

PANEL DISCUSSION:

Sales Opportunities and Targeting the right market

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SALES OPPORTUNITIES AND TARGETING THE RIGHT MARKET

- Showcasing Opportunities through Hidden Art
 - Milan Furniture Fair
 - 100% Design
- Selling Opportunities through Hidden Art
 - Open Studios and Fair
 - Hidden Art E-Shop
- Other showcasing and Selling Opportunities through Hidden Art
- Ways to get involved in shows outside of Hidden Art
- How Hidden Art can help you reach the right Market

THE BASICS

1. Know who your market
2. Make sure you choose the right show / opportunity
 - Do research
 - Who else shows / sells there
 - What type of press coverage does it get
 - Know the market / visitors of your show – make sure it matches your target market
 - Check the statistics
 - Visit the show / talk to exhibitors
3. Use each show / experience as market research



SHOWCASING OPPORTUNITIES

- Showcasing can lead to Future Sales
- How?
 - Buyers
 - Press
 - Public
 - Promotional material
 - Marketing
- Consider different types of showcasing
 - Trade Shows
 - Exhibitions
 - Window Displays

SHOWCASING OPPORTUNITIES

Hidden Art in Milan

April



Where: Salone Satellite, Milan

What: Trade Show (SS - young designers, prototypes)

How long for: 6 days

Why: Milan biggest furniture fair in world

Which products: Furniture, Interior Products, Lighting

History: HA in Milan since 2002. Third year at Salone Satellite.

Visitors: 67,000 Exhibitors: 770 (additional 1,600 in main fair)

Applications deadline: November / December

Selection Panel: Yes

Criteria: London member, 35 or under

SHOWCASING OPPORTUNITIES

Hidden Art in Milan

Success Stories

- **Giles Miller**

- UK / International Press
- Widespread product recognition
- Returning to Salone Satellite with Farm
- Winner of Best Appearance at a Hidden Art Showcasing Event

- **Viable**

- Magnus Long, Charles Trevelyan and Gala Wright met on Hidden Art stand in Milan, 2005
- Formed Viable as result
- Numerous shows / Press



SHOWCASING OPPORTUNITIES

Hidden Art at 100% Design
September

Where: Earls Court, London

What: Trade Show

How long for: 4 days

Why: UK's leading contemporary Interiors event for the contract market

Which products: Interior Products, Lighting, Furniture

History: HA at 100% Design since 1995. Winner Blueprint Award for Best Contribution towards 100% Design in 2005.

Visitors: 32,000 (26,000 trade, 22% Interior Designers / 14% Architects)

Applications deadline: March

Selection Panel: Yes

Criteria: London Member



SHOWCASING OPPORTUNITIES

Hidden Art at 100% Design
September

Bursaries

Two exclusive offers/bursaries to Hidden Art members:

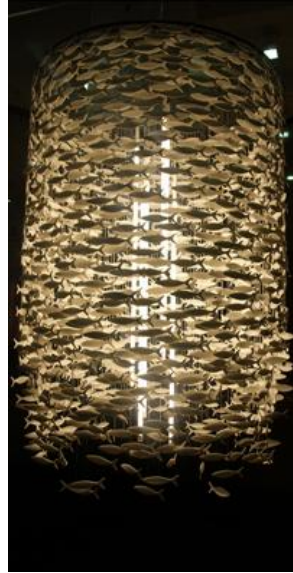
1. Standard Bursary - 10% discount on price of stand space for the first independent participation AFTER exhibiting on the Hidden Art stand.

2. The 100% Design / Hidden Art Foundation Bursary - for exceptional applications.

Three year bursary scheme open to all Hidden Art members exhibiting for the first time. Offers discounted prices on your stand for three successive years.

100% Futures Competition

- Open to ALL members to win 40-60 sq m space for an installation
- Deadline May 2008
- Last year's winner: Scabetti



OTHER OPPORTUNITIES

Other Showcasing and Selling Opportunities through Hidden Art

- New Designers
- The Zetter
- Canary Wharf
- Hidden Art Cornwall Design Fair

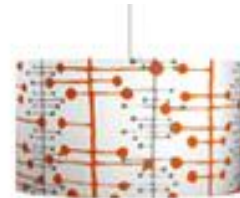
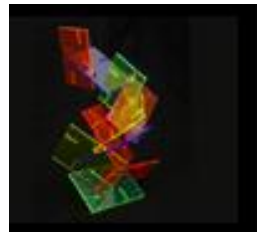
SHOWS OUTSIDE OF HIDDEN ART

Support Vouchers

- London Level 2 members only
- 50% of cost up to £100
- Towards cost of show / stand
- Show must be an Associate member of Hidden Art
- Check Services Directory in Members Area for

HOW HIDDEN ART CAN HELP YOU REACH THE RIGHT MARKET

- Designer-Maker Directory Pages
- Press Coverage
- Promotional Images
- Research Visits



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Questions?