



ABOUT TRADE FAIRS & EXHIBITIONS:

Fairs provide the perfect occasion to give your company or product the proper introduction to a market.

Here you can find the right prospects for your company and your products and/or services. In order to effectively carry out this activity it is important to carefully examine why you are intending to participate in a fair. For a successful fair, a detailed communication strategy is an absolute must.

In this guideline you will find some useful tips and examples or reasons to participate in a fair and to make your fair a success.

12 REASONS TO PARTICIPATE IN A FAIR

- 1. INCREASE BRAND AWARENESS**
- 2. NEW CUSTOMERS**
- 3. STRONG CUSTOMER RELATIONS**
- 4. INCREASE TURNOVER**
- 5. GREATER MARKET PENETRATION**
- 6. SPREAD YOUR EXPERTISE**
- 7. IMPRESSIVE COMPANY INTRODUCTION**
- 8. SMART PLATFORM PRESENTATION**
- 9. NETWORK STRENGTHENING**
- 10. IMAGE BUILDING**
- 11. INTERNATIONAL PUBLICITY**
- 12. PRODUCT INTRODUCTION**

1) INCREASE BRAND AWARENESS

- Choose A Location Where Many Visitors Come By. (A-Location)
- Remember: Location Is More Important Than Booth Space.
- Early Booking Gives The Best Chance Of A Good Exhibit Hall Location

PROMOTION

- It Is Recommended That You Place Your Logo on The Fair's Homepage and Floor Plans.

BOOTH DESIGN

- Use Company Colors In Your Booth Design; Making It Easier For Visitors To Link Your Product(S) To Your Company.

IMAGE

- It Is Important That You Have A Clear Image
- Do Not Use Too Many Different Colors.
- Make Sure People Will Recognize You.
- Brochures And Leaflets Need To Have Representative Lay-Out And Not Be Busy Or Cluttered.
- The Brochures Need To Link To Your Company Or Product In A Split In A Split Second!

2) NEW CUSTOMERS

INVITE

- Invite Your Regular Customers; They Can Be A Kind Of Ambassadors For Your Company.
- Invite Your Prospects.
- If You Do Not Have A Database Of Your Prospects It Is Recommended That You Buy One.

MAILING

- Send Out An Eye-Catching Mailing.

Ex. Put A Little Gadget In The Envelope To Trigger It Being Opened.

DURING THE FAIR

- Introduce Your Prospects To Your Regular Customers.
- Send out a Letter of Thanks, To Confirm Your Prospect's Visit to Your Booth.

3) STRONG CUSTOMER RELATIONS

CONFIRMATION

- Your customers are looking for confirmation that they are in business with you.
 - A fair is the opportunity to take care of that.

INVITATION

- Your invitation has to look stylish
- Ex. Offer a free parking card to ease pre-registration

HOSTING

- You have to be an excellent host for your customers.
- Your booth needs comfortable seats and excellent catering if it is available.
- If you have a big booth, it is recommended to arrange a separate area for hosting.

REMINDER

- Send a reminder to prospects who did not show up the first day at your booth.
 - Send them a second invitation to visit you the next day.
 - Keep on doing this every day of the fair

4) INCREASE TURNOVER

BUSINESS

- It has to be clear you want to do serious business and that visitors with investment plans are more than welcome
- Consider a special fair offer

BOOTH CREW

- They Have To Be Easy To Identify.
- Business Cards Are An Absolute "Must".

- Make Sure Your Crew Looks Representative. (Ex. Let Them Wear The Same Shirt Or Tie.)
- They Have To Be Eager To Engage Visitors All The Time And To Them Feel Comfortable.

FOLLOW – UP

- The Follow Up Has Be Well Organized (It Is an Absolute “Must”!)

5) HIGHERMARKET POSITIONING

PRIME LOCATION

You are the market leader and you want to show that!

- Reserve a prime location. (Book early!) This could be next to a non competitive brand leader or the front or middle of the exhibition floor.
- You should also consider reserving a large booth area to make a big impression.
- Ensure that you are located in front of your competitors. (Book early!)

IMPRESSIVE BOOTH

- Design an impressive and functional booth: height is essential
- Make sure your booth is inviting and accessible to visitors, a counter could be a barrier to visitors entering your booth.

VALUABLE ATTENTION

- Offer Your Potential Prospect A Valuable Attention.

6) SPREAD YOUR EXPERTISE

YOUR KNOWLEDGE

- Only you can convince your customers about the use of your products and its benefits.

SEMINARS

- Consider organizing seminars in your booth, on the show floor or in a separate room within the exhibition complex.
 - But watch out: organizing seminars is a risky business your business without wasting time

- (ex. Focus on case studies)
- For some companies face to face business turns out to be far more effective.
- Send an invitation and attach a seminar schedule and a registration form.

WEBSITE

- Your website has to promote the event and if possible offer you're your visitors the opportunity to register online.

7) IMPRESSIVE COMPANY INTRODUCTION

IF YOU ARE A NEWCOMER

- Take The Advantage Of Being New.
- Use Eye-Catchers
- Visitors Are Always Looking For Something New.
- Remember: 'You Never Get A Second Chance To Make A First Impression'.

SURPLUS VALUE

- Try to show your prospects the added value of your products, the advanced value of doing business with your company

PRESENTATION

- A solid presentation is recommended.
- Examine options and avoid unnecessary risks

8) SMART PLATFORM PRESENTATION

COVERING PROGRAM

- You have to suggest a uniform program to your subsidiary or branch colleagues.
- The individual booths need a branch identification
- You have to draw up a floor-plan so prospects can find all the branch or subsidiary companies at the fair.

PERSONAL INVITATIONS

- Invite your prospects, but also attach a branch seminar program to your personal invitation.

- Send out a press release to the relevant business magazines.
 - Be sure you do this on time!
 - 3-5 month before the fair!
 - Business magazines have deadline
 - For handing information about
 - Products and exhibition participants.
 - It would be a missed opportunity if your company or product(s) is not mentioned in the magazines.

9) NETWORK STRENGTHENING

CONNECTING

- If you want to connect different groups of companies you are in business with to strengthen your network, you have to send out an invitation to the complete market.

INFORMAL RECEPTION

- Invite customers and potential customers to an informal reception in your booth or off site, after hours location. (ex. Hotel)

10) IMAGE BUILDING

THEME CAMPAIGN

- See chapter 1 “image”
- What is your company’s image?
- Develop a theme campaign according to that image.

ADJUSTING

- Connect your presentation, publicity-and invitation policy to the theme campaign.

11) INTERNATIONAL PUBLICITY

PRESS

- Editorial staffs are eager to get the latest new just before opening of a fair.
- Call the editor of a magazine to invite him to an exclusive demonstration.
- Send out a press release

- Prepare press packages for the fair's pressroom.

12) PRODUCT INTRODUCTION

CAMPAIGN

- Make sure prospects and the press can find you during the fair.
- Mail out product information mail to prospects and the press in time!

DEMONSTRATION

- Let a well known person conduct the first demonstration of your product.
- Invite your important customers and potential customers to introduction.
- Give them the opportunity to buy the new product(s) for a special fair price.

PHOTOJOURNALIST

- Let A Photojournalist Record This Moment, Two Weeks Later You Will Find Yourself In All Kinds Of Business Magazines.

TIP: BECOME AN ASSOCIATION MEMBER

WHY BECOME AN ASSOCIATION MEMBER?

- Network opportunities at membership meetings
- Special events and merchandise
- Obtain additional and important information about your special kind of business and the actual market.
- The possibility to place your company and/or product information in a resource center and library
- The possibility of a pavilion presentation.

EXHIBITION NECESSITIES

- | | |
|----------------------|---------------------------|
| • Badges | • Business Cards |
| • Brochures Products | • Press Kits |
| • Brochures Company | • Exhibition Reports |
| • Banners | • Envelopes, Empty |
| • Posters | • Labels, Address Company |

- Marker Pens
- Market, Black
- Knives
- Scissors
- Staples
- Stapler
- Ballpoints
- Cleaning Liquid
- Phone Blocks
- Velcro, Double Sided
- Double Sided Tape, Wide
- Laptop
- Mobile Telephone & Charger
- Extension Cord For Computer
- International Plug

ENGIMACH

INDIA
MACHINE TOOLS SHOW

pune
MACHINE TOOLS SHOW

RajKot
show
machine tools


AUTOMATION
WORLD SHOW


ROBOTICS
WORLD SHOW

Material
Handling
World Expo

PUNJAB
MACHINETOOLS FAIR

IMS
INDIA MANUFACTURING SHOW

MACHTECH
VADODARA

SRI LANKA PLAST
INTERNATIONAL PLASTICS EXHIBITION
COLOMBO | AUGUST 10, 11 & 12, 2012

BANGLA
PLAST
BANGLADESH INTERNATIONAL
EXHIBITION OF PLASTIC INDUSTRY

GMTOS

VIBRANT GUJARAT
GLOBAL
MANUFACTURING
TECHNOLOGY
SHOW

For More Details Contact:



K AND D COMMUNICATION LIMITED

4th Floor, Chinubhai House, 7-B, Amrutbaug Society,
Opp. Hindu colony, Nr. Sardar Patel Stadium, Navrangpura,
Ahmedabad - 380014 Gujarat, India.

Telephone: + 91 - 79 - 26469725, 26460624, 26460453

Fax: + 91 - 79 - 26403087

Website: www.imtos.com , www.engimach.com

Email: info@imtos.com , imtos@imtos.com , info@engimach.com