



## YOUR EXHIBITOR MARKETING GUIDE CHECKLIST

Please read through the guide for more information on each of the below checklist points.

- ✓ Complete your online profile at [countrylivingfair.com](http://countrylivingfair.com) via the Ezone:  
[www.countrylivingfair.com/ezone/](http://www.countrylivingfair.com/ezone/)
- ✓ Order your exhibitor wristbands
- ✓ Confirm your Show Guide listing via the online form
- ✓ **READ THE EXHIBITOR MANUAL.** All important dates, information and order forms can be found in the exhibitor manual. Please ensure you have read the whole manual before contacting our team with questions
- ✓ Send your complimentary ticket code to your customers
- ✓ Send us your images and pictures to use on our social platforms. Make sure you tag us on social media if you are posting on your personal channels!
- ✓ Join our exhibitor giveaway



## E-ZONE LOGIN

Please log in and begin to update your online profile through the Ezone:  
[www.countrylivingfair.com/ezone/](http://www.countrylivingfair.com/ezone/)

Update your online profile to include: your company bio, logo, product offering, images etc.

Once we have loaded your information onto the e-zone you will receive an automated email providing you with your log in details.

- Please double check your spam/junk email folder if you cannot find the email containing your log in details
- If you can't remember your login details please click on "Forgot Password" and allow for up to 15 minutes to receive your Username and Password
- Alternatively please contact: [katie.rich@immediate.co.uk](mailto:katie.rich@immediate.co.uk)

**Please note that in order to upload images and logos, their height and width must be between 300 x 300 to 1000 x 1000 pixels and the file size must not exceed 1MB.**



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## ORDER YOUR EXHIBITOR WRISTBANDS

All staff that will be working on your stand during the Fair, including build-up and breakdown, **must be registered for an exhibitor wristband**. Without doing so they will not be able to gain entry to the Fair.

The link to order exhibitor wristbands will be available in the exhibitor manual and on your E-zone once exhibitor wristband registrations are open.

The link will also be emailed to you so please ensure that you double check your spam/junk email folders before contacting our team.

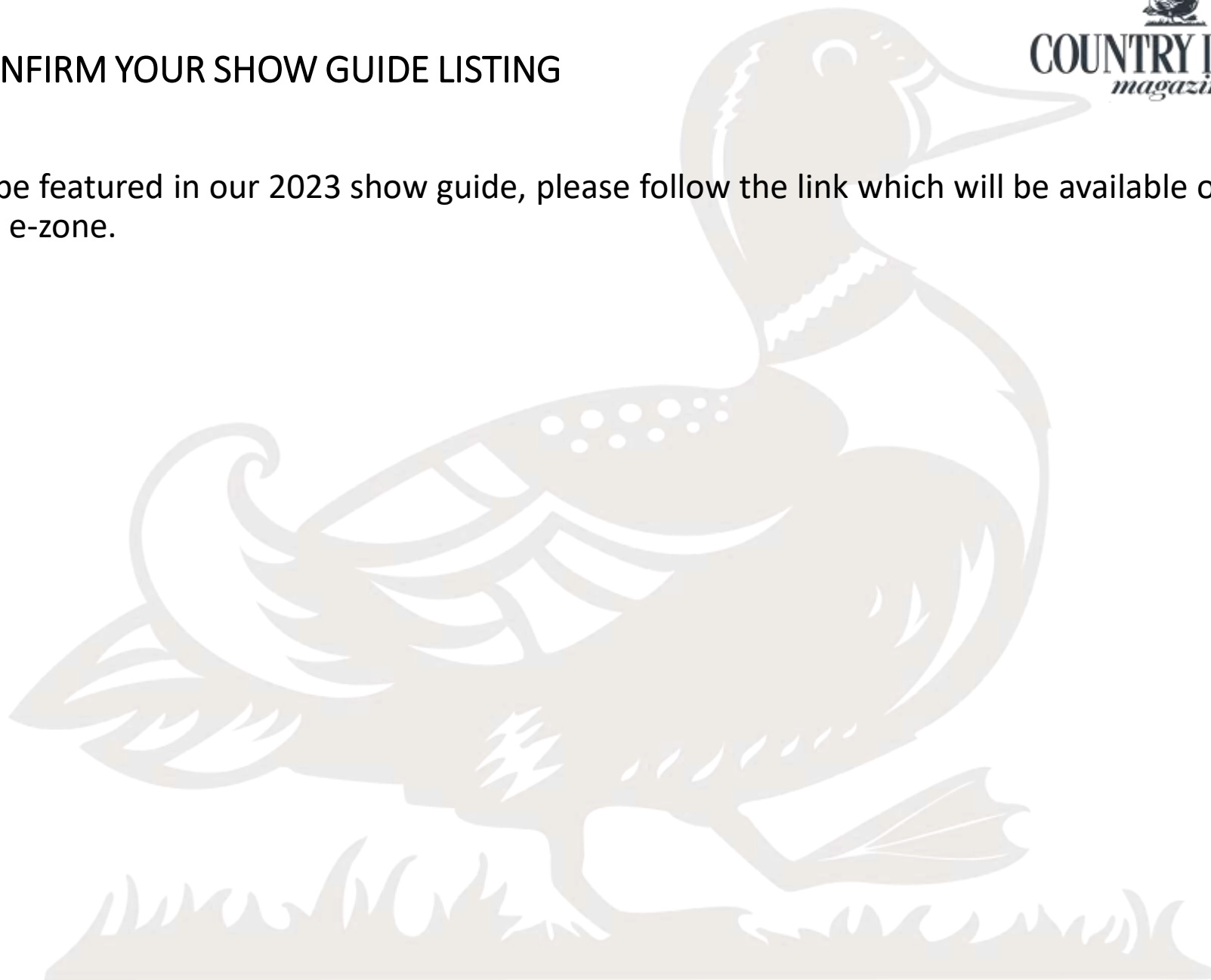




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## CONFIRM YOUR SHOW GUIDE LISTING

To be featured in our 2023 show guide, please follow the link which will be available on the e-zone.





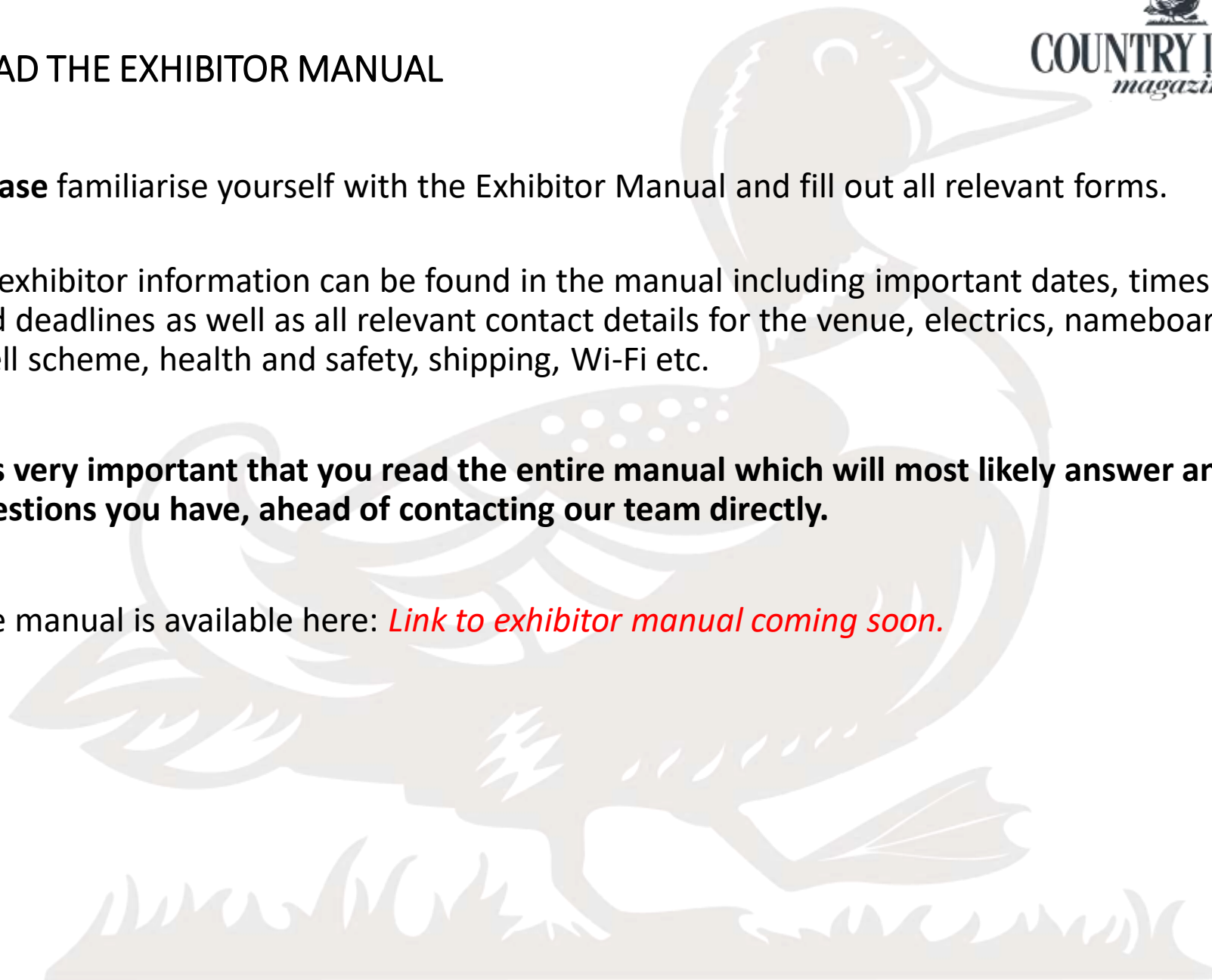
## READ THE EXHIBITOR MANUAL

**Please** familiarise yourself with the Exhibitor Manual and fill out all relevant forms.

All exhibitor information can be found in the manual including important dates, times and deadlines as well as all relevant contact details for the venue, electrics, nameboards, shell scheme, health and safety, shipping, Wi-Fi etc.

**It is very important that you read the entire manual which will most likely answer any questions you have, ahead of contacting our team directly.**

The manual is available here: [\*Link to exhibitor manual coming soon.\*](#)





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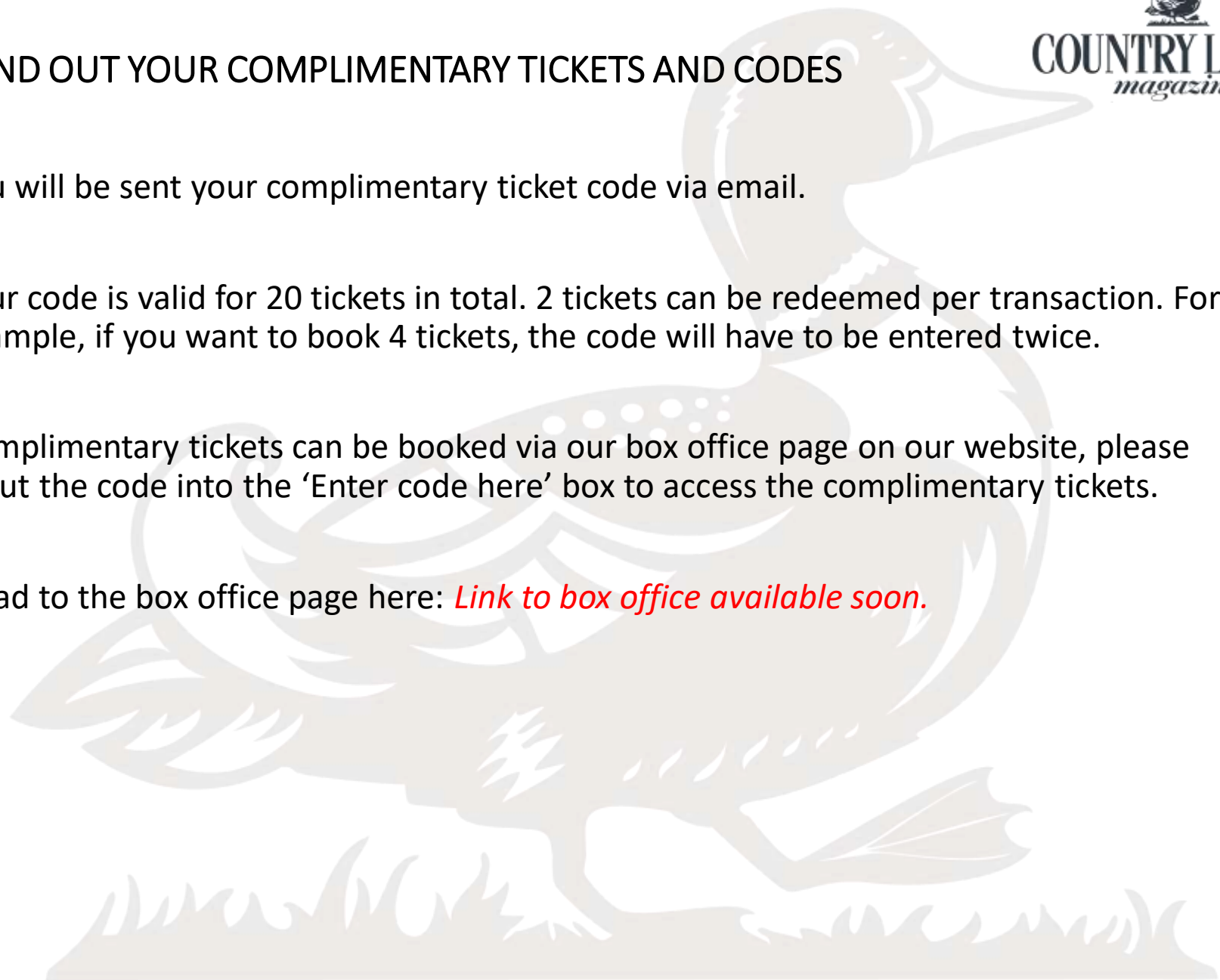
## SEND OUT YOUR COMPLIMENTARY TICKETS AND CODES

You will be sent your complimentary ticket code via email.

Your code is valid for 20 tickets in total. 2 tickets can be redeemed per transaction. For example, if you want to book 4 tickets, the code will have to be entered twice.

Complimentary tickets can be booked via our box office page on our website, please input the code into the 'Enter code here' box to access the complimentary tickets.

Head to the box office page here: [\*Link to box office available soon.\*](#)





## PROMOTE YOUR ATTENDANCE VIA YOUR OWN MARKETING CHANNELS

You can download our digital Christmas Fair banners and other marketing assets to use on your website, social media platforms or add to your email signature in order to promote your presence at the Fair.

Here is the link to these marketing materials: <https://www.countrylivingfair.com/marketing-materials/>

Interact with us on social media channels (Facebook & Instagram) @CLFAIRS and tag us in your posts!

Use the event hashtags: #CLFAIRS #CLFAIRS23

Send us your product images (up to 5) along with a company bio and link to your website for us to use in the wider marketing campaign. Send to: [katie.rich@immediate.co.uk](mailto:katie.rich@immediate.co.uk)

At least 300dpi (high quality – not blurred)

- At least 1MB
- Jpeg format



## ENTER OUR ON-SITE EXHIBITOR GIVEAWAY

Every year we host our Giveaway Competition. All exhibitors are invited to donate one of their products to be entered into the giveaway, which are displayed at the front of each Fair. Visitors will be able to enter a competition to win everything on display!

All featured exhibitors will be credited with their company name and stand number displayed on the competition stand. You will also be featured in our pre-show marketing circulated to 1000's of visitors when talking about the competition.

If you would like to be part of the giveaway please send an email with the following information to [katie.rich@immediate.co.uk](mailto:katie.rich@immediate.co.uk):

- Which Fair you are exhibiting at – London, Glasgow, Harrogate
- Product description and image
- Your name, company name and stand number