

CBI



Centre for the promotion of imports
from developing countries

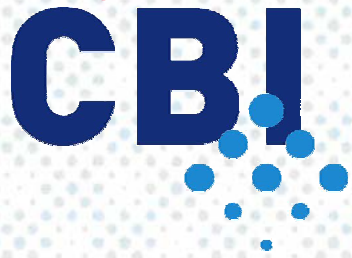
Your Expo Coach – Exporter's Edition

Guide for organizing successful individual exhibition participation

START

Produced for CBI,
Rotterdam,
The Netherlands
by Intraservice bv,
Ton Willemsse
2007

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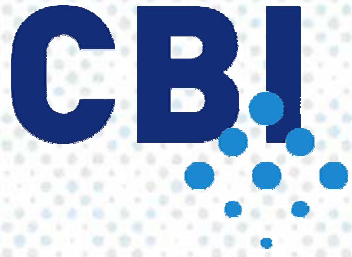
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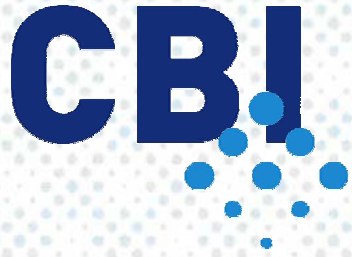
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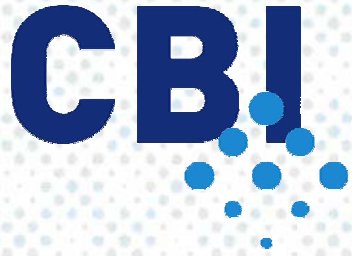
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Why YEC - Exporter's Edition?

Trade fairs play an essential role in international business. For many companies in developing countries trade fairs provide indispensable tools for entering new markets or to expand existing market shares.

Successful participation in international trade fairs demands a professional approach from beginning to end. Inadequate pre-fair preparation, on-site performance or post-fair closure will seriously jeopardize your chances.

Exporters in developing countries often have the choice to join a national group stand or to participate independently on an individual basis. Your Expo Coach (YEC) - Exporter's Edition has been written for those exporters who have chosen to take on the challenge of individual trade fair participation, and of coordinating and organizing the project all by themselves.

Your Expo Coach - Exporter's Edition guides you through the process of organizing individual trade fair participation in European trade fairs.



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How to Use Your Expo Coach

Navigate back and forth through Your Expo Coach by clicking:

- ✓ on the topics in the contents chapter
- ✓ on the (sub-)topics in the menu bar*
- ✓ on the underlined words in the texts
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* The menu bar is the vertical list of topics and sub-topics on the left side of your screen.



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Why Trade Fairs?

Provided participation is prepared properly, and well ahead in time, trade fairs are excellent tools for communicating with an export market.

Here are the major advantages of trade fairs compared to other tools of communication:

Major advantages of trade fairs

- ✓ *Concentration of sellers and buyers, meeting face-to-face*
- ✓ *Audience open to receive information*
- ✓ *Presentation and inspection of products, 3-D experiencing*
- ✓ *Immediate feedback and adaptation of communication*
- ✓ *Reaching prospects which otherwise are difficult to reach*
- ✓ *Viewing the competition, its products and marketing techniques*
- ✓ *Opportunity to appeal to all or a combination of senses in communication*



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Why Individual Participation?

In many cases, companies in developing countries are invited to join the collective participations organized by BSOs or sector associations. If no such national entry is being organized, the alternative is to participate individually. There are, however, various other reasons for deciding on individual participation, sometimes even when a national entry is being organized.

One, and probably the most important, reason is that individual participation allows participants to tailor their exhibition strategy, communication and presentation to their individual exhibition goals.

Another reason is that many trade fairs no longer distinguish a general area for national pavilions. Their hall plans show divisions by product sectors. Individual participation could ensure that you are in the right place for your company.



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A Justified Decision

In order to take an initial decision to participate in a trade fair, make sure that the answers to the following questions justify any further initiative:

- ✓ Is there a market for our products or services abroad?
- ✓ Are we fit to export to that market?
- ✓ What goals do we want or need to achieve success on that market?
- ✓ Can these goals best be achieved through trade fair participation? Are there alternatives?
- ✓ What would be our specific *exhibition objectives*?
- ✓ Is there a suitable trade fair covering our products or services as well as our target market(s), enabling us to achieve these objectives?
- ✓ Does the activity fit in with our overall promotion plan?
- ✓ What is the admission policy of the fair? Will we get the required stand space in the desired location?
- ✓ Is the participation achievable from the price technical and planning angle?
- ✓ Is there a sufficient budget? Are there possible sponsors?
- ✓ Are we capable of handling the project?



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Export Fitness

In business to business relationships customers judge the exporting organization as well as its products or services.

Not only the quality as well as the stability of the quality of the delivered goods or rendered services are important criteria for doing business, the ability of the exporter to maintain a reliable flow of supply at stable and competing prices is also a decisive factor.

If there is no market abroad for your products or services or, in case there is a market, but your organization is not capable of meeting that market's demands and regulations, it does not make sense to participate in an international trade fair. The presence of an export market and the export fitness of your company are both conditional for successful international trade fair participation.

[Test your export readiness](#) online in five minutes!



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Selecting the Right Exhibition

Once your company has decided in favor of a trade fair participation to promote its business abroad, the selection of the most suitable trade fair is one of the most elementary issues that has to be dealt with.

The decision has to be based on an analysis of the concept elements of the fair: exhibitors, visitors and products. But, the most burning question requiring a positive answer is: “Will it be possible to meet our target visitors there?”. Find out whether you are dealing with a reputable event by:

1. checking the reputation of the organizer
2. looking at the number of shows already held
3. finding out whether facts and figures have been audited
4. checking whether the organizer or event is enlisted with any umbrella organization
5. if possible, visiting the event first

Make a shortlist of potential events, do a comparison and select the exhibition that suits you best. Click on [Checklist for Exhibition Selection](#)



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Finding the Right Exhibition

Check calendars

- ✓ *overall worldwide calendars*
- ✓ *national calendars*
- ✓ *annual calendars of exhibition organizers*
- ✓ *brochures of individual fairs*

Nowadays the fastest and easiest way is to search for information on the internet. Click on [Exhibition Websites](#). You might be surprised by the enormous quantity of information that is freely available!

Also check other important sources

- ✓ *trade magazines*
- ✓ *sector associations*
- ✓ *official representations of the country*
- ✓ *previous exhibitors*
- ✓ *your own personal visit*



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Exhibition Websites

On the following pages, you will find websites about trade fairs covering the EU as a whole, followed by specific websites for a number of EU-member states. Scroll to the next page or click on the country of your choice.

[*EU / Global*](#)

[*Belgium*](#)

[*Cyprus*](#)

[*Czech Republic*](#)

[*Estonia*](#)

[*France*](#)

[*Germany*](#)

[*Hungary*](#)

[*Italy*](#)

[*Latvia*](#)

[*Lithuania*](#)

[*The Netherlands*](#)

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[*Portugal*](#)

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[*Slovenia*](#)

[*Spain*](#)

[*United Kingdom*](#)



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EU / Global Exhibition Websites 1/4

Exhibition industry information www.expo24-7.com

Portal for the international exhibition industry, giving extensive listings of trade fairs, online exhibitions, industrial shows, consumer exhibitions and event listings worldwide.

Expodatabase www.expodatabase.com

Data on exhibitions worldwide. Contains over 24,000 dates with detailed exhibition particulars, around 5,000 organizers and over 2,500 exhibition and congress centres.

ExpoWorld.net www.expoworld.net

A listing of directories and search engines linking to over 500 of the most important websites serving the events and international trade community worldwide.

AUMA www.auma.de

Trade fairs worldwide with links to trade associations and other trade fair sites.



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EU / Global Exhibition Websites 2/4

International Federation of Exhibition Services

www.ifesnet.com

The international umbrella federation for all national/country associations whose member companies are active in the exhibition, services and event marketing sector. Promotes the commercial, professional and socio-political interests of its country member associations on an international level.

International Exhibition Logistics Associates (IELA)

www.iel.org

Union of internationally experienced professional exhibition freight forwarders.

Trade-show-advisor www.trade-show-advisor.com

Marketing tips and ideas, exhibition marketing and tips and trends, for example Expo Etiquette for International Exhibitors.



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TradeShowTraining www.tradeshowtraining.com

Website designed to assist firms on-line in more effective promotion of their products and services at trade shows.

TSCentral www.tscentral.com

International directory of trade fairs, with links to several other prominent trade fair websites.

TSNN (Trade show, Exposition and Exhibitor Resource)

www.tsnn.com

Data on tradeshow worldwide, suppliers and venues.

Union of International Fairs (UFI) www.ufinet.org

The union of the world's leading tradeshow organizers and fairground owners, as well as the major national and international associations of the exhibition industry and its partners.



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Expocentral.com www.expocentral.com

Trade shows, fairs, exhibitions, conferences.

Web directory of events and exhibitors and virtual trade show portal.

Europages - The European Business Directory

www.europages.net

Includes a directory of fairs and exhibitions in Europe.

EventsEye www.eventseye.com

Access to trade show organizers and venue websites as well as complete contact information (address, e-mail, phone, fax) with a simple click. Actually links to as many as 5,043 websites and 3,331 e-mails.



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BELGIUM - Exhibition Websites

FEBELUX Federation of Fairs and Trade Fairs of Belgium and the Grand-Duchy of Luxembourg - www.febelux.be and www.febelux.lu



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CYPRUS - Exhibition Websites

Cyprus State Fairs Authority www.csfa.org.cy
Calendar of fairs



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CZECH REPUBLIC - Exhibition Websites

Expo Cz www.expo.cz

Calendar of events.

Association of Fair and Exhibition Organizers of the Czech Republic www.czechfairs.cz

Service organization for professional help for fair organizers.



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ESTONIA - Exhibition Websites

Estonian Trade Council www.etc.ee

Estonian Trade www.estoniantrade.ee



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FRANCE - Exhibition Websites

Expo News - La Communication des Entreprises par l'Evenement www.exponews.fr

Data on trade shows worldwide and on French trade shows in particular.

Foires & Salons de France www.foiresaloncongres.com

A professional organization which accounts for 90 percent of the activity of the fair, salon, and exhibition grounds market in France; gives database of tradeshows and member list.

Office de Justification des Statistiques www.ojs.asso.fr
Statistics on exhibitors and visitors.

Promosalons www.promosalons.com

Network organisation for exhibitor recruitment and visitor promotion, with 62 offices on 5 continents.

Salons-Online.com www.salons-online.com

First portal for decision makers. Database on tradeshows.



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GERMANY - Exhibition Websites

Association of the German Trade Fair Industry

www.auma.de

Trade fairs in Germany and worldwide with links to trade associations and other trade fair sites, plus tips for trade fair success and a trade fair cost calculator. Download interesting reports like *Successful Participation in Trade Fairs*.

Fachverband für Messe- und Ausstellungsbau

www.famab.de

Association for the exhibition construction industry with useful links to other associations, left on the homepage.

FKM - Society for Voluntary Control of Fair and Exhibition Statistics www.fkm.de

Fair and Exhibitions statistics plus background information.



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HUNGARY - Exhibition Websites

Association of Hungarian Exhibition and Fair Organisers
(AHEFO) www.mkvsz.hu

National organization to represent and harmonise interests of the exhibition industry. Calendar of events.

Hungexpo www.hungexpo.hu
Service providers for exhibitors.



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ITALY - Exhibition Websites

AEFI Italian Trade Fairs and Exhibition Association

www.aefi.it

Dates, places and types of Italian exhibitions.



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LATVIA - Exhibition Websites

Latvian Investment and Development Agency

www.liaa.gov.lv/eng/Trade/Trade_Fairs

Calendar of regional and international trade fairs. Latvian business guide.



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LITHUANIA - Exhibition Websites

Litexpo www.litexpo.lt

Calendar of events in Lithuania.



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THE NETHERLANDS - Exhibition Websites

You can find information and news on trade fairs and events hosted and organized by the following major exhibition centers:

RAI - Amsterdam www.rai.nl

Jaarbeurs - Utrecht www.jaarbeursutrecht.nl

MECC - Maastricht www.mecc.nl

Ahoy - Rotterdam www.ahoy.nl



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POLAND - Exhibition Websites

Polish Trade Fair Corporation www.polfair.com.pl
National organization for the promotion of fairs and exhibitions in Poland. Events calendar.

Poznan International Fair www.mtp.com.pl
Calendar of events in Poznan.



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PORTUGAL - Exhibition Websites

Expocentral.com www.expocentral.com

Trade shows, fairs, exhibitions, conferences. Web directory of events and exhibitors and virtual trade show portal.



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SLOVAKIA - Exhibition Websites

INCHEBA www.incheba.sk
Calendar of events



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SLOVENIA - Exhibition Websites

Chamber of Commerce and Industry of Slovenia

www.gzs.si



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SPAIN - Exhibition Websites

Asociación de Ferias Españolas www.afe.es

Association of Spanish trade fairs, including member list, calendar and statistics.



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UNITED KINGDOM - Exhibition Websites

Association of Exhibition Organizers www.aeo.org.uk

Trade association with approved supplier database, exhibitor help desk, show search and useful links.

British Exhibition Contractors' Association

www.beca.org.uk

Britain's database of exhibition designers, contractors and material/service providers.

Exhibition Venues Association www.venues.org

Trade association for exhibition venues. Industry news.

Trade Fairs and Exhibitions UK www.exhibitions.co.uk

Official website for the UK exhibition industry.

Comprehensive site searchable by subject, date, organizer or venue. Also available in 10 other languages.



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Find out:

- ✓ name, subtitle and type of the event
- ✓ city and country
- ✓ edition of the event
- ✓ period when the event takes place
- ✓ gross and net stand space
- ✓ products/services exhibited
- ✓ fair ground division into product sectors and their relevancy
- ✓ admission policy for exhibitors and visitors
- ✓ breakdown of exhibitors (i.e. national/international, origin, importance, trend)
- ✓ breakdown of visitors (i.e. national/international, origin, importance, trend)
- ✓ motivations of visitors to visit the fair
- ✓ job function and level of buying authorization of visitors
- ✓ special themes and concurrent events
- ✓ names of sponsoring bodies
- ✓ organizer's promotion campaign
- ✓ list of trade magazines and editors
- ✓ accommodation and other services
- ✓ exhibitor catalogue of previous year(s)
- ✓ costs of space and shell scheme stands

*Easy and swift selection method:
Make your own comparison matrix
for the fairs on your shortlist,
distinguishing the selection
criteria relevant to you for a
successful participation,
attributing scores to each of the
criteria and starting with knock-
out criteria for your participation.*



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Managing the Project

The right exhibition has been selected, the decision has been taken to go ahead, and YOU have been appointed as project (team) leader! From now on, it is you who bears final responsibility for planning activities and for steering the other project team members and third parties.

Start immediately, one year in advance, or, if necessary, even earlier. Draw up a checklist of activities, deadlines and responsible persons; it will prove indispensable and will give you an easy tool for communicating. **Never miss the deadlines for:**

- ✓ *Reservation of stand space*
- ✓ *Submission of catalogue forms*
- ✓ *Ordering exhibition services*
- ✓ *Ordering stand facilities*
- ✓ *Submission of stand plan to organizers*
- ✓ *Booking of accommodation*
- ✓ *Arrival of exhibits*
- ✓ *Payment of stand space*

Checklist for planning



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Cooperation with the Organizer

The qualification of being 'international' has increasingly become an important benchmark for an event. Above all, participations by foreign exhibitors give a trade fair its international character. Hence, you should not hesitate to enter into cooperation with the fair organizer for any other form of cooperation or service.

Click on [*Structure of an Exhibition Organizing Company*](#) and get an insight into the various parties involved in the organizational process. For the sake of simplicity, you can direct all questions to the sales department of the organizing team.

The [*Exhibitors Manual*](#) is the main source for services provided.



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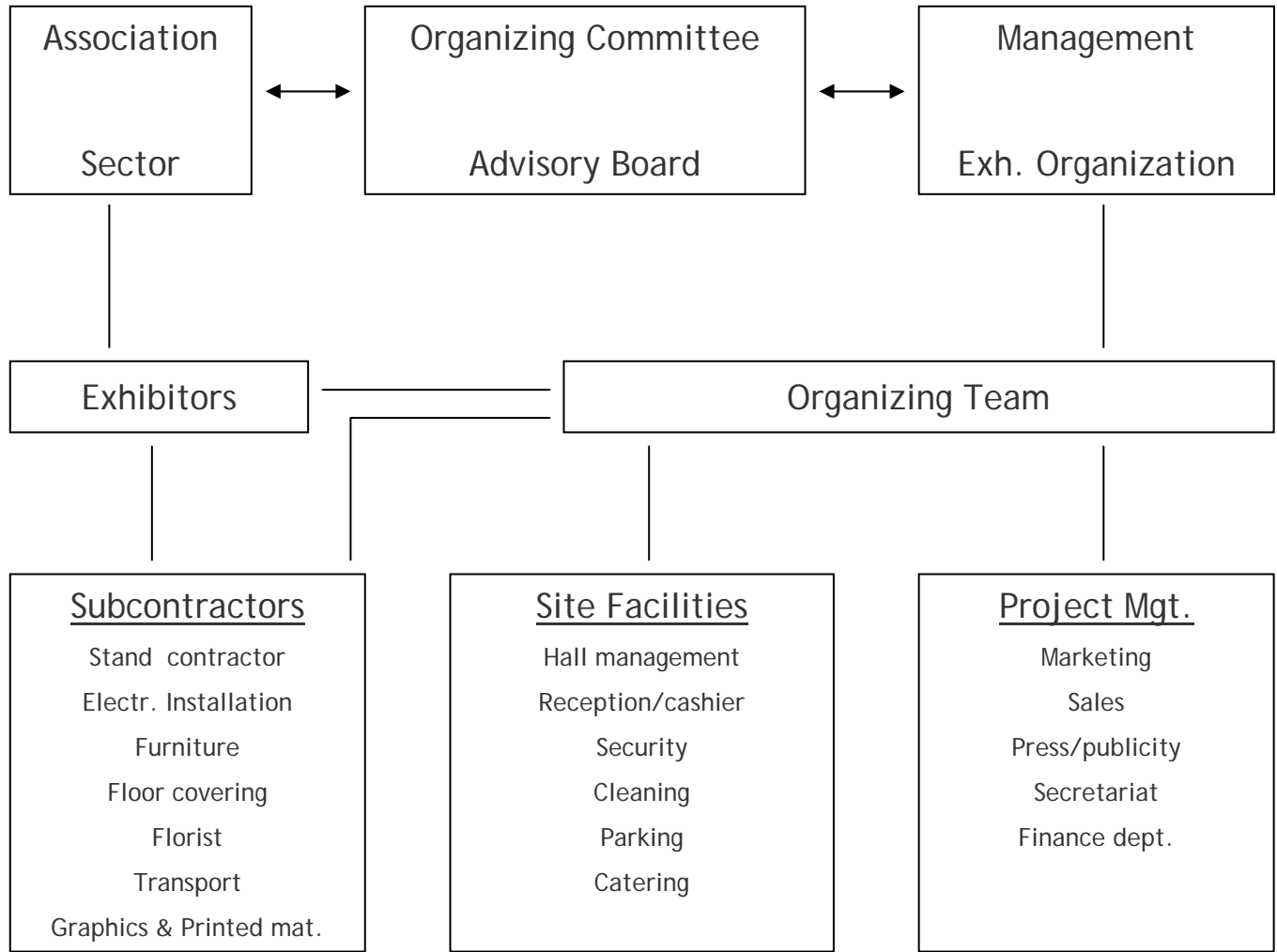
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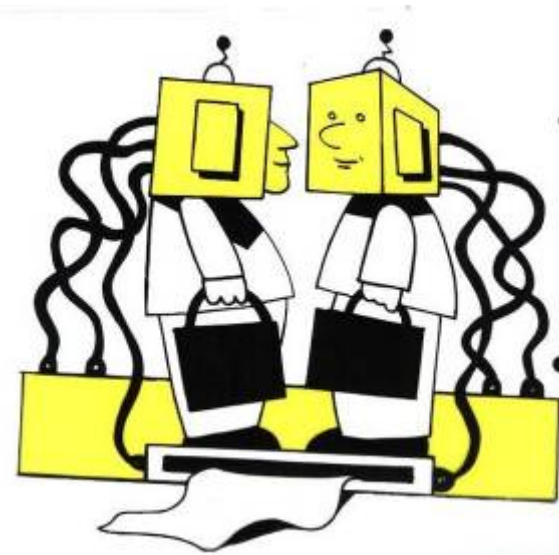
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Using the Exhibitors Manual

You will receive a copy of the Exhibitors Manual from the organizer when the application for space has been accepted. The manual contains conditions and regulations for participation and technical matters, promotional assistance, and order forms which have deadlines.

Study the manual with great care and pass on relevant passages and forms to the responsible project team members. It will save you a lot of work if they return the forms to the fair organizer with a copy to you.

Many organizers of international fairs provide the manuals on-line. This allows completion and returning of order forms via internet. You can view the status of your application and orders by using pass-words.





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Checklist for Project Planning 1/4

An example of a possible time frame for planning participation in an exhibition/trade fair.

Each and every fair has its own timing (some fairs are held twice a year) and attention must be paid to the deadlines set by the organizer. Therefore, the activities and dates in the planning are only indicative and you may have to adapt wherever required. At some fairs, space reservation forms are already available for the next edition. Hotel booking may sometimes be necessary a year or more in advance.

ACTIVITY	Time until start of fair
Verification corporate objectives and expectations	-12 to -9 months
Determine exhibition objectives	-12 to -9 months
Pre-fair market study	-12 to -9 months
Project team appointment and task allocation	-12 to -9 months
Exhibition selection	-12 to -9 months
Cost expectations and return on investment estimation	-12 to -9 months
Preliminary budget approval	-12 to -9 months
Preliminary decision to participate	-12 to -9 months



Checklist for Project Planning 2/4

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ACTIVITY	Time until start of fair
Option on reservation of stand space	-12 to -9 months
Request trade fair documentation	-12 to -9 months
Determine stand size	-8 months
Final decision to participate	-8 months
Final budget approval	-8 months
Stand space booking	-8 months
Hotel accommodation	-8 months
Inform official representation abroad	-8 months
Determine exhibition strategy	-8 months
Selection of exhibits	-7 months
Decide on required printed matter & make planning	-7 months
Request and obtain relevant miscellaneous quotations	-7 to -6 months
Arrangements with forwarding agent	-6 months
Draw up detailed budget	-6 months
Selection of potential stand designer/contractor(s)*	-6 months
Decide on and start preparations promotional campaign and incentives	-6 months
Briefing of stand designer/contractor(s)*	-5 months
Obtain stand quotation(s)	-5 months

* Designer and contractor may be different parties. In Europe it is not uncommon one party provides both services.



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ACTIVITY	Time until start of fair
Decide on stand design/assign stand contractor	-5 months
Approval from organizer on stand design	-4 months
Start promotional supportive activities: advertising	-4 months
Trade fair catalogue entry	-4 months
Hostesses, local staff, interpreters	-4 months
Order technical services from organizer	-3 months
Printed matter ready	-3 months
Assign stand staff	-3 months
Travel arrangements i.e. tickets, visa for stand staff	-3 months
Workman and exhibitors passes	-3 months
Mailing lists for publicity ready	-3 months
Formal invitation to representation abroad	-3 months
Press release to organizer and trade press	-3 months
Arrange on-site P.R. activities	-3 months
1st visitor mailing	-2 months
Begin briefing stand staff	-2 months
Deliver exhibits to forwarding agent	-1 month
2nd visitor mailing	-1 month



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ACTIVITY	Time until start of fair
Payment checks before departure	-1 month
Arrival of exhibits at the fair	-10 days
Arrival of staff at the fair	-2 days
Settlement payments due	-2 to -1 day
Hand-over of stand	-2 to -1 day
Pre-fair briefing stand staff	-1 day
Measure results (qualitative and quantitative)	Exhibition period
Mid-term evaluation meeting stand staff	Exhibition period
Last day evaluation meeting stand staff	Exhibition period
Customs arrangements	Exhibition period
Repacking and return transport of exhibits	Exhibition period
Settle payments due	Exhibition period
Expense report	+1 month
Preliminary evaluation report	+1 month
Follow-up activities	+1 to ...ongoing
Final evaluation report (incl. return on investment forecast)	+3 months
Conclusions, suggestions and decisions as to next trade fair	+3 months



Preparing and Controlling a Budget?

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If you think that participating in a trade fair is expensive you are partly right. It does, indeed, take a large chunk out of your budget for publicity and promotion, but a truly well-prepared participation will deliver excellent results. So, the question should be: “Is it cost-effective or not?” .

To calculate and control spending, you should draw up a detailed budget proposal well in advance. You will find most primary components in the diagram and a more detailed list if you click on [*checklist for budget control*](#).

When asking for approval, present the budget together with clear arguments and the envisaged outcome (fair results). During the monitoring of the budget, use a reporting sheet showing columns like the *‘planned - contracted - spent’* budget entries. And remember that every budget should include a reservation for unexpected expenses.



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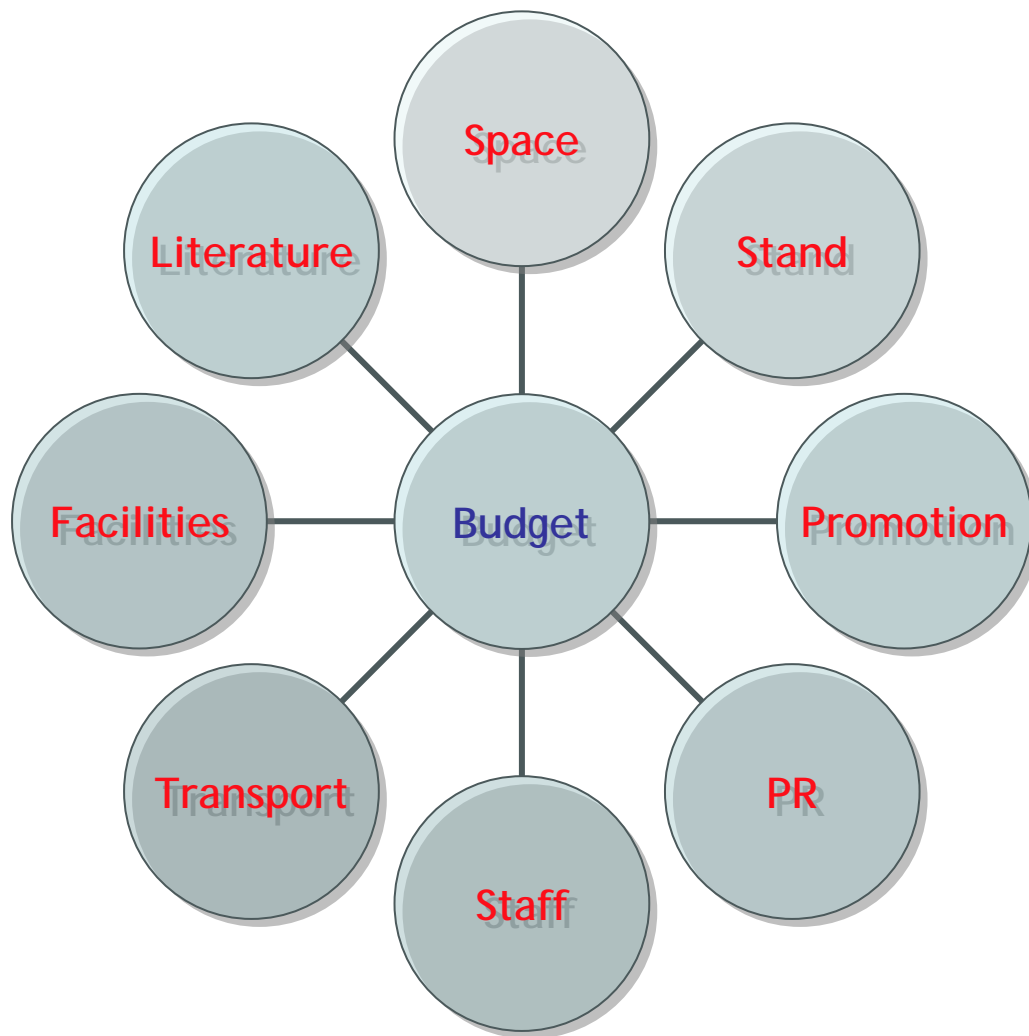
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Major Budget Components





Checklist for Budget Control 1/3

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ITEM	COSTS		
	BUDGET	ACTUAL	DISPARITY
Space			
✓ rental of stand space			
Subtotal			
Stand & Facilities			
✓ design & construction			
✓ furniture			
✓ graphics and decoration			
✓ energy			
✓ water and waste			
✓ communication			
✓ AV and IT equipment			
✓ cleaning			
✓ catering			
Subtotal			
Transport			
✓ packaging			
✓ shipping			
✓ on-site handling			
✓ Customs & duties			
Subtotal			



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Checklist for Budget Control 2/3

ITEM	COSTS		
	BUDGET	ACTUAL	DISPARITY
Staff			
✓ travel & stay			
✓ local transport			
✓ allowances			
✓ interpreters & hostesses			
Subtotal			
Promotion & Public Relations			
✓ printed matter & literature			
✓ press releases			
✓ mailing lists			
✓ mailing handling & postage			
✓ advertising			
✓ telemarketing			
✓ reception			
✓ special activities			
✓ hospitality			
✓ photography			
✓ gifts			
Subtotal			



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ITEM	COSTS		
	BUDGET	ACTUAL	DISPARITY
Miscellaneous			
✓ market research			
✓ insurance			
✓ post-fair follow-up			
✓ contingencies			
Subtotal			
Reservation			
✓ unforeseen expenses			
Subtotal			
TOTAL			



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Strategies and Styles 1/6

When the final decision to participate has been made, it is time to determine the exhibition strategy, define the exhibition style and finalize the targets of the participation.

Before elaborating on these elements it is important to acknowledge that the critical success factors for trade fair participation are:

1. pre-fair preparation
2. on-site performance
3. post-fair closure

Badly coordinated transport may lead to not having any products to present at the fair. Inadequate follow-up on the contacts made during the fair may lead to disappointing exhibition results, even after a fantastic on-site performance. These are just two examples which emphasize that neglect or mistakes at any moment during the above three stages of the trade fair project may negatively influence its success.



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Strategies and Styles 2/6

Exhibition strategy

The management determines which products should be offered to which markets. Combining the potential markets (new or current) with the type of products (new or current) four types of growth strategies can be distinguished. The growth strategy applicable to the target market(s) you wish to reach through the participation is the point of reference for your exhibition strategy: the set of activities you undertake and your tactics to achieve your exhibition goals, i.e. activities and tactics before, during and after the fair.

Exhibition style

The concept of the exhibition style gives guidelines for the stand design and for selecting the marketing instruments to be applied. It supports decision making in the preparation of the participation.

The exhibition strategy and the exhibition style are complementary. Placed in a matrix it becomes clear how they relate.



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Strategies and Styles 3/6

	CURRENT PRODUCTS	NEW PRODUCTS
CURRENT MARKETS	MARKET PENETRATION CUSTOMER-ORIENTED EXHIBITION STYLE	PRODUCT DEVELOPMENT PRODUCT-ORIENTED EXHIBITION STYLE
NEW MARKETS	MARKET DEVELOPMENT CONTACT-ORIENTED EXHIBITION STYLE	DIVERSIFICATION ADVISORY-ORIENTED EXHIBITION STYLE

Market penetration strategy / Customer-oriented style

The exhibitor tries to boost sales with the help of established products. He tries to sell more to existing customers and tries to achieve first-time purchases by new customers.



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Strategies and Styles 4/6

The products and their applications are widely known. Attention should be drawn to customer care and relations, leading to action-willingness. A clear customer-oriented exhibition style is in place here. Business discussion areas in the stand, special exhibition offers, strong publicity efforts to motivate buyers to come to the stand, as well as events and incentives during the fair, are adequate marketing tools.

Product development strategy / Product-oriented style
You are aiming to sell new products to existing clients. The product and its application need to be introduced and presented. A product-oriented style is beneficial.

Sales promotions (like samples and giveaways), joining side events at the fair, direct mailing and editorial coverage in the trade press are supportive marketing techniques. Make sure that the stand lay-out offers adequate space for product display and demonstrations. Obviously, stand staff should know the ins and outs of the new products.



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Strategies and Styles 5/6

Market development / Contact-oriented style

The strategy is to open a new market for the existing products. The exhibitor has to gain new customers.

Products, company and brand are not yet known and have to be introduced at the same time. A contact-oriented exhibition style should be applied here.

Emphasis should be on achieving new contacts and on open communication. Make sure your trade fair presentation is comprehensive and catchy. Simultaneous promotions (advertising, hand-outs, invitations) - **before and during the fair** - to publicize your presence, together with sales promotions (price competition, lottery, giveaways) are important steps to motivate potential customers to visit your stand. Contacting skills and product knowledge of the stand staff are very important here.



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Strategies and Styles 6/6

Diversification strategy / Advisory oriented style

One of the most challenging strategies to cultivate business. The exhibitor can not fall back on known or established products while looking for customers on a new market. The exhibition style that is applicable here is the advisory oriented style.

Application possibilities and product benefits should be presented and problem awareness should be shown. Consequently, intensive consultation and contacts with experts are necessary. Quiet seating area(s) are needed for consultancy. Products and brand presentations are considered effective instruments. Joining side events of the fair can also be effective. Display of subject expertise and subject authority by the stand staff may contribute distinguishingly to the exhibition performance and results.



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Objectives for Participation 1/2

Successful participation is only possible on the basis of sound goals. The exhibitor has to determine the content of these goals in advance, including the target groups and the time span within which the goals should be realized. The goals set influence the organizational preparation.

Objectives for trade fair participation

- ✓ *To generate sales leads or make direct sales*
- ✓ *To up-sell or cross-sell*
- ✓ *To build relationships*
- ✓ *To present products and technologies*
- ✓ *To introduce and release novelties*
- ✓ *To create or raise market awareness*
- ✓ *To build your image or brand*
- ✓ *To establish or strengthen confidence among (potential) buyers*
- ✓ *To inform and educate customers*
- ✓ *To identify and recruit distributors or partners*
- ✓ *To support your existing sales channel*
- ✓ *To generate media coverage*
- ✓ *To do tests and research*



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Objectives for Participation 2/2

Exhibition goals should be operational. You could say they should be SMART.

Setting SMART goals means setting goals which meet the criteria of being:

✓ *Specific*

✓ *Measurable*

✓ *Achievable*

✓ *Realistic*

✓ *Time-bound*

The best way to achieve carefully selected goals is to stick to them and concentrate all your efforts on achieving the same. And remember, goals should be motivating rather than being a burden to you or your staff.



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Image Building 1/2

Having a positive image is of utmost importance, not only for your success in contacts with partners in your own country but even more so with partners abroad. Companies can only continue to exist and thrive if they have the cooperation of other parties, such as customers, employees, suppliers, banks and so on. All of which are more likely to cooperate if they have a positive impression of the company.

An image is often determined on the 'front line', when there is direct contact with customers. This is the case especially, for instance, at trade fairs.

Generally desired company image

- ✓ *Dynamic and innovative*
- ✓ *Reliable and well-established*
- ✓ *Committed to long-term relationships*
- ✓ *A creative and pro-active partner*
- ✓ *Good listeners*



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Image Building 2/2

Image carriers at the fair are all elements of the participation which will be exposed in the contact with visitors. Remember that being on the 'front line' implicates a **full exposure** of your stand, staff, products, graphics, texts, brochures, premiums and other elements. Remember, too, that it takes years to build a positive image and only seconds to ruin one.

Therefore make sure that every detail is in line with and supportive of the image you wish to establish with your target group.

A useful guide for establishing and improving commercial images is CBI's export manual [Your Image Builder](#).



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Attracting Visitors 1/2

Of course, your objective is that you wish you will meet lots of visitors from your target group.

Well, a good trade fair will attract large numbers of businessmen. However, if exhibitors themselves do not actively promote their presence, they will miss making the contacts which can mean the difference between failure and success.





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Attracting Visitors 2/2

Often enough small and medium-sized companies do not pay enough attention to visitor promotion because they lack the means and/or the knowledge to carry out effective promotion. However, exhibitors should be aware that visitor promotion is vital, even conditional, for the success of the participation.

Suggested activities to be carried out are:

- ✓ Identify the members of the target audience
- ✓ Prepare promotional literature
- ✓ Distribute press releases to the trade press
- ✓ Ask the fair organizer about their promotional campaign
- ✓ Inform the official representation in the target country
- ✓ Consider advertising in trade journals and the fair catalogue
- ✓ Send invitations
- ✓ Contract a local agency for follow-up by phone
- ✓ Organize a special reception during the fair
- ✓ Invite journalists to visit you



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Press and PR Activities 1/2

Some main tasks that you as an exhibitor have:

Press

Send press releases to trade journals in the target market, giving news, factual and current information about your company, your products and brands as well as your actual participation and the objectives or program of your participation.

A press release has to contain news, not commercial messages. Press releases should be written with the interest of the trade journal's readers in mind. Find out and apply the rules for writing press releases before sending them.

Organizers are generally willing to provide addresses of trade journals. Send the organizers your releases also for dissemination, and do not forget to update regularly.



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Press and PR Activities 2/2

Public Relations

Common examples are press conferences, interviews, presentations and receptions on the opening day.

Cooperation with the fair organizer is also a 'must' where PR is concerned.

When on-site, the stand manager should contact (and if appropriate maintain contact with) the exhibition press officer to look for any opportunity to promote the presence of the company.

Direct Mail

You can use direct mail for invitations to envisaged fair visitors. Your mail should entice them to pay a visit to your stand. In general, they will only do so if they feel they can benefit from a visit to your stand. Therefore, give specific details on your company and your offer, but never forget to mention the benefits for the reader/visitors.



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Join the Organizer

When it comes to press and PR activities the exhibitor does not stand alone. The organizer can be a helpful friend.

ORGANIZER	EXHIBITOR
PUBLICITY	
Advertising in newspapers & magazines	Country, company or product ads plus stand nr.
Mailings/invitations	To clients & prospects
Stickers/stamps	Use on letters, invoices
Catalogue	Company info & ads
Posters	To agents, dealers
Outdoor advertising	Off-site advertising
Radio & TV	State presence at fair in commercials
PRESS	
Press bulletins	News on company, products and brands
Press conference, press day, press centre	Send in press releases & documentation
Special editions	Information & advertising
PR ACTIVITIES	
Seminars, congresses, opening, receptions	Attend, provide speakers, sponsoring, invite business contacts



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How a Stand Communicates

There are many aspects which require your attention when it comes to presenting your company at an exhibition. Let's look at seven of those in the next chapters.

Location of the Stand Space

Size of the Stand Space

Shape of the Stand Space

Lay-out of the Stand

Types of Stand Construction

Design of the Stand

Display of Products

Using Graphics



Location of the Stand Space 1/3

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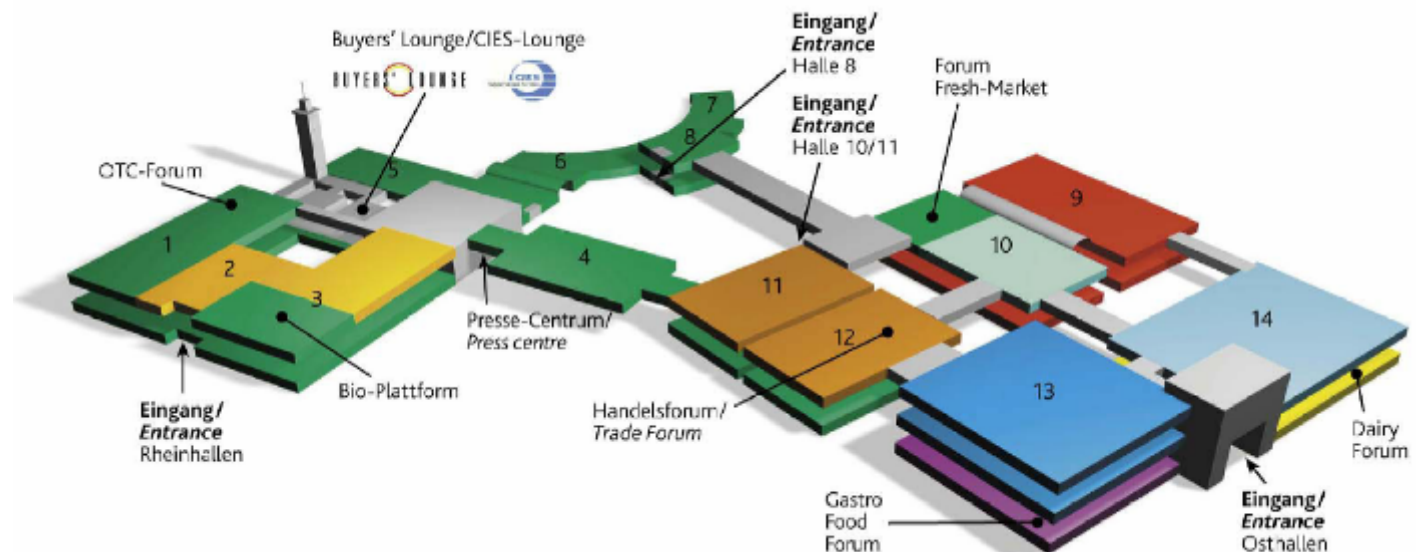
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The hall plan indicates the space allocated to you and the spaces already sold. Make sure that the area assigned to you is located in the hall or area which is dedicated to the category of products or services you will be exhibiting.





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Location of the Stand Space 2/3

Although the fair organizer decides upon the location, shape and size, we strongly recommend that you indicate preferences when applying for space. If possible mention them in hand writing on the application form.

If not mentioned on the plan, ask for the names of your neighbors.

Large stands, collective pavilions and old-time exhibitors may often be positioned in prominent places.

When it comes to the location within a hall preferences will depend on objectives. Some wish to expose to as many passers-by as possible, others prefer a more quiet area which allows in-depth business discussions.



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Location of the Stand Space 3/3

Crowded Areas

- ✓ at the front of the Hall
- ✓ to the right of entrances
- ✓ on the main gangways
- ✓ near restaurants
- ✓ near special features

Less Crowded Areas

- ✓ distant from entrances
- ✓ facing away from activities
- ✓ off main gangways
- ✓ on galleries
- ✓ in cut-off sections
- ✓ behind large pillars or stairs
- ✓ against the back wall



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Size of the Stand Space

Various factors determine the size of the stand: the limitation imposed by the organizer, your available budget, the volume of the products, any activities planned, the expected number of visitors as well as the space required for common areas or partner areas.

In general buyers do not expect SME-exhibitors (exhibitors from small and medium sized enterprises) from developing countries to have large booths and luxurious stands. Simple booths of even smaller sizes may also prove effective.

Remember that in any case your presentation and performance should always be in line with the exhibition goals that you wish to achieve.



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Shape of the Stand Space 1/3

- 1) The '*aisle stand*' has only one open side. Located between other stands the possibilities to create a strong impact are somewhat limited. A creative design or a good location (i.e. along important aisles) may help.
- 2) A '*corner stand*' is better positioned for access. It allows you greater flexibility than an aisle site and can be seen and entered from two angles. The outside corner can be used most effectively for a focal point or information desk.
- 3) A '*head stand*' with three open sides offers excellent exposure and good visitor accessibility and circulation. Common areas and facilities can be located against the back wall.
- 4) The '*island stand*' is commonly in use for the larger stand spaces. Its four open sides offer optimal exposure and creative flexibility. Visitor flow through the island depends largely on the design.



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Shape of the Stand Space 2/3

- 5) An '*L-shape stand*' has exposure to two aisles but inner circulation can be difficult. It can be suitable for thematic or informative approach of general public. In the corner at the end of the hall the stand is visible from a distance.
- 6) A '*street-shape stand*' allows the visitor to view the stand from both sides of the aisle. Also it allows the staff easy control over the stand. A 'street shape stand' may enable you to create a strong impact.
- 7) A '*through stand*' has exposure to two aisles, with fairly good built-in wall space, providing space for exhibits at both sides. To achieve good visitor flow the design must look inviting, with open neutral space between the display areas at either side.



Shape of the Stand Space 3/3

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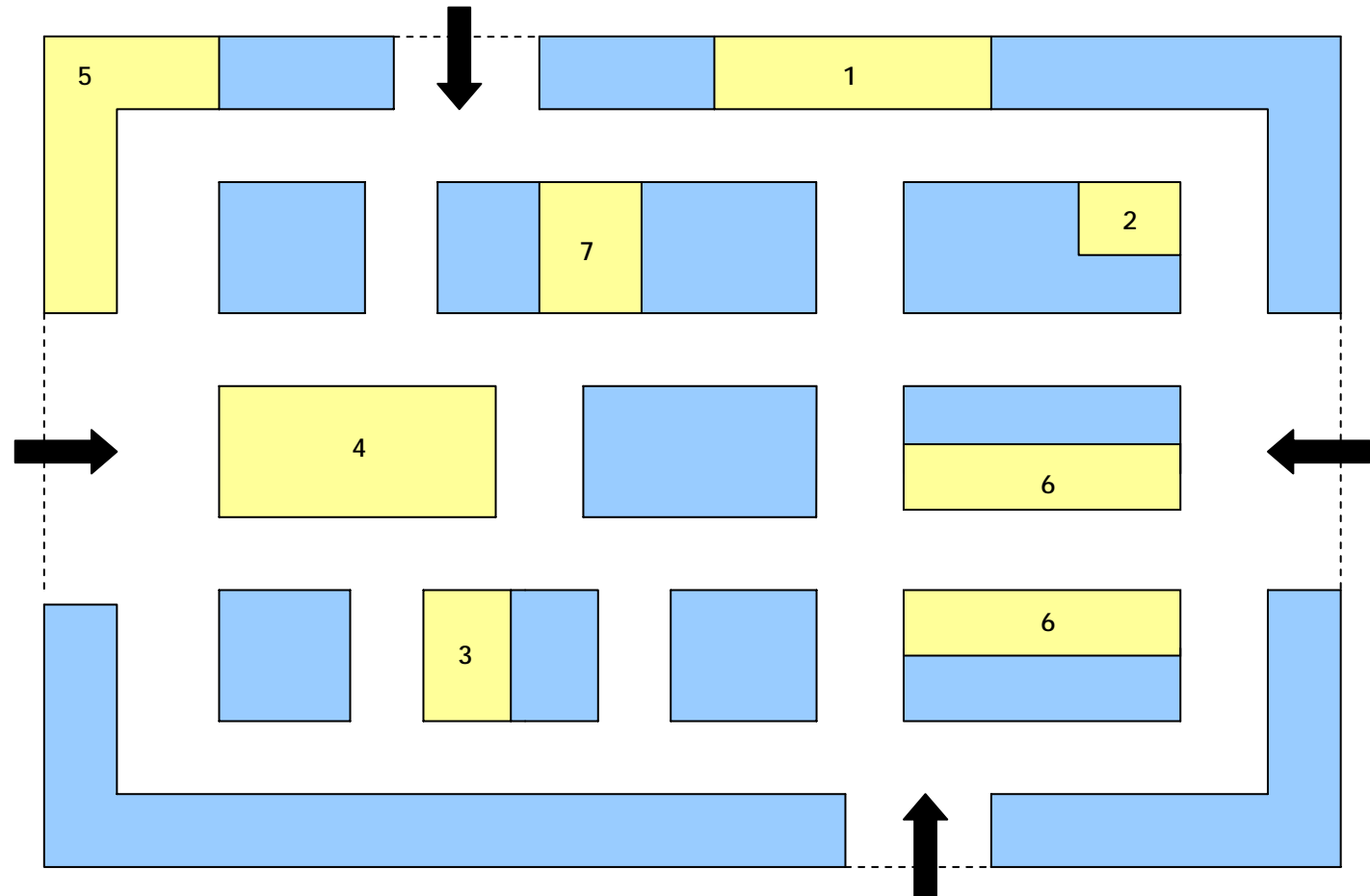
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- | | | |
|------------------|------------------------|-------------------|
| 1 = aisle stand | 4 = island stand | 7 = through stand |
| 2 = corner stand | 5 = L-shape stand | |
| 3 = head stand | 6 = street shape stand | |



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Lay-out of the Stand

Lay-out consists of more than simply dividing up the space into functional areas.

Take a number of basic factors into account, such as:

- ✓ Do the objectives or products require an open or a closed lay-out?
- ✓ How much space is available? Are there any obstacles?
- ✓ Is space required for an office, storage, catering, reception?
- ✓ Do entrances have good exposure to the flow of visitors?
- ✓ Can major eye-catchers be prominently displayed?
- ✓ Is the attention directed to the leading displays?
- ✓ What are the prominent locations in the stand?
- ✓ Does the lay-out reflect the importance of the exhibits?

Click here for [Lay-out Examples](#)



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Stand Lay-out Examples 1/7

Very few elements in this 8 by 4 meters aisle stand are placed near the aisle, thus attributing to this stand an impression of openness to the passer-by, The atmosphere is reinforced by the location of the reception desk, which is situated inside the stand, inviting visitors to freely enter.





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Stand Lay-out Examples 2/7

An example of a 50 sqms aisle stand but with a different objective. This lay-out was designed to 'seduce' visitors to enter the stand and have a closer look at the products or information in the two display areas, thus creating an opportunity for the stand staff to invite them for discussions or an hospitality drink.





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Stand Lay-out Examples 3/7

The lay-out of this two-side corner stand of 5 by 5 meters also offers an inviting and easy accessibility. In this case, however, combined with the advantage of more exposure and interactivity explicitly brought towards the visitors.





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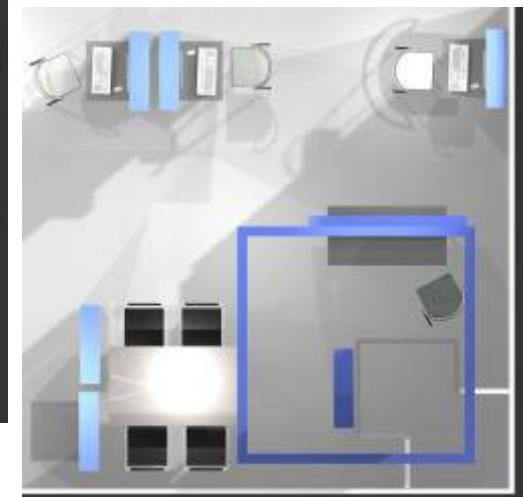
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Stand Lay-out Examples 4/7

A corner stand of a common size of 25 sqms providing ample possibilities for different lay-outs, developed to the needs and objectives of the exhibitor. In this case, the simple, inexpensive frame in the back corner creates a impression of a separated area for private meetings.





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Stand Lay-out Examples 5/7

Both corners of this head stand can be used for attractive displays. Instead of a seating for discussion purposes along the edge of the stand also another product display might be considered. Size 8 x 5 meters.





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Stand Lay-out Examples 6/7

A three-side open head stand of 40 sqms offering ample opportunities for positioning several display elements along the aisles, focussing on different product ranges or sectors of the company. The frame elements give the stand a distinguishingly creative and consistent appearance.





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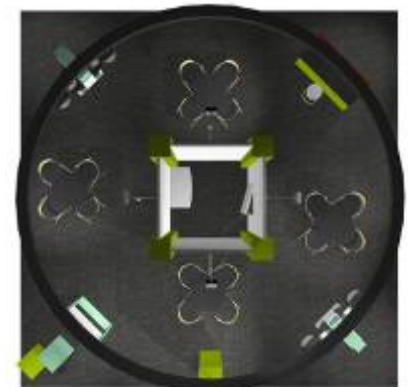
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Stand Lay-out Examples 7/7

The centrally located storage area in this 64 sqms island stand functions as the focal point of this stand lay-out. It also serves as a background for each individual discussion area. Corners may be used for positioning eye-catchers and presenting themes towards all four directions.





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Types of Stand Construction 1/3

1. **Schell scheme** is considered to be the most basic type of stand construction. A shell scheme stand is generally built by using metal uprights and plasticized wall elements. The stands may range from very simple to upgraded with additional features. Usually the organizers of trade fairs offer package deals on the basis of shell scheme stand construction. Also independent stand contracting companies may offer shell scheme stands or offer stands combining shell scheme elements with wooden elements.

Shell scheme offers the advantage of saving time and money. It may therefore be a good solution for first-time exhibitors and for those who work with a low budget.





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Types of Stand Construction 2/3

However, shell scheme offers limited scope for individuality although, with some imagination, you can still create an attractive and functional stand.

2. Choosing a **modular** stand construction or presentation system is another option. Modular systems may range from so-called easy-to-handle pop-up or umbrella stands to stands from the highest market segment that can compete with traditional wooden stand construction.

Modular systems may even compete on the level of visual impact, as the high-tech look-and-feel of systems as was the case in the past has largely disappeared as a result of the use of other materials and the integration of graphics.

The wish - and sometimes even necessity - to be able to be mobile or flexible as to stand lay-out, building heights and building and dismantling time have a positive influence on the popularity of modular systems.



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Types of Stand Construction 3/3

3. A traditional wooden stand is an excellent option for exhibitors who consider a tailored stand is the best fit for their exhibition strategy and style. One or more independent designers or stand contractors may be approached to provide the design.

Technically there are almost no limitations for a wooden stand to reflect the image the exhibitor wishes to build.

Curved and even organic shapes, combinations of different materials, colors that exactly match the corporate style; it is all possible. Some exhibitors may find their budget however insufficient for a completely tailored stand design. In general most stand contractors therefore provide the option of a 'tailored solution' on the basis of rental wooden stand elements as an alternative.



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Design of the Stand 1/2

Designing is not simply a matter of rigid formulas. Even on the technical level there is often more than one valid solution to a design problem.

Furthermore, tastes and aesthetic reactions vary from country to country, from culture to culture and from person to person.

Limitations of budgets may also play a decisive role, although spending extra money does not necessarily guarantee a better exhibition stand.

Moreover, the objectives for exhibiting have obvious implications for the design.

All reasons for differences of opinion. In any case, however, a stand needs **STOPPING POWER**, something which will compel a visitor to look at it more closely.



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Design of the Stand 2/2

As a means of communication the exhibition stand is an instrument to get across messages to visitors. The stand design should both be functional and creative. Together with its message(s) it should appeal to visitors of the target group.

Apply these basic rules for stand design:

- ✓ *Design through the eyes of target group and the exhibition objectives in mind*
- ✓ *Combine functionality with creativity*
- ✓ *Attract attention and appeal to the target group*
- ✓ *Create focal points*
- ✓ *Establish a strong identity*
- ✓ *Present a clear theme or proposition*
- ✓ *Consider the number of visitors expected*
- ✓ *Plan the traffic management*

Click here for [Design examples](#)



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Design Briefing

In order to co-operate with the stand designer and give a clear briefing, make sure to have:

- 1. Obtained complete information about the exhibition, exhibitors and products*
- 2. Obtained drawings of the hall and technical regulations*
- 3. Decided on stand size and shape of the stand*
- 4. Decided on the overall theme of the participation and impression to be created by the stand*
- 5. Planned the physical design elements such as color schemes, lighting, display equipment, furnishings and graphics*
- 6. Determined the exhibition strategy, exhibition style and marketing instruments*

Once the design has been approved by the organizer, the designer draws up detailed working plans and complete specifications required by the stand contractor.

Click here for [Checklist for briefing the designer](#)



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Checklist for Design Briefing

Exhibition	1. Name of the exhibition
	2. Details of venue
	3. Dates of event and opening times
	4. Build-up and dismantling dates and times
	5. Hall details and characteristics
Stand	6. Stand space details and characteristics
	7. Construction regulations
	8. Services and technical facilities required
	9. Neighboring stands
Marketing	10. Theme of the exhibition
	11. Theme of the stand
	12. Strategy, style and instruments
	13. Objectives of the participation
	14. Target groups
Display	15. Exhibits (characteristics)
	16. Graphics and decorations
Other	17. Miscellaneous facilities required (catering, interpreters etc.)
	18. Deadline and form of design submission
	19. Budget for design and realization



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Stand Design Examples 1/13

This shell scheme stand is upgraded by a circular eye-catcher element showing the company name in big and contrasting lettering. The counters are positioned half a meter away from the aisle, which invites visitors to approach the displays. The colors of the counters matches with the corporate color. The overall design, however, lacks a clear theme or message.





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Stand Design Examples 2/13

A spacious, colorful corner stand of shell scheme materials. The striking red corporate color strongly attracts the attention of passers-by. The slogan on the back wall fascia is written in big and contrasting lettering. The uniform dressing of the stand staff, also in corporate colors, produces an impression of a well-organized company.

Photo taken just after show opening. Clearly the exhibitor expects a lot of visitors today. Beware, not to outnumber visitors with staff. It may scare them away.





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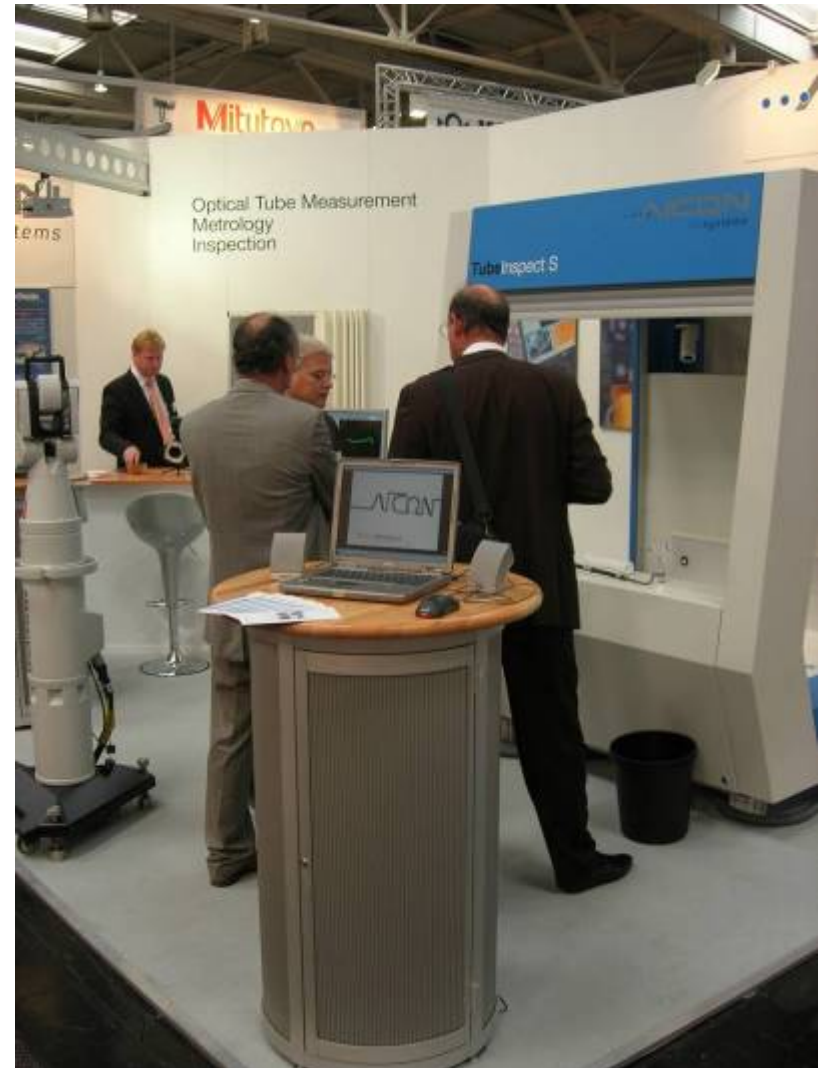
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Stand Design Examples 3/13

Even a relatively small stand of no more than 20 sqms can be highly efficient.

Visitors that show interest in the product which is positioned at the aisle are invited for a demonstration inside.

A small catering facility makes this all-in-all a complete and accessible stand.





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Design Examples 4/13

Corporate identity is the main message of this shell scheme design. Apparently, the company name is considered sufficiently known in the sector, which makes a tangible presentation of products or services not necessary. The open area provides ample space for meetings with larger numbers of visitors, receptions or demonstrations.

Entrance into the meeting area seems restricted to selected invitees. An example of a customer oriented exhibition style?





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Stand Design Examples 5/13

A portable prefab display wall allows exhibitors to set-up their presentation in no time and at low cost. With the company name and the proposition on top together with a blow-up picture and slogan below an impressive display is realized. The proof of the proposition is presented during opening hours by on-line connections with the exhibitor's reservation service. What you see, is what you get!





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Stand Design Examples 6/13

Emphasis is put on customer benefits i.e. flexibility and variability. Products are highlighted in the front of the stand, backed-up by the machines that make them. Achieving a clear 'theme' is partly a matter of using focal points, appropriate colors and graphics in a consistent way. The implicit 'theme' of this pavilion clearly attributes to a positioning of advanced technology.





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Stand Design Examples 7/13

A spacious and open area is created for discussions with large numbers of visitors from the tourism industry. The open-ended circles hanging from the ceiling of the hall reinforce the corporate logo.





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Modular display equipment and panels allow a flexible positioning in different stand sizes and designs.

Stand Design Examples 8/13





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Stand Design Examples 9/13

The professional and selective application of creative elements, focusing on the tourist features of a coastal area, give this small stand an attractive and appealing look.

Proper lighting helps creating the desired atmosphere.





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Stand Design Examples 10/13

A small but efficient stand of timber construction materials presenting a strong identity. The text of the proposition below the company name at the top would require, however, bigger lettering. The proof of the proposition is presented by mentioning sound partners, computer demo's, beamer presentation and stand staff. Attention of the visitors is attracted by a rotating element with company logo on top of the stand.





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Stand Design Examples 11/13

Unless your company name or logo speaks for itself amongst the members of the market you are addressing through the fair, an appealing slogan or proposition would be required.





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Stand Design Examples 12/13

Atmosphere, color and construction create the impression of a strong visual unity. This 3-D computer design intends to realize a strong link with the exhibitor's industrial sector: the shipbuilding industry.



Courtesy of Groenendal BV, The Netherlands



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Stand Design Examples 13/13

An application of many different stand elements and shapes. The second floor provides space for hospitality purposes and private discussions with selected visitors. Individual stand-alone partner units along the edges of the stand.



Courtesy of Gielissen Exhibitions & Interiors, The Netherlands



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Display of Products 1/2

Most small exhibitors cannot always afford the luxury of involving advertising agencies or merchandising experts to come up with ideas for striking displays.

Following the next principles for display they may ensure cost-effective presentations.





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Display of Products 2/2

Be aware that visitors to fairs are easily distracted by the many presentations.

The key to attracting their attention is to **communicate the benefits offered to them at a glance**. Here are some useful hints for a successful dressing of your booth.

Hints for display

- ✓ *Keep it simple*
- ✓ *Limit the number of exhibits*
- ✓ *Divide product categories into separate displays*
- ✓ *Set leading products apart from other products*
- ✓ *Communicate the product's advantage visually*
- ✓ *Use explanatory texts or pictures*
- ✓ *Give the products sufficient space*
- ✓ *Avoid cluttering of products*
- ✓ *Display products on different levels*



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Using Graphics 1/3

The wrong use of graphic materials or even a complete lack of graphics is one of the most common mistakes noticed at fairs.

The basic of graphics role is to communicate the message which the exhibitors wants to convey. Graphics include lettering, colors, pictures, posters, logos, banners, symbols and audio-visuals.





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Graphics are effective when they are closely integrated and harmonize with other design elements, including color schemes, lighting and lay-out of the pavilion.

Lettering serves to identify the exhibitor, the theme or proposition, sections, exhibits, and to provide additional information.

Using Graphics 2/3





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Hints for graphics

- ✓ *Make it target group focused*
- ✓ *Keep it short and simple*
- ✓ *Use lettering with a message*
- ✓ *Make texts bold and on contrasting background*
- ✓ *Visualize product benefits*
- ✓ *Blow-up your images*
- ✓ *Invite asking questions instead of giving answers*

Common mistakes

- ✓ *Spelling errors*
- ✓ *Too technical*
- ✓ *Too much, too many*
- ✓ *Use of clichés*
- ✓ *Wrong or no commercial hook*
- ✓ *Wrong location in stand*
- ✓ *Bad lighting*



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Giveaways

Promotional items can, when used properly, serve several purposes. They can help you in drawing visitors to your stand, in generating more leads or in turning leads into customers. They may also serve to show gratitude for visiting the stand or as a souvenir from your company or product long after the show is over. And then they can also serve to support your exhibition theme or your proposition. However, promotional items can also just be an 'empty' gesture, a waist of time and money.

10 considerations for giveaways

- ✓ *Choose giveaways with your goals in mind*
- ✓ *Have giveaways match your target groups*
- ✓ *Involve stand staff and the premium supplier in your choice*
- ✓ *Have special giveaways for VIPS*
- ✓ *Be selective in whom you give the giveaway to*
- ✓ *If usable at more fairs, buy a larger quantity in one time*
- ✓ *Put your contact details on the gadget*
- ✓ *Link the giveaway to a questionnaire or game*
- ✓ *Do not ignore the press, give them the gadget too*
- ✓ *Make sure the giveaway does not break easily*



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Transport and Customs 1/3

Transport to and from exhibitions requires a lot of coordination and know-how. It is not just a matter of bringing your exhibits from A to B, loading and unloading.

To make sure your shipment will be dealt with properly it is advisable to appoint a transporter with sound international experience in the field or who is specializing in exhibition logistics. Their services range from delivery to the fairgrounds only, to delivery on the stand. Some transporters also cover the complete track; transport from door to stand and providing all additional services involved.

Exhibition organizers generally appoint an official forwarding agent who may arrange the complete transport for you. Also consider choosing a qualifying forwarder from your country, who has an existing connection with the official agent at the fair grounds. And preferably, has its own agent on location.



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Transport and Customs 2/3

Major worries of exhibitors are that their goods do not arrive on time at the show, get stuck with customs or arrive in damaged conditions, unfit for display.

Important elements in this are the shipping documents, the packaging and way of marking the packaging. Each package should be labeled and marked in the prescribed way, so as to avoid any misunderstandings and to facilitate identification at the fair.



... the head ache of every exhibitor ...



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Transport and Customs 3/3

Find out whether or not the receiving country permits the temporary import of samples, without demanding payment of duties. Investigate eventual import duties and other taxes if goods are not intended to be returned, and ask whether or not samples are allowed to be given away or sold, or are to be destroyed or re-exported.

Look for country specific information on exhibition logistics at www.iela.org.

A good forwarding company

- ✓ *Is an all round specialist*
- ✓ *Has effective systems for communication, tracking and tracing*
- ✓ *Timely provides shipping, packaging and marking instructions*
- ✓ *Advises on the necessary documents*
- ✓ *Agrees deadlines in consultation with the exhibitor*
- ✓ *Is familiar with Customs regulations*
- ✓ *Recognizes and avoids risks*
- ✓ *Handles return shipments*
- ✓ *Communicates with the site agent*



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• Role of the Stand Manager

• Important Activities of the
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The Role of the Stand Manager 1/2

The stand manager is expected to create the best possible circumstances and environment on the stand for the staff to be able to fully dedicate their attention to achieving the objectives.

The stand manager must control, assist and stimulate, and so support the creation business opportunities.

In the ideal situation, the stand manager is a person who radiates authority, is a good communicator, who can and who dares to take decisions, can take a lot of stress and has an eye for details. He or she should have organizational skills, reasonable product knowledge and stress resistance.

It's no wonder that a stand manager needs to be carefully selected and be involved in all commercial, promotional and logistical preparations.



The Role of the Stand Manager 2/2

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In order to be able to carry out such a responsible task, the stand manager will need the full support of the organization, his or her superiors. Furthermore, the stand staff have to be informed about the position and responsibilities of the stand manager, to the benefit of all.



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Important Activities of the Stand Manager 1/3

Let's have a closer look at the work load of the stand manager:

Stand hand-over and checks

The stand manager checks and ensures that the stand is in a perfect state at the hand-over by the stand contractor and remains that way during the fair. Technical facilities, product display, graphics and office facilities are important points for attention. Lighting and cleaning of the stand(s) also belong to set points needing control. It is sometimes unavoidable that *ad hoc* decisions in the interests of the total presentation have to be made on site. It will be more acceptable if the necessity of such action is clearly explained.

Briefings

Before, during and after the trade fair. They concern the various responsibilities, rules of behavior, logistical matters, handling of visitors, special activities, problems, evaluation and follow-up.



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Important Activities of the Stand Manager 2/3

The stand manager gathers the stand staff for a meeting or management speech in the mornings before the fair opens, to evaluate the previous day and to discuss the activities and objectives for the new day. This approach also gives the stand manager and the staff the opportunity to address any problems at an early stage and, hopefully, to find solutions.

Supervision

This implies that the stand staff keep to the 'house rules'. It is extremely important that the staff are present in the stand in good time before the fair opens and that they do not leave the stand prematurely. Their absence from the stand should only be reported to the stand manager. Collect copies of the buyers' contact forms completed by each of the staff members.

Problem-solving and trouble-shooting the staff also belong under this heading.



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Important Activities of the Stand Manager 3/3

External contacts

The stand manager maintains contact with third parties. In other words, it is you who talks to the fair organizer, suppliers of services and sometimes even with the press.

Closing up

The stand manager makes sure he or she knows the instructions about disposal or return shipment of the exhibits. Supervises the removal, packing and dispatch of the exhibits. Settles invoices and pays temporary staff. Gives instructions and input to prepare and issues a press release for the media in the market.



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Stand Behavior 1/3

Talking to a visitor who comes to your stand is no ordinary technique. It requires as much a systematic approach as do the weeks of careful planning before the show begins. Since some of the visitors will be prospective customers, how you receive visitors and interact with them helps determine the success of your participation in the exhibition.

Be prepared

To get set for 'selling', the exhibitor has to be prepared in two ways.

The first and obvious way includes technical elements in selling. Why is the company participating in the exhibition? What are the objectives? Who is the target group? What "products" are featured and what is the business proposition to the target group. And so on.

The other - not so obvious way - is making sure to be comfortable with respect to the personal challenges of face-to-face interaction at trade fairs.



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Qualifying visitors

Be aware that in many cases the exhibitor must take the initiative to establish the first contact.

It is of the utmost importance that, as part of that first stage, the quality and the identity of the visitor is established. No time should be wasted talking to visitors who are of no interest to the objectives. Moreover, qualification and, after that, identification are required in order to decide upon the best way of continuing the conversation.

The five I's for visitor handling

- ✓ *Initiative*
- ✓ *Invite*
- ✓ *Inquire*
- ✓ *Inform*
- ✓ *Influence*



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Stand Behavior 3/3

Feel free to make notes

A visitor will not feel offended if you make notes on the spot. He will more likely take it as a sign of interest and professionalism. A well pre-prepared Visitor Contact Form can help in guiding the discussion and ensure that no important matters are forgotten.



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Evaluating the Project 1/2

Participation in a trade fair involves heavy investments. An evaluation of the results achieved, weighed against the costs incurred and the implementation of the project, constitute the major elements for an objective assessment, as well as being the basis for decision taking on future participation.

In order to be able to carry out an unbiased evaluation, the objectives and methodology of measuring should be set out in advance.

When it comes to international business-to-business trade fairs, immediate results - expressed in the form of orders - are not always available. The present-day role of international, sector-specific trade fairs lies more in the making and maintaining of contacts and the exchange of information.



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Evaluating the Project 2/2

The actual booking of orders is generally something which takes a concrete form some time after the trade fair. Apart from making a quantitative evaluation of contacts and (preliminary) possible orders booked, it is therefore a good idea to hold evaluations at certain periods of time after the fair, when results are measured.

Evaluate

✓ *Planning*

✓ *Target market*

✓ *Suitability of the exhibition*

✓ *Choice and quantity of exhibits*

✓ *Objectives and results, strategy and style*

✓ *Promotional activities*

✓ *Location, size and shape of the stand*

✓ *Design and decoration of the stand*

✓ *Servicing third parties*

✓ *Stand operations*

✓ *Follow-up activities*



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Follow-up is vital, not only for clarifying the exact results but also to protect and enhance the reputation of your organization and yourself.

A much-heard complaint by buyers is that exhibitors do not carry-out any follow-up to the agreements which have been made during the fair.

If possible start the follow-up immediately after a prospect has left the stand. A prompt follow-up will give you the advantages of being ahead of competitors, making a professional impression and showing your interest.

Follow-up may take place at various stages:

- ✓ short, informal meeting during the fair
- ✓ offers or samples dispatched within the agreed time
- ✓ interim communication in case of any delay
- ✓ message if no suitable offer can be formulated
- ✓ repeated requests for reactions



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CBI: Your European Partner

The CBI (Centre for the Promotion of Imports from developing countries) is an agency of the Netherlands Ministry of Foreign Affairs. Established in 1971, its mission is to contribute to the economic development of developing countries by strengthening the competitiveness of companies in these countries on the European (EU & EFTA) markets. The CBI considers social values and compliance with the most relevant environmental requirements to be an integral part of its policy and activities:

- ✓ market information
- ✓ company matching
- ✓ export development
- ✓ BSO development
- ✓ training programs.

Detailed information about the above services at: www.cbi.eu

[How to Contact CBI](#)



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How to Contact the CBI

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