

# HEAD START

*The* EXHIBITION  
REBOOK COMPANY

## The Power of Rebook

At Head Start, we specialise in supporting and delivering industry leading rebooks for trade show and consumer exhibition organisers.

Our planning, training and onsite sales teams are made up of exhibition sales people with decades of experience of selling stands into events and have worked on hundreds of target beating rebooks.

The pre-booking and onsite rebooking phases stand as the cornerstone of your sales cycles. The more successful your outcome the more your sales team can concentrate on

- the growth of your show and business
- generating new business and revenue streams
- maximising the spend of your key clients
- cultivating strong relations with customers to ensure long term business



At Head Start, we have the capacity to equip and enhance your team's capabilities, ensuring they are well-prepared and trained to harness the full potential of the rebook.

Running the best rebook demands a distinctive skill set compared to the usual stand sales process and often requires a larger team than you would typically employ throughout the year.

**We can offer expert guidance on crafting the most effective rebooking procedure, train your sales team to be master rebookers, supplement your team with experienced exhibition sales professionals during the rebooking phase, and even take control of the entire rebook process on your behalf.**

Call us on 07887 402324 or email  
[info@headstartrebook.co.uk](mailto:info@headstartrebook.co.uk)

**A Successful Rebook**

# Why Your Rebook Should be as Successful as Possible

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Securing early commitment for your event unlocks a treasure trove of advantages, setting the stage for incredible results. You'll slash your unit cost per sale, turbocharge your sales drive, foster long-term client relations, provide financial security for your event and supercharge your bottom line. Plus, a winning rebook strategically harnesses the power of your events floor plan injecting urgency into exhibitor bookings throughout your whole sales cycle.



**A successful rebook will ensure that between 70-100%, sometimes more, of your existing stand sales revenue is secure for your next show even before your current show has finished. And this unleashes a whole raft of benefits.**

**Cost Savings:** A successful rebook will save you money by reducing post-show sales costs. When businesses commit early, it minimises the need for months of extensive follow-up and marketing efforts to secure their participation after the event.

**Increased Sales and Growth:** Early commitments then free up your sales team to focus on selling sponsorship opportunities, re-engaging with previous lapsed clients, and actively seeking new business opportunities leading to increased overall sales and the growth of your event.

**Higher Average Spend:** Having more time to nurture relationships with key customers who commit early invariably leads to an increase in their show investment.

**Stronger Relationships:** Having more time for regular contact with your biggest customers ensures longer-term business partnerships and the future of your event.

**Commitment and Contractual Security:** Companies that rebook early are committed and locked into contracts. Waiting too long to secure stand bookings gives your exhibitors the chance to change their marketing strategies, divert budgets to other channels, or consider rival events.

**Your Floor Plan as a Sales Tool:** A well-organised and booked floor plan is a powerful sales tool. It showcases the event's popularity and creates a sense of urgency for other companies to secure good stand positions.

**Early Revenue:** Securing deposits from early bookings ensures that the money is in the bank within weeks of coming off site enhancing the show's cash flow.

**How We Make This Happen**

# What We Do



## PLANNING & DELIVERY

# 01



## SALES TRAINING

# 02



## SALES SUPPORT

# 03



# What We Do



## PLANNING

### Floorplan Design

Crafting a well-thought-out floor plan is the linchpin in both securing a lucrative rebook and the success of your event's overall sales drive. We can advise you how to create a floor plan that:

- enables constant visitor flow around all of your stands
- ensures your exhibitors see more of their customers and generate more sales leads
- encourages companies to book bigger stands

Plus we can optimise your floor plan to reduce the square metres you need to take. This will increase your visitor density creating a better exhibitor experience and save on venue costs.

**This ultimately leads to a larger onsite rebook, increased exhibitor spend, increased total show revenue and reduced costs.**

### Getting Ahead with the Perfect Prebook

In the fast-paced world of exhibitions and events, staying ahead of the game is the key to success. Having your biggest exhibitors already locked into your floor plan before you even set foot on-site is the game-changing advantage of a well-executed pre-booking strategy. At Head Start we understand the importance of nurturing your most valued clients. With our process, they receive VIP treatment, ensuring their satisfaction, loyalty and early commitment.

**And this powerful start ignites excitement and urgency into the onsite rebook.**

Success in pre-booking isn't just a matter of luck; it's a meticulously crafted process. We can guide you through this process working hand-in-hand with your team to deploy the most effective strategies.

Take the lead with our proven pre-booking strategy and set the stage for an onsite rebooking frenzy that will propel your event to new heights and give you a huge Head Start.



# What We Do



## DELIVERY

### The Big Day - The Rebook

**Unlock the potential of your show's open period, the pivotal few days in your show cycle that will dictate the ultimate success of your ongoing sales campaign.**

At Head Start we are here to empower your sales drive with tailored solutions that align with your show's scale and size of sales team - ensuring you achieve the most impactful and successful rebook ever.

Rebooks don't just happen; they take careful planning. From the data split and client allocation, planning stand drops, creating marketing material and administrative support, a proven process underpins success every time.

**We not only advise on this process but can also take the reins and run it on your behalf, ensuring your rebook strategy is a resounding success.**

### Post Show Report

At Head Start, we are committed to boosting your entire sales campaign. As an integral part of our package, you will receive a detailed post-show report. This report not only identifies the companies that did not rebook but also outlines the reasons behind their decisions and when they are likely to commit.

This information empowers you to develop your sales plan as soon as you return to the office. Armed with a realistic pipeline, you can confidently develop your show sales campaign and growth strategies.



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**A Winning Rebook Team**

# What We Do



## REBOOK SALES TRAINING

Rebooking is an art very different from your normal stand sales approach and mastering it is the key to maximising the rebook potential. Get it wrong and you'll spend more time solving client issues than rebooking. Get it right and your exhibitors will be guided through the rebook process efficiently, securing the best stand location and appreciating your support.

At Head Start, we offer comprehensive rebook sales training, available as both live and virtual workshops, that elevate your event sales staff to become top-tier, industry leading rebookers.



## SALES SUPPORT

Head Start also works with an exceptional team of seasoned exhibition sales professionals who excel in the art of rebooking. When it comes to rebooking, it's common for the demand to surpass the capacity of your full-time event sales team. Here at Head Start, we bridge that gap and can provide you with as many skilled sales professionals as you require. Whether it's bolstering your existing team or managing the entire onsite rebooking process, we've got you covered.

Our extensive combined experience spans hundreds of successful rebook projects. When you partner with us to manage your rebook, you're tapping into a wealth of expertise that can propel your event to new heights.

### Follow Up

Once your event and rebook is over we can provide sales people to chase up the companies that didn't rebook and ensure that the start of your next sales cycle is the best it can possibly be.

**Let Head Start take the reins of your rebook, and together, we can elevate your show to a whole new level of success.**

**Who We Are**

# The Planning Team



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## Ralph Collett

Ralph and his teams have won awards throughout his career in events. He has been in leadership roles for over 20 years with companies such as: Reed Business Information, Willam Reed, SPL Publishing, UBM, CloserStill Media and Mash Media.

For over 30 years Ralph has run shows in multiple sectors including: Hairdressing, Beauty, Automotive, Retailing, hospitality, Healthcare, Finance, Medical, Construction, Pet ownership, Outdoor & Active and Sustainability.

Ralph has been consulting, training and running other company rebooks since 2019 where he has consistently delivered high levels of rebook from previous years. Ralph continues to consult for companies as well as invests with event entrepreneurs.

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# The Planning Team



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## Chris Down

Chris is an award winning, strategic, sales, delivery and profit driven event director with 30 years' experience of directing events with over 15 years at Group Event Director level for some of the biggest media companies. These include Montgomery Group, UBM, Diversified, Future Publishing, Closerstill Media and Mash Media.

From award winning trade exhibitions, major consumer shows, full conference programmes and festivals to glamorous awards ceremonies he has dedicated his career to running and growing market leading events throughout the UK, Europe and the US within many sectors.

Chris has always believed and experienced that exceptional rebooks are the basis for growing shows into market leading events. As part of his career he has managed many high performing show rebooks as well as being at the cutting edge, on the show floor, bringing in the rebook sales. These shows include:

The London Vet Show x 4  
Deutsche Vet x 2  
The Paris Vet Show  
Data Centre World London x 4  
The New York Vet Show x 1  
The Chicago Vet Show x 1  
The Dentistry Show x 2  
Cloud Expo Europe London x 1  
Data Centre World Frankfurt x 3  
Acute and General Medicine x 3

Automechanika x 1  
Event Production Show x 2  
The Autumn Needlecraft Fair  
The Spring Needlecraft Fair x 2  
The Care Show  
The Occupational Therapy Show  
Reset Connect  
Learning Technologies London x 2  
The Pharmacy Show x 3  
Best Practice x1  
Clinical Pharmacy Congress x 1  
Nextgen x 1

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