designed collateral for prospects to take away with them and all our staff had been trained on the products and solutions we were demonstrating at the show. The successful lead capture at the show meant we could follow-up with prospects quickly after the event and convert them into sales. We are really pleased with the results so far and we expect more orders in the coming weeks.

What has this success meant for you financially?

Exhibiting at the show has been very rewarding financially. We've seen a positive ROI to date, with a number of exciting opportunities in the pipeline.

What was your goal, and did you achieve it?

Our goal, along with all our marketing projects is to work to a 3:1 return and we have met this objective!

How did exhibiting at Facilities Show impact the Express Vending team?

It had a very positive influence on the team. Even though the budget and responsibility of set-up and execution fell on the marketing team, people from every department of the business were involved in the project.

We had weekly project meetings with representatives from most departments and everyone came together to ensure the event was a success. There was a real sense of union around the business, which is rare for an organisation of our size.



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Do you think exhibiting has boosted your industry presence?

Without a doubt. Not only did we expose ourselves to brand new businesses at the show that had never heard of us before, we targeted all the visitors that came to our stand after the event through a series of email communications and posted various live updates about progress at the event over social media.

What types of visitors did you meet?

Many visitors that came to our stand had buying power or were able to influence decisions regarding refreshments for staff. Facilities Managers/Directors, Operations Directors, Managing Directors, Procurement and CFO's all attended the stand.

How happy were you with the quality of your audience?

Very happy. As I mentioned, we captured over 200 leads across the 3 days and around 25% of these leads were marked as 'hot', which meant they were either in the market to change providers in the immediate future or refreshments were on their radar immediately after the show.

Did you have a chance to visit our co-located shows?

Yes, we made the time to look around the co-located shows. There was a huge variety of exhibitors (including prospects we could target for our own services) at these shows and each show seemed to have a steady flow of visitors across the 3 days.

What would you say to FM companies who haven't exhibited at a trade show before?

You don't know unless you try! It was a big investment for us as a business and became a large part of our annual marketing budget, but the results were worth every penny. We learned a lot, laughed a lot and had a great deal of fun along the way!

Are you returning to Facilities Show in 2019?

Absolutely! We have got an even bigger stand and will be demonstrating our top-selling products, including the revolutionary HUB, and some of our premium and top-selling coffee machines. Who knows, we might even have another surprise to reveal...



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How well do you think Facilities Show supports the FM industry?

Exceptionally well. The range of facilities management solutions demonstrated at the exhibition was really varied and showed refreshment solutions, right through to cleaning solutions and waste management solutions.

What FM trends do you think we'll see in the near future?

I think there will be a massive emphasis on new CSR initiatives and reduction of single-use plastics. We've already had several customers request the promotion of reusable or biodegradable coffee cups. We've even seen some companies offering reverse vending schemes, where automated machines will utilise advanced technology to identify, sort, collect and process used beverage containers.

In addition, the war on talent and the increasingly competitive landscape for recruiting and retaining talented employees will lead to larger investment by businesses to keep their staff engaged at work. Whether that's providing better refreshment facilities, improving wellness initiatives, or benefits for staff at work, businesses will make changes to suit the needs of their employees to ultimately improve engagement and retention levels.

FACILITIES SHOW

18-20 JUNE 2019
EXCEL LONDON UK

Grow your network at the world's largest FM event.

Facilities Show will return to Excel London from the **18-20 June 2019**. The three day showcase welcomes over **12,000** visitors from over **40** countries and inspires excellence in FM.

Facilities Show has been curated to help FM's advance whilst staying compliant as the industry progresses. It is the FM industry's most dedicated opportunity to network, source the latest products and access a range of complimentary CPD workshops.

The show also provides access to events in the adjoining halls including IFSEC International, FIREX International, Safety & Health Expo and Professional Clothing Show.

