

Trade fair participation

Month to start of trade fair



- ▶ 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



- ▶ Request trade fair documentation
- ▶ Determine stand size
- ▶ Registration/allocation
- ▶ Selection of exhibits
- ▶ Stand planning



- ▶ Selection of stand construction company
- ▶ Advertising/gifts
- ▶ Briefing of stand construction company
- ▶ Order
- ▶ Trade fair catalogue entry
- ▶ Supporting advertising measures
- ▶ Presentation by the stand construction company
- ▶ External staff, hostesses
- ▶ Dress code, uniform



- ▶ Commission catalogues/brochures
- ▶ Request communication lines/electricity/water supplies
- ▶ Determine stand personnel
- ▶ Graphic
- ▶ Mailings to customers/invitations
- ▶ Begin briefing stand team
- ▶ Name badges
- ▶ Press activities



- ▶ Hand-over by stand construction company
- ▶ Visitor survey
- ▶ Success controls
- ▶ Observation of competitors



- ▶ Orderly dismantling and return transport
- ▶ Analysis of the participation
- ▶ Corporate objectives achieved?
- ▶ Follow-up/customer contacts
- ▶ Cost recording
- ▶ Consequences for the future
- ▶ Determine return on investment
- ▶ Decision on next trade fair, stand size
- ▶ Final report/documentation

Source: brochure „Successful Participation in Trade Fairs“
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