



## Trade Fair Participation

Months to start of fair

- ▶ Definer corporate objectives and expectations
- ▶ New products or services ready for use at beginning of the fair?
- ▶ Check economic situation, sales opportunities and distribution
- 12 bis -9 ▶ Cost expectations, return on investment
- ▶ Company decision on participation at the trade fair
- ▶ Budget approval
- ▶ Appoint project management/company team
- ▶ Internal coordination
- 8 ▶ Request trade fair documentation
- ▶ Determine stand size
- ▶ Registration/allocation
- 7 ▶ Selection of exhibits
- ▶ Stand planning
- 6 ▶ Selection of stand construction company
- ▶ Advertising/gifts
- 5 ▶ Briefing of stand construction company
- ▶ Order



## Trade Fair Participation

Months to start of fair

- ▶ Trade fair catalogue entry
- ▶ Supporting advertising measures
- 4 ▶ Presentation by the stand construction company
- ▶ External staff, hostesses
- ▶ Dress code, uniforms
- 3 ▶ Commission catalogues/brochures
- ▶ Request communication lines/electricity/water supplies
- ▶ Determine stand personnel
- 2 ▶ Mailings to customers/invitation
- ▶ Begin briefing stand team
- ▶ Name badges
- ▶ Press activities
- ▶ Hostess briefing
- ▶ Exhibitor passes
- 1 ▶ Hand-over by stand construction company
- Start of fair**
- ▶ Visitor survey
- ▶ Success controls
- ▶ Observation of competitors
- End of fair**
- ▶ Orderly dismantling and return transport
- ▶ Analysis of the participation?  
Corporate objectives achieved?
- ▶ Follow-up/customer contacts
- +1
- ▶ Cost recording
- +2 ▶ Consequences for the future
- ▶ Determine return on investment
- +3 ▶ Decision on next trade fair, stand size
- ▶ Final report/documentation