

# Clean & Tidy

HOME SHOW

ExCeL | London

## Exhibitor Marketing Guide

# Welcome!

The Clean and Tidy Home Show is more than a 2-day event – it's a community. Our exhibitors, partners and speakers are already optimising their involvement.

As part of your package, we have outlined a number of ideas and opportunities. Ensure to use the free marketing ideas listed to make your involvement a success!



## Onboarding checklist

- ☐ Check your online profile
- ☐ Update email signature
- ☐ Send Hazel a 10 sec video of why you're excited to be at the Clean and Tidy Home Show
- ☐ Involvement announcement via email
- ☐ Involvement announcement via social with the event tagged
- ☐ Social announcement post
- ☐ Set your objectives
- ☐ Plan an engaging stand
- ☐ Create your marketing plan



“Most of all, we're inspiring each other”

- STACEY SOLOMON

”



# Marketing plan

☐ Direct mail campaign - invite clients before your competitors do!

☐ Social campaign:

- ☒ Announcement
- ☐ Q&As or polls
- ☐ 'Behind the scenes'/sneak previews
- ☐ A shoutout from an influencer
- ☐ Top reasons why to attend
- ☐ Countdown

☐ Additional opportunities:

- ☐ Use our logo on all promotional activity
- ☐ Write a blog/press release
- ☐ Look at sponsorship options
- ☐ Get in touch with your ideas!\*

☐ Tag us!

 CleanAndTidyHomeShow

 CleanTidyShow

 CleanAndTidyHomeShow

 [www.cleanandtidyhomeshow.co.uk](http://www.cleanandtidyhomeshow.co.uk)



Don't forget to include the show hashtag #cleanandtidyhomeshow

---

\*Our team is happy to make personalised social graphics/email signatures. Just get in touch with [hazel@cleanandtidyshow.co.uk](mailto:hazel@cleanandtidyshow.co.uk)

---

# Examples

## Subject Line: Join us at the Clean & Tidy Home Show!

We are inviting you to join us at the Clean & Tidy Home Show, 8-9 October, ExCeL London.

Alongside celebrities, cleanfluencers and experts in a growing community of passionate homemakers, we will be showcasing our latest cleaning, organising, home and self-care products. Whilst the community has predominantly existed online, we are delighted to make the most of the first face-to-face event, where like-minded people can connect in person and enjoy our products.



See you there!



We are proud to be a part of the #CleanAndTidyHomeShow community, connecting celebrities, cleanfluencers and experts with a growing community of passionate homemakers and showcasing the latest cleaning, organising, home and self-care products. See you there!

We're partnering with the #CleanAndTidyHomeShow.

What is the one thing you are most looking forward to about it - or that you would like to see?

Let us know in the comments below!



# Contact us

We want you to have a successful show - if you haven't heard from us already, get in touch!



*Hazel Needham*

**Marketing Manager**

[hazel@cleanandtidyhomeshow.co.uk](mailto:hazel@cleanandtidyhomeshow.co.uk)



*Helen Omoh-Mensah*

**Senior Marketing Manager**

[helen@cleanandtidyhomeshow.co.uk](mailto:helen@cleanandtidyhomeshow.co.uk)



*Penny Moyse*

**Event Director**

[penny@cleanandtidyhomeshow.co.uk](mailto:penny@cleanandtidyhomeshow.co.uk)