



UK Tradeshow Programme

Department for International Trade

Stakeholder and Partner Promotional Toolkit





Background

The UK Tradeshaw Programme is a new offer of government support from the Department for International Trade to help UK SMEs successfully attend or exhibit at selected overseas trade shows.

The programme is aimed at SMEs with limited or no experience of tradeshaws.



Programme rationale

Why have we developed this new service?

International trade shows are an important tool for businesses to grow sales and develop networks. However, market failures often impair SMEs from accessing these opportunities. These include:

- Lack of partners and customers in overseas markets
- Poor exporting know-how and/or relevant management capability
- Little business confidence to venture into “far flung” markets, such as Japan.

The UK Tradeshow Programme sets out, therefore, to address these issues and has been designed to:

- Enhance the capability of companies to succeed at international tradeshows, and
- Encourage participation by innovative SMEs at key shows that showcase UK capability.



Benefits to UK businesses

How will the programme help UK companies?

The programme will offer SMEs encouragement and support to learn how to maximise the benefits of attending or exhibiting. Specifically, the new service offers:

- Specialised training
- Help and support from DIT at events
- Potential financial assistance towards costs (subject to eligibility)

Companies will learn how attending or exhibiting at overseas trade shows can help them gain essential market knowledge and increase brand awareness, new customers and, ultimately, sales.

Using this toolkit

This toolkit includes details about the new programme, simple promotional assets and suggestions for messaging.

We hope you use it to:

1. Share information about the UK Tradeshow Programme and DIT supported tradeshows with your members and networks.
2. Create content to promote the UK Tradeshow Programme and DIT supported tradeshows on your marketing and communication channels, including social media.



Available support options

Eligible UK SMEs can apply for support with either attending or exhibiting at selected overseas trade shows. Applications are now open via the [calendar of approved events](#).

Support package 1: Attend

All successful applicants will receive:

- training on attending overseas trade shows
- a bespoke pre-event briefing
- a curated tour of the event
- contributions towards costs of show entry

Support package 2: Exhibit

All successful applicants will receive training on exhibiting at trade shows in general and the specific event.

Some businesses may also receive a grant to cover costs such as:

- exhibition space
- stand costs
- conference fees

Calendar of approved events

A list of DIT supported trade shows and conferences can be found [here](#) via the dropdown menus at the top right-hand side of the webpage.



Support package 1: Attending tradeshows

DIT will provide support for businesses that would like to attend (i.e., visit, but not exhibit at), an overseas trade show, to gain insight into how trade shows work. This will help the business decide on whether exhibiting in the future is the right approach for them.

Applications for this support will be subject to eligibility checks and assessed on a first come, first served basis by DIT's UK Tradeshow Programme team.

All successful applicants will be offered:

- Training from DIT's Export Academy on how to maximise their impact at tradeshows
- Pre-show support on how the show will work
- A curated tour of the show, and
- A grant towards their costs of attending

For full details please visit: <https://www.gov.uk/guidance/uk-tradeshow-programme>



Support package 2: Exhibiting at tradeshow

DIT will provide support for businesses that would like to exhibit at overseas trade shows. Applications will be subject to eligibility and suitability checks and assessed on a competitive basis by DIT officials.

All successful applicants will be offered:

- Training from DIT's UK Export Academy on how to maximise the benefits of exhibiting at trade shows
- Bespoke support on the trade show they are participating in, before they exhibit at the event
- Access to most at-show DIT-organised networking activities (subject to availability)
- Access to help and support at the show from DIT representatives, who will be present at all DIT-supported shows

Some businesses may be offered:

- Financial assistance towards eligible exhibition costs

For full details please visit: <https://www.gov.uk/guidance/uk-tradeshow-programme>



Who can apply?

Access to support from the programme is limited and organisations can apply for support from each part of the programme once only.

General eligibility criteria:

- Businesses must be small to medium-sized enterprises (SMEs) (fewer than 250 employees), based in the UK (excluding Isle of Man or the Channel Islands), and either:
 - sell products or services which substantially originate from the UK, or
 - add significant value to a product or service of non-UK origin
- Businesses must be UK VAT-registered to apply
- Businesses selected to receive grants must meet the [financial support eligibility criteria](#)

For further details please visit: <https://www.gov.uk/guidance/uk-tradeshaw-programme>



Promotion

The next few slides contain promotional assets for you to download for your own channels alongside suggested messaging.

When posting on social media, please tag DIT's social media channels:

- Twitter - [@tradegovuk](#)
- LinkedIn – [Department for International Trade](#)
- Instagram - [@uktrade](#)
- Facebook – [@UKTrade](#)

DIT will regularly promote the UK Tradeshow Programme via LinkedIn, Facebook and Instagram. Separate LinkedIn Event pages will also be added for each supported tradeshow.

We encourage you to like and share our content with your audiences.

Assets to download

Available to download [here](#) is a suite of PNG files containing:

- x1 generic promotional image for general use
- x4 sector specific images for specific event promotion or for promotion to specific audiences



Generic image



Technology sector



Education sector



Fashion sector



Food and drink sector



Assets to download



Short motion graphic available to download [here](#).

Suggested Social media copy

The UK Tradeshow Programme offers government support to help UK businesses successfully attend or exhibit at selected overseas trade shows.

Find out how to apply:

<https://www.gov.uk/guidance/uk-tradeshow-programme>

The UK Tradeshow Programme offers businesses support to join overseas trade events

Apply here and find a full calendar of supported events:

<https://www.gov.uk/guidance/uk-tradeshow-programme>

Attending overseas trade shows can help you and your business to break into new markets, make new contacts and grow your brand.

Find out about support and funding through the UK Tradeshow Programme:

<https://www.gov.uk/guidance/uk-tradeshow-programme>

To note:

- Remember to tag DIT channels
- All click through traffic (Call to Action) should be directed to: <https://www.gov.uk/guidance/uk-tradeshow-programme>



Suggested promotional copy

Website:

New government programme offers UK SMEs support and funding for overseas tradeshows

The UK Tradeshow Programme from The Department for International Trade (DIT) offers government support to help UK businesses successfully attend or exhibit at selected overseas trade shows.

Open to UK SMEs with little or no experience of trade shows, all applicants will receive specialised training, with some also receiving grants to cover costs.

To find out more, check eligibility and make an application, please visit <https://www.gov.uk/guidance/uk-tradeshow-programme>. A list of supported events can be found online by visiting <https://www.events.great.gov.uk/website/5935/>.

For further enquiries, the DIT trade show team can be contacted via enquiries.uktradeshowprogramme@trade.gov.uk.

Newsletter:

Are you an SME looking to attend or exhibit at an overseas trade show this year?

If you have little to no experience of overseas events then you could be eligible to receive government funding and support via The UK Tradeshow Programme from The Department for International Trade (DIT).

Make sure to check if your business is eligible as all applicants will receive specialised training, with some also receiving grants to cover costs.

To find out more, check eligibility and make an application, please visit <https://www.gov.uk/guidance/uk-tradeshow-programme>. A list of supported events can be found online by visiting <https://www.events.great.gov.uk/website/5935/>.

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Further Guidance

- [Accessing support to exhibit at overseas trade shows](#)
- [Accessing support to attend overseas trade shows](#)
- [Common eligibility criteria](#)
- [Supported events calendar page](#)
- [How to apply](#)



Contact us

For any enquiries about the UK Tradeshow Programme please visit <https://www.gov.uk/guidance/uk-tradeshow-programme> or email enquiries.uktradeshowprogramme@trade.gov.uk.