

Welcome to FFAIR

UFI Operations & Services Award 2024

Presented by: Adam Jones – CEO, FFAIR



FFAIR's revolutionary **online exhibitor manual** and **ecommerce platform** creates a **frictionless exhibitor experience** allowing trade show teams to save time and generate revenue.



Over the last two decades, we've* created
award-winning products.

**And, after exhibiting ourselves, we've
realised one major thing....**

*our kick ass team of designers and developers have a portfolio of award-winning products including Showplans.



...The exhibitor journey is needlessly **complex and frustrating**.*

Today, brands are starting to question the value of live exhibitions given the amount of effort and investment required. Organisers are busy performing manual tasks that could be automated and revenue opportunities are being lost due to a serious lack of convenience.

*Based on personal experience



Exhibitor **Expectations**



Easy-to-use

61% of exhibitors say that previous experience at a show is a key factor in their decision to exhibit.*



Intelligent

There are over 13,080 marketing technology platforms on the market. The average Enterprise uses a MarTech stack comprising roughly 90 tools.**



Integrated

Lack of staff is one of the top three internal challenges facing exhibitors in the next three years.*



From Manual to Remarkable: The FFAIR Advantage

FinTech Connect 2023

Organiser: Alpha Events

Venue: ExCeL London

Project Duration: July – December 2023

50+
sponsors

3000+
attendees

2
event days



“As a small team, efficiency is always a priority for us in managing our time and resources. **Enhancing the exhibitor manual experience** was a top priority for 2023, aiming to move away from manual chasing and reliance on complex spreadsheets.”

Lauren Tandon, Senior Event Operations Manager, Alpha Events



“Transitioning from a PDF manual to an OEM was **a new investment** for Alpha Events...”



Key challenges to overcome:

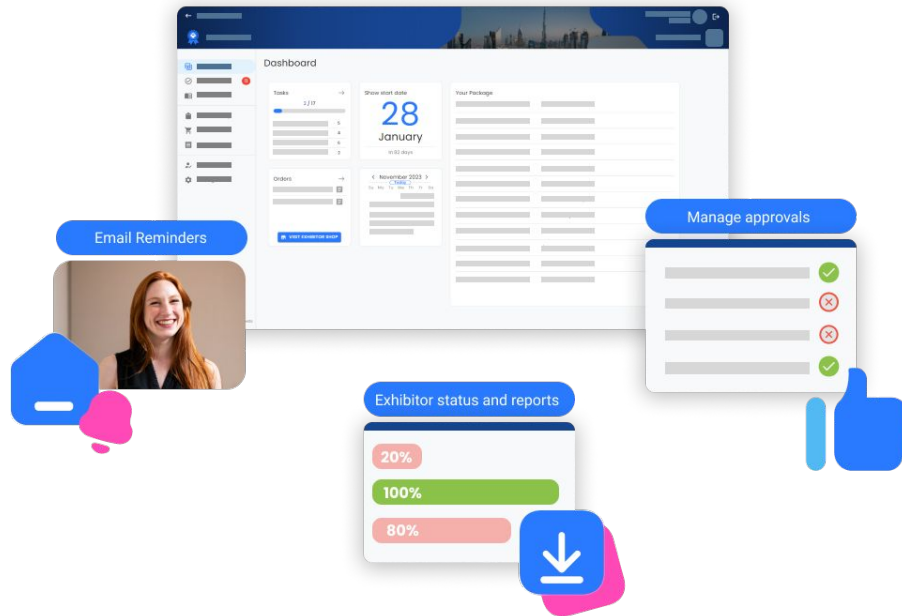
- Streamlining processes for a small team
- Creating a better experience for sponsors and exhibitors
- Selling in the new investment to internal stakeholders
- Challenges around exhibitor communications



“Two standout features made FFAIR a no-brainer for us: the **cost-effectiveness** of the platform and the ability to confirm whether an email had been received by the exhibitor.

Dealing with large financial institutions as exhibiting companies, **we often faced security measures** and strict firewalls around email communications. This posed a challenge for our event team, who previously struggled to identify if exhibitors were unable to receive our emails or simply chose not to respond. With FFAIR, **we can easily see if our emails are being blocked**, allowing us to proactively explore alternative communication methods, **preventing potential awkward situations onsite** and **delivering better customer service to our exhibitors.**”





“We love the automated reminder emails which proved to be a brilliant tool for **building stronger relationships with our exhibitors.**”

“Not only did they expedite the completion of profiles, risk assessments, etc., but it also transformed us from a persistently reactive operations function into a more customer-success-oriented team.

Exhibitors could approach us with questions instead of feeling bombarded by constant reminders.”



“What we hadn’t anticipated was the impact FFAIR made for our events **onsite.**”

“The ability to view all exhibitor orders enabled us to conduct **more effective snagging** pre-exhibitor and sponsor arrivals. Beyond checking standard stand packages, **we could identify and address issues** with additional orders, ensuring that by the time executives arrived, most issues were already resolved.

This streamlined process meant **significantly less time** spent firefighting onsite.



88% of exhibitors (both shell scheme and space only) ordered more graphics, furniture, and power than in previous years.

Onsite, this **significantly improved the overall look of the show**, with fewer exhibitors opting for pull-up banners and furniture from the office.

The entire look and feel of our event improved, **creating a more immersive experience for our attendees** compared to previous years, all achieved with **less stress and hassle.**"



FFAIR's mission is clear: to make the exhibitor journey **better**

Having participated in numerous exhibitions, we found the pre-show experience to be confusing and time-consuming.

The process of ordering from multiple suppliers in different ways was inefficient while finding relevant information about the exhibition proved to be unnecessarily complicated. We encountered missed tasks and wasted time gathering information for tasks that were not required. These experiences led us to question how other exhibitors must feel in the face of such confusion.

Since launching in September 2021, we have seen strong growth, fantastic customer successes and have been award finalists on three occasions and winning two prestigious awards, including an AEO award.



Thank you

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