



BUSINESS NAME

T's Kitchen

PROJECT NAME

Exhibition Toolkit 6

CO-FOUNDER

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WEB

In Support Of



**Capture,
Don't Just
Sell**

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Capture, Don't Just Sell

T's
Kitchen

Core Idea

Every visitor is a potential long-term customer.

Why It Matters

Exhibitions offer limited-time access but long-term opportunity.

What To Do

- Collect WhatsApp opt-ins.
- Encourage Instagram follows.
- Use QR codes for quick sign-ups.
- Offer small incentives such as discounts and updates.
- Keep data collection simple and quick.

Co-Founder's Words

Not every visitor will buy immediately, but every visitor is valuable. Capture their contact details and stay connected. Follow-ups often convert later. Building a community around your product ensures that your exhibition effort continues to generate value long after the event ends.