



Successful Participation in Trade Fairs

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AUMA

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1. Germany, Trade Fair Country

In the heart of Europe, right in the centre of the single market: since time immemorial, this geographical position has made Germany a crossroads for the trade routes from East, West, North and South. Today, with import – export turnover in excess of 1,749 billion Euro, Germany is one of the world leaders in trade.

For the trade, the flow of information is just as important as the goods themselves if effective trade is to take place. Products increasingly need to be explained, the diversity of product ranges makes decision-making more difficult. Exchanging experiences and business relationships based on trust are therefore becoming more and more important. It is vital to establish, and maintain, new contacts. And there is nowhere better for this than trade fairs or exhibitions, face to face with possible future business partners.

Trade fairs in Germany are meeting points for different branches of industry – the possibilities are endless. The world's leading trade fairs for practically every branch of business and industry are to be found here. Just some examples: office and information technology, chemistry, electronics and electrical engineering, photography, mechanical engineering, fashion, furniture, entertainment electronics.

Germany, Trade Fair Country means both tradition and dynamism. Perfectly organized programmes of events that suit the needs of individual branches of industry include adapting to changing markets and technological developments. Accompanying events and conferences provide additional information concerning standards and trends, possible applications and solutions to problems. The result of this highly sophisticated trade fair concept is full approval from the relevant branches of industry – on the part of small and large businesses, nationally and internationally. A glance at the statistics illustrates this point.

The number of exhibitors at the annual total of about 150 international trade fairs and exhibitions is increasing every year. In 2010 the figure was more than 170,000. Many small and medium-sized companies have now also discovered the trade fair as a marketing tool.

The foreign participation amounted to 50 percent. Of these foreign exhibitors from 195 countries, more than 30 % are based outside Europe. This multinational atmosphere attracts even more international interest, thus enhancing this atmosphere even further. Specialists from all over the world are guest at German trade fairs. Of the annual total of 9–10 million visitors,



around 20 % come from abroad. Foreign visitors are representatives of top management. The longer the journey, the greater the decision-making competence within the company and the length of stay at the trade fair.

For the first time AUMA collected separate data on specialized national trade fairs. The figures for the 16 trade fairs belonging to this category were as follows: 2,100 exhibitors, 60,000 visitors and 30,000 m² of rented space. In 2010 the 16 trade fairs belonging to this category reported a 1.1 % increase in exhibitors and 10.1 % more visitors. By contrast, the amount of rented space, which on average covers a net area of only 2,000 m², fell by 5 %. However, there is noticeable growth in this area of the trade fair market, with 26 specialized trade fairs already scheduled for 2011.

Success Factors of the Trade Fair Centre, Germany

Geopolitical situation

- ▶ At the heart of the single European market
- ▶ Foreign markets close to home
- ▶ Future markets of Eastern Europe
- ▶ Visitors and exhibitors from over 180 countries

Cooperation with market partners

- ▶ Permanent dialogue between organizers and exhibitors
- ▶ Efficient market research
- ▶ Synergetic effects based on cooperation

Quality of infrastructure

- ▶ Modern transport infrastructure
- ▶ Highly functional exhibition centres
- ▶ 20% of the world's trade fair capacities
- ▶ 3 of the world's 5 largest trade fair centres

Quality of the events

- ▶ Long-term realization of trade fair concepts
- ▶ Little overlapping of themes
- ▶ 2/3 of all world pilot fairs

An analysis of the participation figures for individual events shows the depth of the market. The specialist visitor sees the international range of products and services, the exhibitor attracts a great number of potential customers. Specialization and an international profile create the prerequisite for worldwide competence in the various branches of industry. Even third country business to business contact between foreign suppliers and foreign customers – has always been of great importance at German trade fairs.

At the same time, trade fairs are a platform for cooperation initiatives; they are meeting places and distribution centres for exchanging products, ideas and know-how. A whole range of marketing aims can be realized at a trade fair. In just a few days the chances of market success of different products and services can be put to the test. Market procedures as well as changes in direction and speed of future developments will become apparent.

The regional exhibitions in many places also open up new market opportunities. In this case, the visitor profile is restricted to a quite clearly defined catchment area; the exhibitors, on the other hand, come from all over Germany and even from abroad – especially in the case of specialist regional exhibitions.

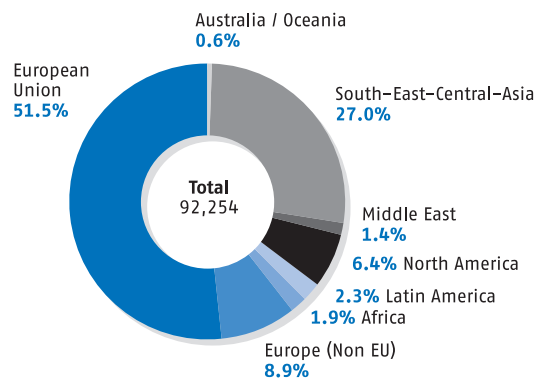
The AUMA Category (Web and brochures) Regional/Special lists 2010 about 145 regional events onwards that comply with certain quality requirements. The regional trade exhibitions are aimed at specialists from industry, trade, crafts and agriculture. The general and specialized consumer exhibitions are specifically aimed at the end user. In 2010, the regional events recorded by AUMA welcomed around 6 million visitors and newly 50,000 exhibitors.

The organizers offer every exhibitor detailed advice on all organizational and technical matters. They are in a position to arrange suitable contacts to the appropriate professional associations and sales organizations, and to sales, advertising and trade fair design experts. Trade fair advisory committees which include representatives of the exhibitors and usually also of the visitors side, assist in the development of events that take into account the needs of the individual field of industry.

Trade Fairs in Germany 2010

Foreign exhibitors

AUMA category international and national events



The intensely competitive nature of many branches of industry becomes all too clear in the context of a German trade fair, where the presence of the world market can be felt. Thorough preparation for participation in a trade fair is therefore absolutely essential.

This publication is intended to provide a guide to all the necessary activities on the part of the company, from the selection decision to the organizational procedures, right through to the follow-up.



2. Trade fairs as part of the marketing mix

General marketing aspects

The marketing function of the trade fair

The basic decision about whether to participate in a trade fair can only be taken after all the questions relating to marketing have been answered. In order to clarify the point Trade fairs as part of the marketing mix, we shall first have to define the term marketing.

Marketing can be understood as the planning, coordination and monitoring of all company activities directed towards present and potential markets. These company activities serve the purpose of long term fulfilment of the customers needs on the one hand, and the fulfilment of the companies objectives on the other.

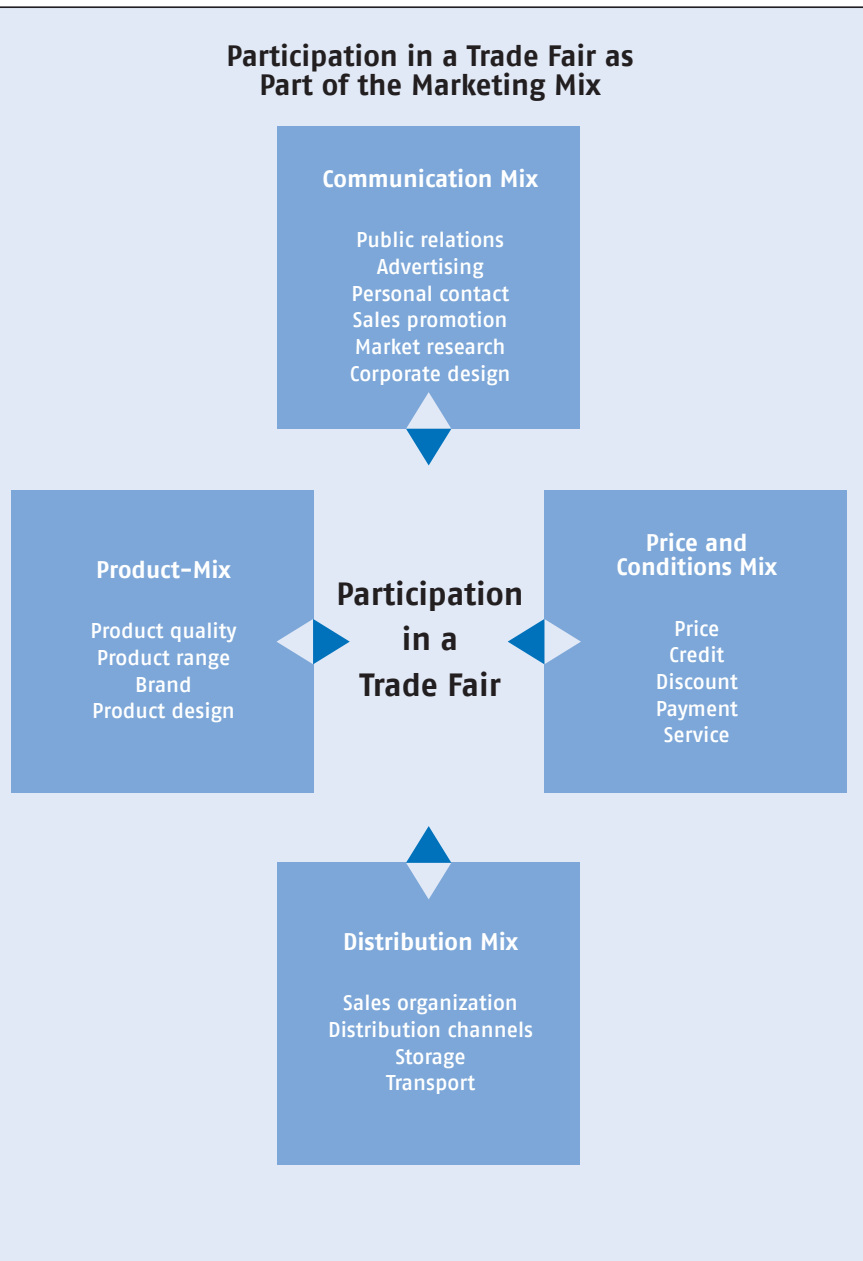
To achieve this, the company must bring its whole range of marketing policies into play. The marketing mix consists of product design, adapting to price and conditions and the measures necessary for distribution and communication. These tools enable the company to exert an active influence on the sales market.

The trade fair can no longer simply be regarded as an efficient means of distribution; on the contrary, it affects all elements of the marketing mix especially in the case of capital equipment. For the trade fair has changed from being simply a place to buy. It is now increasingly a source of information and communication. There is great potential for effective marketing in almost every aspect of the mix. When exhibitors take part in a trade fair they can bring into play their company policies on communication, price and conditions, distribution and products. Most exhibitors regard participation in a trade fair as an integral component of their marketing mix. Trade fairs serve to fulfil the most diverse company aims.

Selected Functions

Trade fairs

- ▶ offer market concentration reflecting selected markets
- ▶ are an experience and appeal to all human senses
- ▶ guarantee and increase the transparency of the market
- ▶ open up new markets
- ▶ enable a direct comparison of price and performance
- ▶ encourage an intensive exchange of information



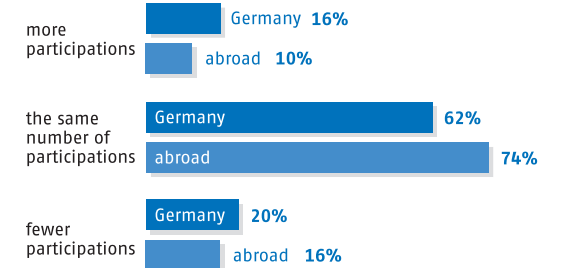
Marketing at trade fairs means rationalization, because trade fairs can be used for a variety of different functions. Hardly any other marketing tool is capable of combining the detailed presentation of the company and its products with personal customer contact.

Trade fairs are also the source of a multitude of sales leads which are essential component parts of any companies sales policy. This is where market procedures, type and scope of changes as well as direction and speed of future developments really come to light. Trade fairs are a unique medium with unique possibilities. Unlike an advertisement in a newspaper, a promotional letter, brochure or catalogue which all convey a purely abstract impression, at a trade fair the product itself is the centre of attention. Machines and systems are shown in operation; dialogue between customer and exhibitor is directly and inextricably linked to expert technical presentation.

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Development of trade fair participations*

Compared to 2010/2011 ...% of the German exhibiting companies* are planning worldwide in the period 2012/2013:



* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented fairs; October 2011; to 100 remaining percent: n.a.

Nor can trade fairs be replaced by highly sophisticated information technology: on the contrary, many products and services have an increasing need to be explained; diverse application possibilities make the ultimate decision more difficult for the buyer. The range of products available is growing all the time. Exchanging experiences and verbal communication are becoming increasingly important. The basis of personal trust between business partners is therefore one of the most significant factors in making the final decision. In national and in international competition, close customer relationships have taken on a key significance as a strategy for success. Marketing objectives can be realized by visiting potential customers at their place of work. Experts have, however, come to the conclusion that, in spite of the expenditure involved in participating in a trade fair, there is no other situation where it is possible to reach so many competent specialists in such a short time as at a trade fair.

The acceptance of a new product or of a prototype can be tested very quickly at a trade fair. The reactions of visitors provide invaluable information for market research. An additional advantage of participation in a trade fair is the opportunity to maintain contact with regular customers. Instead of the high costs of a visit and the valuable time involved, a short conversation at the trade fair stand will renew the contact and ensure a more intensive business relationship.

Participation in a trade fair must often be seen in conjunction with other marketing tools. For example, if the main aim of participation is to develop existing contacts with regular customers, there must be an intensive campaign to attract them to the trade fair. If, however, the priority is to attract new customers, the advertising campaign must have a broader appeal. A simple analysis of what happens at a trade fair shows that this marketing tool can achieve a great variety of far-reaching objectives. All the factors mentioned emphasize the importance of trade fairs as part of the marketing mix.

Participation in trade fairs as a company procedure

Just like advertising, sales promotion and public relations, the subject of participation in a trade fair is often hotly discussed throughout all management levels of the company. Insufficient knowledge of the relevant factors, e.g. the selection process and the effect of participation in a trade fair can lead to sceptical reactions or even to rejection of participation in a trade fair. The uncertainties can only be eradicated if participation in a trade fair is regarded as a company procedure, or if it is linked to the dynamic process of a company. Collection and analysis of all relevant internal data (product, product range) and external data (customers, competition) is the first item on the agenda.

After this, the companies own marketing concept must be evaluated with the aid of the data and preconditions. The evaluation clarifies whether a trade fair should be used as an additional marketing medium. The evaluation is also required to establish appropriate strategic measures, e.g. aims at the trade fair (▷ Ch. 3, Aims of participation in a trade fair) and selection of the right trade fair (▷ Ch. 4, Selection and decision criteria) as well as tactical measures, e.g. employing an individual marketing mix. The realization, that is, the success of the individual aspects, requires appropriate organization, management and monitoring.

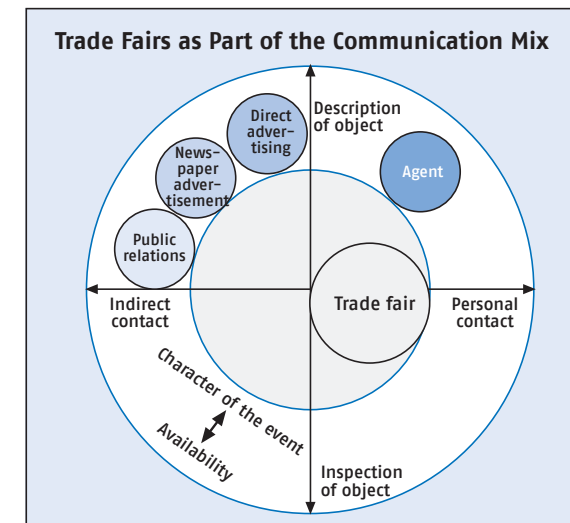


Trade fairs as part of the communication mix

The process of communication represents an exchange of news and information. This is also the case at a trade fair, although the exhibitor is at first more in the role of information provider with his stand, products and staff; the visitor initially takes on the role of the information receiver, but later he also becomes an active participant in the exchange of information. The actual trade fair takes on the role of the medium: thus, communication is one of the central functions of trade fairs and exhibitions.

The instruments of a companies communications policy are advertising, sales promotion, personal sales discussions and public relations. However, market research or the visual image expressed in a companies corporate design can also be included. The diagram clarifies the position of the trade fair in comparison to other means of communication.

This representation shows the prominent position of trade fairs as a means of communication. This is shown in the diagram at two different levels. At the first level it is clear that within the scope of participation in a trade fair, intensive contact between exhibitors and visitors can be achieved – a good relationship with customers. The dialogue between exhibitors and visitors has very great value, because this is the only way to develop lasting business relationships and improve existing ones.



It is also the case that a trade fair can convey much more vivid and active information about a product or service than any other component of the marketing mix. The product can usually be seen as well as described. This is particularly significant at capital equipment trade fairs.

The second level shows trade fairs in terms of their value as a promotional spectacle and in terms of their availability to the exhibitor. Participation in a trade fair offers a high degree of value as a promotional spectacle.

Communication mix

Public relations
Advertising
Personal contact
Sales Promotion
Market research
Corporate design

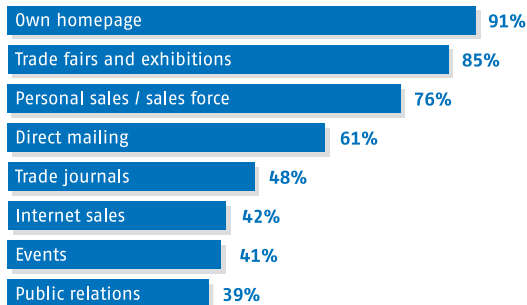
The exhibitor has numerous opportunities to offer the trade fair visitor an impressive experience, e.g. by putting on a product related show. However, the possibilities for exploiting the opportunities offered by trade fairs, that is the degree of availability to the exhibitor, are comparatively low, since trade fairs only take place relatively infrequently on a rotational basis, and deadlines for registration must be observed. This means that the exhibitor must allow for a longer-term planning period if a trade fair is to be used.

Great importance is attached to a trade fair in comparison to other media because of its multifunctional character. No other medium can be employed in such an individual way, and no other situation offers the opportunity of such direct communication with customers, for the purpose of creating a need for information, or satisfying the already existing need for information.

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Trade fairs in the communication mix

In b-to-b communication ...% of the German exhibiting companies* regard as very important or important:



* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented fairs; October 2011

also possible to become aware of changes in the customer profile and in buying behaviour more quickly and more directly within the scope of participation in a trade fair (> also Ch. 9, Advertising and public relations).

Specific advantages of your product and/or company, such as reliability, good after sales service and high product quality, can be presented quite clearly. Vice versa, during participation in a trade fair, important information about, sales promotion or advertising, for example, goes back to the company where it should be used to good advantage.

Participation in a trade fair helps a company to reach more potential customers and to create a more favourable impression on existing customers. It is



Trade fairs as part of the price and conditions mix

The relevant spheres of influence for the development of an individual price and conditions mix are, in particular, exact knowledge of the customer profile, of the size of companies, of the locations and of the delivery distances involved. The company can find out the necessary information in a conversation with the customer, for example. Participation in a trade fair can contribute towards a new conception of the existing price and conditions mix, and if desired, new areas of the market can be sounded out.

The following points should be taken into consideration:

- packaging, freight and insurance costs
- costs for after sales service and customer service
- existing price calculations
- conditions of payment
- payment, quantity and special reductions
- conditions of delivery
- conditions of cancellation

Questions relating to customers and potential customers prompt settling of accounts and credit-worthiness should also be considered. The price and conditions mix must be arranged so that company aims can be achieved and company profits assured.

Trade fairs as part of the distribution mix

An explanation of the aspects of the distribution mix shows to what extent participation in a trade fair can be regarded positively. There must be an investigation into whether further reorganization or other changes to the existing sales organization are necessary: e.g. restructuring the sales force, recruitment of dealers and sales representatives, looking for cooperation partners for storage and transport. Another consideration is whether the existing distribution channels need to be changed qualitatively or quantitatively.

Price and conditions mix

Price
Credit
Discount
Payment
Service

Distribution mix

Sales Organization
Distribution channels
Storage
Transport

Trade fairs as part of the product mix

One important consideration is to what extent the whole product range of the company should be on show at a trade fair. In order to review the product mix, it is necessary to be aware of the current market cycle of the product or specific market that is to be displayed. The range can be extended if desired in order to be able to offer an even better presentation at a trade fair where a new product – a trade fair launch – is to be shown.

Product mix

Product quality
Product range
Brand
Product design

The product design should be up-to-date and thus easily marketable; the same applies to the packaging. Should the company's product be branded merchandise or should there be trade marks used, this must be explained. Individual elements of the product mix, and thus the product itself, can be tested by participating in a trade fair. By talking to a user, the acceptance of the product can be tested and thus the company can gain valuable stimuli for its product and product range policy.

A word about competitors

The analysis of the strengths and weaknesses of the competition provides more information in respect of the decision about possible participation at a trade fair. The aims of this analysis of the competition might be:

- more informed assessment of your own market position
- to learn from the market behaviour of competitors
- better assessment of your own development

It is important to establish who exactly should be regarded as the competition. As well as direct competitors who manufacture the same, or similar, products, it is also necessary to include companies that use the same production processes, or offer substitutes for your company's products.

It is possible to distinguish between individual competitive markets on the basis of, for example, products and services, and according to geography.



Competition circumstances for each individual market can then be determined with the aid of various criteria, e.g.:

- company image
- company location and factories/production units
- range of services
- manufacturing capacity
- research and development activities
- marketing strategy/marketing mix
- advertising budget
- distribution network
- profitability
- development trends

Due to the meeting of different companies with a similarly structured range of products, participation in a trade fair will enable you to see the market with additional clarity.

Summary

Within the scope of medium and long term company planning, participation in a trade fair can serve to clarify the future position of a company in the market. The cost to profit ratio can also be improved by participating in a trade fair. In the case of participation in an international trade fair, however, three criteria should be fulfilled.

Participation usually makes sense where:

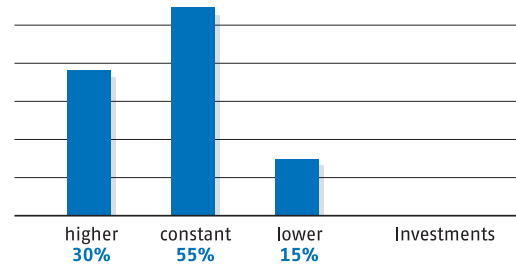
- the company's sales are not limited to one region
- sales are based on a sufficiently broad customer base
- the product, or the service, shows a high degree of know-how

Mass-produced goods or everyday products are hardly likely to meet with a positive response at a trade fair. Visitors come in the expectation of discovering new products and seeing technologically highly advanced products, or special products, "in the flesh" (▷ Ch. 3, Aims of the exhibitor regarding visitors). Individual gaps when answering the catalogue of questions may lead to uncertainty about participation in a trade fair, but they should not have a detrimental effect on the overall decision.

AUMA_MesseTrend 2012

Investments in participations

Compared to 2010/2011, ...% of German exhibition companies* are planning worldwide in the period 2012/2013:



Trade fair budget per company: 2012 + 2013: 376,600,- €

* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented fairs; October 2011; to 100 remaining percent: n.a.

The effects of participation in a trade fair within the scope of the companies overall plan for marketing policy must also be taken into consideration. Participation in a trade fair results in positive cooperative effects for a company. Participation in a trade fair can above all lead to success when there is a conscious effort to coordinate it with the other elements of the marketing mix.

Participation should be agreed for a period of time spanning at least three events. Taking part in one event only gives a distorted picture, and most importantly of all, the opportunity to intensify those first contacts made at the central meeting place and competition arena of your branch of industry, the trade fair, would be missed.

The answers to most questions which derive from the marketing mix will give a basic structure for an individual marketing mix and thus provide the answer to the question about whether to participate or not.

Over and above that, there are other criteria which play a great part in the ultimate decision, such as the quality of the trade fair involved (visitor profile and organizers information) (> Ch. 4, Selection and decision criteria).



3. Aims of participation in trade fairs

Participation aims of the exhibitor

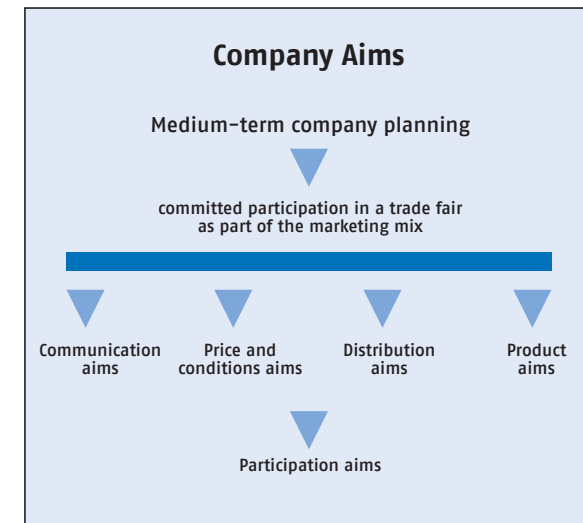
Before making the final decision about participation in a trade fair, an analysis of your companies situation and a clear definition of your own starting point (> Ch. 2, Trade fairs as part of the marketing mix) are indispensable.

Experts emphasize again and again the importance of establishing the communication, price and conditions, distribution and product aims before participation. When doing this, the companies aims as established within the scope of medium term company planning can be seen as a starting point for a plan for committed participation in a trade fair as part of the marketing mix. The aims to be pursued at the trade fair are consistently derived from the individual marketing aims.

The following rough diagram shows this connection:

In the context of capital equipment, it is often argued that trade fairs have little or no sales value – that at best they can be useful for sales preparation. This cannot lead to the conclusion that communication should be regarded as the only aim, since the difference between an initial or contact visit to a customer by a salesman – which does not usually lead to an immediate order either – and a trade fair, is considerable.

Corresponding to the multifunctional nature of trade fairs and exhibitions, a whole package of marketing aims can be realized. For communication, the following applies: even if only the sales process is in the foreground, the company can still do useful public relations work at the same time. It is also possible to observe the competition for the purpose of market research.



The company introducing a new product can also take advantage of the trade fair for general sales promotion and advertising. The breadth of possibilities available is a direct result of the opportunity which the trade fair – and no other medium – offers for personal contact with a large number of people interested in your branch of industry. Establishing the most important trade fair aims influences the whole organizational preparation right through to the completion and monitoring of participation aims (> Ch. 6 – 10). The following grouping of participation aims needs to be considered with a flexible attitude. This is an example of how communication aims can also serve the product mix.

Primary participation aims

- to encounter new markets (discover niches in the market place)
- to examine your competitiveness
- to assess export chances
- to inform yourself about the situation of the branch of industry
- to exchange experiences
- to initiate cooperation arrangements
- to participate in specialist events
- to recognize development trends
- to interest new markets in your company/product
- to combine participation in a trade fair with complementary measures (special events, seminars, tours of the factory)
- to meet competitors (which competitor exhibits at which trade fair?)
- to increase profits

Communication aims

- to develop personal contact
- to meet new groups of customers
- to increase company prominence
- to increase the effectiveness of company advertising among customers and the public at large
- to complete the index of customers
- to consolidate press relations
- to discuss requests and requirements with customers
- to cultivate existing business contacts
- to collect new market information
- to put the corporate design plan into action
- research and sales training through an exchange of experiences



Price and conditions aims

- to present a convincing range of services to the market
- to sound out the room for manoeuvre as regards pricing

Distribution aims

- to expand the distribution network
- to estimate the effect of elimination of one trading level
- to look for new agents

Product aims

- to test the acceptance of the product range in the market
- to launch prototypes
- to assess the success of a product launch on to the market
- to present product innovations
- to expand the product range

Aims of the exhibitor regarding visitors

The primary aims of a specialist visitor provide the exhibitor participating at a trade fair with guidelines for strategic planning. This is extended into the area of tactics; it is then possible to talk about the exhibitors aims being determined by visitor-orientated criteria.

Here is a selection of visitors aims:

- to gain a general view of the market, including related specialist areas
- to assess the situation and perspectives of the market
- to compare prices and conditions
- to look for specific products
- to see new products and possible applications
- to recognize market trends
- to become informed about the technical function and nature of certain products or systems
- to find information on the solutions to current problems
- to visit conferences and special shows
- to learn
- to gather suggestions regarding his companies own product and design
- to develop, or make, business contacts
- to place orders and negotiate contracts
- to seek out contacts in similar companies
- to assess the benefits of possible participation as exhibitor

Weighting of the participation aims

The weighting of the individual participation aims depends decisively on the desired and the possible trade fair. Two examples can serve to clarify this:

At trade fairs for consumer goods, e.g. toys, fashion, leather goods, the main attraction is the placing of orders. The visitors to these events are mainly customers who want to order goods or designs for the next season. Characteristic of these fairs is that the products are bought according to a fixed rotation and that the buyer can usually make an immediate decision without having to consult the management of the company involved.

Immediate profit is comparatively unimportant at international trade fairs for capital equipment. This equipment is relatively complex and the order is often only placed after a long period of negotiations, since considerable technical problems must be solved. The conditions are also the centre of intensive negotiations. Several people authorized to make decisions are involved with the purchase.

The negotiations take place in the period after the trade fair. Any resulting order is termed an indirect trade fair purchase order. Purchase orders for capital equipment are frequently prepared in advance so that the contract can be signed at the trade fair. As far as the weighting of the participation aims is concerned, this means that the exhibitor will either select a suitable trade fair according to his established aims, or will vary the aims according to the trade fairs available (▷ Ch. 4, Selection and decision criteria).

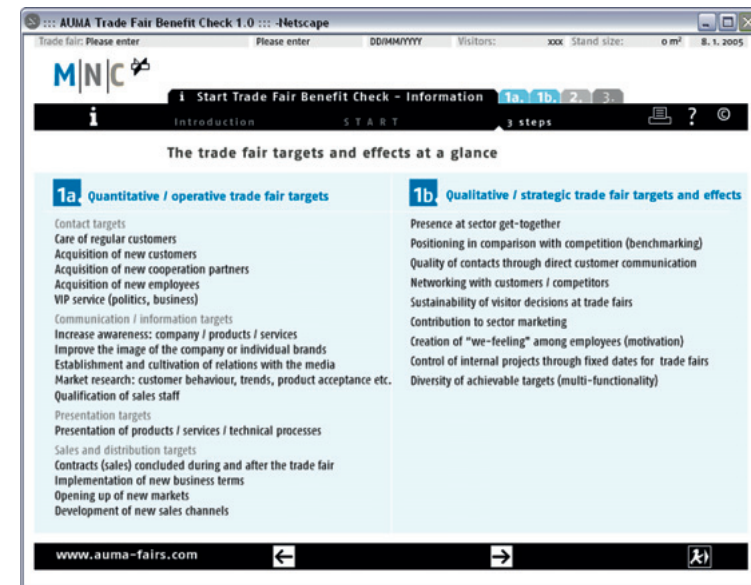
Thus, order trade fairs permit quantifiable aims and monitoring the success attained is therefore easier. In the case of events which are based more on information and consultancy, it is more difficult to define the aims in terms of the size of profit made.

To conclude, one more important point must be considered: what is the level of financial means available for participation in a trade fair and for the absolutely essential additional measures (e.g. pretrade fair advertising/ ▷ Ch. 5, Budget)?

Participation in a trade fair is often ruled out because of the costs involved, without the multifunctional nature of a trade fair having been considered during the decision-making process. The question is, therefore, whether your company is prepared to undertake financial restructuring in order to accommodate a trade fair regarded as necessary, even though it already has long-established aims.

It can prove helpful in replying to this question to evaluate quantitative trade fair objectives in monetary units and in addition to assess the importance of qualitative objectives and also to evaluate them. The *hard factors*, which as a rule can be calculated in monetary terms as opportunity costs (in other words, quantitative), are described as quantitative fair objectives. The central question is: “Which costs would arise in order to accomplish the trade fair objectives with marketing instruments other than trade fairs?”

Qualitative trade fair objectives, also referred to as *soft factors*, cannot as a rule be expressed in monetary terms as opportunity costs. Here, a subjective assessment must be provided by the exhibitors. It is a question of the assessment of the individual company-specific benefits of a trade fair participation, the emotional factor “fascination” and “non-substitutability” of the trade fair as an explanation of the uniqueness of the instrument trade fair in the marketing mix.



4. Selection and decision criteria

In order to use trade fairs efficiently as part of the marketing mix, it is necessary to be selective. Selection of region, target group (▷ Ch. 2, Trade fairs as part of the marketing mix) and, as a result, of exhibits and stand personnel (▷ Ch. 6 – 9). The trade fair landscape is highly selection oriented, and in Germany, Trade Fair Country there is an extremely advanced system of differentiation. The selection of an appropriate trade fair can be prepared from your desk, for a great many criteria must be systematically assessed and brought into the final decision. All our competitors will be there, so we had better be represented as well is a simplified example of how not to make such a decision.

Types of trade fairs and exhibitions

In the last few decades, Germany, Trade Fair Country has developed into a system of interconnected trade fairs. Each of these trade fairs offers a representative general view of the respective economic sector. Trade fairs are often classified according to catchment area and also according to concept or orientation.

Trade fairs are market events of a specific duration held at intervals, at which – with a predominant appeal to trade visitors – a large number of companies present the main product range of one or more sectors of industry and mainly sell to commercial buyers on the basis of samples.

Exhibitions are market events of a specific duration at which a large number of companies – with a predominant appeal to the general public – present a representative product range of one or more sectors of industry and sell it or provide information about this product range for the purposes of sales promotion.

National trade fairs and exhibitions register visitors who come from a catchment area that extends well beyond the respective region.

Regional trade fairs and exhibitions attract visitors mainly from that area. Up to 2009 this category included Special events to and was called regional/special.

Trade fairs listed as **special** dwell on a specific industry theme, occupy display areas less than 4,000 m² in size, and at the very least are attended by visitors from non-local regions. In general, 50 % of the visitors are from areas at least 100 km away and 20 % are from regions at least 300 km from the venue. Trade fairs in this category are listed as “regional” up to 2009.



Trade fairs and exhibitions are classified as **international**, when they register both a substantial share of foreign exhibitors (at least 10 % regularly) and a considerable share of foreign trade visitors (at least 5 % regularly) and present the main product range of one or more sectors of industry.

Multi-branch trade fairs display the basic and well-defined range of goods and services of several areas of industry or trade. Branch trade fairs or special interest fairs concentrate on the manufacturers or customers of one sector of industry or of a very limited number of sectors, or even on specific services. As far as the catchment area and significance are concerned, these specialist trade fairs can have an international, national or regional orientation.

The type of trade fair that dominates Germany today, is quite definitely the specialist trade fair/exhibition with a clearly defined programme. The products and goods that may be exhibited are determined in the nomenclature. Other products are not permitted. The nomenclature normally relates to the technical properties of the goods to be exhibited or to product groups.

There are specialist trade fairs/exhibitions for certain goods organized according to production areas. Moreover, there are specialist trade fairs/exhibitions for certain customers/techniques/processes/topics. These application-orientated trade fairs combine all products – regardless of their technical nature – needed by a certain group of customers.

In the last years, both the number of consumer exhibitions, and also that of those events targeted at a specialist regional clientele have increased in Germany.

As far as the catchment area, or attraction, of a trade fair is concerned, new definitions are under discussion with regard to the European single market, which are intended to take into account the fact that markets organized up until now on a national basis will in future have much closer ties internationally. This typology should also make it easier to assess the value of an event:

Globalization – On a worldwide scale, global trade fairs are the top events for some branches of industry. They have worldwide attraction and appeal for specialist visitors as well as exhibitors from all over the world.

Types of Trade Fairs and Exhibitions

International and national trade fairs/exhibitions
AUMA–Category:
international/national

Special trade fairs/
exhibitions
AUMA–Category:
special

Regional trade fairs/
exhibitions
AUMA–Category:
regional

Europeanization – Trade fair events with Europe-wide attraction are a meeting place for European participants in the broadest possible geographical sense.

Regionalization – In place of the former national trade fair events, regional events based on a European dimension will serve the markets of specific European regions. These European regional events will be entirely multi-lingual on the exhibitor and specialist visitor side. To a great extent, they will be orientated towards the European-regional market conditions.

Localization – In keeping with European dimensions, local trade fair events can now command the catchment area of a whole former region. Regional markets will become local markets according to these new perspectives. Even more so than was previously the case, local sales practices must be taken into consideration by exhibitors and specialist visitors. These markets will come into being primarily due to the strength of consumer demand, and due to industrial demand.

The subdivision of trade fairs in general is solely for the purpose of providing a better and more comprehensive general description of the various trade fairs and is intended to show that trade fairs are by no means homogeneous entities. Each individual trade fair, whether it can be more or less clearly classified under one description or other, is in its own way unique and has its own characteristics, which change with the passing of time. Fairs reflect the market.

Assessment and selection

On the basis of the analysis of your own marketing (> Ch. 2, Trade fairs as part of the marketing mix), your established aims (> Ch. 3, Aims of participation in a trade fair) and with the aid of the type descriptions of trade fairs, it is now possible to eliminate those trade fairs which cannot fulfil your aims. A regional exhibition which would suit your product must be eliminated if you are hoping to gain export contracts. If a construction materials or construction equipment company based in southern Germany wishes to expand and gain custom in northern Germany, a trade fair taking place in northern Germany would have to be high on the list of priorities.

If the products involved are sold to a specific target group in the majority of cases, you must find out which event is orientated towards this particular target group in terms of its exhibits. For a whole range of products, analysis of the trade fairs available results in an unambiguous situation: after a step by step elimination process, one trade fair will eventually prove to be the right one.



It becomes more difficult if more than one trade fair is possible. In these cases there are two possible solutions: participate in both trade fairs, or continue to make additional criteria, requirements or prerequisites more and more specific until only one event remains.

After this selection process – which is to a certain extent theoretical – we would recommend that you first look at the trade fair you have selected from the point of view of a visitor to gain a first-hand impression. It will thus be possible to see and experience how exhibitors or competitors present themselves (size of the stand, how elaborate the stand design is, presentation of the products) and how visitors behave (large concentrations on certain days, time spent at each stand).

It is also advisable to find out whether suppliers exhibit technical alternatives at the trade fair, and how they put them across to the visitors (price, delivery deadlines, benefits to the user). If there is more than one trade fair on the shortlist, visits to the possible events before participation are especially worthwhile. The expenditure involved in this case is definitely lower than that involved if you have to learn the hard way from a bad experience at a trade fair due to an ill-informed decision. Your product must fit in with the theme of the trade fair and be listed in the organizers nomenclature. The trade fair must attract the desired target groups. These two conditions are absolutely essential.

On the exhibitors side, the trade fair should offer at least a representative general picture of the respective product range, but it is far better if it includes all leading suppliers for the relevant product areas – at regional exhibitions possibly via dealers. The more economically powerful the suppliers side, the greater the attraction for visitors. However, a trade fair should not be selected if the exhibitor has no sales operation in the region served by the fair or is unable to develop such an operation at short notice.

To be represented at a trade fair but not in the marketplace can lead to spectacular individual successes, but is not very beneficial in terms of consistent and systematic market operations. It is also useful and beneficial to reach the groups that make up the periphery of the direct target group, rather than just the target group itself. They can include opinion leaders, decision makers and other groups of people that should be classified as secondary target groups from an advertising point of view.

Selection Criteria

Your situation and participation aims fit in with the theme of the trade fair

Representative range of goods on offer

Your customer groups will be reached

New target groups will be attracted

Selection of Suitable Trade Fairs

Analysis of "trade fair landscape"

Themes, titles

Target groups

Regional "scope"

Own aims

Pre-selection

Visit

Supplementary events such as specialist congresses, exhibitors seminars, meetings of professional or economic associations (trade or craft) that are taking place as part of the trade fair or at least in the same town can also be conducive to a large number of visitors. These meetings can also motivate the members of the target group to pay an additional visit. Additional criteria are beyond the direct sphere of influence of what actually takes place at the trade fair. For instance, laws and regulations for environmental protection can force technical solutions that were formerly widely used to be modernized or replaced. This leads to a greater need for information and has a corresponding effect on the number of visitors to certain trade fairs.

Sources of information

There is a number of reliable sources which distribute information about trade fairs.

General information about German trade fairs can be found in the various AUMA publications. The AUMA_Messe Guide Deutschland is published regularly and contain a preview over several years. In the case of individual requests, AUMA can forward lists of trade fairs, which will help the interested party to find the desired goods, or decide where his products would be best exhibited. On the Internet www.auma.de you will find information about trade fairs and exhibitions in Germany and abroad: dates, organizers addresses (in some cases, also links), service brochures as well as exhibitor, visitor and exhibition space statistics for the last three events. These trade fair data are also available via iPhone app: MyFairs lets users find out about trade fair dates worldwide, their products and services, and obtain contact details. This mobile application accesses information from AUMA's trade fair database, which is updated daily. Besides a comprehensive search function the app also facilitates an individual data management. For further information visit www.myfairs.auma.de.



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The Society for Voluntary Control of Fair and Exhibition Statistics (FKM), founded in 1965, provides statistical information that has been checked and compiled according to standard rules about exhibition halls, exhibitors and visitors and thus ensures that truth and clarity prevail in the trade fair industry.

FKMs data enable individual events to be compared for the purposes of planning and monitoring success, and it is also possible to compare FKM's findings with your own data collected at the stand.

The annual FKM report is published in German and English and can be obtained free of charge by writing to the FKM management:

FKM Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen

Littenstraße 9
10179 Berlin

Telephone +49 30 24000-0 info@fkm.de
Telefax +49 30 24000-340 www.fkm.de

Information about trade fairs is also available from the Chambers of Industry and Commerce, the Chambers of Industrial Crafts, the Chambers of Commerce abroad as well as the trade associations as umbrella institutions for various branches of industry.

- www.ahk.de
- www.bdi.eu
- www.dihk.de
- www.zdh.de

Sources of Information

Dates, product groups, statistics

AUMA_MesseGuide Deutschland
 AUMA_GTQ Calendar
 AUMA_Foreign Trade Fair Programme
 FKM-Report
 Trade Fair Company/Organizer
 www.auma.de

Additional sources of information

Chambers of Industry and Commerce
 Chambers of Industrial Crafts
 Trade Associations
 German Chambers of Commerce abroad

The economic associations of industry, the crafts, commerce and the service sector are sources of specialist information about their respective branches and have experience of the relevant trade fairs. They will also supply information about inter-company exhibitions.

The Chambers of Commerce abroad, the Chambers of Industry and Commerce in Germany and trade associations will arrange trading contacts. The addresses can also be obtained from the DIHK.

Previews of trade fair dates are printed in many publications – often as extracts. Specialist journals devote great attention to the branch trade fairs. Comprehensive information, reports and comments are published about interesting international and regional events.

Comprehensive information, reports and comments are published about interesting international and regional events.

All reputable organizers offer a comprehensive range of literature:

- catalogue of the previous event
- structure of the product range and nomenclature
- development of the exhibitor and visitor statistics
- visitor profile test
- results of exhibitors questionnaires
- (sometimes) market and branch of industry analysis

The reliability of the data is guaranteed if the statistics have been certified by FKM.



Visitor and exhibitor surveys

Visitor surveys

Specialist trade visitor analyses that are carried out by independent market research institutes can be obtained from the trade fair companies. If they are carried out according to the standards of the Society for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM), they are also printed in the FKM Report and the AUMA_MesseGuide.

The specialist visitor profile tests are based on questionnaires completed during the event, which are carried out either as personal interviews or on computer terminals with questions and graphics in several languages. The specialist visitor profile tests contain information on country or region of origin, profession, branch of industry represented, size of company, degree of decision-making authority, length of visit, frequency of trade fair visits etc.

With the aid of this analysis, the exhibitor can recognize which target groups attend the trade fair. With regard to his own trade fair aims and stand design, he can then prepare for these specific groups. As precise knowledge as possible of the visitor structure of a trade fair is also important for the stand conception and the selection of stand personnel.

The FKM has also designed a private visitor analysis for events aimed mainly at end users. It contains, among other things, questions about regional origin, sex, age, profession, net income, size of household, products bought or ordered, postfair business.

FKM visitor profile analysis Basics (result of all visitors)

Total number of visitors		A2 Position in the company/organization	
A1 Region of residence		Entrepreneur, co-owner, freelancer	... %
Domestic total	... %	Managing director, board member, head of an authority etc.	... %
Of which according to Nielsen:		Area manager, works manager, plant manager, branch manager, head of public office	... %
Nielsen 1 ... %	Nielsen 4 ... %	Department head, group head, team leader	... %
Bremen	Bavaria	Other salaried staff, civil servant, skilled worker	... %
Hamburg	Berlin	Lecturer, teacher	... %
Lower Saxony	Nielsen 5+6	Trainee	... %
Schleswig Holstein	Berlin	Other position	... %
Nielsen 2 ... %	Brandenburg	Student	... %
North Rhine-	Mecklenburg-	Other not gainfully employed	... %
Westphalia	West Pomerania		
Nielsen 3a ... %	Saxony-Anhalt		
Hessen	Nielsen 7		
Rhineland-Palatinate	Saxony		
Saarland	Thuringia		
Nielsen 3b ... %			
Baden-Wuerttemberg			
Total foreign:	... %	A3 Frequency of visits to the trade fairs	... %
Of which:		Previous event	... %
EU	... %	Earlier events	... %
Rest of Europe	... %	First visit	... %
Africa	... %		
North America	... %		
South & Central America	... %		
Middle East	... %		
South-East-Central Asia	... %		
Australia/Oceania	... %		
The five countries with the highest visitor shares			
.....	... %		
.....	... %		
.....	... %		
.....	... %		
.....	... %		
.....	... %		
Distance to home:			
Less than 50 km	... %		
More than 50 km up to 100 km	... %		
More than 100 km up to 300 km	... %		
More than 300 km	... %		



Exhibitor surveys

In order to obtain information about the success of the trade fair and the evaluation of the event from the point of view of the exhibitor, a survey is usually carried out. The analysis of this survey is made available to all exhibitors and other interested parties.

It contains information on the following subjects:

- satisfaction/overall success
- direct sales/orders/order levels
- expectations of post-fair business
- new business connections
- foreign visitors
- assessment of business outlook
- contact with target groups
- assessment of participation in the trade fair as part of the marketing mix
- opinion of the composition of the products and services available
- plans for future participation

FKM visitor profile analysis Additional questions

Additional questions for trade visitors	Additional questions for private visitors																				
<p>B1 Economic sectors</p> <p>B2 Influence on purchasing/procurement decisions</p> <p>Decisively ... %</p> <p>Collectively ... %</p> <p>In an advisory capacity/organization ... %</p> <p>No ... %</p> <p>Pupil/student ... %</p> <p>Other not gainfully employed ... %</p> <p>B3 Area of responsibility</p> <p>Management ... %</p> <p>Research/development/design ... %</p> <p>Manufacturing, production, quality control ... %</p> <p>Buying/procurement ... %</p> <p>Finance/accounting, controlling ... %</p> <p>Information and communication technology ... %</p> <p>Organization, personnel, administration ... %</p> <p>Marketing/sales/advertising/PR ... %</p> <p>Logistics: storage, material management, transport ... %</p> <p>Maintenance/repairs ... %</p> <p>Other area ... %</p> <p>Maintenance/repairs ... %</p> <p>Student ... %</p> <p>Other not gainfully employed ... %</p> <p>B4 Size of company/organisation</p> <p>Number of employees:</p> <table border="1"> <tr> <td>1 - 4</td> <td>... %</td> <td>200 - 499</td> <td>... %</td> </tr> <tr> <td>5 - 9</td> <td>... %</td> <td>500 - 999</td> <td>... %</td> </tr> <tr> <td>10 - 49</td> <td>... %</td> <td>1,000 and more</td> <td>... %</td> </tr> <tr> <td>50 - 99</td> <td>... %</td> <td>Student</td> <td>... %</td> </tr> <tr> <td>100 - 199</td> <td>... %</td> <td>Other not employed</td> <td>... %</td> </tr> </table> <p>B5 Length of stay</p> <p>Average length of stay ... %</p>	1 - 4	... %	200 - 499	... %	5 - 9	... %	500 - 999	... %	10 - 49	... %	1,000 and more	... %	50 - 99	... %	Student	... %	100 - 199	... %	Other not employed	... %	<p>C1 Sex</p> <p>Male ... %</p> <p>Female ... %</p> <p>C2 Age</p> <p>Up to 20 ... %</p> <p>Over 20 up to 30 ... %</p> <p>Over 30 up to 40 ... %</p> <p>Over 40 up to 50 ... %</p> <p>Over 50 up to 60 ... %</p> <p>Over 60 up to 70 ... %</p> <p>Over 70 ... %</p> <p>C3 Size of household</p> <p>1 person ... %</p> <p>2 persons ... %</p> <p>3 persons ... %</p> <p>4 persons ... %</p> <p>5 persons or more ... %</p> <p>C4 Buying or ordering capacity</p> <p>Purchase or order made or intended at the exhibition</p> <p>Yes ... %</p> <p>No ... %</p> <p>Maybe ... %</p> <p>Follow-up business</p> <p>Intent to buy at a later date</p> <p>Yes ... %</p> <p>No ... %</p> <p>Maybe ... %</p>
1 - 4	... %	200 - 499	... %																		
5 - 9	... %	500 - 999	... %																		
10 - 49	... %	1,000 and more	... %																		
50 - 99	... %	Student	... %																		
100 - 199	... %	Other not employed	... %																		



5. Budget

No thorough planning process previous to participation in a trade fair is complete without a budget being drawn up in good time. If it is the first time that you are participating, prediction of costs involved will admittedly be difficult, but when the exact costs of the first participation have been ascertained, this will make future planning much more accurate. After the trade fair is over (approximately six months later), it is possible to use the allocation of all costs involved to assess success attained at the fair in relation to expenditure and carry out the final monitoring of success (▷ Ch. 10, Follow-up).

Cost factors of participation in trade fairs

Basically, the costs are made up from the following items:

- Stand rental, power supply etc. (basic costs)
- Stand assembly and decoration
- Stand service and communication
- Transport and waste disposal
- Personnel and travel
- Other costs

A breakdown of cost types is given in the trade fair costs check list (▷ pages 38), which provides an overview of the costs expected. In various surveys, AUMA – the Association of the German Trade Fair Industry – has determined or estimated the average costs of a trade fair participation. According to this, at international trade fairs in Germany the average value per square metre of stand space ranges between 750 and 950. These figures, however, only provide a rough guide; the actual costs can vary considerably.



On average for all types of event, approximately 21 % of the costs were due to stand rental and to other basic costs i.a. power supply. 31 % of costs were for advertising stand assembly, decoration and layout. On average personnel travel costs and accommodation contributed 38 %. Almost 7 % of costs were for advertising and other types of costs accounted for just 3 %.

All cost levels mentioned reflect, above all, the situation of the businesses which have taken part in the different survey. They, of course, only provide information for comparative and planning purposes, which may clearly differ from specific individual costs incurred by a business.

Efficiency of trade fair participations, AUMA's Trade Fair Benefit Check

An increasing number of exhibitors want to calculate the cost-benefit relationship of their trade fair participations more precisely. However, because small and medium-sized companies, in particular, do not formulate any precise trade fair objectives, the benefits of participations are frequently not determined comprehensively enough; as a result, therefore, the focus is on the costs. Thus some companies believe that trade fair participations have an unfavorable cost-benefit relationship.

AUMA – The Association of the German Trade Fair Industry has, therefore, developed the AUMA Trade Fair Benefit Check (in close consultation with the exhibiting industry and the trade fair organizers (▷ chapter 10.3 success monitoring)



Trade Fair Costs Check List

Basic costs		
▶ Rental of stand	_____	
▶ Power supply	_____	
▶ Other basic costs	_____	
i.a. identity cards for exhibitors, carpark tickets	_____	
_____	_____	
Costs for stand assembly, decoration and lay-out as well as tax write-offs		
▶ Stand assembly	_____	
i.a. assembly, dismantling	_____	
▶ Stand decoration	_____	
i.a. Furniture, carpet, lighting, kitchen equipment, video recorder/slide projector	_____	
▶ Stand lay-out	_____	
i.a. creative design, planning, stand product captions, displays, photographs, slides, signs, decoration, stand decoration, audiovisual presentations, presentations	_____	
▶ Tax write-off	_____	
_____	_____	
Costs for stand service and communication		
▶ Stand service	_____	
i.a. hospitality for visitors	_____	
▶ Equipment, expenses and fees for hostesses, interpreters, temporary workers etc. employed especially for the trade fair	_____	
▶ Communication	_____	
i.a. invitations, free gifts, printed matter, entries in catalogue, direct advertising, mailings, press folders, advertisements, translations, free entry for visitors	_____	
▶ Telephone, fax, telex	_____	
_____	_____	
Costs for transport and handling as well as waste disposal costs		
▶ Transportation and handling,	_____	
i.a. storing empties, insurance, duty	_____	
▶ Waste disposal costs	_____	
_____	_____	
Personnel/travel costs		
▶ Personnel costs	_____	
for all the firm's employees who are involved in preparation or in the trade fair itself	_____	
▶ Hotel and travel costs for these employees	_____	
▶ Hospitality costs outside the stand	_____	
_____	_____	
Other costs		
▶ Preparation and follow up for the trade fair	_____	
▶ Training	_____	
▶ Costs of other departments due to the trade fair	_____	
i.a. exhibits, market research	_____	
▶ Further costs which are not specified	_____	
_____	_____	
Basic costs	_____	
Stand assembly, decoration and lay-out as well as tax write-offs	_____	
Stand service and communication	_____	
Transport and handling as well as waste disposal	_____	
Personnel/travel costs	_____	
Other costs	_____	
_____	_____	
	TOTAL COSTS

Sponsored participation in trade fairs

... for German companies

Participation in trade fairs is sponsored by the public authorities, especially in the context of exhibiting at foreign trade fairs (Foreign trade fair programs of the Federal Government and its Federal States).

This is intended to help German companies gain a foothold in foreign markets. This support is, however, only granted when participation takes the form of a joint stand. Detailed information can be found in the AUMA publication entitled *Success at Foreign Trade Fairs* (German language).

Public sponsorship of participation at trade fairs at home is effected by individual federal states and by the Federal Ministry of Economics and Technology. It is usually restricted to specialist trade fairs and certain economic sectors. Any help available tends to be reserved for small and medium-sized businesses.



6. Organizational procedures

The organizational procedures involved with participation in a trade fair can be divided into three phases:

- preparation (▷ Ch. 2 – 6),
- manning the stand (▷ Ch. 8, Manning the stand) and
- follow-up work (▷ Ch. 10, Follow-up).

Even if the trade fair is still a long way off, it is essential to allow enough time for the preparation stage.

Schedule and programme of events

The date plan and programme of events contains a fixed timescale for various activities – divided according to tasks. The time required for each task is also calculated. All dates which have to be planned in advance – including the dates for assembly and disassembly of the stand, which are fixed by the organizers – are entered in the plan with date of completion and responsible parties.

The total period of time necessary before the trade fair is determined by the field of activities requiring the most lengthy pre-planning stage (design of stand, exhibits). The remaining activities have a time buffer, i.e. commencement of these activities can be varied according to the amount of time required.

The plan to be made will contain all relevant aspects that are absolutely essential within the framework of a thorough preparation for participation in a trade fair.

Trade fair participation

Months to start of fair

- 12 to -9**
 - ▶ Define corporate objectives and expectations
 - ▶ New products or services ready for use at beginning of the fair?
 - ▶ Check economic situation, sales opportunities and distribution
 - ▶ 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
- 4**
 - ▶ Trade fair catalogue entry
 - ▶ Supporting advertising measures
 - ▶ Presentation by the stand construction company
 - ▶ External staff, hostesses
 - ▶ Dress code, uniform
- 3**
 - ▶ Commission catalogues/brochures
 - ▶ Request communication lines/electricity/water supplies
 - ▶ Determine stand personnel
 - ▶ Graphic
- 2**
 - ▶ Mailings to customers/invitations
 - ▶ Begin briefing stand team
 - ▶ Name badges
 - ▶ Press activities
 - ▶ Hostess briefing
 - ▶ Exhibitors 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
 - ▶ Consequences for the future
 - ▶ Determine return on investment
- +2**
 - ▶ Decision on next trade fair, stand size
 - ▶ Final report/documentation
- +3**
 - ▶ Decision on next trade fair, stand size
 - ▶ Final report/documentation



Form of participation

Individual or joint participation

Individual participation in a trade fair with your own stand represents the best opportunity for a successful presentation. There are, however, other forms of participation for the first steps in the trade fair scene which free the inexperienced from many organizational duties.

Government agencies, associations or other institutions, such as the Chambers of Industry and Commerce, have teams of professionals experienced in trade fairs and exhibitions who organize joint participation for individual federal states or branches of industry or joint stands with many exhibitors under one roof. This form of participation is a useful way of gaining experience of trade fairs at minimum cost in terms of time and money.

It can also be useful at first to exhibit as a sub-exhibitor at the stand of a company which is not a competitor and with which you are on friendly terms. This should help you become familiar with what goes on at a trade fair. The exhibits of a sub-exhibitor must also comply with the nomenclature. Sub-exhibitors are also listed in the catalogue.

Selection of exhibits and exhibition programme

The exhibition programme is decided upon parallel to the decision-making relating to the marketing and trade fair aims according to the following participation aims (examples):

to increase sales

All exhibits must also be delivered within a reasonable period of time.

to demonstrate technical advances, innovation and design

The exhibits must comply with the latest technical and aesthetic standards (trade fairs are no place for old stock). New developments must function absolutely perfectly and have practical applications.

to demonstrate that your products live up to your advertising claims, that is, that from a technical point of view they function as they should and meet the required safety standards – even under unusual conditions

In the case of selected machines and appliances, technical advances and special functions as well as application-orientated solutions must be featured prominently.

The exhibition programme can be determined by answering the following questions:

- Can the whole range of products be displayed, or should selected problem solutions be shown in a visual presentation?
- What must definitely be displayed?
- What is new, improved, better than the competition?
- What must be particularly emphasized?
- Which product meets the future requirements of the target group?
- Was the current (economical, technical) trend taken into consideration?
- Are the design, the colouring and packaging right?
- Should special trade fair models be produced?
- What must be explained by using flip charts, displays or videos?
- Can the products be demonstrated in real life situations?
- What mechanical and operational aids are required for this (electricity, gas, compressed air)?
- How much space will be needed?

The list of exhibits determines the space requirements and the stand design (▷ Ch. 7, Trade fair stand).



Pirate products at German trade fairs

Trade fairs reflect the market representing the complete range of products offered in a sector in concentrated form. Thus, trade fairs provide a comprehensive overview for visitors and exhibitors. Nowhere else is it easier to compare your own products with those of the competitors than at trade fairs. It comes as no surprise that exhibitors often notice their products have been faked for the first time on trade fairs.

When are copies illegal?

In Germany the basic principle of freedom to copy applies. That means that, in principle, everyone may copy other products, processes and brands. Only the holders of special protection rights can forbid third parties the reproduction and the commercial use of his protected product or his protected brand. In addition to the production, the holder of protection rights can also prohibit the marketing by third parties or simple offering for sale or advertising of the pirated products. Furthermore, he can demand from the copying party that he desist from infringing the protection rights and demand compensation for goods already sold. He has a claim to information about the origin of the products and can even call for the destruction of products which still exist.

What are protection rights?

Protection rights include, among others

- **Patents** Patents are granted for inventions which are: new, based on an inventive activity and commercially applicable. A patent grants the inventor the right, for a specified period of time, to prevent others from using, producing, selling or importing his invention. In return, the inventor must disclose the details of his invention in a patent specification which is accessible to everyone.
- **Utility model** As in a patent, the object registered as a utility model must be new, based on an inventive activity and commercially applicable. Utility models can be registered faster and more cost-effectively than patents. The registration, however, is carried out without a corresponding check on novelty and the existence of an inventive step. Therefore chances are, that the registered utility model cannot be successfully asserted in the event of a dispute.

- **Brands** All symbols, particularly words, illustrations or presentations, can be protected as a brand which lend themselves to distinguishing the goods or services of a company from those of other companies.
- **Registered design** By means of a registered design a new design of products can be protected. As is also the case with the utility model, the German Patent and Trademark Office does not check whether the registered design actually satisfies the material protection prerequisites (in particular, novelty and uniqueness).

What can I do before the trade fair starts?

While making preparations for a trade fair you can already initiate measures to avoid unpleasant surprises later. To this end, you should first of all contact a lawyer. In order to effectively protect a product or a brand from imitators, you must be in possession of a protection right for it. You should bring all documents which prove that you are the holder of the protection right with you to the trade fair (originals or authenticated copies of the protection rights certificate as well as, if necessary, already obtained declarations to cease and desist or judgements against the plagiarist). Furthermore, you should make sure that, if necessary, you can contact a lawyer at the venue of the event, even at the weekend.

If you are in possession of actual information that a competitor intends to exhibit pirated versions of your protected products, you can already submit an application for the opening of border seizure proceedings prior to the trade fair. In the process of border seizure, the customs authorities may remove the goods which infringe protection rights from circulation – even after they have crossed the border.

What can I do during the trade fair?

If you notice at a fair that pirate copies of your protected products are being exhibited, with the support of your lawyer, you can issue the copying party with a warning and offer the opportunity to make a declaration of discontinuance subject to penalty. Should the copying party not be prepared to sign such a declaration, with the help of a court's interim injunction, you can forbid the copying party exhibiting the products which infringe your protection rights.



What can I do if I have no protection right?

In exceptional cases, the imitation of goods can also be illegal even without the existence of protection rights under the terms of law against unfair competition. This presupposes that a businessman imitates a product of a competitor with a competitively unique feature and offers it for sale on the market. Furthermore, there must be special circumstances which make the behaviour of the businessman appear unfair. Only if these strict prerequisites exist, the principle of the freedom to copy is broken by this protection provided by competition law.

What can the trade fair organizer do?

The trade fair organizers in Germany are happy to be able to support you to ensure that your trade fair participation will be successful. Before legal disputes arise at the exhibition centre, you should therefore inform the organizer. Only then is it possible for him to help to settle a dispute as a mediator. However, the organizer cannot assert your rights against third parties, since he is not himself the holder of the protection rights, basically that means, he cannot close any booth of exhibitors as long as no enforceable title is submitted to him.

Further information at:

- Deutsches Patent- und Markenamt:
www.dpma.de
- Zentralstelle Gewerblicher Rechtsschutz:
www.grenzbeschlagnahme.de
- Patentanwaltskammer:
www.patentanwalt.de
- Aktionskreis Produkt- und Markenpiraterie:
www.markenpiraterie-apm.de

Registration

A great many German trade fairs are booked up very quickly. It is therefore advisable to book early. According to the cycle, the closing date for registration is six to eight months before the event. The space required must be given at the time of registration, so a rough draft of the stand design should be prepared in advance based on the list of exhibits.

The exhibitor receives the following documents and information from the organizer in order to complete the registration process:

You will be asked to provide the following information at the time of registration:

- minimum and maximum size of the stand (m²)
- position in the hall or outside (infrastructure)
- width and depth of the stand
- type of stand (standard, corner, end or block stand)
- alterations to the proposed layout of the exhibition hall
- type of assembly (1 or 2 floors)
- differences from the planned assembly method
- details of the products to be exhibited (branch of industry)
- sub-exhibitors and other companies also represented
- details of the quantities and types of waste to be expected

In the case of joint participation, the registration is completed by the institution dealing with the organization.

Participation documents

Plans of the trade fair ground
Plans of the halls
Registration forms
Service documents
Range of space available
Conditions of exhibition
Regulations



Conditions of participation

The contract conditions such as admission, stand rental, conditions of payment, contract cancellation, registration of sub-exhibitors and companies additionally represented are laid down in the conditions of participation.

The technical part contains times and regulations for assembly and disassembly, guidelines for stand design, information about the permitted materials, the height of the stand, the maximum permitted weight on the ground, the technical installations for the stand power supply, specifications governing waste reduction, reutilization and recycling, tips about demonstrations and advertising on the stands, information about fire prevention measures, about accident prevention as well as safety regulations, liability and insurance.

If the participation is cancelled by the exhibitor for any reason, costs incurred will vary according to the date of cancellation. In the case of cancellation shortly before the commencement of the trade fair, the full rental for the stand might be payable.

Safety regulations

For imports of technical goods, depending on the country of origin, varying regulations with high safety requirements also apply for trade fairs. In matters of technical safety, exhibitors can contact the Technical Boards of Control (TÜV), the VdTÜV, and in matters of electrical safety, the VDE.

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Appliances on display which are intended for sale in the European Union must comply with the relevant regulations of at least one member country of the EU. At German trade fairs, third country business – business between an overseas supplier and an overseas buyer – plays a major role.

If the exhibit is intended solely for export to these non-EU countries, and is, therefore, built following to their safety standards, it must be labelled accordingly. The TÜV and VDE provide information on this complex matter and conduct tests.

Insurance

It is a fundamental obligation of the exhibitor to provide sufficient insurance protection. Since there are many risks involved in participation in a trade fair, a special exhibitions insurance policy was developed decades ago. The organizer is only responsible for the general third party risk for personal injury and damage to property.

The exhibition insurance policy covers the exhibitor for the transport risk and the risk involved during the stay, and can be arranged via a basic agreement with the organizer. The exhibition insurance policy covers all risks to the exhibits, the stand and the stand equipment from the time it leaves the exhibitors premises, including assembly, the duration of exhibition, disassembly right through to the return of the goods to the exhibitors warehouse. The policy covers damages that occur during loading and unloading, that occur en route, or during the time they are on the exhibition premises, during assembly or during the exhibition itself. Damage caused by members of the public is also covered. It is also possible to take out an exhibitor liability insurance policy.



Services available to exhibitors

Generally speaking the organizer will help the exhibitor on a theoretical and practical level with all technical and organizational matters, especially if the exhibitor is participating for the first time.

Order forms for a variety of services for exhibitors are sent out together with the conditions of participation, or the confirmation of the stand hire. You can also use online order systems. In addition to help with press relations and advertising (▷ Ch. 9, Advertising and public relations), a whole range of services can be obtained from the organizer or from the organizers contractors either free of charge or at fixed prices.

They include:

- stand rental
- hire of furniture, kitchen appliances, floor coverings, lighting, audiovisual equipment
- freight services
- storage space for packing cases, crates etc.
- room reservation
- stand cleaning and security
- transport and exhibition insurance
- installation (electricity, water, compressed air)
- communication links
- temporary staff agencies
- photographic service

During assembly in the exhibition hall, there are even more services on offer: flowers for sale, and artificial ones for hire, decoration materials, materials for assembling the stand, general stores, provision of temporary staff, etc.

Passes for the stand personnel are also included in this service. Free entrance passes are given out to stand personnel in relation to the size of the stand; further exhibitors passes can be purchased.

Parking passes valid for the duration of the trade fair for exhibitor parking spaces can be ordered in advance with the appropriate order forms. There is a charge for these passes.

Catalogue and information systems

The entry forms for the catalogue and information systems are usually sent out with the official acceptance of application. It is important to be aware of the relatively early closing date for contributions, because the catalogue is available for interested parties several weeks before the event is to take place so that they have sufficient time to prepare their visit to the trade fair.

The order of entries in the catalogue is normally based on three criteria: alphabetical order according to company name (possibly with a summary of the range of products supplied), according to index of goods, or to the nomenclature, and according to halls with a corresponding plan of the halls. If required, the exhibitor can be entered under several product categories. A fee is charged for this service. Company or product trademarks are often included in the catalogue, and again, a fee is payable. Advertisements are also possible.

Similar classification structures apply for inclusion in the electronic information system for visitors. It is also possible to use this system for advertising. When this system is being operated, it is advisable to check the entry on the first day of the trade fair and compare it with the entries of competitors, with a view to making some changes to the entry if necessary.

Transport and storage

Sensible planning and handling of transport prevent unnecessary loss of materials and save any additional costs express delivery would incur. In the case of large exhibits, it is advisable to work with an experienced trade fair delivery agent.

The following points should be included in transport planning:

- type of transport lorry, removal van, estate car, car, rail, ship, aeroplane
- methods of transport individual transport, multiple load, collective transport
- packaging for transport purposes (reusable) cardboard, crate, cardboard box, container
- transport papers proforma account, instructions for dispatch, stores instructions, translations, delivery notes, international customs pass
- storage of packaging materials on the trade fair grounds



Apart from delivery carried out by the company in a car or lorry, it is often the case that only certain trade fair delivery agents are responsible for the delivery and removal of exhibits, as well as for the hire of unloading equipment. On the one hand, this is for insurance reasons, and on the other, because the trade fair delivery agent takes on the responsibility for the punctual delivery and removal and clearance through customs of all exhibits and also for the storage of empty packaging from the organizer.

The trade fair delivery agencies are completely booked up during the whole assembly, trade fair and disassembly period. Early booking – well before the trade fair – is essential.

In the case of foreign exhibitors, exact knowledge of the regulations is necessary for transporting the exhibition goods and dealing with the customs formalities.

International forwarding agents who have experience of trade fairs – often contractors of the trade fair companies – can ensure that all transport to and from the trade fairs runs smoothly, if necessary by using joint containers for several exhibitors. They guarantee that all regulations will be complied with, and are familiar with the unloading equipment available at the trade fair grounds.

If the transport is taken care of by a forwarding agent, he will also deal with the customs formalities. International trade fairs have their own customs departments. The trade fair companies publish information about how to comply with the customs regulations for exhibits, tools and equipment for assembling the stand, foodstuffs or free gifts and printed matter. Further information about customs procedures and regulations can be obtained by writing to

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Participation in fringe events

During a series of trade fairs, it is possible to hold lectures about company products or processing technology within the framework of a programme of exhibitors specialist presentations. These presentations must be registered in good time. There is not normally any charge for this service. The organizer provides a room and is responsible for publicity and attracting visitors.

Exhibitors can also take part in special shows on specific subjects using their exhibits. These special shows are normally announced separately and organized on a neutral basis as regards different companies. It can be worthwhile for the exhibitor to take part in specialist conferences, congresses or panel discussions; this can help to refresh knowledge of current trends. The stand must, however, be staffed at all times.

Arrival, departure and accommodation

It is advisable to book early in writing in order to find a room in the desired category. Exhibitors receive an order form for room reservation with the participation documents. All trade fair cities have agencies which can undertake room reservations before the event.

Usually, these agencies are located at the main station or at the airport; they are also present at the trade fair grounds during an event. These agencies give priority to short-term visitors. Group travel is often organized for visitors coming from other countries. The organizers and their representatives abroad can supply information about this.

Sustainability: challenge and benefits

Protection of nature and the environment is one of the most important tasks of the economy and society. Today, therefore, sustainability is an absolute must for everyone. Acting in an sustained compatible manner provides advantages for the organizer, the designer of the trade fair stand and the exhibitor.



At trade fairs, large quantities of waste are created in a short period of time within a limited area. Dealing with avoidable and unavoidable waste therefore constitutes an important part of environmental management. Organizer, stand designer and exhibitor must work together. In accordance with the motto less is more, the quantity and quality of expected waste can be planned for well ahead of time. Waste will then be minimized and avoided.

The amount of waste requires most organization in the preparation and follow-up stages at all trade fairs and exhibitions. 75 % to 80 % of all trade fair waste must be disposed of in a very short period of time. In addition, the reusable materials need to be sorted and then recycled. An ever-increasing number of exhibition corporations are starting visibly to pass on expenses as additional costs to those responsible for the waste: Avoiding waste then becomes an economic factor for each exhibitor. The exhibitor who causes waste has to pay. The calculation is simple: less waste = less waste disposal costs.

The advantages of sustained friendly action are therefore:

- Visibly recognizable environmental measures make a positive impression on the visitor.
- Conscious, well-planned use of materials saves resources.
- Minimisation of waste reduces disposal costs.
- Commitment to the sustainability can be marketed in the communication mix in a number of ways.

For sustained participation at a trade fair, preparations must be made well ahead of time:

- systematic planning, consider the effects on the environment of all decisions and procedures
- internal company appraisal of the avoidance of waste then taking part in trade fairs
- obtain details ahead of time on the waste disposal services and charges of the trade fair organizer
- use reusable transport packaging materials
- minimize hazardous waste and composite materials
- use reusable products or disposable products which can be recycled
- Avoid dirt/damage/dust/large amounts of waste materials when assembling and dismantling
- Motto: Avoid – minimize – recycle

7. Trade fair stand

The trade fair stand is the companies calling card, and as such, should be of a standard that is in keeping with the products exhibited and the significance of the company both in size and design and appearance.

As far as technical details are concerned, the stand must be perfect and must match the standards of the competition. A presentation of the exhibits which takes into account the needs of the visitor must be a priority. The trade fair stand should be attractive to the eye and pleasant to the ear, and can also appeal to the visitors emotions.

A trade fair can be:

- impressive – without being tasteless
- modest – without seeming cheap and nasty
- inviting – without being too insistent
- matter-of-fact – but not unfriendly
- spectacular – but not ostentatious

The design of the trade fair is determined according to the technical organizational concept for stand.

Functional areas

The overall size of every stand, no matter how big or small, is determined by three factors:

Space required for presentations

The space required for exhibits is a factor of the number and size of the selected products and the aims of participation. The presentation area includes various areas for exhibits, information boards, videos, demonstrations and entertainments.

Discussion areas

According to the type of product being exhibited and discussion taking place, groups of chairs, private booths or a panel of consultants might be appropriate. However, prestige seating arrangements simply take up space and resources. As well as these areas, space for stand information, the bar and catering area, as well as the lecture room are all areas for personal communication.



Auxiliary rooms

Kitchen, store room, brochure room, cloakroom, technical auxiliary rooms, staff rooms, service rooms (office). According to the services offered by the stand, additional rooms and equipment may become necessary, for example, staff cloakroom, lockers, left luggage service, changing room, staff rest room, service office (travel information, room reservation, ID passes, postal service).

At *product orientated* events, technical or qualitative properties of the range of exhibits are explained and demonstrated to interested parties. The ratio of presentation area to discussion area (or booth area) should be approximately 60 : 40 for this kind of event.

At *information orientated* events, the emphasis is on the various information media (lecture, multivision, slide show, video). This form of presentation is selected when exhibits alone do not do justice to the services a company has to offer. The space ratio of information areas and booth areas should be about 40:60.

At *consultancy orientated* events, personal conversations are at the centre of the exhibitors plans for using available space. The interested party, who is already informed, will take advantage of a visit to a trade fair to talk to specialists. Seating arrangements and discussion booths are therefore the highest priority. The greater part of the available space should then be used for discussion, and the smaller part for booth areas.

At *mixed events*, i.e. combinations of the above-mentioned types of events, the different functional areas must be balanced with each other, so that each area can be clearly distinguished in terms of function, space and publicity. The ratio of exhibition and booth areas should be approximately equal here.

Technical organizational concept for stand

Stand size, type location
Architecture
Design
Programme of exhibits
Technical installations
Transport
Stand assembly and
Stand disassembly organization

Type of stands

The fundamental criterion for every stand is that it should have harmonious proportions. The various types of trade fair stand are influenced by the type of division to neighbouring stands and access to the aisles. A row stand is the best variation from the point of view of stand rental; surcharges are levied for the other three types of stand.

Row stand

This type of stand is usually positioned in a row of other stands, and is only accessible from one aisle (it is sometimes accessible from two parallel aisles, but this is rare). The dimensions of the open stand front are used to distinguish a narrow, deep stand from a wide stand which is less deep.

Corner stand

A corner stand is situated at the end of a row, and is accessible from two sides, from the aisle along the row and from the one perpendicular to it. The rear part faces another corner stand and the side is flanked by a neighbouring row stand. A corner stand has more sides accessible to the public, but the same overall area, and is therefore more effective than a stand situated in a row. Since a corner stand can be seen from two aisles, higher numbers of visitors can be expected.

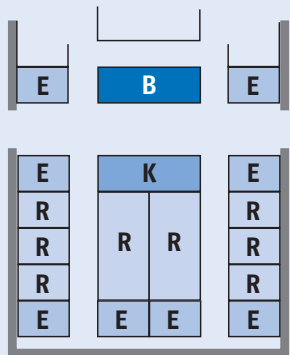
End stand

This stand at the end of a row is accessible from three sides. It is qualitatively superior to the above-mentioned types, since it appears inviting and representative if exploited properly.

Block stand

The block stand (or island stand), the most expensive type of stand, is accessible for visitors from all sides and attracts a great deal of attention due to the fact that it is completely isolated from all other stands. A block stand has great potential for effective advertising and is suitable for the purposes of representation. A block stand requires more elaborate design, which is reflected in the higher costs for stand assembly and fitting.

Stand Types



(R) Row stand
(E) Corner stand
(K) End stand
(B) Block stand



Outdoor stand

An outdoor trade fair stand is often chosen for very large products (e.g. natural stone) or for complete processes and machines (construction machines) which are to be demonstrated in simulated working conditions. If the trade fair stand is outdoors, the exhibitor should ensure that the discussion area is covered.

Position of the stand

The organizers planning of the halls (stand areas and aisles) takes into account the technical infrastructure, the number of visitors expected (width of aisles) and the quality of visitor flow.

The following are the organizers criteria for the position of the stand:

- grounds and hall layout
- separation of different branches of industry and products
- infrastructure

The exact placing as regards the position and the neighbouring stands (competitors) can be settled in advance with the trade fair company. Should the exhibitor participate at the same trade fair again, he will generally be given the same position.

Stand planning

With the aid of the aims of participation, the list of exhibits, the space requirements and the budget, the planning of the trade fair stand will gradually take on a more concrete form.

The following decisions must be made:

- whether to rent, lease or buy the stand
- how the stand should be arranged
- whether the stand should be self-assembled or its assembly contracted out
- how long the realization phase is to be

For companies participating in a trade fair for the first time, renting a stand is the most obvious solution. If the company has enough experi-

enced personnel available, and intends to use trade fairs as part of its marketing mix on a consistent basis, it is worth considering other options such as purchase or lease. A rented stand also requires the least organizational work. The organizers themselves, or their contractors, offer system stands for rental in various sizes and with basic furnishings and fittings, to which other furnishings and the companies own equipment can be added. Rent payable for system stands also includes assembly and disassembly.

At some events, the majority of exhibitors take advantage of the opportunity to rent similar stands. The organizer wants to create an integrated image for the trade fair. In this case, the priority is the presentation of products and not the company image.

By buying the stand furnishings and fittings, certain costs will be incurred as a consequence, e.g. for storage, transport, maintenance and provision of assembly staff. Leasing the stand assembly materials can be advantageous for financial and tax-related reasons as an alternative to purchasing.

Arrangement of the stand

In making the decision about whether a system stand or a conventional design should be used, the fact that a reusable stand assembly is more cost-effective should be taken into consideration. System assembly, based on pre-fabricated elements, does not necessarily have to be uniform or lacking in imagination. There are far too many suppliers of well-developed systems for that to be the case and there is sufficient technical room for manoeuvre regarding the design.

Substantial advantages of system assembly are:

- sensibly priced, pre-fabricated, precisely fitting components
- easy to transport and store
- low staff requirements during assembly and disassembly
- only simple tools required for assembly and disassembly
- extremely stable elements
- versatility and adaptability

Conventional or individual stand assembly is especially attractive for companies involved with construction or interior work. They have extensive knowledge of materials and fabrication, and have the necessary production facilities and qualified staff at their fingertips. Conventional assembly enables particular, highly individual designs to be realized.



A combination of system stand assembly and conventional assembly is often used and allows for individual design with a relatively high degree of flexibility.

There are three methods of stand assembly:

open assembly

No external screens that might obstruct the view. The stand is visible at a glance, all exhibits can be identified straight away.

partly open assembly

External screens are included in places, in order to prevent visitors from being able to see directly into the stand immediately. This is the stand assembly method most widely used.

closed assembly

The stand consists solely of external screens (possibly with windows). It is necessary to enter the stand in order to view the exhibits, watch demonstrations and talk to the stand staff.

Suitable dividing screens enclosing room areas form the body of the stand and separate or divide different functional areas, which ensures the smooth running of the stand. Within the presentation area, these screens also serve as information boards (photographs, graphics, text). The surfaces and screens facing the inside of the stand form the booth area. Vertical and horizontal harmony in respect of the division of the stand space should be taken into consideration here.

A company or contractor-built stand

There are various possibilities for completing the stand assembly:

- the trade fair stand is produced by the company itself
- a trade fair company is employed as a general contractor
- an architect and a trade fair company are jointly engaged
- an architect is employed to tender for and then engage skilled craftsmen

Company-built stand

Advantages: no planning costs, companies own skilled craftsmen can be used. **Disadvantages:** design limitations due to lack of experience, staff sickness and other absences, costs difficult to estimate, additional storage space required for stand assemblies.

Trade fair company as general contractor

Advantages: everything is dealt with by one organization, free quotation in majority of cases (a fee must be paid for design work, however), possibility of rental and full service – all handled by experts. **Disadvantages:** mostly tied to one system, individual (company) ideas more difficult to include, in the case of smaller stands support and realization of special features limited, cost-effectiveness not immediately obvious.

Architect and trade fair company

Advantages: the architect completes the planning work without the limitations of specific stand systems, knows the market, takes on the role of a coordinator and is under obligation to his client. **Disadvantages:** the pre-planning costs are higher at first, because an architect is usually engaged on a contractual basis; intensive dialogue can be time-consuming for the company.

Architect and workmen

Advantages: first-class results for correspondingly ambitious projects, cost development can be tightly controlled by means of tender system, selection of qualified specialist companies means first rate workmanship. **Disadvantage:** despite cost controls, this is usually more expensive.

Realization phase

After the rough planning, an intensive dialogue begins, either internally, or if a contract has been awarded, with the architect or planning company. The first thing to be discussed is the realization of the aims of participation. Without being given all the collected information and the rough ideas, the planner cannot fulfil the requirements of the company. The planner must be familiar with the exhibits. When a contract has been awarded, the planner should have a contact in a position of authority within the company.



The contract awarded to the planner includes:

- draft
- provisional costing
- presentation of the design (deadline)
- costs for pre-planning

The internal or external planner will take into consideration the exhibitors location in the hall, as well as the type of stand, compare the size of the stand allocated with the amount of space required, and check, for example, that supporting pillars in the hall are not in the way, where the power supply cables have been laid etc. It is also important to observe all the stand assembly dimensions (height of the stand, distance between stands, profile of the stand), as well as the technical specifications (fire protection, safety regulations, electricity, water, gas, compressed air, telecommunications).

The planner takes into account the main direction of the visitor flow, the entrances to the hall, possibly the neighbouring stands and the required functional areas, including the spatial layout. The planning is refined further, based on the original rough idea for a design. The next stage is the creative part of the planning, based on the stand functions that have already been established. Stand assembly materials or a stand assembly system are selected. It is established whether colour will be used and, if so, which colour, what sort of lighting will be used and whether additional design elements are necessary.

A good planner can be expected to develop various alternatives and present them with costing for a final decision. If the planning is to take on a more concrete shape, the plans must be comprehensive and it must be possible to put them into action. Concepts and planning that have not been thought through are a waste of money.

Stand architecture

Above all else, the trade fair stand must make a valuable contribution in terms of supporting the exhibitors marketing, and especially, communications strategy. The stand must fulfil a number of functions at the same time; the stand design must allow for all of these. The architectural solution depends on the aims of participation and the marketing mix priority (sales, communication).

An essential component of good trade fair architecture is the optimization of verbal and visual communication by creating an attractive atmosphere at the stand. As well as the functional and homogeneous aspects, the stand architecture should meet the requirements of the exhibits in terms of quality and technical realization. The image that typifies the company (corporate design) should be used as a basis for the architecture and design.

According to the type of event, the individual design elements can then be adapted to the participation aims and the expected target group. Since only the presentation and discussion areas are visible to the visitors, the architectural design is concentrated essentially on these two areas.

It is important to consider the fact that trade fair visitors are motivated to verbal communication via four stages:

1. they look around
2. they gather information
3. they ask for something to be shown or demonstrated to them
4. they want to communicate

This has the following significance for the stand design:

The trade fair stand must be laid out according to a general scheme so that visitors can find what they are interested in. Product areas and exhibit groups must be easy to distinguish.

The relevant verbal and visual information must be clear and precise, and thus ensure a reliable transfer of information to the trade fair visitor.

While demonstrations of exhibits facilitate visual information, a practical understanding of product benefits must be acquired and thus supplement the information received visually and lead to direct communication.



The personal contact – communication – gained in this way must complete the image of the product and the efficiency of the company and encourage the decision to buy. The following points must be taken into consideration for the stand architecture:

- layout of rooms
- floor covering
- assembly technique or method
- ceiling design
- screens, panelling
- stand furnishings
- lighting
- colour design
- technical structures
- lettering (typography)

The available stand space can be divided into a horizontal (usable area) and a vertical area. The vertical structure generally has three levels:

- the table or podium level
- the written information level (graphics)
- the description level (name of company, slogan)

The FAMAB is the network of the specialists around fairs and marketing events. Both the strategically aligned agencies and enterprises are in the FAMAB at home, and the service provider aligned to realization.

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Stand design and equipment

The purpose of the stand design is to ensure that the stand projects a visible company image and is as far as possible unmistakable. There is no place here for pretentious design and architectural experiments.

Most information is perceived visually. An exhibit may be considered or written information read but first of all it is seen, before it can even be recognized. Anyone displaying, selling or advertising must make his wares visible.

Presentation of the exhibits

All products must be shown to their best advantage. The more attractively the exhibits are presented, the quicker the attention of the visitor is caught. Quality is more important than quantity in the display.

The most important thing is to bring out quite clearly the benefits for the user. A presentation must be seen through the eyes of the observer, the trade fair visitor; the exhibitor must put himself in their position.

The following questions must be answered before the exhibits can be exhibited:

- Are the exhibits attractive to the eye (design, colour, packaging)?
- Can the visual effect of the exhibits be improved by colour and lighting effects?
- Can the exhibits be so displayed that they are freely accessible to visitors, or must small objects, for example be protected against unauthorized handling (breakage, theft)?
- To what extent can the exhibits be shown in practical situations and how much space is needed for this?
- What information must be designed (flip charts, displays)?
- How can services be demonstrated?
- How can the user benefits of the products be shown clearly?

Furnishings

Furniture and equipment for the presentation and discussion areas should be formal and of appropriate colour and quality.

This applies to:

- information stand
- discussion tables with chairs
- bar and bar stools

A small bar has the advantage that short conversations (with refreshments) can be carried out here without occupying a discussion room.

- cupboards and glass cabinets that can be locked



The simple furniture and equipment in the other rooms essentially consists of kitchen facilities, office facilities, and storage facilities for brochures, free gifts etc. There are many space-saving devices for kitchen facilities designed with the limited space at a trade fair in mind.

Lighting

Lighting is a part of the overall stand design. There is a distinction to make between general stand lighting (discussion areas and staff areas) and lighting of objects (presentation area). Lighting effects can be an additional attraction (lighting console). The basic principle of trade fair lighting is to light the stand evenly, so that it stands out in a hall which often has quite diffuse lighting. The planned effect of the object lighting should be clearly emphasized by the light intensity and the spatial arrangement. One basic design technique is to contrast light with dark. The significance of a large, dark form can be emphasized by the contrasting effect of a smaller, lighter form. If the desired contrast between light and dark cannot be achieved because the general stand lighting is too bright, there is no point in illuminating individual objects.

There are three aims of lighting objects individually only in the presentation area:

1. to create an effect at a distance
2. to emphasize the objects being exhibited
3. to assist in the creation of the desired light and dark effects

These effects can be created with good, generally available ceiling or wall spotlights. The object lighting should prevent the visitors from being dazzled. Since spotlights give out a great deal of heat, they should be installed at a height of at least 2.3 m. In many cases it is sensible to use light sources that do not give off so much heat.

Objects in exhibition glass cases should be lit by small non-dazzling lights. Warm-white neon lighting creates an atmosphere conducive to communication, because the faces of the people appear to be fresher and not so cold and pale, as is so often the case under fluorescent tube lighting. In work rooms (kitchen, store, cloakroom), the strength of lighting installed should suit its purpose.

Graphic design and information media

Presenting information in a visual form by using colour and graphics is a part of stand design. The trade fair visitor expects to be guided by visual information organized according to:

- initial impression
- general impression
- detailed impression

The interested party should be able to find the stand he is looking for in the hall as quickly as possible. The initial impression includes the size and position of the stand as well as the company logos and the company colour scheme.

At the stand, the interested visitor wants to be able to find his specific area of interest quickly and without help. For the general impression, product and information groups must be separated from each other. The general impression creates the subject-related framework without pre-empting the detailed technical information. It therefore has an obvious leading role.

The means of the general impression are:

- company logo
- subject titles (primary concepts)
- graphics
- product colours

The interested visitor expects to find brief explanations of the exhibits as part of a clear presentation. This, the detailed impression, is achieved by means of the direct spatial layout of information about the exhibit. The detailed impression is thus part of the information as well as part of the presentation.

In this case, the following means are used (sometimes in combination):

- brief technical details (text)
- graphical representations
- photographs
- film projection (with/without soundtrack)
- multivision shows



The visualization of the information is determined essentially by four complementary factors:

- graphics (e.g. technical representations)
- lettering (typography)
- photographs, audio-visual media
- stand colour scheme (incl. floor colour) Graphics

In general, graphical illustrations complement the exhibit. Indeed, it is almost impossible to illustrate complex systems without supporting graphics. Enlarged pages from brochures or technical drawings are not normally suitable, as graphics must have a very clear layout.

Information must be restricted to what is absolutely necessary and must also be clearly comprehensible from a short distance. Nor is it a good idea to present the visitor with graphic after graphic since this is very tiring and the information becomes impossible to take in. The harmony of the design concept must not be disturbed by the proportions of the graphics, i.e. mathematical criteria should not necessarily be used at the cost of aesthetics. Thus a mathematical square always appears higher than it is wide, that is to say, the vertical side is overestimated.

Product captions

Since product captions are often the first piece of information seen by a visitor, they must be well placed on the stand, typographically well laid out and be concise and comprehensible. Product captions that communicate effectively take the following into consideration:

- easy to read
- attract attention by strength of appeal and motivating action
- to the point, lucid, clear
- hierarchical presentation of information
- due consideration to the readers position (distance from source) and his motive state
- integrated into the overall image

Photographs and slides

The use of photographs and slides is highly recommended, since they enhance verbal information, make systems optically visible, convey spatial impressions and demonstrate user benefits. High quality, large format colour photographs and slides that are relevant to the theme of the trade

fair can create an exciting atmosphere. This will also be relevant to the visitor and his workplace including any pertinent technical problems. Informative large format photographs promote communication, nevertheless they should be used sparingly, because if not they cancel each other out.

Audiovisual media

The use of audiovisual media, such as

- film
- TV (video playback)
- multimedia
- computer-aided presentations

can increase the attractiveness of the trade fair stand and help supply more detailed information. Although audiovisual media are excellent means of communication, they can never replace personal conversation. It must also be remembered that the sound level of audiovisual material must not interfere with conversations taking place on your stand or on neighbouring stands.

Audio-visual media should be used to demonstrate products or processes in action that cannot be demonstrated live at a trade fair for technical reasons and to enhance advisory discussions. Due to the constant exposure to stimuli that is always the case at trade fairs, a video in particular is not an attraction that will captivate visitors for more than a few minutes – or only if the film is being used as an integral part of a discussion.

Stand colour scheme

The colour scheme of the trade fair stand has the same importance as the type of assembly, since colours as well as the company logos or trademarks influence the image of the company. A colour or colour combination helps make the company memorable for visitors. Cultural, ethnic and religious criteria must be particularly carefully considered in the choice of colours, symbols or graphics.

The psychological effect of colours on the visitors and on the stand personnel should also be taken into consideration. An orange red, for example, makes a lot of people restless and nervous, whereas a dark blue has a calming effect.



Technical facilities

Essentially, the technical facilities of a trade fair consist of the following:

- power supply and system
- water supply
- compressed air
- telecommunications systems
- audiovisual media (film, slide projection), loud speaker system
- office equipment (PC, copier)

Additional facilities may be necessary in order that contacts may be made quickly at the stand, such as information about the delivery programme and, in the case of larger stands, a personnel register, or a staff location system in order to locate personnel should they be required to attend to a particular customer. In some cases, a data connection from the trade fair to the company headquarters can enable trade fair personnel to have access to technical data and sales information at the touch of a button.

Stand assembly and disassembly

Architecture, position, design and technical facilities of the stand as well as the exhibits themselves determine the procedure and the costs of assembly and disassembly.

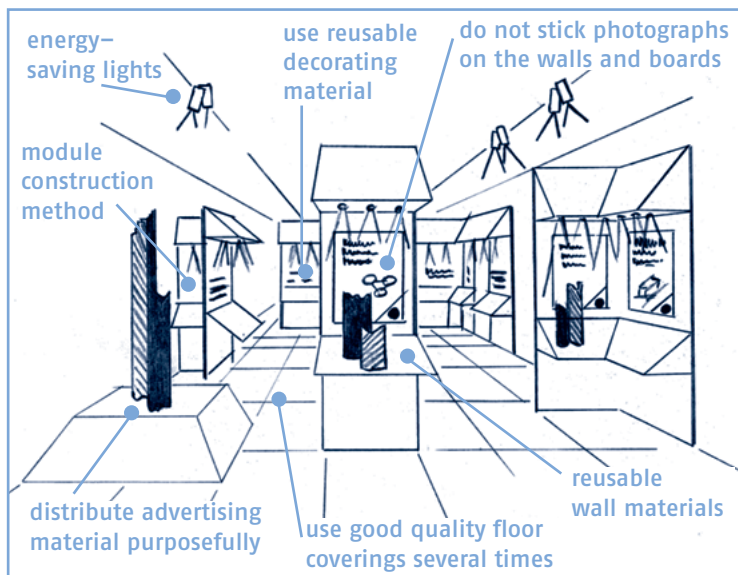
An employee of the exhibitor who has experience at trade fairs should supervise the assembly of the stand either himself or by using external help in order to ensure that the allowances for time and costs are not exceeded. As a general rule, nothing else should be changed in the assembly phase and initial assembly or testing of the exhibits should not take place at the stand. A trade fair stand is not a research laboratory, a production line or a place for making last minute changes. The time allowed for disassembly is often fairly tight due to subsequent events. The preparation for clearing the rented stand area must therefore be well organized. Apart from the time aspect, a badly organized and careless disassembling of the stand can incur extra costs after the event. For example:

- damage during transport due to expensive equipment being badly or insufficiently packed
- loss of materials due to lack of supervision
- damaged stand assembly materials due to careless handling

Environmental compatibility

Sustained compatible trading does not mean that individual and creative stands must be sacrificed. Planning in good time is, however, required. Planning for a trade fair stand must allow environmental compatibility, along with function and flexibility, an equal role. In cooperation with a suitable designer for the trade fair stand, who is also qualified for environmentally compatible planning and construction methods, a suitable stand can be built. Such advice is particularly worthwhile if a thoughtful and individual choice of suitable construction methods is made in the run up to the trade fair. The following are available:

- Advice by suitable trade fair construction firms
- Efficient lay-out and prefabrication of the stand
- Module construction methods for conventional and individual construction of trade fair stands
- Use of reusable and space saving transport systems
- Creation and use of storage possibilities for transport packaging
- Ecological and economic comparison between stand purchase and rental



Floor coverings

At 80 %, textiles are used most frequently as the material for floor covering at trade fairs. This is due to good tread comfort and appealing ambience. AUMA commissioned a scientific study into the environmentally compatible use of textile floor coverings at trade fairs. It came to the following conclusions:

Reusable textile floor coverings

From an ecological point of view, reusable floor coverings should be used at least six times in strip form and eight times in tile form, whereby cleaning and storage should be planned in good time. The repeated use of textile floor coverings is therefore to be optimized.

The exhibitor should enquire at the firm responsible for constructing the stand or the organizer, if there is a pool of reusable floor coverings for rent. In this case he is then relieved of cleaning, transport, storage and waste disposal.

Advantages:

- Good tread comfort
- Appealing in design, colour and variety of pattern
- Dirty tiles can easily be replaced
- Small amount of waste
- Modest use of material

Disposable textile floor coverings

Of the disposable floor coverings studied, Polvies without foam backing is the most environmentally compatible.

Advantages:

- Manufacture with modest energy consumption
- Reasonable price for purchasing and transport
- No return transport and no cleaning

The following also applies for the use of floor coverings:

- Pay attention to compatibility of the floor covering material and that of the adhesive tape.
- Use water based paper and wood adhesive as well as low solvent dispersion adhesive. Do not use all-purpose glue containing solvents.
- Environmentally compatible textile floor coverings are characterised by a low proportion of inorganic material, energy saving manufacturing processes, use of reusable materials and the fact that the individual parts can be separated out.



8. Manning the stand

The trade fair stand creates a positive environment for product and personal information by means of its architecture and design. Competent stand personnel and efficient, functional running of the trade fair ensure success.

Stand personnel

The better motivated and qualified the stand personnel, the greater the chances of good sales results and new contacts. Purposeful selection and intensive training of the stand personnel are just as important as an effective presentation of the products.

Personnel planning and selection

The selection of suitable employees for work at a trade fair is based both on their specialist knowledge and their personal qualities.

Temporary staff are available on site for a whole range of activities on the stand. These include stand assembly and disassembly catering and entertainment, as well as interpreting. Interpreters may usually be arranged on an hourly basis by the organizer.

According to the size of the company, the stand personnel should include:

- company representative (member of the board of directors, managing director)
- stand management (responsible for running the stand)
- technical staff (consultation demonstrations)
- sales staff (sales, conditions of delivery)
- staff responsible for trading countries abroad (export discussions)
- interpreters
- press agent
- information personnel (stand information)
- service personnel (office, catering, waiting staff, security, cleaning)

Qualifications of stand personnel

Outstanding theoretical and practical specialist knowledge

Ability to deal with people and openness

Confident and proficient manner

Articulate expression

Flexibility

Knowledge of foreign languages

Experience at trade fairs

Stamina (health)

Willingness to travel

Motivation and training

At a trade fair the company as a whole is under scrutiny. Every member of the trade fair team must be willing to give his or her best before and during the trade fair as well as in the follow-up stage.

Employment at a trade fair is not a reward, it is hard work, for which the staff must have intensive preparation. The more comprehensively the stand personnel is informed about the aims of participation and the more clearly every individual's duties are defined, the better each employee is able to fulfil the requirements. Stand personnel who feel properly prepared and informed make a considerable contribution to the smooth and successful running of the stand.

They should be informed about the following:

- the company's own range of products and services
- prices and conditions
- the competition and competitors' range of supply
- the target group
- the visitor profile of the trade fair
- important customers and interested parties
- how to record each conversation with a visitor
- the layout of the stand and the duty roster
- the importance of the trade fair for the branch of industry
- the location of the trade fair and the trade fair grounds

It is frequently the case that employees only have limited practical experience in dealing with trade fair visitors. The trade fair team must therefore be prepared and trained for this task, especially in how to conduct discussions, present arguments, and answer questions. There is a variety of special seminars, publications and videos on the subject of trade fair training.

If as many contacts as possible are to be made, the most successful employees are those who attract the attention of the visitors. Every visitor is a potential customer. The art is to win him over. A prerequisite for this art is the ability to make an active approach to the visitor. Experts estimate, however, that 50 % to even 90 % of all conversations are initiated by using the conversation killer "Can I help you?" This phrase frequently kills the conversation stone dead in a matter of seconds.



The customer also wants to be at the centre of attention. This can be achieved verbally if the member of staff speaks from the point of view of the customer, i.e. You receive instead of we supply; Here you can see instead of I will now show you. The most shocking results were obtained from observations made at capital equipment trade fairs in particular. Up to 70 % of visitors are not approached at all. 80 % of sales staff end the conversation if the visitor has a cold manner.

Training for trade fairs has the following points of emphasis:

- How is the interest of the visitor aroused?
- How and when are they approached?
- How should their name and address be requested and written down (visitor records)?
- How should members of staff behave towards the general public?

The training has the following objective:

It is important to communicate to the visitors that the staff are approachable at all times. It is especially important to avoid behaviour which will discourage visitors from coming to look at the stand (reading a newspaper, involved conversations with friends or colleagues). Trade fairs are live events; there are no second chances. It is often the case that visitors will only enter a particular hall once during their visit and are interested in one particular stand for a short while. If the stand personnel does not signal willingness to communicate, a potential contact has been lost.

It is also very important to be aware of dress, appearance and posture. A uniform for the stand personnel makes it easier for visitors to find assistance. It is often enough to have certain clothing accessories (tie, scarves) to make the stand personnel more easily recognizable. It goes without saying that name badges that are big enough to be read easily should be worn.

Conducting conversations

When visitors enter the stand, they must be allowed sufficient time to look around. The stand employee should notice what it is that interests them. At the same time, they can wait for a suitable moment for the initial contact.

When the visitor is being welcomed, members of staff should introduce themselves and offer comments on the relevant exhibit. Visitors known to the staff should be approached immediately and be greeted by name. During a conversation, excessive insistence is to be avoided at all costs. The ability to listen is what is required here. Motives, criticisms, intended applications, quality requirements and how quickly the decision to purchase must be made should all be found out by the use of relevant questions.

By enquiring about the level of professional competence and the decision-making power the visitor has within the company it is possible to find a basis for mutual understanding. If possible, the best reaction to objections and superficial arguments is to be sensitive and reply with concrete solutions.

At the end of the conversation, further contact should be arranged if possible, e.g. an appointment for a visit, or sending a concrete quotation or technical details. When the time comes to fill in the visitor record, all requests should be noted at once. Otherwise it is easy to forget something in the hectic atmosphere of a trade fair. Exact information for the follow-up work avoids the situation of the interested party being given contradictory information at the next meeting.



Stand organization

The stand manager is responsible for the smooth running of the trade fair stand both externally for visitors and internally for staff. The stand manager must have a number of qualities and flair for dealing with people of greatly differing temperaments.

The stand manager must:

- have experience of trade fairs and exhibitions
- be able to make, and enjoy making, decisions
- have motivating and leadership qualities
- have a talent for organization and improvisation
- have a sense of responsibility
- have a smart appearance
- be confident
- be articulate
- be willing to conduct discussions and negotiations
- have basic technical and commercial knowledge
- have a good memory for people

A deputy to the stand manager should be appointed in good time (in the case of absence due to unforeseen circumstances).

Stand manager's job description

to assume responsibility for the stand before the start of the event
 to delegate specific tasks to individual employees
 to provide and monitor duty rosters and attendance plans
 to welcome important visitors
 to assist with customer discussions
 to pass on important messages to the company head office

Organization of the trade fair stand

The stand manager should be satisfied themselves well before the start of the trade fair that the whole stand will be built according to plan, that the furnishings, design and product captions are in order, that publicity material and catering are available and that all connections and equipment are in working order.

On the evening before the trade fair, the stand personnel should receive their final instructions and the procedures at the stand should be explained:

- introduction of the members of the team, including any outside personnel
- information about the trade fair
- information about the aims at the trade fair
- special events and occasions during the trade fair
- explanation of important documents
- explanation of the visitor record forms
- instructions on how to entertain customers
- instructions for press agents
- planning of the duty roster
- code of behaviour

The duty roster establishes who is responsible for individual tasks, e.g. for making sure the brochure racks are full, for keeping the discussion booths or groups of chairs clean during the day, for the catering. It also determines a rota for breaks during the day.

The daily discussion of the situation – in the morning or in the evening – serves to inform all members of staff about successes attained at the trade fair and about any special details for the following day (important visitors or events). It is also possible to discuss weaknesses in the procedure and find short term solutions. A similar process of criticizing the adopted approach is also to be recommended for the end of the trade fair.

A well-organized and a well-managed trade fair team ensures:

- that the trade fair stand is clean and tidy at all times
- that no bottle-necks occur with consumer goods and provisions (publicity material, catering)
- that all technical facilities at the trade fair stand are fully functional
- that stand procedures and working hours are kept to
- that the atmosphere at the trade fair stand is always friendly and relaxed
- that the stand manager always knows exactly where employees are at any one time
- that conversations with visitors are written down and analysed



Hospitality

Hospitality can be offered on even small trade fair stands. Alcoholic and soft drinks can be offered. As far as pastries and other snacks are concerned, the emphasis is on freshness and appetizing presentation. It will be remembered especially if the food or drink is linked to the firm's place of origin, i.e. Franconian wine, white sausage from Munich or Westphalian ham. There are firms employed in all exhibition centres which can supply the exhibitors with drinks etc.

The hospitality on the stands is a characteristic of quality at German trade fairs. This quality depends not least of all on the tableware used. In order to create a good impression, reusable tableware is required. The trade fair restaurants have also been operating with reusable rather than disposable tableware for some time now. However, attention should be paid that as little tableware as possible is broken and that water and energy are used economically when washing up. In the context of a study commissioned by AUMA, reusable and disposable tableware was tested for its environmental compatibility. The results show that the following must be taken into account.

The use of reusable tableware is justified, if the following is observed:

- Avoid transporting the tableware long distances
- An adequate standard of hygiene is only reached with a dishwasher
- Use an energy saving dishwasher
- Use the dishwasher to its full capacity
- Only use a phosphate and chlorine free detergent
- No more than 20 % of the tableware may be broken

When using disposable tableware:

- Use only compostable materials
- Organize a collection which is easy to manage, of pure materials and small in volume
- Disposable tableware is only useful for modest hospitality needs

Cleaning and security

It goes without saying that the stand should be kept clean at all times. The daily cleaning can be done by members of staff or one of the organizers outside contractors can be employed to do it. In addition to this, the employee responsible should ensure that everything is clean and tidy during the day. Overflowing ashtrays, brochures lying around and stale biscuits quickly lead to people drawing the wrong conclusions about the exhibitors overall service.

Security at the trade fair stand must be properly organized even during assembly and disassembly. Experience dictates that these times are chaotic and hectic; valuable exhibits should not therefore be left unattended. This also applies to the daily running of the stand. In particular in the case of trade fairs with large amounts of visitors, adequate security arrangements should be made for valuable exhibits. Trade fair halls usually have their own security arrangements at night. It is also possible to employ your own company security for stands with very valuable exhibits.

Concluding business

Directly after the trade fair has finished, there should be a concluding discussion for the benefit of members of staff. While things are fresh in everybody's minds, a whole range of small matters can be aired and their significance evaluated for the next trade fair. A written report can then contain recommendations for future presentations.

The disassembly process can only begin after the event has officially ended. Visitors should not arrive on the last day to be greeted by the sight of a half-empty stand. An atmosphere of departure does not exactly make an interested visitor feel welcome. Time can be saved and stress avoided if the disassembly process and the transport have been organized well in advance.



9. Advertising and public relations

When planning to take part in a trade fair it is essential to consider publicity and advertising. As much thought must go into attracting visitors as to designing the stand.

Advertising and press relations undertaken by the organizers

A considerable part of the trade fair companies budget is devoted to advertising for exhibitors and visitors. Brochures for international trade fairs are printed in all the relevant languages and sent out to the target groups in many different countries. Direct advertising can often be divided into stages in order to capture the potential visitors attention step by step. Announcements are placed in all the relevant trade journals, and often also in the daily press and magazines of more general appeal. The organizers also make use of all other available means of advertising.

Through their press relations work, the organizers aim to gain as much media attention as possible. During the run-up to the trade fair, the trade press in particular is supplied with information on what the trade fair has to offer, the innovations, the fringe events and individual topics. Just before the trade fair opens, television, radio and the local or financial sections of the daily press are invited to attend an information session.

The organizers are only concerned with advertising for the trade fair or exhibition itself or for its main features, thereby ensuring that potential customers will attend. It is the responsibility of the individual exhibitors to ensure that visitors will make a point of visiting their stand.

Exhibitors can take advantage of a whole range of advertising services offered to them by the organizers free of charge or at cost price. Often a download from the homepage of the organizer is possible.

Public Relations by the trade fair organizer

Press work
Direct advertising to exhibitors and visitors
Advertising in specialist journals and public media
Poster campaigns
Online advertising

**Trade fair companies
publicise the trade fair,
not the individual exhibitor!**

Advertising services offered to the exhibitors by the trade fair organizers:

Distribution of press-releases to trade journals

Setting copy for logos and stand location plans

Visitor brochures, posters

Free-entry vouchers

Trade fair calendars

If ordered well enough in advance, the above material can include the companies details

- the companies name and full postal address
- details of the location of their stand at the trade fair and
- possibly also the company logo.

The organizers can arrange the printing. These advertising services offer the simplest means of attracting visitors but can, however, only inform potential visitors of the companies presence at the trade fair. They can contain no information about the company itself or its plans for

the trade fair and must therefore be backed up by letters of invitation or invitation brochures.

Attracting visitors

Invitations

Personal invitations to existing and potential customers create a very good impression. A number of options are available. The advertising material available from the organizers (brochures, free entry vouchers) can be sent out accompanied by a personal letter of invitation, including details of the location of the companies stand.

This letter should arouse interest in the trade fair and should, if possible, be addressed personally, e.g. to Dr. John Smith, Company X rather than simply Company X. The letter should also be addressed and signed personally. These letters are all the more effective if signed by the person with whom the customer normally does business, i.e the sales person signs the letter to the buyer, the customer technical adviser signs the letter to the design engineer. The snappier the invitation the more effective it is likely to be. Visitors can be encouraged to visit the stand by sending them a postcard of the trade fair stand or good customers can be sent a snapshot taken at the previous trade fair. Multi-stage invitations, sent out bit by bit over a length of time, can also be used. Each part of the invitation contains an enclosure or a gift designed to attract the potential visitors attention.



The companies list of existing and potential customers is used as a basis for these invitation drives. There are also companies which will sell lists of addresses of potential customers for one-off use. These lists are arranged both according to profession and to region. Invitations should reach potential visitors roughly three weeks before the trade fair is due to begin in order that they are left enough time to plan their visit thoroughly. The first part of a multi-stage invitation can be sent out up to two months in advance.

Invitation brochures

If the budget will allow it, exhibitors can have their own invitation brochures printed including all the relevant information:

- the name, place, date and logo of the event
- the name of the company and the full postal address
- stand telephone number
- the general exhibition programme and individual themes
- the exhibition motto
- any special services available and events due to take place at the stand
- the stand duty roster, so that customers know whom they can talk to and when

The invitation can play on the theme of the existing advertising campaign which can also be repeated visually on the stand itself. Interesting aspects of the stand design or aspects of some of the events to take place there can also be included in the brochure.

Pre-printed reply cards enable customers to make appointments at the stand, which will be kept no matter how busy the trade fair is. By following up the invitation with a phone call, appointments can also be arranged. That can take place in the Internet, by mail too.

Free entry vouchers

Free entry vouchers, available to exhibitors from the organizers, are particularly highly regarded by visitors. The vouchers are sent out by the exhibitor accompanied by a suitable note and can then be exchanged at the trade fair for an entry ticket. The exhibitor is only charged for those vouchers which were actually used, and often at a reduced price.

Gifts/Raffles

If the customer knows he will receive a gift, however small, he is more likely to make a point of visiting the stand. Gifts in several parts are particularly effective – one part is enclosed in the invitation and the rest can be collected at the stand, for example a game made up of several pieces. Gifts which form a collection to be built up each year are also effective. (The distribution of gifts should not interfere with the real work of the stand). Vouchers which can be exchanged for a gift or used to take part in a raffle or game are an equally good idea. Invitation drives and gifts should bear some relevance to the exhibition programme or to the company.

Methods of attracting visitors

Invitation with reply card by letter, fax, e-mail

Invitation brochures, with reply card attached

Telephone calls

Free-entry vouchers

Invitation gifts

Raffles and competitions

Entries and announcements in catalogues

Media package (Internet, Exhibitor data base online, etc.)

Entries in the visitor information system

Outdoor advertising

Online advertising

Newspaper and magazine advertising

Shortly before large trade fairs, regular or special editions of the trade press carry advertisements from exhibitors announcing that they will be taking part in the trade fair and giving details of the location of their stand. These details can also be integrated into the existing newspaper and magazine advertising campaign. From time to time such announcements can be found in the Situations Vacant section.

Only those with a large advertising budget can afford to place announcements specially designed to invite visitors to the trade fair.

Catalogue advertising

In addition to the routine entry in the trade fair catalogue and the visitor information system, exhibitors can place advertisements or pay to have their company logo or trade mark included. Whereas visitor information systems only have any advertising value at the trade fair location itself, catalogues are kept for a long time afterwards and used for reference. Nearly all organizers have an electronic list of exhibitors in the internet.



Outdoor advertising

In some trade fair centres it is possible to put up posters on the fence or at certain locations within the centre. External advertising in the form of posters, poster stands or neon signs serves as a powerful reminder, either immediately outside the trade fair or inside. In the main, such external advertising reaches a large target audience, for instance at consumer goods trade fairs. It is also possible to make use of the advertising facilities in the town where the trade fair is being held. The organizers permission is required for the distribution of printed material (invitations, brochures, leaflets) in the trade fair or immediately outside, and there may be a charge for this.

Advertising outside of the stand

Exhibitors may also, in some cases, use the organizers mailing service to reach other exhibitors, e.g. with brochures, invitations etc.

Entertainment at the trade fair stand

The visitor should enjoy an exciting trade fair experience at the exhibition stand. Entertainment at the stand, e.g. chat-shows with VIPs, will attract visitors. This should not, however, degenerate into a general shambles or a show purely for its own sake. It should always bear some relevance to the product. A mime can be used, for example, to demonstrate the advantages of the product. This then becomes part of the trade fair programme and is included in the invitation brochure.

However, even the most lavish events will be of no avail if the host and the stand personnel do not make the visitor feel welcome. Despite shows and entertainment, the real work of the trade fair must continue.

Press relations

Press relations provide an effective and cost-effective way of increasing public awareness of the company, its products and its participation in the trade fair. It is however no substitute for other advertising methods. There is no guarantee that a press release will be printed unaltered, in full and complete with photograph, or indeed whether it will be printed at all. The content and style of an independently placed advertisement, on the other hand, is determined by the advertiser.

Press releases

Trade fairs are designed above all to present innovations, improved products and application solutions. Trying to fob the press off with old news will only be to your detriment. The information that the company will be taking part in the trade fair is not in itself regarded as newsworthy. Writing press releases is not difficult as long as a few rules are observed.

A press release should be a factual description of new products or techniques and should not give way to exaggerated and superfluous sales-talk. In order to attract the attention of the editor (and the reader) the heading should contain the main points:

Press release

Interesting news

Information suiting editorial programme

Easy to understand, (positive), neutral

Who, what, when, how, why?

Short enough?
Detailed enough?

Meaningful?

Sender

Approval of customer and/or supplier

Earliest release date?

In good time
(8 – 10 weeks in advance)

Information material

Who?

When and where?

What?

How?

Why?

Who?

The companies full name and address should appear in the text and not just on the back of the envelope.

When and where?

The trade fairs full title, the date, place and stand location.

What?

An objective but positive description of the product, the achievement or the application

solution. New technical details or unique features are to be particularly emphasized.

How?

How the product works, possible applications and target groups.



Why?

Why the product is of interest to the reader: innovations, further developments, new areas of application, new import and export opportunities.

The following points should be observed when drafting the press release:

- include the date and the announcement press release at the top
- include the main points in the heading, which should attract the readers attention (two or three possible headings can be given)
- keep the text as short as possible, with the most important information at the beginning (editors usually start cutting at the end of the text) – a succinctly-written A4 page is usually sufficient
- obtain the consent of customers and suppliers in case their rights are
- indicate clearly the address, including telephone number, fax number, mail address, the name of the member of staff responsible, the hall and stand number and the trade fair telephone number
- if the press release is going to the trade press, include a striking black and white photograph measuring 13 x 18 cm (the heading should be written on a label and attached to the back) or send as an electronic file
- press releases should be sent to the monthly editions of the trade press at least eight to ten weeks before the publication date, sooner if possible

Different media require different kinds of reports. Whereas the trade press is more interested in technical solutions, the daily press is more interested in the economic aspects of the product or its benefits for the customer or consumer. The local press in the companies home town publishes reports on its success at the trade fair, for example, or on important new contracts. Television requires products or subjects which lend themselves to visual presentation and which will also appeal to a large audience. Radio stations require someone who interviews well.

In order to help exhibitors build up a press mailing list, many organizers offer a list of the important trade magazines. This basic list can be built upon using contacts made at the trade fair.



Product reports for the press

At nearly all trade fairs product reports for the press are produced. Exhibitors are given a form to be completed with a short and informative text on innovations and further developments. These texts can also be submitted and published in other languages. The organizers then edit the texts and distribute copies to the trade journalists. This is another case where company histories and advertising texts are superfluous.

Press kits

Press kits, set out ready at the stand, contain detailed information and background material, including a list of references and can be translated into different languages. Black and white 13 x 18 cm photos labelled on the back with a short description can also be included. After the trade fair, press kits are sent out to editors of those journals on the press mailing list who did not send representatives to the trade fair.

Press relations at the trade fair stand

A press officer or a designated member of staff from the stand should be available to talk to journalists and should also be responsible for replenishing the stock of press kits and filling the press tray in the trade fairs own press office. All requests for further information made at the trade fair should be dealt with as quickly as possible.

It is well worth informing the organizers press office of any special attractions the stand has to offer or of any orders or joint ventures which were agreed upon at the trade fair so that the information may be passed on to the media. Journalists should also be invited to the trade fair well in advance. Contact can be consolidated after the event by sending journalists a letter of thanks, accompanied by the companies own review of the trade fair.

Press trays

In the trade fair press office are trays where any information for the press can be placed (there may be a charge for this). These are not meant for advertising brochures etc. but for concrete, factual information which will encourage journalists to visit the stand. The content is of prime importance – lavish presentation of press kits is entirely unnecessary. Such information must include the location of the stand and the name of the member of staff responsible.

The press conference

Participants in a press conference will expect new or interesting information. If the aim is merely to strengthen contacts with the press, then an informal discussion or a press reception is more suitable. Press appointments should be arranged through the organizers, who will timetable these appointments to avoid any clashes. Rooms can be rented in the exhibition centre and the trade fair catering service will take care of refreshments.

When planning a press conference the following points should be borne in mind:

- the newsworthiness of the topic
- speakers and representatives available for questions
- suitable date and time
- invitations with reply card attached sent out in good time and follow up action
- room reserved and suitably equipped (desks, audiovisual aids, flip charts, display equipment)
- prepared press kits with the names of the speakers (title, full name, position in the company)
- short, comprehensible speeches
- question and answer session
- suitable refreshments, depending on the time of day

10. Follow-up

In their trade fair plans, companies very often neglect the follow-up work; valuable contacts made during the trade fair are followed up either too late or not at all. Contacts made at the trade fair are only the very beginning in the process of building up a good business relationship. In many cases a prospective customer has to be approached several times before a business deal is concluded.

A well-planned post-trade fair campaign is of great help in achieving the underlying aims of the trade fair. Right from the very beginning it should be decided how, how soon and by whom (sales, sales force, representatives) contacts made at the trade fair will subsequently be consolidated. The forms used to record details of contacts made at the trade fair are used as a basis for the follow-up campaign and for the work of monitoring the success of the trade fair.

Analysis of visitor records

The trade fair company organizes a central analysis of the event in order to help individual exhibitors in the all-important monitoring of the success of the trade fair. The central analysis of the visitor record sheets can be organized to emphasize different aspects (▷ Ch. 4, Visitor and exhibitor surveys)

Few exhibitors are able to say exactly how many and what sort of visitors they welcomed at their stand. Such information can often be obtained by looking at the exhibitors own report sheets, notes on discussions etc. (▷ Ch. 8, Visitor records / Ch. 3, Aims of the exhibitor regarding visitors)

The content of discussions is analysed according to:

- products
- areas of application
- technical processes
- new customer requests

The subject and outcome of discussions can be classified as follows:

- technical
- commercial
- general information about the company

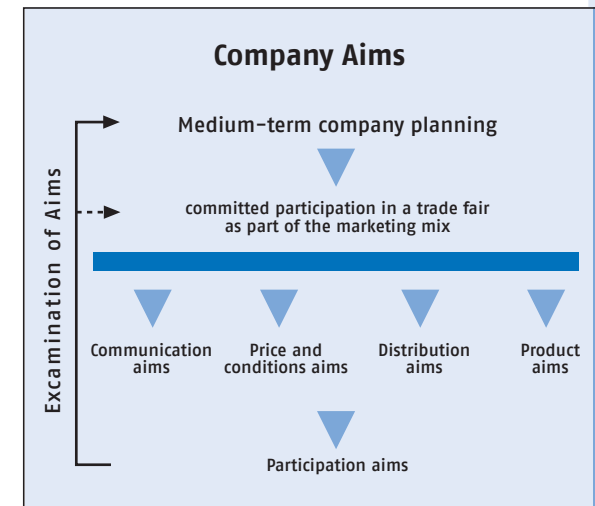


- further discussion required
- discussion completed
- submission of an offer
- sampling
- orders placed by existing/new customers

The work and the running of the stand can be analysed by looking at:

- each day of the trade fair (possibly also units of time)
- languages required

By using detailed analysis (cross-sectional analysis), it is possible to gain information on the number of contacts made during the trade fair according to sales areas and/or products, or product preference, divided into existing and potential customers. In so doing, the aims of the company should be borne in mind. By using the marketing mix it was possible to draw up a list of aims for exhibitors at a trade fair. In order to monitor the success of the participation in the trade fair it should therefore be considered to what extent these aims have been met (▷ Ch. 3, Aims of participation in trade fairs). The result can lead to a greater effort being made at the next trade fair or to a reconsideration of the aims of the company and/or its trade fair aims.



If an electronic visitor registration system at the entrance to the trade fair is used, the analysis of data is made considerably easier. This kind of registration system can be combined with a similar system at the stand itself using bar codes or magnetic cards. By comparing attendance figures with those of previous or similar trade fairs, trends can be distinguished and decisions on future trade fair participation influenced. By comparing the attendance figures for your own stand with those for the trade fair as a whole, it is easy to assess how the success of the stand relates to that of the other stands.

Follow-up action

The type of follow-up action adopted depends on the target group of the trade fair stand and the groups of people who were invited but did not come:

Following up the trade fair

Thanking important customers

Prompt mailing of materials

Discussions within your own company

Follow-up telephone calling

Processing inquiries, field services, sales office, representatives, dealers

Prerequisite:
meaningful discussion notes

Customers Potential customers Journalists

The reliability and speed with which potential customers inquiries are dealt with and the way in which this is done will be regarded as a reflection of standards within the potential suppliers company. Once initial contact has been made, the capability and enthusiasm of the whole company should be demonstrated.

In the case of existing or potential customers who attended the trade fair:

- send a note of thanks for their visit
- send any documents or quotations which were promised
- specific discussion of any points in the customer record form
- arrange further appointments
- designate members of staff or the sales force to consolidate the initial contacts

In the case of existing or potential customers who did not attend:

- send information on the exhibition programme, innovations and new developments
- make follow-up contact, by telephone or letter

In the case of journalists who did attend:

- send a letter of thanks for their visit
- send the companies review of the trade fair (including a photograph)

In the case of journalists who did not attend:

- send a complete press kit
- send the companies review of the trade fair



Monitoring success and Trade Fair Benefit Check

The assessment of a companies activities is a vital part of modern management. Trade fairs are an incomparable opportunity for obtaining feedback from target groups and for making direct market analysis. Since the trade fair takes place within a limited space and has a fixed duration, it is possible to measure and monitor its success. It is useful to obtain a complete picture of the visitors to the stand, their aims and their product interests.

Monitoring success should include the following:

- the costs incurred
- details of contracts, contacts and information obtained
- analysis of visitor records
- stand visitors profile comparison:
 - with the intended target group
 - with those who attended previous trade fairs
 - with the organizers visitor analysis (checked by the FKM)
- analysis of the exhibitors questionnaire provided by the organizers
- consideration of the economic climate in the companies particular field
- advertising and invitation drive
- assessment of the stand itself – size, location, design
- the competence and degree of preparation of the stand personnel
- the results of the stand personnels final assessment, including personal observations (e.g. the working atmosphere at the stand)
- analysis of the performance of competitors
- press response to the companies participation in the trade fair

This monitoring of success serves as a basis for decisions on future trade fairs. By critically analysing each point it should be possible to eradicate any short comings in the organization. The results should be borne in mind when designing stands in future: anything unnecessary or seldom requested can be left out and anything which was missing can be added. The results also influence the choice of staff (technical, commercial, languages required).

Conclusions can also be drawn regarding the effectiveness of the advertising for the trade fair and the invitation drive. The number of invitations sent out is compared with the number of visitors who actually visited the stand as a result of the invitation drive. The same technique can be applied to visitors who came as a result of other advertising methods (announcements in the press, entries in catalogues).

When making a benefit cost analysis it is necessary to look at the medium term. The purpose of a benefit cost analysis is to examine the efficiency of a particular investment decision (e.g. taking part in a trade fair). The success of such an analysis depends on, among other things, the extent to which the individual costs and benefits can be expressed quantitatively. With order trade fairs, success can be expressed in terms of orders taken. However, this type of cost-benefit analysis is only of use to companies which are not seeking any business after the trade fair. It is also impossible to take into account the additional benefits of the trade fair, such as spreading of information and gaining of recognition.

A simple method of measuring success is to examine the amount of technical information which was given out – this method does however have in-built in-accuracy. If order forms for such publications are given out instead, the analysis can be more accurate. Experience has shown that information material is often then requested long after the trade fair.

Useful information regarding the number of sales staff on the stand in relation to the number of serious contacts made can only be compiled over several years or after several different trade fairs. Discussions with existing or prospective customers can also serve as a basis for such assessment. The number of contacts made should compare favourably to the number of invitations sent out and the total number of visitors to the trade fair.

By comparing the total cost of taking part in the trade fair with the number of worthwhile discussions, a figure for the contact cost per visitor is arrived at. By conducting these analyses over a number of years or by concentrating the analysis on individual events, useful data concerning trade fair activities can be compiled. The cost of making contacts at the trade fair can then be compared with the cost of distributing information by means of announcements in the press, direct advertising or visits by representatives.

Analysis of the contact costs does not however take into account the other benefits of the trade fair. It has advertising value, serves as a review of the companies market position and competitiveness and helps initiate cooperation arrangements (see Ch. 3, Aims of participation in trade fairs, especially “Trade Fair Benefit Check”). It is much harder to find a way of measuring success in these areas. Alternatively a company can ask itself how much these aims would otherwise have cost to achieve and whether these aims could have been achieved in any other way in the first place.



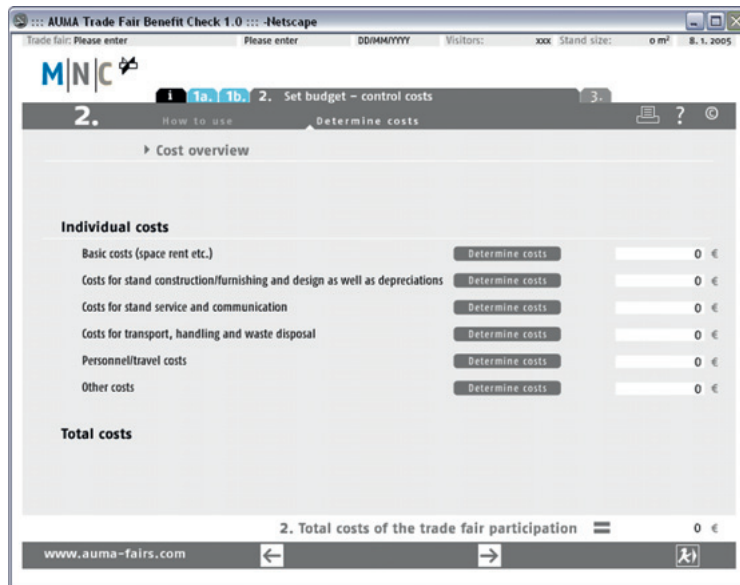
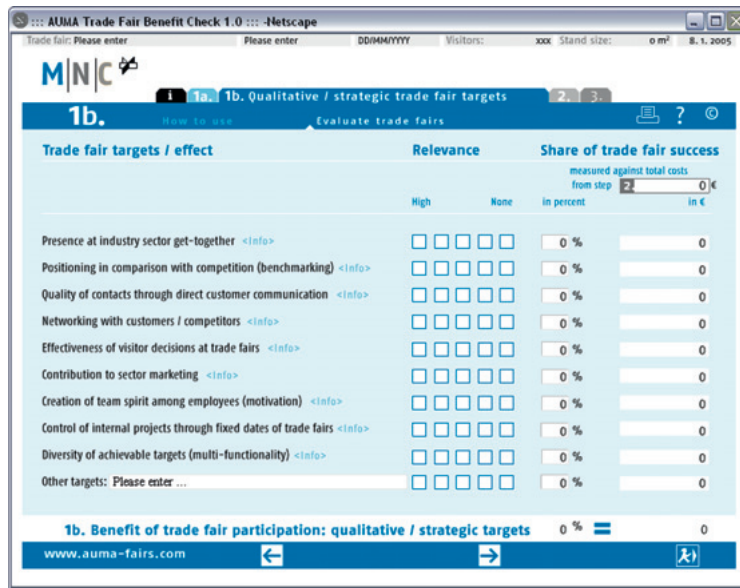
Trade fair benefit = costs of alternative marketing instruments

The basic idea is that the exhibitor should first clearly define which objectives they wish to achieve and on what scale and how they can measure their achievement. The benefit of quantitative objectives is defined in that the costs are established which the use of alternative marketing instruments would involve. For example, the very expensive sales force would have to be used more intensively if a company wanted to achieve a specific number of contacts to new customers other than through a trade fair participation. The benefits thus calculated for the individual trade fair objectives are added together to produce the quantitative benefit of the trade fair participation.

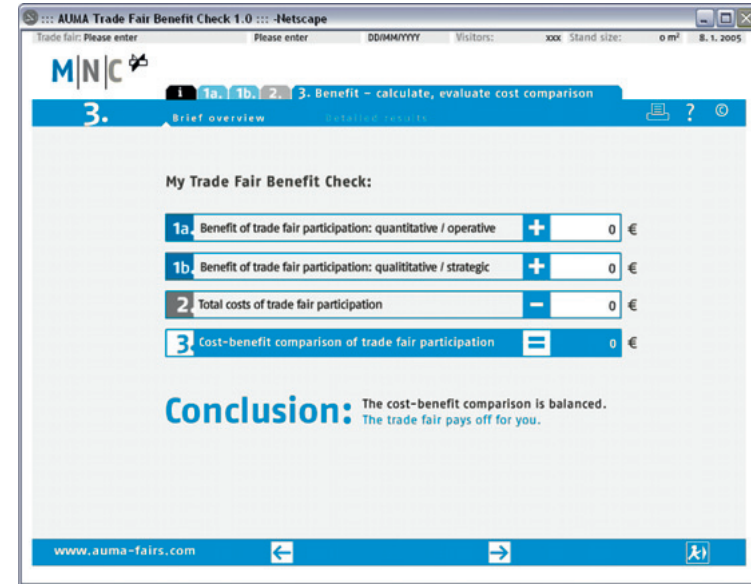
Trade fair targets	Set targets	Benefit in €
Contact targets		
Care of regular customers <info>	<input type="checkbox"/>	
Acquisition of new customers <info>	<input type="checkbox"/>	
Acquisition of new cooperation partners <info>	<input type="checkbox"/>	
Acquisition of new employees <info>	<input type="checkbox"/>	
VIP service (politics, business) <info>	<input type="checkbox"/>	
Communication / information targets		
Increase awareness: company / products / services <info>	<input type="checkbox"/>	
Improve the image of the company or individual brands <info>	<input type="checkbox"/>	
Establishment and cultivation of relations with the media <info>	<input type="checkbox"/>	
Market research: customer behaviour, trends, product acceptance etc. <info>	<input type="checkbox"/>	
Qualification of sales staff <info>	<input type="checkbox"/>	
Presentation targets		
Presentation of products / services / technical processes <info>	<input type="checkbox"/>	
Sales and distribution targets		
Contracts (sales) concluded during and after the trade fair <info>	<input type="checkbox"/>	
Implementation of new business terms <info>	<input type="checkbox"/>	
Opening up of new markets <info>	<input type="checkbox"/>	
Development of new sales channels <info>	<input type="checkbox"/>	
1a. Benefit of trade fair participation; quantitative / operative targets		0

To supplement this, the exhibitor checks what the achievement of qualitative trade fair objectives is worth to him, for example, the presence at the trade fair as a central sector event. The value of such objectives is expressed as a percentage of total expenditures.

Subsequently, within the context of the trade fair check, the costs of the participation are then integrated, taking into account the targeted benefits. The previous online trade fair cost calculator from AUMA is integrated into the new Trade Fair Benefit Check.



These costs are then compared with the complete benefits from quantitative and qualitative objectives.



Tool for small and medium-sized companies

With the Trade Fair Benefit Check both trade fairs already conducted and those that are being planned can be calculated and evaluated with relatively low expenditure. As a result, this instrument is also aimed especially at small and medium-sized companies. The Trade Fair Benefit Check should contribute to the consideration of the entire range of possible trade fair objectives and the formulation of concrete trade fair objectives as a prerequisite for effective monitoring of success.

The AUMA Trade Fair Benefit Check is available for downloading free of charge at www.auma.de.



11. Short Information

Organizations of the German Trade Fair and Exhibition Industries

The members of the Association of the German Trade Fair Industry, as the central association representing the trade fair and exhibition industries in Germany, consist of federations and organizations of exhibiting and visiting industries, together with the exhibition organizing companies.

Its tasks include providing information and advice to all those interested in trade fairs in Germany and abroad, representing the interests of the trade fair and exhibition industries, marketing for the trade fair centre Germany, the creation of transparency in the trade fair market and the preparation of the official foreign trade fair programme.

As information and as planning aids, AUMA publishes a wide range of publications, some of them in several language versions (see chapter on AUMA publications.) AUMA also provides individual advice on selecting the right trade fair.

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 10179 Berlin

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The Special Association for Fairs and Exhibitions (FAMA) is an affiliation of fair and exhibition organizers, staging mainly regional exhibitions but also including a number of national events. The tasks of the association include collaboration in all questions concerning the specific trade or branch; cooperation with all authorities, institutes and associations involved in exhibitions together with the trade press; consultation and the compilation of experts reports on trade matters; promotion of all aspects of trade fairs and exhibitions; and the provision of basic and advanced training in the specific trades and branches of industry.

FAMA – Fachverband
Messen und Ausstellungen e.V.
 c/o Johann Fuchsgruber
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 93083 Obertraubing Erfurt

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 Telefax +49 9401 5278611 www.fama.de

The FAMAB is the network of the specialists around fairs and marketing events. Both the strategically aligned agencies and enterprises are in the FAMAB at home, and the service provider aligned to realization.

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The Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) presents statistical material which has been checked and collated according to uniform rules with reference to exhibition space, exhibitors and visitors, ensuring that truth and clarity prevail in all matters concerning trade fairs and exhibitions. Around 70 German trade fair and exhibition organizers are represented in FKM, which was founded in 1965. Reliable statistical material is available to trade fair users on nearly 300 trade fairs and exhibitions. AUMA is responsible for the management of FKM. The annual FKM Report is published in German and can be obtained free of charge from the FKM.

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The pool of German Trade Fair Organizations and Exhibition Cities includes the nine organizing companies in Dortmund, Essen, Friedrichshafen, Hamburg, Karlsruhe, Offenbach, Pirmasens, Saarbrücken and Stuttgart. The pool was founded in 1952 and unites the member companies with the aim of exchanging experience and dealing with common problems in the service of exhibitors and visitors.

Interessengemeinschaft

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The Union des Foires Internationales (UFI), with its headquarters in Paris, was founded in 1925. Its tasks is to promote trade fairs and exhibitions and in particular to encourage and promote unhindered international participation.

The UFI-signet stands for a minimum of international importance of an event and therefore counts as a seal of quality. 552 member organizations belong to the UFI, with 866 international events recognized by the UFI. Germany has built up a large lead ahead of all other countries world-wide with 123 events officially recognized by the UFI.

**UFI – The Global Association
of the Exhibition Industry**

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