

22 – 26 APRIL 2024

# FOR A PERFECT EXHIBIT



## THE IDEAL PLANNING CHECKLIST

Go straight from the concept to execution: our checklist helps you plan everything. It also reminds you of all key steps – for a perfect exhibit at the trade fair.

### DEFINE THE CONCEPT PHASE

- The **goal** of your exhibit: what are you trying to achieve?
- The **products & themes to focus on**: what do you wish to present?
- Your **target group**: whom do you want to reach?
- Your **narrative**: what is your message?

### STAND AND FURNISHINGS/FIXTURES

- Rent a modular stand** or order your own **customized stand**
- Stand design** in your corporate image (ceilings/suspended objects, placing logos, prints/posters on stand walls, floor color/style, etc.)
- Stand furnishings** (chairs, tables, counter, lounge furniture, etc.)
- Decorative elements** (plants, display boards, etc.)

### TECHNICAL ASPECTS & LOGISTICS

- Power hookup** (including usage), water, waste water
- Wireless LAN** and telephony
- Audio-visual systems (lighting, sound equipment, screens, etc.)
- Shipment & more** (transportation, parking permits, setup & dismantling periods, etc.)

**N.B.:** Do you have a large stand or a special structure? Please check whether the trade fair organizer needs to **approve your stand design**.

**N.B.:** Some services have **order deadlines**. Make sure you book on time – visit our shop to check order deadlines.

## PROMOTION & INVITATIONS

- E-Tickets** are ideal for attracting potential and existing clients (use in e-mail, social media or banner campaigns)
- Free advertising material** to download and use in your own advertising campaigns
- Announce your trade fair participation:** post on your own website and in social media
- Arrange to meet clients:** the Shop allows you to see 12 weeks before the event which clients have registered so you have plenty of time for telephone follow-ups.

**N.B.:** You are in control of your own performance. Pay attention to your online company and product presentations. Do this right and trade visitors will find you before and during the event on the designated website, exhibitors' list and the app!

## ADS & PRESS SERVICES

- Online, print and outdoor advertising** – easy to book
- Sponsoring opportunities** Identify the best opportunities for sponsoring to enhance your brand's identity and brand awareness
- Determine press topics and issues – communicate them to the **trade media**
- Order incentives

**N.B.:** Don't delay booking ads. Strategic locations outside and high-traffic times for website banners sell out fast.

## STAFF & SERVICES

- Determine staff needs. **Do you require extra personnel?**
- Book accommodation** and organize travel
- Book a **catering service** to serve employees, stand personnel, and customers at the stand
- Figure out and **reserve any extra meeting rooms** needed

**N.B.:** Book staff for your stand early! Even agencies have a limited number of temporary personnel.

## FOR A PERFECTLY SMOOTH-RUNNING EXHIBIT

- Prepare a duty roster** for your stand personnel
- Make a **packing list** for the trade fair
- Mark your calendar** with customer **appointments**
- Key information** for the trade fair: setup & dismantling periods, contact information, representatives, briefing on the trade fair, guideline for communications, hotel bookings, tickets, important addresses, directions

**N.B.:** Accommodation is taken quickly during trade fairs. It is therefore advisable to book your hotel room or apartment as soon as possible. Reasonably priced rooms in private guesthouses close to the Exhibition Grounds are often available.

## SUCCESS CHECK

- Summary of new and current contacts; initiate follow-ups
- Measure success** and compare with your goals

**N.B.:** Visit the Shop to compare which **invitees with eTickets** actually turned up; use the trade fair as the platform to initiate a dialog.