

# 2019



## AUMA Practice Successful Participation in Trade Fairs



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## AUMA Practice Successful Participation in Trade Fairs



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## Successful participation in trade fairs

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Out of all the marketing instruments available trade fairs offer by far the widest range of functions. This is where exhibitors can conduct business, cultivate their image, professional networks, look for business partners or examine the market. The same applies to visitors. Trade fairs are the ideal place for surveying the market, comparing prices and sales terms, trying out products, discussing their applications and doing business.

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For this reason, even in the internet age the importance of trade fairs has not diminished. Today, many exhibitors pursue a wider range of aims at trade fairs than they did a number of years ago. However, in order to make the most of a trade fair it is essential to prepare optimally and to choose the “right” event, the best option for meeting the stated objectives. It involves everything from choosing the right employees for one’s stand to using advertising materials that target prospective visitors. Ultimately, the most important thing is to systematically collect and evaluate the contact information secured at trade fairs.

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This brochure offers tips on how to navigate your way along every step of the way, from preparing for a trade fair through to conducting a follow-up analysis.

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The AUMA team wishes you every success at your next trade fair.

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## Germany as a trade fair venue

Situated at the heart of Europe and in the middle of the European single market, Germany has always been a commercial hub for trading between East and West and North and South. Today, Germany is one of the world's leading exporting nations, with imports and exports totalling about 2,400 billion euros.

For the trade, information is just as important as the goods themselves. More and more products need explaining and with so many choices available making a decision becomes more difficult. Thus, exchanging information and establishing trust become increasingly important.

Establishing leads and cultivating relations is essential. And what better place to do so than at exhibitions, in direct conversation with all the right business partners?

Specialist trade fairs in Germany are where the industry meets, and the opportunities they offer are almost unlimited. More than half of the world's leading trade fairs take place here.

Germany as a trade fair venue is synonymous with tradition and dynamic progress alike. Outstandingly organised event programmes that are tailored to the industry's needs are constantly adapted to fluctuating markets and technological change. Trade fairs show a great deal of innovation and offer product solutions. Supporting conferences provide additional information into the state of scientific research and the future of the respective industry. The payoff from these sophisticated trade fair concepts is how well they are received by the industries in question, by small and large enterprises alike, both at home and abroad. One look at the statistics is sufficient proof.

Annually, some 160 – 180 international and national exhibitions take place and exhibitor participation continues to rise steadily, numbering around 190,000 in 2018. Exhibitors include most of the leading market players from the industries in question. At the same time around 85 % of exhibitors are small and medium-sized enterprises, which frequently make good use of the marketing instrument that trade fairs represent in order to expand their business.

About 60 % of exhibitors are from abroad. A third of whom are based outside Europe. The international dimension to these fairs generates even greater

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interest from abroad and creates its own dynamic. Experts from around the world visit German trade fairs.

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Annual attendance is 9 to 10 million. Nearly 30 % of visitors are from abroad – of the trade visitors approximately 35 % – and most of them are senior executives. The longer the journey, the higher their decision-making power and the longer they stay at trade fairs.

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Trade visitors come for the products and services from around the world and exhibitors are able to address a large segment of their potential customers. Specialist trade fairs and their international dimension are responsible for creating expert knowledge around the world. Business conducted between third parties, i.e. foreign companies who engage with foreign customers, has always been a significant aspect of German trade fairs.

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Trade fair advisory boards including representatives of the supply and the demand side support and ensure industry-compliant developments of the trade fairs.

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Regional exhibitions create market opportunities in many places as well. Their visitors come from clearly defined regional areas, in contrast, their exhibitors come from all over Germany and from abroad, this applies in particular to regional specialist trade fairs.

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Under the AUMA-category “regional” 160 events with around 6 million visitors and 50,000 exhibitors are listed which meet specific quality requirements. Regional exhibitions target trade visitors from industry, commerce, agriculture and the craft sector. General events and specialist consumer exhibitions are aimed at the general public.

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German trade fairs reflect the high level of competition that exists within many industries. This is where the global market players are, so in order to take part in a trade fair optimal preparation is essential.

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Part One of this brochure, Successful Participation in Trade Fairs, provides a guideline for the necessary steps a company must take: from choosing the right trade fair, through to the organisational details to the follow-up analysis. Part Two primarily addresses companies venturing onto foreign markets.

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## 2. Trade fairs as part of the marketing mix

### The role of trade fairs in the marketing mix

In order to make a strategic decision regarding trade fair participation a company must look at its marketing mix in terms of its products, pricing, communications and sales channels.

Marketing is regarded as the planning, coordination and monitoring of all of a company's activities that are focused on current and prospective markets. The purpose of these activities is to consistently satisfy customers' needs on the one hand and the company's aims on the other. In order to achieve these aims a company must employ a range of marketing instruments. Marketing mix elements consist of determining a product, pricing and sales conditions, and implementing sales and communications measures. These are the instruments a company uses to control its influence on the sales market.

#### Selected functions

##### Trade fairs

- provide a focus that mirrors selected markets
- offer entertaining experiences and appeal to all senses
- guarantee and enhance market transparency
- open up new markets
- facilitate a direct comparison of value for money
- promote an in-depth exchange of information

Trade fairs should not only be seen as an efficient communications and sales channel. They also influence product and pricing strategies, and as information technology evolves they naturally change too. The internet plays a major part here, providing access to information in any place and at any time. Thus, where capital goods are concerned, for instance, trade fairs have evolved from a large buyers' event to places where information is exchanged and people engage in face-to-face meetings. Almost every aspect of the marketing mix offers great potential for producing a desired effect. By taking part in trade fairs exhibitors can implement their strategies regarding communications, advertising, pricing and sales conditions, as well as distribution and products, and they can make clear the role they occupy within the market. The majority of exhibitors regard taking part in trade fairs as an integral part of the marketing mix they employ. Trade fairs enable companies to achieve a whole range of economic objectives. When companies use trade fairs as marketing platform they must focus and economise, because trade fairs have many functions. One of their strong points is that they are not held continuously, but at the intervals determined by a particular industry's pace of innovation.



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No other instrument can be employed in the same way to promote a company's image and its products so widely through face-to-face meetings. Trade fairs also supply the parameters a company needs in order to implement a sales-oriented strategy. They show how markets work, the nature and extent of change and the direction future developments will take and the speed at which they will unfold. Trade fairs represent a unique instrument and possess opportunities all of their own.

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Unlike internet research, print adverts, mailings, banners, e-mailed newsletters, flyers or catalogues, all of which offer only abstract impressions, trade fairs put a product on display and offer a hands-on experience. Technical equipment and machines can be shown in actual operation. Expert technical demonstrations go hand in hand with personal meetings that generate information, i.e. a dialogue. This is where products are presented that serve people's individual needs. Internet marketing involves similar basic elements. However, even the sophisticated services offered by the world of information technology cannot replace face-to-face meetings at trade fairs. On the contrary, more and more products and services need explaining and with so many choices available making a decision becomes more difficult. The wealth of products the market has to offer is growing all the time.

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Trade fairs make it easy for companies to evaluate their competitors. Exchanging information and holding talks remains important. In a decision-making situation the degree of personal trust established between business partners is a key factor. In the competition for a business partner's trust personal acquaintance and word-of-mouth marketing become values in their own right. Whether at home or abroad, being able to maintain close customer contact is an essential factor in the quest for strategic success.

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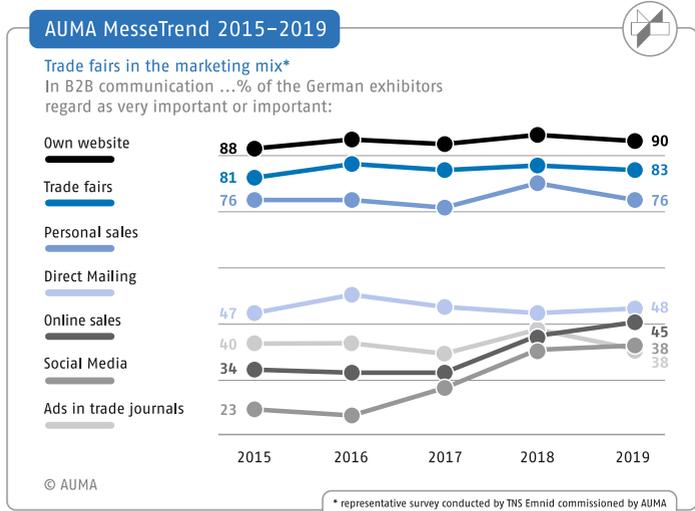
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A company can achieve its marketing aims by visiting potential customers, but this lacks the same impact as promoting one's image at a trade fair. In general, a sales representative will be armed only with his own skills and a tablet PC, and not with the system he needs to demonstrate. Nor will he be accompanied by specialists capable of answering every question on the functional aspects and operational effect of a product as well as on any related costs and earnings. Experts agree that despite the cost of trade fair participation there is no other instrument that brings a company into contact with so many competent professionals over such a short period of time. Trade fairs enable companies to quickly gauge the reactions to a new product or prototype, which in turn provide valuable information for their product and market research work.

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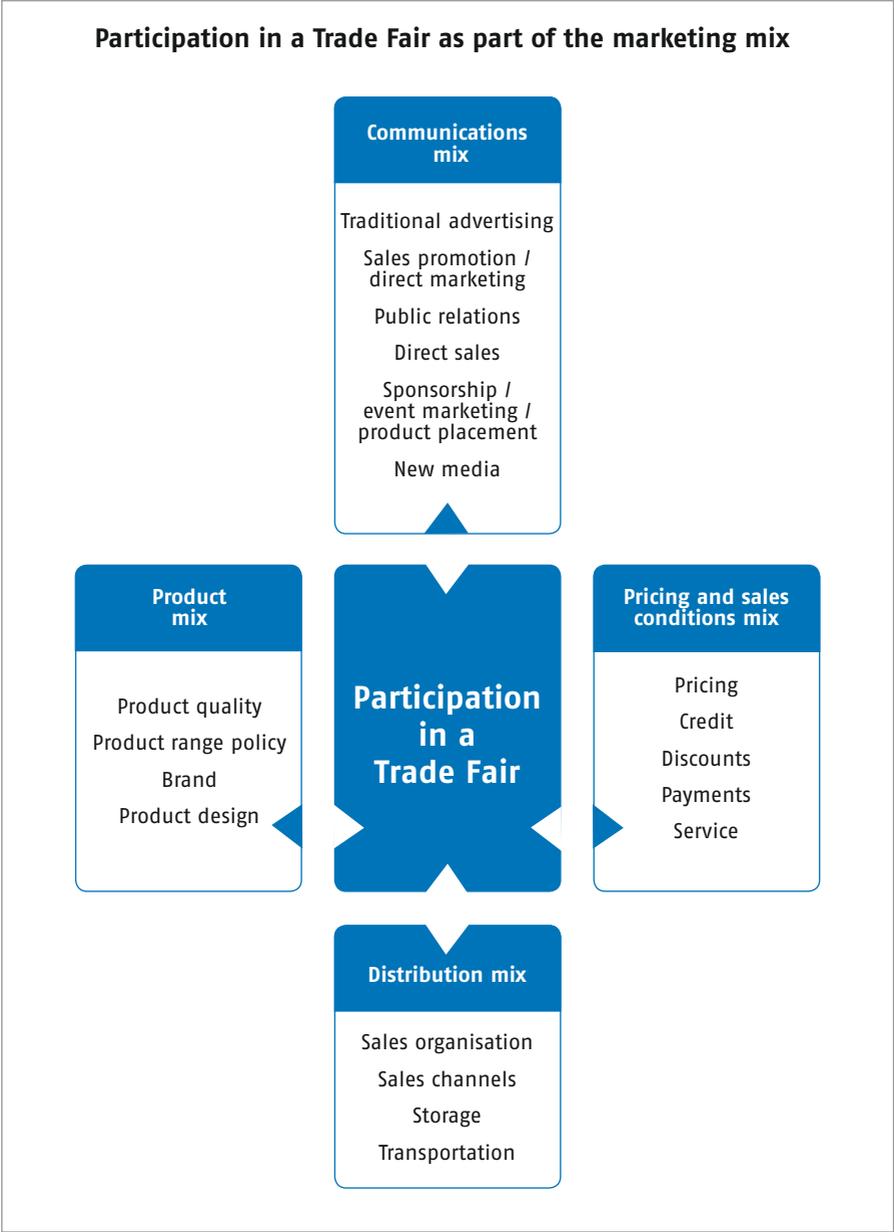
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Another advantage of trade fairs is the opportunity they offer to cultivate customer relations. Relations can be maintained by a brief conversation on the stand rather than by spending large amounts of time and money on travelling. Trade fairs make it possible to combine several marketing instruments. If a company's main objective is to attract new customers it has to launch a large-scale advertising campaign ahead of a trade fair. Alternatively, if its goal is to cultivate relations with existing customers then these must be motivated to visit one's stand beforehand. A basic evaluation of trade fair activities reveals that trade fairs represent a marketing instrument with a wide-ranging and far-reaching impact. All the above factors underline the importance of trade fairs as part of the marketing mix.

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## Participation in trade fairs as an integral part of company activities

The prospect of taking part in a trade fair usually generates widespread and emotional debate throughout the entire company hierarchy, in a similar way to advertising, sales promotion and public relations activities.

Without doubt, trade fairs are complex affairs. Bad experiences, insufficient knowledge of important factors, for example those concerning the choice of event and the effects of participation, can lead to scepticism or unwillingness to take part. This sense of insecurity can only be confronted by understanding trade fairs as an integral part of company activities and by incorporating this approach into the company's dynamic development process. This process begins by collecting and analysing all the necessary internal data, for example on products and product ranges, as well as external information, for example on customers and competitors. Based on the available data and premises, this is followed by evaluating the company's own marketing concept. The process reveals how important a trade fair can be as a marketing instrument. A company must also carry out this evaluation in order to determine suitable strategic measures, for example its objectives at trade fairs (► Chapter 3, Trade fair aims) in order to select the right trade fair (► Chapter 4, Selection and decision-making criteria) and in order to implement tactical measures, such as an individual marketing mix. In order to realise and implement these individual aspects organisation, control and monitoring are required.

## Trade fairs as part of the communication mix

Communication is the act of exchanging messages and information. Likewise, when a company takes part in a trade fair information is exchanged. To begin with the exhibitor, together with his display, products and personnel, acts as a sender of information and the visitor occupies the role of a recipient. Subsequently, the latter engages in a face-to-face personal dialogue with the exhibitor and information is exchanged.

Trade fairs provide a setting for real-life encounters between people and products or for explaining services. They represent a medium through which communication takes place and provide a backdrop for personal dialogue and an environment in which people and products can come together without interference through media. Thus, communication is one of the dominant aspects of trade fairs and exhibitions.

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Classical information and communication tools include advertising, sales promotion, direct sales and public relations. Other, below-the-line, communications comprise sponsorship, event marketing, product placement and new media. Each of these communication instruments forming part of the mix can be employed in a wide variety of ways. Market research and corporate design can also be considered communications in a wider sense. Anyone who has been to a trade fair knows that they are important at these events. An exhibitor receives information on the market and the design of his stand reflects the corporate image he wishes to represent.

#### Communications mix

Traditional advertising

Sales promotion /  
direct marketing

Public relations

Direct sales

Sponsorship /  
event marketing /  
product placement

New media

In order to determine the role trade fairs play compared to other communication tools and instruments a company must take two criteria into account: the intensity of dialogue and face-to-face communications and the input the senses receive during communications. In a sender-dominated display and communications scenario intensity levels are especially low. However, they increase with the use of media as part of the dialogue, e.g. with electronic media, culminating in a personal meeting and a conversation, for example on the stand. Intense targeting of the senses begins with the relaying of abstract information and increases with the use of a multimedia experience, e.g. an audiovisual dissemination of information, culminating in a face-to-face encounter, during which information is accepted by all the senses.

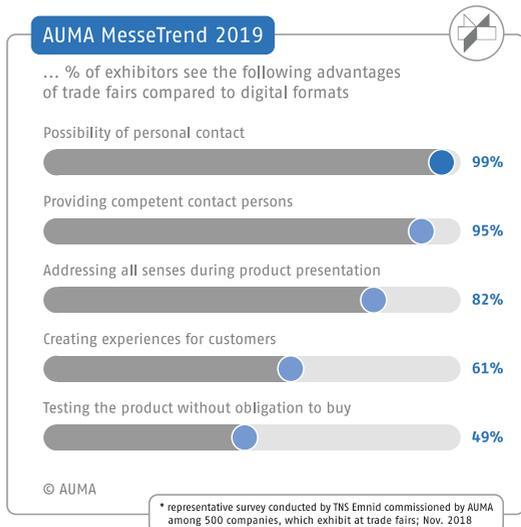
Face-to-face meetings between exhibitors and visitors on the stand are key elements, as they are the only means of exchanging information and communicating by which long-term relations can be established and maintained. At the same time trade fairs communicate information about a product or a service in a much more active and direct way than other instruments because the senses of both the sender and recipient receive much more input, resulting in a long-lasting communications effect.

Other criteria used to evaluate the role of trade fairs in the communications mix include their availability and their many functions. Some trade fairs take place only in intermittent years. Despite their status as 'unique' events their disadvantage is that a company's individual innovation cycle must be coordinated with the industry. Our fast-moving media world and the global flow of information increasingly puts such companies under pressure by asking when an innovation is due and whether it will be released before



the next trade fair. If the trade fair in question is an industry-sponsored event and harmonised with the industry’s own innovation cycle then the fact that this instrument is not available presents no problem. By contrast, being able to participate in a leading international trade fair has numerous advantages for exhibitors, due in particular to the high media attention and global interest such an event generates. For an exhibitor it means planning his participation over a long period of time, observing registration deadlines and keeping a close eye on the trade fairs taking place around the world.

Trade fairs are particularly effective because of their many functions in relation to other instruments. No other instrument serves so many individual purposes and nowhere else can one communicate so directly with a customer in order to trigger new and satisfy existing information needs. Exhibitors can demonstrate the advantages of their company and products, such as their reliability, customer service and product quality. Conversely, by taking part in a trade fair a company receives valuable feedback from conversations with visitors and that information can be used to develop and evolve products, research the market and to plan for the future. Participating in trade fairs allows a company to meet more potential customers and to exert a greater influence on existing ones. By taking part in trade fairs companies can quickly and directly perceive any changes in consumer structures and behaviour (► Chapter 7, Advertising and PR).



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## Trade fairs as part of the pricing and sales conditions mix

### Pricing and sales conditions mix

Pricing  
Credit  
Discounts  
Payments  
Service

Important factors used to establish a company's pricing and sales conditions mix include precisely determining customer structures, company sizes, locations and shipping distances. Talking to customers, for example, provides a company with the information it needs. Taking part in a trade fair enables it to examine current pricing and sales conditions. New perspectives can be opened up.

The following aspects influence pricing:

- packaging, shipping and insurance costs
- customer service and servicing costs
- current pricing calculations
- terms and conditions of payment
- discounts on payment, for bulk orders and special discounts
- shipping conditions
- take-back conditions

Companies should also examine the payment history and credit assessment of customers and potential customers. Pricing and sales conditions must be fixed in a manner that allows a company to achieve its aims and to safeguard its profits.

## Trade fairs as part of the distribution mix

### Distribution mix

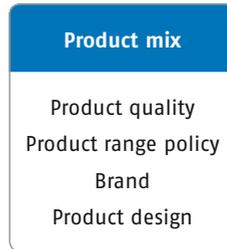
Sales organisation  
Sales channels  
Storage  
Transportation

Taking a look at distribution mix aspects lets a company determine whether participation in a trade fair can be considered positive. A company should investigate whether it needs to expand further or make any other changes to its existing sales organisation, e.g. whether it needs to restructure its sales force, look for sales representatives or dealers, or for storage and transportation partners to collaborate with. A company should also examine whether any changes need be made to the quality and quantity of existing sales channels.



## Trade fairs as part of the product mix

Trade fairs are stages for exhibiting innovations. The general terms and conditions of trade fair organisers stipulate in particular that goods at exhibitions must be innovative by nature. When examining its product mix a company must know what stage in the market cycle a particular product has reached which it intends to exhibit. If circumstances demand, a company can expand its range in order to achieve a better image by appearing with a new product, i.e. with a trade fair debut. The product should feature a contemporary design to improve sales. This also applies to its packaging. If the company's product is a brand article or bears a quality seal then these aspects should feature prominently. By taking part in a trade fair a company can test the individual elements of its product mix and consequently the product itself. By talking to users a company can test the acceptance of a product and gather information and ideas for its product range policy.



## Assessing one's competitors

An evaluation of the strengths and weaknesses of a company's competitors provides yet more useful information in assessing the options as regards taking part in trade fairs.

When assessing one's competitors the aim can be to:

- better determine one's own position on the market
- learn from the market activities of one's competitors
- provide a better insight into the developments at one's own company

It is important to establish who one's competitors are. Besides counting direct competitors who produce identical or similar products one should also include those companies which employ the same production methods or offer substitute products.

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Competitive markets can be defined by products and services and by geographical aspects. Subsequently, the competitive situation in each relevant market can be specified based on a number of criteria, for example:

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- company image
- company HQ / production sites
- service areas
- production capacity
- R&D activities
- marketing strategies / marketing mix
- advertising budget
- distribution network
- profit situation
- future trends

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The presence of different companies offering the same product range at trade fairs helps to create additional market transparency.

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### Summary of key facts and findings

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As part of a company's medium and long-term strategy participation in trade fairs can play an important part in positioning the company on the market. Taking part in trade fairs can improve the cost-to-benefit ratio. When participating in international trade fairs there are three criteria that should be met.

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As a rule, participation makes sense if

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- a company's sales are not confined to a local region
- a company's sales target a sufficiently broad customer base
- and if a product or service involves a high level of expertise.

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Mass-market or everyday products are not likely to attract great interest at trade fairs. Visitors come expecting to discover innovations and technically advanced products or to witness specialised products in action. (► Chapter 3, Exhibitors' aims as regards trade visitors)

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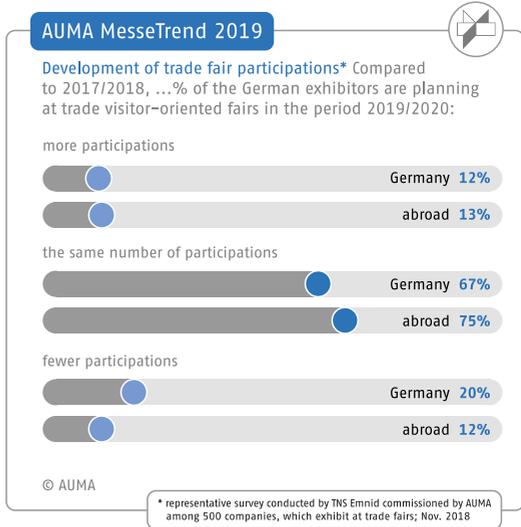
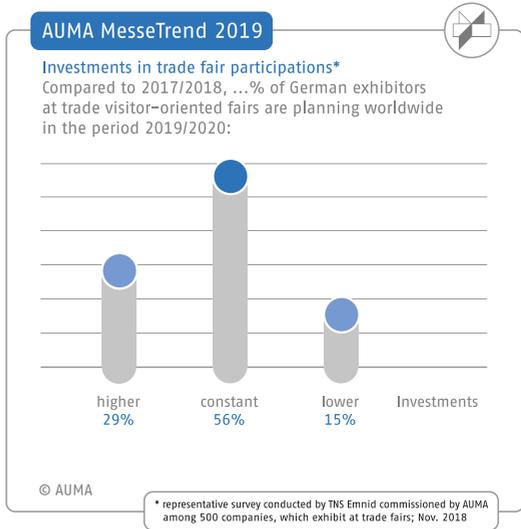
By answering most of the questions concerning the marketing mix a company can tailor its own basic marketing mix and make a decision on whether to take part in trade fairs. Other criteria, such as the quality of the trade fairs in question (visitor structure and information from the organisers), also play a part in formulating a final decision (► Chapter 4, Selection and deci-

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sion-making criteria). A company should also consider what influence trade fair participation will have on the concept of its overall marketing strategy. Participating in trade fairs results in positive synergies for a company and can lead to success particularly if it coordinates its activities with other elements of the marketing mix.

New markets, new customers and product innovations do not materialise overnight, not even at trade fairs. Therefore, a company should envisage taking part in a minimum of three events. Attending only one trade fair will not produce a realistic overall picture. In particular, that would waste the opportunity of following up the contacts secured at the initial main industry event and meeting place of competitors that the trade fair in question represents.



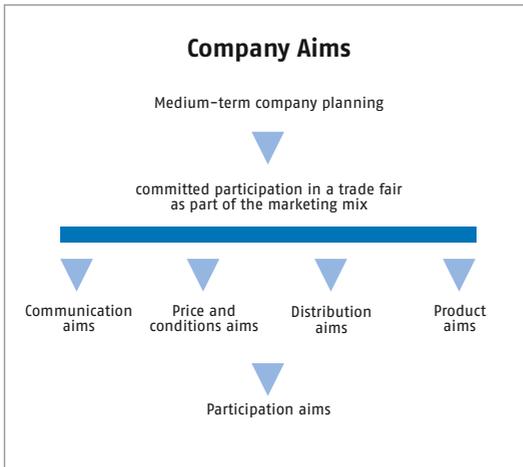
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### 3. Trade fair objectives

#### Exhibitors' objectives at trade fairs

In order for a company to be able to make a decision on whether to participate in trade fairs it must analyse its situation and clearly define where it stands (► Chapter 2, Trade fairs as part of the marketing mix). Experts repeatedly insist that a company should establish its aims regarding communications, pricing, conditions, distribution and products prior to taking part in a trade fair. A company's objective should be to lay down its medium-term strategic aims as the basis for a concept underpinning its participation in trade fairs as part of the marketing mix and to derive the objectives to be pursued at trade fairs from a company's individual marketing goals.

The following diagram provides a general outline.



Where capital goods are concerned the argument is often heard that trade fairs are irrelevant or are now only of minor importance for business and are only useful for promoting sales. This should not lead to a company defining communications as its only objective. There is a substantial difference between an initial visit to a customer by a sales representative, which does not normally lead to an immediate deal, and a trade fair. Trade fairs and exhibitions fulfil all kinds of functions, allowing companies to achieve a wide range of

aims. As far as communications are concerned, even if the primary objective is to pave the way for a sales deal a company can still test its product and the market and conduct PR work and position itself on the market.

Other options are to observe one's competitors and meet customers in order to research the market. A company presenting new products can use its attendance at a trade fair for its general sales efforts and self-promotion. The possibilities are wide-ranging. No other instrument offers such opportunities for making personal contact with a large number of interested visitors.



Once a company has defined its main trade fair objectives this influences its entire preparations in terms of organisation, including winding up its trade fair participation and a follow-up analysis (► Chapters 5 to 10). The following items on this list of trade fair objectives can be prioritised as necessary. For example, communication aims can be made a subset of the product mix etc.

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### General trade fair objectives

- Exploring new markets / (discovering market niches)
- Assessing the overall competitiveness
- Assessing export chances
- Assessing the overall industry situation
- Exchanging experiences
- Forging successful partnerships
- Taking part in professional events
- Spotting new trends
- Tapping into new markets for the company / product
- Combining participation with other measures (activities, seminars, company tours)
- Meeting competitors (which competitors exhibit at which trade fairs?)
- Increasing sales volume

### Communication objectives

- Expanding the list of personal contacts
- Meeting new groups of customers
- Increasing brand awareness
- Boosting advertising impact on customers and the general public
- Expanding the range of customers
- Expanding press activities
- Discussing individual customer requirements and client demands
- Cultivating existing business relations
- Collecting new market information
- Implementing a corporate design / branding measures
- Further training for research and sales by sharing and exchanging experiences

### Objectives regarding pricing and conditions

- Consistent appearance on the market offering a convincing price-performance ratio
- Exploring pricing options

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## Distribution objectives

- Expanding the distribution network
- Monitoring the levels of trade
- Looking for sales representatives

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## Product objectives

- Introducing product innovations
- Introducing prototypes
- Testing market reactions to products and services
- Testing market reactions to a newly introduced product
- Expanding the product range

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## Visitor-oriented exhibitor objectives

The objectives pursued by trade visitors also provide exhibitors with guidelines for their strategic planning. These also influence tactical considerations. One could formulate these as visitor-oriented exhibitor objectives.

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## Some of the objectives pursued by trade visitors are:

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- Exploring new products and the range of applications
- Comparing prices and conditions
- Looking for certain products
- Obtaining ideas for company products and product range
- Meeting new business partners, intensify existing contacts
- Spotting trends
- Gaining an overview of related markets
- Assessing the economic situation and business prospects
- Finding out about the technical functions and nature of certain products and systems
- Taking part in the supporting programme
- Obtaining information on solutions to existing problems
- Attending conferences and special shows
- Professional and personal training
- Placing orders, negotiating contracts
- Making contact with comparable companies
- Assessing the options for participating as an exhibitor

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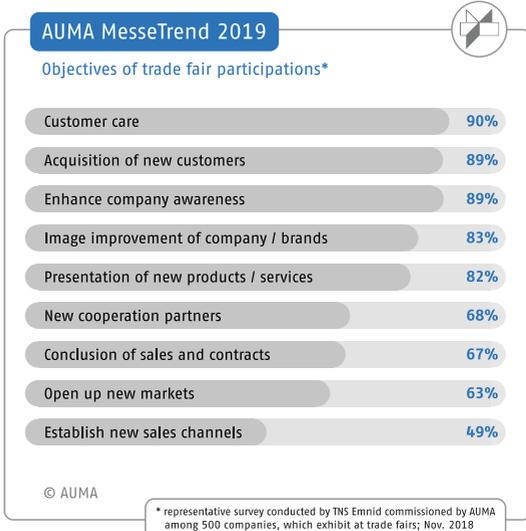
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## Prioritizing objectives

How a company prioritizes its objectives depends largely on the trade fair in question, as demonstrated by the following examples: at trade fairs for consumer goods, e.g. toys, fashion articles, leather goods, the focus is on placing orders. Visitors to these events consist mainly of customers who order goods and articles for the upcoming sales period. The products at these fairs are purchased in regular cycles and buyers generally make their decisions on the spot without consulting their superiors. By contrast, at international trade fairs for capital goods direct sales play a relatively minor role. The goods exhibited there are relatively complex and any orders placed are the result of long-term negotiations, as major technical issues must first be resolved. The sales terms are also subject to negotiation. A number of decision-makers are involved in the purchase. Negotiations take place after the trade fair. In the event of business being concluded the sale takes place indirectly, i.e. after the event. In many cases orders for capital goods are negotiated beforehand and sealed at the trade fair in question.



As far as prioritizing one's objectives is concerned this means that an exhibitor either chooses an event that corresponds to his goals or he modifies his objectives to suit a forthcoming trade fair (► Chapter 4, Selection and decision-making criteria). At trade fairs where orders are placed it is easier to set out a company's objective and determine one's level of success. At events with a greater focus on information and consultation defining one's objectives in terms of sales achieved and determining one's success is more difficult.

Finally, one should consider one other important point:

A company should establish what funds are available for participating in a fair and for financing necessary extra measures such as advertising in order to

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attract visitors and for additional staff costs (► Chapter 5, Budgeting and Organisation). Companies often decide against taking part in trade fairs without closely examining the costs and benefits beforehand. The question a company should ask is whether, having established its company goals, it is prepared to reallocate funds in order to take part in a fair that it considers necessary.

When answering this question it can be helpful to put a figure on the quantitative objectives at a trade fair and to also determine and estimate the importance of qualitative objectives. In this context quantitative goals are referred to as **hard factors**, which can generally be calculated as opportunity costs and quantified in money terms. The basic question is: what would it cost to achieve a company's objectives by employing different marketing instruments?

As a rule qualitative objectives, also referred to as **soft factors**, cannot be calculated as opportunity costs. Exhibitors must make their own subjective assessment and determine the specific benefits to their company any participation will achieve and must gauge the fascination and indispensability of a trade fair as a way of explaining a trade fair's unique standing within the marketing mix.

The screenshot displays the AUMA Toolbox interface for the 'TradeFairBenefitCheck' tool. The main content area is titled 'Your 3 steps to trade fair success' and is divided into three numbered steps:

- 1a.** Benefit of trade fair participation: quantitative / operative. This step includes sub-targets such as 'Contact targets', 'Care of regular customers', 'Acquiring new customers', 'Acquiring new cooperation partners', and 'Acquiring new employees'.
- 1b.** Benefit of trade fair participation: qualitative / strategic. This step includes sub-targets such as 'Communication / information targets', 'Increase awareness: company / products / services', 'Improve the image of the company or individual brands', 'Establishment and cultivation of relations with the media', and 'Market research: customer behaviour, trends, product acceptance etc.'.
- 2.** Total costs of trade fair participation. This step includes the sub-target 'Qualification of sales staff'.
- 3.** Cost-benefit comparison of trade fair participation. This step includes sub-targets like 'Presentation targets' and 'Presentation of products / services / technical processes'.

The left sidebar shows a navigation menu with options like 'MNC', 'TradeFairBenefitCheck', and 'Projects'. The 'Projects' section is expanded to show 'Project 1' with details such as Title (International Trade Fair), Place (Germany), Date (2. - 6.3.2020), visitors (70000), Stand size (48), and Updated (18.3.2019, 13:33). Below this, there are options for 'Project 2', 'Power User', and 'Not logged in'.



## 4. Selection and decision-making criteria

In order to make good use of trade fairs as part of the marketing mix a company must make certain choices: for example it must choose the type of trade fair, the topics it wishes to address, the regions and audiences it will target (► Chapter 2, Trade fairs as part of the marketing mix), following which it must choose exhibits and employees for its stand (► Chapters 6 and 8). The current trade fair landscape makes it easy to make choices. Trade fair venues in Germany boast every imaginable type of event. Initial preparations for a choice of trade fair can be carried out at one's desk. A large number of criteria requiring systematic evaluation must be observed before making a final choice. A statement such as "all our competitors are attending so we have to be there too" is an insufficient reason for taking part, as is "our customers want to see us there." Both statements are worth taking seriously, but are no basis for such a far-reaching decision.

### Exhibition categories

Over recent decades the trade fair landscape in Germany has evolved into a system of specialist events that cater for almost every branch of industry. Each of these exhibitions offers a representative overview of the sector in question. Trade fairs are often classified according to their catchment area and the concept or the principal topics they cover.

### Classification of exhibitions according to AUMA

**International exhibitions:** foreign exhibitor participation must reach at least 10 % and foreign visitor attendance must reach 5 %, failing which foreign trade visitor attendance must reach at least 5 %.

In addition, the products and services they exhibit are representative of one or more branches of industry. They attract visitors from areas significantly beyond the local region. In general, at least 50 % of the visitors are from areas a minimum of 100 km away and at least 20 % are from regions a minimum of 300 km from the venue.

**National exhibitions:** the products and services they exhibit are representative of one or more branches of industry. They attract visitors from areas significantly beyond the local region. In general, at least 50 % of the visitors are from areas a minimum of 100 km away and at least 20 % are from regions a minimum of 300 km from the venue.

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**Regional exhibitions** are attended mainly by visitors from the local region. In general, significantly more than 50 % of the visitors are from areas less than 100 km from the venue. They focus on products and services which may also originate from outside the local region.

In each of these three categories exhibitions must also satisfy other specific requirements in order to be included in AUMA listings.

#### Types of Trade Fairs and Exhibitions

##### International exhibitions

- AUMA-Category: international

##### National exhibitions

- AUMA-Category: national

##### Regional exhibitions

- AUMA-Category: regional

**Multi-sector exhibitions** exhibit a representative and individually organised selection of products and services from a number of industries. **Specialist exhibitions**, such as those catering for specific industries and special interest events, focus on one or more branches of industry, manufacturing sectors or customer groups or on certain types of services. In terms of the visitors, they attract multi-sector exhibitions and specialist exhibitions may be regional, national or interna-

tional events. Universal trade fairs, i.e. events that exhibit all types of products and services, no longer exist in Germany.

A distinction is also made between trade visitor oriented fairs, i.e. events which cater mainly or exclusively for trade visitors, and fairs which target the general public.

Nowadays, most international exhibitions in Germany are specialist events with a clearly defined programme. Their nomenclatures clearly define the products and goods they may exhibit, while excluding all other products. These nomenclatures are generally sorted according to the technical features of the goods on display and according to individual product categories. Evaluation and selection process

By analysing its own marketing activities (► Chapter 2, Trade fairs as part of the marketing mix), setting out its objectives (► Chapter 3, Trade fair aims) and sorting trade fairs by category a company can already eliminate all those fairs which are not conducive to its objectives.

If a company's focus is mainly on exports then even if a regional exhibition's products are right this event will be out of the question. A company selling building materials or equipment from southern Germany and aiming to trade or tap into the market in northern Germany should choose an event in the north. If a company sells its products to mainly one group of custom-



ers then it must choose a trade fair which specifically targets that audience. Having analysed the various trade fairs the situation will become quite clear for numerous ranges of products. Ultimately, a process of deduction will result in the choice of the right fair.

Difficulties arise if more than one trade fair is suitable. In such cases a company has two options: one is to take part in both trade fairs and the other is to specify additional criteria and requirements until only one event is left over.

Having made a theoretical choice, as it were, it is advisable to initially attend the event as a visitor in order to gain a direct impression. This allows one to see first-hand how exhibitors and competitors are represented, how large the stands are, how much is spent on stand design, how products are presented, to observe visitor circulation and on what days there are more visitors, as well as how long they remain on the stands. One should also find out whether any companies offering alternative technical options are already exhibiting at the fair and in what way they promote their products to visitors (advantages for the user, prices, delivery times). In particular, if a choice of more than one fair exists then it is worth visiting the relevant events beforehand. The cost involved is most certainly lower than the price one has to pay if the choice of trade fair is not entirely right.

A company's product must correspond to the theme of the trade fair and be listed in the organiser's nomenclature. The relevant trade fair should address the audiences a company targets, preferably in high numbers (see FKM visitor statistics).

From an exhibitor's point of view the trade fair should offer a representative overview of the products and services in question and if possible should attract all the leading market players. In the case of regional events these players should be represented by the retail trade. The more major exhibitors present at an event, the higher the number of visitors who will be there. However, a company should not choose a trade fair if it has no sales network for that particular market or cannot establish a relevant network within a short period of time. Going to a trade fair while not being represented on that market can in individual cases be spectacularly successful, but offers few benefits as far as reaching specific audiences is concerned.

Selection criteria
Your situation and objectives correspond to the theme of the fair
Representative range of products
The company is able to address its relevant customer groups
The company is able to reach new target groups

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### Selection of the right trade fairs

#### Analysis of the trade fair landscape

- Topics
- Nomenclatures
- Target groups
- Regional coverage area

#### Company's objectives

#### Preselection

#### Visit to the fair

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For a company it is also very useful to not only meet one's target audiences but to also make contact with circles that directly influence these audiences. They can include opinion-formers, decision-makers and other groups of people, in fact all those one might classify and attract as secondary audiences. Other events that can help to attract large visitor numbers are supporting events such as lectures, conferences, seminars for exhibitors, meetings of associations representing individual professions or industries (commerce, the skilled trades), that take place either at the trade fair or in the city hosting the show. The above events can also motivate the relevant audiences to visit the

company stand. For visitors the supporting programme is often the decisive factor as to whether they will attend. For this reason a company's preparations should include a look at the supporting programme.

Other criteria have nothing to do with actual events at the fair. For example, there may be environmental protection laws and regulations that require a company to retrofit its products. This will have an influence on visitor demand for information and a corresponding impact on visitor numbers at certain trade fairs.

### Information sources

Various publications by AUMA as well as the online database provide detailed information on German trade fairs.

The German version of the AUMA Trade Fair Guide is published annually and has basic information on all the fairs listed by AUMA. On request, AUMA will also mail lists of trade fairs where companies can find the goods they are looking for or which are most appropriate for displaying their products.

At ► [auma.de](http://auma.de) detailed information can be found on trade fairs and exhibitions in Germany and abroad. It includes dates, the addresses of organisers, the products and services exhibited, the exhibitor, floor space and visitor statistics of the last three events held, plus visitor breakdown statistics. This trade fair data can also be obtained with an iPhone app. With the help of [MyFairs](#), users can receive information on trade fairs and dates worldwide, products exhibited and contact data, while they are on the move.



This mobile application accesses information from AUMA's trade fair database, which is updated daily. In addition to extensive search functions the app also features a data management option. Additional information can be found at ► [myfairs.auma.de](http://myfairs.auma.de).

**AUMA**  
**Association of the**  
**German Trade Fair Industry**  
 info@auma.de  
 www.auma.de

The Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) provides exhibitors and visitors with certified data on floor space, exhibitors, visitors and visitor statistics for individual events, the collection of which is subject to uniform rules. The data published by FKM helps exhibitors to select the trade fairs attended by their target audiences.

Whenever a company prepares for a trade fair or wants to evaluate its participation in an event the information supplied by FKM facilitates comparisons between individual events as well as between FKM's data on a particular event and the information collected by the company itself on the stand. The AUMA/FKM online database provides certified data that is updated on a daily basis. FKM's annual report is published in German and English and is available free of charge from the management of FKM.

**FKM**  
**Society for Voluntary Control**  
**of Fair and Exhibition Statistics**  
 info@fkm.de  
 www.fkm.de

Information on particular sectors is available from associations representing industry, commerce and the skilled trades. The chambers of industry and commerce of individual regions and the federal States at ► [dihk.de](http://dihk.de), chambers of commerce abroad at ► [ahk.de](http://ahk.de) and craft trade guilds at ► [zdh.de](http://zdh.de) provide information on a wide range of industries.

**Sources of Information**

**Dates, product groups, statistics**

- AUMA MesseGuide Deutschland
- AUMA GTQ Calendar
- AUMA Foreign Trade Fair Programme
- FKM-Report
- Trade Fair Company/Organiser
- ► [auma.de](http://auma.de)

**Additional sources of information**

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

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Every reputable organiser can supply the following details:

- a catalogue from the last event
- a list of products and services and a nomenclature
- exhibitor and attendance trends
- visitor statistics
- the results of exhibitor surveys
- in some cases an analysis of markets and sectors
- all the latest information on the event

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Organisers' addresses can be found at ► [auma.de](http://auma.de)

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### Exhibitor and visitor surveys

Visitor attendance figures indicate the level of attention the relevant products and services attract. However, visitor statistics provide a better picture of the quality of an event.

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### Visitor surveys

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Exhibitions companies release trade visitor breakdowns conducted by independent market research organisations. Provided these surveys are conducted in accordance with the standards of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) they are also published in the FKM report and can be found in the AUMA/FKM online database at ► [auma.de](http://auma.de) or at ► [fkm.de](http://fkm.de).

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The trade visitor breakdowns provide information collected from polling carried out at the event, either through interviews or at computer terminals. They contain information on where visitors come from, their job positions, the industries they represent, the size of their company, their decision-making authority, how long they stay at the fair and how often they attend, etc.

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These surveys indicate which audiences an event attracts and whether they correspond with the audiences a company intends to target at the fair. Obtaining exact information on the type of visitor who attends a particular trade fair is also important for the design of the stand and one's choice of employees at the fair. The job positions held by the trade visitors in question, their responsibilities and their decision-making authority provide an initial overview.

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Trade visitors are often willing to travel long distances if there is a wide and in-depth range of products and services on offer. In the end it saves them time and energy if they can find all the interesting articles they are looking for at a trade fair.

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The information a company obtains on the job positions of trade visitors and the industries they represent reveals their decision-making authority and whether that particular sector is the one an exhibitor wishes to target. Lone decision-makers are not the only kind of trade visitor who have a say in buying and procurement decisions. Trade fairs are often attended by members of large companies who play a major part in group decisions after the fair.

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If trade visitors return to a fair on a regular basis then that underlines the need for a regular event and an exchange of information. They form the social nucleus that represents an industry reflecting a sense of belonging and a community spirit. They demonstrate demand on a regular basis. All the same, trade fairs are not attended by regular customers only. The ratio of first-time trade visitors is 25 %. Thus, exhibitors and organisers are constantly required to convince new visitors of a trade fair's benefits.

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The amount of time trade visitors spend at a trade fair is an indicator of the range and quality of the products and services on offer. The more important the topic, the greater the appeal of the products on display and the longer the distance trade visitors must travel to a fair, the longer they stay. According to a survey conducted by AUMA on trade visitor behaviour, domestic trade visitors spend an average of six hours at German trade fairs. That means they have a tight schedule, which is also dictated by wanting to save on overnight expenses. Trade visitors from abroad explore a fair's products and services more often over a period of several days.

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FKM has also designed a survey that provides breakdown information on the general public, for events that mainly target the consumer. This also contains information on where visitors comes from, how often they attend a fair, as well as information on gender, age, their job position, the size of their household and their purchasing and ordering habits.

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## FKM visitor profile analysis –Basics (result of all visitors)

### Total number of visitors

—

### A1 Region of residence

Domestic total	—	%
Of which according to Nielsen:		
<b>Nielsen 1</b>	—	%
Bremen	—	%
Hamburg	—	%
Lower Saxony	—	%
Schleswig Holstein	—	%
<b>Nielsen 2</b>	—	%
North Rhine-Westphalia	—	%
<b>Nielsen 3a</b>	—	%
Hessen	—	%
Rhineland-Palatinate	—	%
Saarland	—	%
<b>Nielsen 3b</b>	—	%
Baden-Württemberg	—	%
Total foreign:	—	%
davon: EU	—	%
Rest of Europe	—	%
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	—	%

### A2 Position in the company/organization

Entrepreneur, co-owner, freelancer	—	%
Managing director, board member, head of an authority etc.	—	%
Area manager, works manager, plant manager, branch manager, head of public office	—	%
Department head, group head, team leader	—	%
Other salaried staff, civil servant, skilled worker	—	%
Lecturer, teacher	—	%
Trainee	—	%
Other position	—	%
Student	—	%
Other not gainfully employed	—	%
Hausfrau, -mann	—	%
Rentner, Pensionär	—	%
	—	%

### A3 Frequency of visits to the trade fairs

Previous event	—	%
Earlier events	—	%
First visit	—	%



## FKM visitor profile analysis – Additional questions

### Additional questions for trade visitors

#### B1 Economic sectors

#### B2 Influence on purchasing/procurement decisions

Decisively \_\_\_\_\_%  
 Collectively \_\_\_\_\_%  
 In an advisory capacity/organization \_\_\_\_\_%  
 No \_\_\_\_\_%  
 Pupil/student \_\_\_\_\_%  
 Other not gainfully employed \_\_\_\_\_%

#### B3 Area of responsibility

Management \_\_\_\_\_%  
 Research/development/design \_\_\_\_\_%  
 Manufacturing, production, quality control \_\_\_\_\_%  
 Buying/procurement \_\_\_\_\_%  
 Finance/accounting, controlling \_\_\_\_\_%  
 Information and communication technology \_\_\_\_\_%  
 Organization, personnel, administration \_\_\_\_\_%  
 Marketing/sales/advertising/PR \_\_\_\_\_%  
 Logistics: storage, material management, transport \_\_\_\_\_%  
 Maintenance/repairs \_\_\_\_\_%  
 Other area \_\_\_\_\_%  
 Maintenance/repairs \_\_\_\_\_%  
 Student \_\_\_\_\_%  
 Other not gainfully employed \_\_\_\_\_%  
 \_\_\_\_\_%  
 \_\_\_\_\_%

#### B4 Occupation

#### B5 Size of company/organisation

Number of employees:  
 1 -4 \_\_\_\_\_%      500 - 999 \_\_\_\_\_%  
 5 - 9 \_\_\_\_\_%      1,000 and more \_\_\_\_\_%  
 10 - 49 \_\_\_\_\_%      Student \_\_\_\_\_%  
 50 - 199 \_\_\_\_\_%  
 200 - 499 \_\_\_\_\_%      Other not employed \_\_\_\_\_%

#### B6 Length of stay

Average length of stay \_\_\_\_\_ days

### Additional questions for private visitors

#### C1 Sex

Male \_\_\_\_\_%  
 Female \_\_\_\_\_%

#### C2 Age

Up to 20 \_\_\_\_\_%  
 Over 20 up to 30 \_\_\_\_\_%  
 Over 30 up to 40 \_\_\_\_\_%  
 Over 40 up to 50 \_\_\_\_\_%  
 Over 50 up to 60 \_\_\_\_\_%  
 Over 60 up to 70 \_\_\_\_\_%  
 Over 70 \_\_\_\_\_%

#### C3 Size of household

1 person \_\_\_\_\_%  
 2 persons \_\_\_\_\_%  
 3 persons \_\_\_\_\_%  
 4 persons \_\_\_\_\_%  
 5 persons or more \_\_\_\_\_%

#### C4 Buying or ordering capacity

Purchase or order made or intended at the exhibition  
 Yes \_\_\_\_\_%  
 No \_\_\_\_\_%  
 Maybe \_\_\_\_\_%

#### Follow-up business

Intent to buy at a later date  
 Yes \_\_\_\_\_%  
 No \_\_\_\_\_%  
 Maybe \_\_\_\_\_%

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## Exhibitor surveys

A survey is usually conducted to find out how successful exhibitors are at a fair and to obtain their impressions of the event. This analysis is available to every exhibitor and to anyone else interested in it.

- It contains the following information:
  - satisfaction and overall success ratings
  - direct sales / orders / value of orders
  - anticipated levels of follow-up business
  - new business leads
  - visitors from abroad
  - economic forecast
  - contact made with target audiences
  - assessment of marketing success
  - opinion on the product range
  - future participation



## 5. Budgeting and organisation

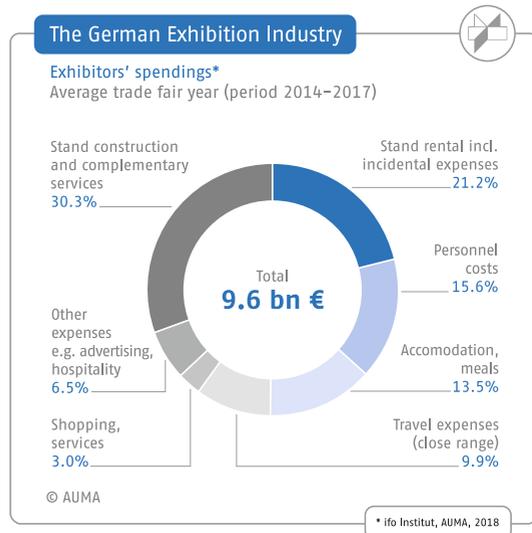
No thorough planning process previous to participating in a trade fair is complete without a budget being drawn up in good time. Admittedly, it is difficult to forecast costs the first time round, but after finding out the costs at the first trade fair one can make better calculations for a second event. After the fair has ended (approx. 6 months after the event), and once the cost of each individual item has been determined, it is possible to make a final assessment of costs versus benefits and decide on how successful the company was (► Chapter 10, Follow-up analysis).

### Cost factors involved in attending a trade fair

The costs can be broken down as follows:

- stand rental, utilities and other operations (electricity, water, disposal)
- stand construction and outfitting
- services on the stand and communications
- transport and waste disposal
- personnel and travel
- other expenses

The checklist for trade fair costs provides an overview of anticipated costs and itemises the above list in detail. Having completed a number of data surveys AUMA has calculated cost projections for taking part in a fair.



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It was found that, out of the entire range of available events, at an average trade fair the stand rental and other basic costs such as utilities account for 21 % of costs. Stand construction, outfitting and design account for 30 %. Personnel, travel and overnight expenses account for around 39 % of costs, advertising accounts for around 7 %, and 3 % is spent on other items. All the above costs reflect the spending of those companies who took part in the corresponding surveys. As regards using this data for comparisons and for planning purposes it naturally only provides a rough indicator and in certain cases an individual company's costs may deviate quite considerably.

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### Efficiency of trade fair participations: the AUMA Trade Fair Benefit Check

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More and more exhibitors want to calculate the cost-benefit ratio of taking part in trade fairs. However, as small and medium-sized companies often do not accurately formulate their trade fair objectives they are unable to adequately determine the benefits. As a result costs often loom as the sole issue, which is why some companies believe that taking part in trade fairs offers low benefits in relation to the costs. For this reason, in close coordination with the exhibiting industry, the Association of the German Trade Fair Industry has put together the AUMA Trade Fair Benefit Check (► Chapter 10, Monitoring success)

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## Trade Fair Costs Check List

<b>Basic costs</b>		
▶ Rental of stand	_____	_____
▶ Power supply	_____	_____
▶ Other basic costs	_____	_____
i.a. identity cards for exhibitors, carpark tickets	_____	_____
_____	_____	_____
<b>Costs for stand assembly, decoration and lay-out as well as tax write-offs</b>		
▶ 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	_____	_____
_____	_____	_____
<b>Costs for stand service and communication</b>		
▶ 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, internet	_____	_____
_____	_____	_____
<b>Costs for transport and handling as well as waste disposal costs</b>		
▶ Transportation and handling,	_____	_____
i.a. storing empties, insurance, duty	_____	_____
▶ Waste disposal costs	_____	_____
_____	_____	_____
<b>Personnel/travel costs</b>		
▶ 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	_____	_____
_____	_____	_____
<b>Other costs</b>		
▶ 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	_____	_____
_____	_____	_____
<b>Basic costs</b>	_____	_____
<b>Stand assembly, decoration and lay-out as well as tax write-offs</b>	_____	_____
<b>Stand service and communication</b>	_____	_____
<b>Transport and handling as well as waste disposal</b>	_____	_____
<b>Personnel/travel costs</b>	_____	_____
<b>Other costs</b>	_____	_____
▶ _____	_____	_____
<b>TOTAL COSTS</b>	_____	_____

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## Support for participation in trade fairs

... for German companies

Public funding is available for German companies taking part in trade fairs, particularly as part of a scheme that supports trade fairs abroad (foreign trade fair programme of the Federal Republic of Germany). The aim is to support German companies to tap into markets in foreign countries. However, support is only given to participations within the frame of German Pavilions, i. e. joint German stands. The brochure **Successful Participation in Trade Fairs, Part 2, Trade Fairs Abroad** which is published by AUMA, contains detailed information.

Support for taking part in trade fairs in Germany is provided by individual federal States. As a rule it is limited to specialist trade fairs and certain branches of industry. If and when funding is available at all, it is mainly given to small and medium-sized enterprises. Since 2007 Germany's federal government has been running a programme that makes it easier for innovative companies to take part in leading international trade fairs in Germany.

Detailed information can be found at [www.auma.de](http://www.auma.de) in the section on supporting exhibitors at home, which is updated on a regular basis.

## Organising a trade fair participation

Organising a trade fair participation is divided into three stages:

- Preparations (► Chapters 2 – 7),
- Selecting stand personnel and running the stand (► Chapters 8 – 9) and
- Follow-up analysis (► Chapter 10)

Even if a trade fair is still a long way off one should take sufficient time to prepare. One particular consideration is the location of the stand. The best places are soon taken. This also applies to hotels. Those offering the best value for money are quickly booked out.



## Timetable and schedule

The timetable and schedule should list in chronological order every activity including individual tasks. One should work out the time needed to complete each job. All jobs requiring advance preparations, including construction and dismantling periods stipulated by the organisers, should be listed along with deadlines and persons responsible. The schedule should contain every relevant aspect that needs to be observed to ensure sound preparations for the trade fair.

The time needed before the trade fair is dictated by the most time-consuming activities: developing and organising the stand concept and selecting exhibits. Other activities should be scheduled with a time buffer and can begin at varying times depending on how long they take.

## Type of participation

### Individual or joint stands

Taking part individually and hosting one's own stand offers the best chances for success. However, for exhibitors who are taking their first steps at a trade fair there are other types of participation which newcomers can make use of in order to save organisational effort.

In cooperation with an experienced trade fair team, state-run agencies, associations and other institutions such as chambers of industry and commerce organise joint stands for individual federal States and branches of industry or for several companies exhibiting under one roof. This type of participation is an economical way of obtaining experience at trade fairs without spending large amounts of time or money. Taking part alongside another company as a co-exhibitor on the stand can be useful when getting started and is a good way of finding out how trade fairs work. The exhibits which a company acting as a co-exhibitor displays must also be contained in the nomenclature. Co-exhibitors are also listed in the catalogue.

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## 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
- ▶ Grafic
- ▶ 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



## Registration

Lots of German trade fairs are booked out within a short period of time, so it is advisable to register early. Depending on trade fair cycles registration deadlines range from six to eighteen months before the event. When registering the required space must be specified so a rough draft of the stand design should be prepared in advance based on the list of exhibits.

The following information is needed in order to register:

- minimum and maximum stand area dimensions in m<sup>2</sup>
- stand location in the hall or at the outdoor area
- length and width of the stand
- type of stand (row stand, corner stand, end of block or island stand)
- alterations to the proposed layout
- type of construction (one- or two-storey construction)
- alterations to the proposed type of construction
- information on the products on display (classification according to industry)
- co-exhibitors and any other companies that are to be represented
- anticipated volume and types of waste

In case of an official joint stand the institution responsible for organising it will carry out registration.

## Terms and conditions of participation

The terms and conditions of the contract regulate items such as confirmation of participation, stand rental fees, terms of payment, termination of the contract, registration of co-exhibitors and other companies to be represented. They also contain information on the implementation of advertising measures, industrial property rights, liability and insurance.

The technical section lists construction and dismantling periods and rules, stand design guidelines, the construction materials permitted, rules on for maximum stand height, waste management and operational safety.

**Participation documents**

- Map of exhibition ground
- Hall maps
- Registration documents
- Available services
- Available locations
- Fair and exhibition conditions
- Regulations

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The cost of cancelling a booking for the fair varies depending on when the request is submitted. Cancellation directly prior to the fair may in some cases result in payment of the fees in full.

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## Safety regulations

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At trade fairs, depending on the country of origin, strict safety regulations apply to imported technical goods. For information regarding technical safety, exhibitors can contact the following organisations: Technischer Überwachungsverein (TÜV), VdTÜV, and for electrical safety information the VDE.

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### Association of Technical Inspection Agencies

berlin@vdtuev.de  
www.vdtuev.de

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### VDE Association for Electrical, Electronic & Information Technologies

service@vde.com  
www.vde.com

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Any appliances an exhibitor wishes to sell within the European Union must comply with regulations that apply in at least one member state of the EU. Business with countries outside the EU plays a major part at German trade fairs. If an exhibit is intended for use solely in these countries and has been built to comply with their regulations then it must be labelled accordingly. The organisations TÜV und VDE can provide information in these complicated matters and carry out tests.

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## Insurance

It is the obligation of an exhibitor to obtain proper insurance cover. Taking part in a trade fair entails numerous risks and the question of special exhibitor insurance policies was resolved decades ago. Exhibitor insurance policies cover risks during shipment and at the fair and can be arranged as part of the framework agreement with the organiser. Exhibitor insurance policies cover all risks to exhibits, the stand and its equipment, including transit from the exhibitor's place of origin, risks during construction, the period of the display and dismantling, and the return of the goods to the exhibitor's place of storage.

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The insurance company will compensate for damage during loading and unloading, during transport, construction or during the actual fair. It also compensates for damage caused by visitors. Exhibitors can also take out an exhibitor liability insurance, because the exhibitor is also liable for damage culpably caused to persons or property by himself, his employees, his agents or his exhibits.

## Services for exhibitors

In general organisers offer their help and support in all technical and organisational matters, particularly to first-time exhibitors. When an exhibitor receives the terms and conditions of participation / his confirmation of stand registration he will also receive order forms for numerous exhibitor services or for booking via the internet. In addition to materials for press work and advertising (► Chapter 7, Advertising and Public Relations) exhibitors can order a wide range of services from the organiser or from sub-contracted companies either free of charge or at fixed prices, for example:

- a rented stand
- rented furniture, kitchen units, floor coverings, lighting, audio-visual devices, presentation aids
- shipping services
- storage areas for empty packaging
- hotel booking services
- stand cleaning and surveillance services
- transport and exhibition insurance
- utilities (electricity, water and compressed air supplies)
- telecommunications
- temporary personnel
- photo service etc.

During the construction period other services are also on hand: flower sales and rentals, decoration material and materials for building the stand, shops offering general supplies, recruitment of temporary employees, etc. Trade fair entry passes are also issued to the exhibitor's employees on the stand. The number of passes free of charge depends on the size of the stand; any additional passes may be purchased. Using the order forms received, exhibitors can also apply for parking permits in separate exhibitor parking areas, for which charges apply.

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## Catalogue and information systems

The entry forms for the catalogue and electronic information systems are usually sent together with the official confirmation of participation. Exhibitors should take note of the relatively early editorial deadlines, due to the catalogue being made available to visitors so they can make their trade fair preparations several weeks before the event.

Catalogue entries are usually classified according to three criteria: alphabetically by company name (possibly with a brief product range description), by product list / nomenclature and by hall location, together with a hall map. If required, exhibitors can request entries in several product categories at a fee. Product or company logos can often also be included in the catalogue. Again, charges apply. Exhibitors can also place advertisements.

A classification similar to that of the catalogue applies to entries in electronic information systems for visitors. Advertisements may be placed here too. Exhibitors are advised to check their entries in these systems on the first day of the fair and to compare them with those of competitors so that they can make corrections, if required.

## Transport and storage

Good planning for handling shipments avoids unnecessary material losses and saves the extra expense of express deliveries. Regarding bulky exhibits it is advised to cooperate with a shipping company with trade fair experience.

When planning transports exhibitors should observe the following:

- the type of vehicle: (HGV, removal van, estate car, car, train, ship, aircraft)
- the type of shipment: individual shipment, accompanying cargo, combined shipment
- the type of packaging (recyclable) cardboard / boxes, containers
- transport documents, nominal invoices, shipping orders, storage orders, translations, shipping documents, carnets.
- how and where to store empty packaging on the exhibition grounds

With the exception of a company making its own deliveries by car or HGV, quite often only certain shipping companies are permitted to transport exhibits to and from the exhibition grounds and to hire out unloading equipment. On the one hand this is a question of insurance, on the other



shipping companies have an obligation to the organiser and to the exhibitor to ship goods on time to and from the grounds and to complete customs formalities for all the exhibits as well as to store empty packaging. Shipping companies can be contacted during construction and dismantling periods and throughout the fair. Any services required must be ordered in good time before the fair.

Foreign exhibitors bringing in exhibits need to have good knowledge of the relevant customs formalities and regulations. International shipping companies with trade fair experience, who are often business partners of trade fair companies, will handle all shipping requirements, if necessary with a combined shipment of several exhibitors' goods. They are guaranteed to observe all the regulations and know how to use the available unloading equipment on the exhibition grounds. They also handle all customs formalities. International trade fairs operate their own customs offices. Trade fairs publish information on customs procedures for handling exhibits, tools and equipment for setting up stands, foodstuffs, advertising material and printed matter.

Additional information on customs procedures is available from

**Germany Trade and Invest**  
 office@gtai.com  
 www.gtai.com

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## Travel and accommodation

Exhibitors from countries who require entry visas should look on the website of the German embassy as soon as possible to find out what documents are needed to apply for a visa, as well as to inquire the waiting times for an appointment. These can be quite long, particularly during peak travel periods.

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In order to obtain the desired category of accommodation it is advisable to make a reservation in writing. Along with the terms and conditions of participation exhibitors also receive information for reserving accommodation. Every city hosting trade fairs has agencies that arrange hotel bookings ahead of a fair.

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These agencies are generally located at mainline stations and airports and during the fair can also be found on the exhibition grounds. They will book hotel rooms for visitors arriving at short notice. Group tours from abroad often also attend trade fairs. Detailed information can be obtained from the organisers and their foreign representatives.

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## Sustainability: challenges and benefits

Protecting nature and the environment is one of economy's and society's most important tasks. For this reason sustainability is something that everyone must take into account. Trade fairs produce a huge volume of waste within a very small area over a short period of time. This is a major challenge. Handling avoidable and unavoidable waste is inherent part of the process of managing the environment and for that reason organisers, stand designers and exhibitors must act in unison. By heeding the message that "less is more" exhibitors can determine how much and what type of waste they anticipate at an early stage. This both reduces and avoids the volume of waste. Certain fractions of recyclable materials must already be collected separately and then recycled.

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The trade fair industry is faced with the great challenge of handling the large amount of waste that is generated at the events within a short amount of time and in a confined space. Handling avoidable and unavoidable waste is an important component of environmental management. The amount of waste generated at all trade fairs and exhibitions in the construction and dismantling phase requires the most organisation. Many trade fair companies therefore visibly allocate the costs to the polluters as ancillary costs: waste avoidance thus also becomes an economic factor for each individual exhibi-



tor. The exhibitor who causes the waste pays for it. The calculation is simple: less waste = less disposal costs. Sustainable action pays off.

Further sustainability measures include:

- systematically planning the trade fair
- internal auditing within the company of waste prevention management at trade fairs
- obtaining early information on an organiser’s waste management concept and pricing framework
- using recyclable packaging for shipments
- reducing the amount of hazardous waste and composite materials
- employing reusable or recyclable disposable products
- avoiding unnecessary contamination, damage, dust, waste during construction and dismantling
- paperless online invitation procedure
- catering with seasonal and regional food
- reusable tableware
- no separately wrapped give-away articles
- climate neutral printing
- the use of biodegradable detergents
- Motto: avoid - reduce - re-use

Sustainability also has many benefits for the exhibitor:

- conscious, well-planned use of materials saves resources
- minimising waste reduces disposal costs
- visible efforts to protect the environment attract positive attention from visitors
- an exhibitor’s commitment towards environmentally sustainable action
- can be marketed as part of the communication mix



## 6. Exhibits and trade fair stands

### Selecting the exhibits

An exhibitor determines the range of products he will exhibit in a similar way to his marketing and trade fair objectives and according to his aims at the event. Reasons include the following:

#### Increasing sales

All exhibits must actually be deliverable within a reasonable space of time.

#### Demonstrating technical progress, innovation and design

Technically and in terms of styling exhibits must be at the cutting edge of progress (trade fairs are not events for clearing out old stock). New designs must work properly and function in day-to-day use.

#### Demonstrating that a product's technical functionality and safety standards live up to its advertised attributes and under exceptional conditions

Exhibitors must highlight the progress, special functions and applications of the machines and appliances in question.

Exhibitors can determine the range of products they intend to exhibit by answering the following questions:

- which products are really NEW?
- what changes have been made and are they superior to those of the competition?
- should the entire range of products be presented or only a selection?
- which products are a must?
- what attributes should be highlighted?
- which product is most suited to the target audience's future needs?
- have current technical and energy-saving trends been taken into account?
- regarding styling, colours and packaging: have the correct choices been made?
- should a model go on show designed especially for the fair?
- what messages should banners, displays and videos carry?
- is it possible to demonstrate products' in real life situations?



- is energy required (electricity, gas, compressed air)?
- how much space do the demonstrations need?

The exhibits chosen will determine the amount of space required and the concept of the stand (► Chapter 6, Trade fair stands).

## Fake products at German trade fairs

Trade fairs mirror the market situation and focus on the range of products and services that an industry has to offer. Thus, trade fairs provide a comprehensive overview for visitors and exhibitors alike. No other type of event makes it so easy to compare one's own products with those of competitors. Hence it is not surprising that trade fairs are where exhibitors often find out about fake products that copy their own.

### When is copying against the law?

In Germany the basic principle is that copying is allowed. It means that in principle anyone may copy a third-party product, method or trademark. Only the owner of special proprietary rights may forbid third parties to make copies and to commercially exploit his proprietary product or trademark. Besides prohibiting the act of copying an owner of proprietary rights may also forbid third parties to offer copies for sale or to promote such sales. Furthermore, he may demand that a copier desist from infringing his proprietary rights and also demand compensation for goods already sold. He has a right to information on the origin of the products and may even require that any remaining products be destroyed.

### What are proprietary rights?

Proprietary rights also include **patents**. These are issued for inventions, which must be new, the result of an innovative process and be commercially exploitable. A patent gives its inventor the right to forbid others to use, produce, sell or import an invention for a specified period of time. In return an inventor must make the details of his invention public in open letters patent. **Utility patents**: as with a patent, in order to apply for a utility patent the object in question must be new, based on an innovative process and be commercially exploitable. It is quicker and cheaper to register a utility patent than a patent. However, no investigation takes place as to whether the object in question is new or based on an innovative process. For this reason a utility patent may represent a quasi right that cannot be upheld in the event of a legal challenge.

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**Trademarks:** any characters, in particular words, images or presentations used to distinguish the goods or services of a company from those of other companies may be afforded proprietary rights. **Registered designs:** Registered designs protect the colour scheme and design of industrial and artisanal products.

At many trade fairs in Germany, a so-called exhibition priority can be claimed for utility models, brands and registered designs. If an exhibitor receives industrial property rights from DPMA for one of his or her exhibits after one of these trade fairs, the DPMA will consider the property rights valid starting on the first trade fair day. In this case, the DPMA requires an exhibition certificate issued at the beginning of the trade fair from the management as well as the registration documents. The registration of the property rights within six months following the first exhibition constitutes a further requirement. The affected trade fairs will be regularly published in the German Federal Law Gazette.

### What can I do before the fair begins?

You can take action in the run-up to a fair in order to avoid unpleasant surprises later. First of all you should get in touch with a lawyer. In order to effectively protect a product or trademark against imitation you must own the proprietary rights. You should bring all the documents along to the fair that prove you own the proprietary rights, i.e. originals or certified copies of the certificate in question and if applicable any previously issued declarations of discontinuance or orders issued against an imitator. Also make sure you can get in touch with a lawyer, if necessary on a weekend, at the event venue.

If you possess concrete information that a competitor intends to exhibit copies of your protected products then you can apply for a seizure attachment to be issued before the fair begins. This attachment authorises customs officials to seize goods in breach of proprietary rights even after they have crossed national borders.

### What can I do during the fair?

If you find out that copies of your proprietary products are being exhibited at the fair, you can at first and with the help of a lawyer issue the offending party with a notice and offer him to sign a declaration of discontinuance subject to payment of a penalty. If the party in question refuses to sign the declaration you can take out an injunction forbidding him to exhibit the products that infringe your proprietary rights.



## What can I do if I have no proprietary rights?

In exceptional cases copying goods may contravene the rules of the Law against Unfair Practices even if the relevant proprietary rights do not exist. For this to be the case the company in question must copy a competitor's product with competitive attributes and offer it for sale on the market. Furthermore, exceptional circumstances must apply in order for said company's practices to be considered unfair. Only if such conditions are met is the basic principle that permits copying negated by the legal protection afforded by competition rights.

## What can trade fair organisers do?

Trade fair organisers in Germany will gladly help to ensure your participation is a success. It is important that you inform the organisers before any legal conflicts ensue on the exhibition grounds, so that in the event of a legal challenge they have a chance to act as mediator. However, the organisers cannot assert your rights in respect of third parties, as they are not the owners of the proprietary rights. Consequently, and as a matter of principle, in the absence of an executory title they are not authorised to close down an exhibitor's stand.

For more information:

- Deutsches Patent- und Markenamt: [www.dpma.de](http://www.dpma.de)
- Zentralstelle Gewerblicher Rechtsschutz: [www.grenzbeschlagnahme.de](http://www.grenzbeschlagnahme.de)
- Patentanwaltskammer: [www.patentanwalt.de](http://www.patentanwalt.de)
- Aktionskreis Produkt- und Markenpiraterie: [www.markenpiraterie-apm.de](http://www.markenpiraterie-apm.de)

## Supporting programme

### Taking part in a supporting programme

A number of trade fairs feature programmes allowing exhibitors to make company presentations on certain products and methods. These must be registered in advance. Some lecture slots are free of charge while in other cases charges apply. Organisers provide a lecture area and a moderator and also promote and introduce these events. Companies can also take part with their exhibits in specially organised themed shows. The organisation of these special shows is usually carried out separately by non-commercial sponsors. It can be of great benefit to exhibitors to provide speakers and expertise at conferences, congresses and panel discussions.

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## Trade fair stands

A trade fair stand is a company's calling card. Its dimensions and design should reflect a company's market standing and the products it is exhibiting. The stand must be in a technically perfect condition and correspond to the standards of the market. The focus should be on a customer-friendly presentation of the exhibits. A trade fair stand should appeal to the visitor's senses in every way.

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### A trade fair stand

- can impress your visitors without being pretentious
- can be modest without looking cheap
- can be inviting without being insistent
- can be matter-of-fact without being standoffish
- can put on a show without being an amusement park

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The technical and organisational concept is what in principle defines a trade fair stand.

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### Different areas

Every stand, regardless of its size, is divided up into three areas which dictate its overall dimensions.

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### Presentation area

The space required for displaying exhibits is dictated by the choice of products, their number and size and the company's objectives at the fair. The presentation area includes the entire space required for exhibits, information boards, videos, presentations and activities.

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### Meeting areas

Depending on the product and type of meetings to be held arrangements can be made for seating areas, cubicles or an appropriate area for consultations. However, luxury items take up space and cost money. Other elements of a company's communication concept include providing information on the stand, a bar, hospitality areas and a meeting room.

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## Ancillary areas

A kitchen, storage area (including for brochures), cloakroom, technical area, staff area and an office. If other services are offered on the stand additional rooms and furnishings may be required, such as a staff cloakroom, lockers, a luggage storage area, changing room, common room, office for providing travel information, hotel arrangements, issuing passes and postal services.

At **product-oriented** events exhibitors explain and demonstrate the technical features and quality of their products on display. At this type of fair the ratio between the presentation area and meeting area/cubicle should be 60 % to 40 %.

At **information-oriented** events the emphasis is on the various ways of presenting information (lectures, multimedia, slide shows, videos). Exhibitors opt for this form of presentation when exhibits cannot adequately illustrate what a company has to offer. Here the ratio between information area and meeting area is 40 % to 60 %.

At **events which focus on consultation** the dominant aspect is face-to-face meetings. Interested visitors come to the trade fair to talk to specialists. The emphasis is on the seating areas and cubicles for meetings. At these fairs meeting areas should be larger and cubicles should occupy a smaller space.

At **events which are a combination of the above** exhibitors should balance the distribution of individual areas to ensure that each is functional as well as distinct in terms of the space it occupies and what it promotes. The ratio between the areas occupied by exhibits and information should be roughly equal.

## Types of stand and location

Every stand should be well proportioned. Different types of stands result from the position to the neighbouring stands or how they open onto to the aisles. Row stands are cheapest to rent, while the other three types cost more.

### Row stand

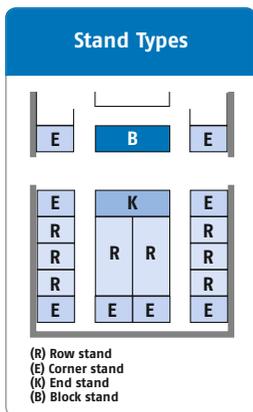
Row stands open onto the aisle and have two neighbouring stands, in rare cases parallel aisles on either side. The dimensions of the side opening onto the aisle range from narrow and deep to wide and shallow.

### Technical and organisational aspects of the stand concept

- Size, type and location of the stand
- Exterior design
- Overall design
- Range of products to be exhibited
- Technical equipment
- Shipments
- Stand construction and dismantling
- Running and organising the stand

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## Corner stand



Corner stands are located at the end of a row and open onto two aisles which meet at the corner. To the rear of the stand is another corner stand and to its side is a neighbouring row stand. A corner stand achieves a greater impact than a row stand of the same size, due to an additional side opening onto the aisles. Rental fees for a corner stand are higher than for a row stand. Because it has two aisles bordering it more visitors are likely to visit a corner stand.

## End of block stand

End of block stands open onto three aisles and if used to full effect have a greater impact than the above stands by appearing welcoming and possessing greater prestige.

## Island stand

Island stands are surrounded by aisles on all sides and are the most expensive type of stand. Their insular nature achieves a high impact. Overall, island stands have a high impact and are very prestigious. Island stands feature more elaborate designs and this is mirrored by the higher cost of construction and furnishings.

## Outdoor stand

Outdoor stands are chosen for very large products (e.g. natural stone blocks) or for entire systems and machines (construction equipment) which have to be demonstrated in a practical setting. When choosing an outdoor stand an exhibitor must organise a roofed meeting area.

## Location of the stand

The planning of the hall layout (stand areas and aisles) by the organisers takes the technical infrastructure, anticipated visitors numbers (width of the aisles) and the flow of visitor traffic into account.

The organisers lay down stand location criteria according to:

- the layout of the grounds and the halls
- the individual sections for different industries and products
- the infrastructure



Prior to the fair exhibitors can agree on an exact stand position with the organisers in terms of the stand location in the hall and neighbouring stands (competitors). Exhibitors can usually obtain the same location at the next event if they reserve this option at the end of the fair. From the trade fair organisers' point of view this helps to maintain customer relations and also ensures planning certainty.

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## Stand construction: exterior, overall design, furnishings

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Exhibitors must plan their trade fair stand according to their trade fair objectives, the products they wish to display, the space they require and their available budget.

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They must decide on the following:

- whether to rent, lease or purchase a stand
- the stand layout
- whether to build their own stand or employ contractors
- an implementation phase

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Renting a stand is a good option for a company taking part for the first time. Once a company has gained sufficient experience and decides to regularly take part in trade fairs then it can consider leasing or purchasing. Renting a stand is the option that involves the least organisational effort.

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Modular stands in different sizes and with basic furnishings, to which one's own or other rented furniture can be added, are available for rent either from the organisers or from contracted firms. The rental fees include construction and dismantling.

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At some events the majority of exhibitors make use of renting identical modular stands. In these cases the organisers' aim is to present a uniform image. The focus should be on the exhibits on display and not on the overall presentation.

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Purchasing a stand entails follow-up costs, e.g. for storage, transport, maintenance and stand construction personnel. From the point of view of cost and taxes leasing stand construction material can be more advisable than purchasing.

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## Stand layout

When deciding on a modular or conventional type of stand one should keep in mind that a reusable stand is more economical and often more environmentally friendly (► Chapter 6, Use of eco-friendly materials). A modular stand using prefabricated elements must not be uniform or unimaginative. There are many providers of well-proven systems who offer sufficient options for realising one's own design.

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The main advantages of modular construction are:

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- low-cost, prefabricated, components with a perfect fit
- they are easy to transport and store
- the low-maintenance aspect of stand construction and dismantling
- only basic tools are required for construction and dismantling
- they feature extremely durable components
- they are versatile and adaptable

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Conventional or individually designed stands are a good option for companies involved in construction and outfitting, who have sufficient knowledge of materials and manufacturing as well as the necessary equipment and qualified personnel. A conventional stand allows a company to make individual design choices. Combining a modular and conventional stand is a widespread practice that permits a relatively large choice of individual designs.

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Stand layouts fall into three categories:

### Open-plan stand layout

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No external surfaces impede vision. The stand looks tidy and all the exhibits are immediately visible.

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### Partially open-plan stand layout

External surfaces are used to screen off the visitors' view of the stand interior. This is the most popular type of stand layout.

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### Closed-plan stand layout

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The stand consists entirely of external surfaces (optionally with glass cabinets). In order to view the exhibits, take part in presentations or to meet with



exhibitors visitors must enter the stand. Individual areas of the stand with different functions are partitioned off so that nothing can interfere with the running of the stand. The various parts of the presentation area also provide information (photos, graphic displays, text information).

Surfaces and areas on the inside of the stand are used for cubicles. It is important for individual areas to give an impression of harmony in terms of their horizontal and vertical partitioning.

### To build one's own stand or employ contractors

A variety of options exist for putting together a stand:

- a company builds its stand in-house
- a stand construction company is called in as a general contractor
- both an architect and stand construction company are employed
- an architect is contracted to sub-contract work to builders.

#### In-house construction

**Advantages:** no planning costs, the company can employ its own builders.

**Disadvantages:** a lack of experience designing stands, employee resources are diverted, costs are difficult to calculate, additional storage is required for stand components.

#### Employing a construction company as a general contractor

**Advantages:** all the services are under one roof, quotes are generally free of charge (although a fee is usually payable for design drafts), rental options exist, jobs are carried out routinely and the contractor provides an all-round service. **Disadvantages:** Companies usually employ modular designs, and making individual design suggestions is generally difficult. In the case of smaller stands the option of supervising and suggesting one's own specifications is limited and the value one receives for one's money is not readily transparent.

#### Architect and stand construction company

**Advantages:** an architect creates designs without modular constraints, knows the market, coordinates operations and has a contractual obligation towards the customer. **Disadvantages:** Pre-planning costs are initially higher, as in general a contract will be agreed with the architect. The many in-depth meetings that ensue can be time-consuming for the customer.

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## Architect and builders

**Advantages:** this solution produces best results with elaborate projects. Issuing a call for tender allows optimum cost control and a choice of qualified specialists results in outstanding work. **Disadvantages:** Despite cost control options this path is more expensive.

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## Implementation phase

Once plans have been roughly sketched a series of meetings will take place either in-house or with the aim of awarding the job to an architect or contractor. Initially the focus is on creating a concept based on one's trade fair objectives. A planner is unable to satisfy any requests until he is in possession of all the facts and of a rough concept. He must also be familiar with the exhibits. Upon the contract being awarded the customer should designate a contact responsible for dealing with the planner.

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A planner's responsibilities are:

- to produce a preliminary design
- to deliver a preliminary cost estimate
- to present the design (deadline)
- to determine the costs for pre-planning

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A planner, whether in-house or a contractor, will take the location in the hall and type of stand into consideration, compare the allocated stand dimensions with the calculated space required, check for any interference from supporting columns, and where the supply lines have been laid, etc. It is also important to observe all the stand construction regulations (construction height, distances) and the technical specifications (fire safety and general safety regulations, electricity, water, gas, compressed air, telecommunications).

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A planner will take the main flow of visitor traffic into account, the hall entrances, in certain cases the neighbouring stand, as well as the necessary functional areas on the stand, including their distribution in size. After sketching out a rough idea the planner will perfect his design. With the stand's pre-determined functions in mind a planner will now begin the creative part of his work. He will select the materials for constructing the stand, or possibly a modular system, decide whether to paint the stand and if so in which colour, how to use lighting and, if necessary, any additional design elements.



A good planner can be expected to develop a number of alternatives and to submit them for selection along with a cost ceiling. In order to take the plans further it is necessary for them to be comprehensive and feasible. Unfinished concepts and plans are a waste of financial resources.

### Exterior design of a stand

The main purpose of a trade fair stand is to assist an exhibitor's marketing strategy and in particular his communications. A stand must fulfil numerous functions which the concept must reflect. Its exterior design depends on the company's trade fair objectives and its marketing mix priorities, e.g. sales and communications.

One of the main aims of creating a good exterior design is to optimise a company's verbal and visual communications by creating an attractive atmosphere on the stand. Besides being functional and presenting a uniform appearance the quality and technical features of the exterior design should be in line with the objects on display. The company's corporate design concept is the basis for the stand's architecture and design. Depending on the type of event a planner can adapt the individual design elements to suit the company's trade fair objectives and its anticipated target audience. As the presentation and meeting areas are the only parts visible to visitors, the exterior design concept focuses mainly on these two areas.

It should be noted that a visitor takes four steps before engaging in a conversation:

1. he orientates himself
2. he obtains information
3. he asks for something to be shown or demonstrated
4. he engages in a conversation

Regarding the stand concept that means:

A trade fair stand must provide the visitor with a key for orientating himself. He must be able to quickly establish which areas present which products. A visitor must connect with a flow of verbal and visual information presented to him that offers clear and precise statements. The exhibits provide a visual input per se, so that getting to know the products' advantages must surpass the impact of that input and lead directly to a dialogue.

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The resultant face-to-face meeting must round off the image of a product and that of a company's capabilities and help a visitor to make his purchase decision.

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Regarding the architecture of the stand it is important to observe the following:

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The partitioning of individual areas    furnishings on the stand

- floor coverings
- construction shape/type
- ceiling design
- screens, panels
- lighting
- colours
- technical systems
- lettering (typography)

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Area partitioning is defined as horizontal (utility area) and vertical. Vertical divisions generally consist of three levels:

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- the table and podium level
- the lettering level (graphics)
- the branding level (company name, slogan)

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The FAMAB Kommunikationsverband e.V. is the trade association for: trade fair construction companies, marketing / event agencies, exhibition architects and design agencies, event catering companies and their respective suppliers. FAMAB was founded in 1963 as **F**Achverband **M**esse- und **A**usstellungs-**B**au and has its headquarters in Rheda-Wiedenbrück. FAMAB today represents more than 250 quality-tested member companies in the communications industry with approx. 15,000 employees.

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**FAMAB**  
**Kommunikationsverband e. V.**  
 info@famab.de  
 www.famab.de

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## Stand design and furnishings

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The design of the stand guarantees the company's unmistakable optics. Visual impressions are the primary source of information. Whether a visitor looks at a product or lettering, it is the immediate visual impression that counts before he examines the detail. Anyone presenting, offering or promoting a product must make it is visible.

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## Presenting the exhibits

Every product must be highlighted in the appropriate way. The more attractive the presentation of a product the more attention it attracts from visitors. It is better to exhibit quality rather than quantity. The most important thing is to highlight its advantages for the user. An exhibitor must look at the way he presents a product from the visitor's point of view.

In order to present a product an exhibitor should answer the following:

- is an exhibit visually attractive (design, colour, packaging)?
- can a product's visual impact be enhanced with colour and lighting effects?
- can one allow free access to an exhibit or must it (a small product for example) be protected against breakages and theft?
- is it feasible to give practical demonstrations and how much space is required?
- how has information to be presented? (illustrations, displays)?
- how can a service be demonstrated?
- how can one clearly highlight the advantages for the user?

## Furnishings

The furniture a company chooses for its presentation and meeting areas should be appropriate in terms of appearance, colour and quality.

That applies to:

- the information stand
- tables and chairs used for meetings
- the bar and stools
- Lockable cupboards and cabinets

The advantage of a small bar is that brief meetings can be held there without occupying a meeting area.

A basically equipped ancillary area should mainly include kitchen equipment, office furniture and a storage area for brochures, advertising material etc. Regarding kitchen equipment it is possible to obtain space-saving items specifically for use in confined areas at trade fairs.

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## Lighting

Lighting forms part of the overall stand concept. A distinction is made between general lighting on the stand (meeting area and ancillary area) and lighting used for objects (presentation area). Using lighting effects creates an additional attraction. Lighting should illuminate all areas of the stand in equal measure in order to clearly distinguish it from the effects of frequently diffuse lighting in the hall. When illuminating objects it is the intensity of the lighting and the specific choice of area that produce the desired impact. In that context, contrasting light and darkness is an important tool. Contrasting a small illuminated shape against a large entity in the shadows can be used to highlight the latter, for example. If the overall lighting on the stand is so intense that one cannot contrast light and darkness then illuminating objects serves no purpose.

Using only the presentation area to illuminate objects achieves three objectives:

1. It achieves a long-distance effect
2. It highlights the objects on display
3. It emphasises the effect of contrasting light

These objectives can be achieved using ordinary, good-quality spotlights mounted on the ceiling or the walls. When illuminating objects one must avoid dazzling the onlooker. Objects placed in display cabinets should be illuminated with small spotlights. Soft-tone lighting creates a friendly atmosphere conducive to holding talks, as a person's face appears younger and not as pale as under fluorescent tubes. Work areas (kitchen, storage area, cloakroom) should have the appropriate lighting installed for purpose.

## Graphic design and information tools

The colours and graphically displayed information that create a visual impression are an integral part of the stand's design. A visitor expects guidance by visual information broken down into the following:

- long distance recognition
- short distance recognition
- detailed recognition



A visitor should be able to find the stand he is looking for as quickly as possible. In addition to the size and location of the stand the positioning of a company's logo and the use of its typical colours help visitors to detect the stand from a long distance. Once he has reached the stand a visitor wants to find whatever interests him without assistance. To enable him to recognise objects from a short distance it is important to keep products and information separate from each other. Helping a visitor to recognise objects from a short distance gets him interested in the subject matter without giving away technical details, thus clearly helping to guide him.

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The following tools support short distance recognition:

- company logo
- topic headings
- graphics
- product colours

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In addition to an organised presentation a visitor expects a brief explanation of the exhibits. Providing information on exhibits in appropriate areas fulfils this requirement for presenting information in detail, which consequently forms an integral part of the information chain as well as of the presentation.

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The following tools can be used and also combined:

- a brief list of technical specifications
- graphics
- photos
- films, with or without a soundtrack
- multimedia shows

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Four factors complementing each other influence the way in which a visitor visualises information:

- graphics (technical illustration)
- lettering (typography)
- photos, audiovisual media
- colours on the stand (including floors)

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An exhibit is usually accompanied by a graphical representation. It is difficult to demonstrate complex systems without using illustrations or graphical representations. Magnifying the content of brochures or technical draw-

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ings is often not very useful, as a graphic representation needs to present a clear picture. The amount of information should be limited to the main points and should be comprehensible even at short distances. Nor should there be a succession of graphics as this is tiresome and confusing. The size of the graphics should be in line with the overall design concept and need not necessarily follow mathematical rules. For example, a perfectly shaped square always appears taller than it is wide. This should be taken into account.

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Multimedia presentations employing the internet and accompanied by moderators and audiovisual media should be used in addition to consultations and in order to present products and methods which for technical reasons cannot be demonstrated by other means. Visitors to trade fairs are subjected to sensory overload, so that in particular a screen showing a video will attract no more than a moment's attention, unless the film is directly used as discussion management tool. In that case a tablet PC suits the purpose better than a large screen.

### Colours on the stand

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The colours on a trade fair stand are equally important as its physical design, since colours, along with a company's logo and trademark, dominate the impression a company gives of itself. A colour or colour combination helps to make the company memorable for visitors.

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When choosing one's colours, symbols or graphics one should take cultural, ethnical and religious aspects into account, as well as the psychological effect of the colours on the mood of visitors and the personnel on the stand. Thus, orange and red are colours that cause anxiety in many people, making them nervous, whereas dark blue has a relaxing effect.

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### Technical equipment

Technical equipment on the stand includes:

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- electricity supply and electrical equipment/appliances
- systems for supplying water
- compressed air systems
- telecommunications systems
- an IT centre with multimedia systems and internet connections, audiovisual media, i.e. a beamer for projecting videos and slides, and a PA system
- office equipment (PCs and copying machine)

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Other IT equipment may be required to facilitate communications on the stand, in order to obtain delivery information on products, for example. On larger stands an employee attendance register or a paging system for contacting employees may be required. In some cases direct data communications with the company's HQ can be installed to ensure technical specifications and delivery information are obtained without delay.

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## Lettering

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As the lettering is often the first piece of visible information it should be in a prominent position in order to ensure easy readability and project a clear and concise message. Good and effective lettering is:

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- easy to read
- attracts the visitor's attention by appealing to him and triggering a reaction
- is rational, clear and to the point
- is hierarchical in the way it delivers information
- takes the direction and distance of the reader into account
- blends in with the overall impression of the stand

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## Photos and media

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Using photos and media is very much recommended as they underscore verbal statements and enable the visitor to visualise systems, create a realistic impression and demonstrate user benefits. If properly positioned and illuminated, large-scale, high-quality colour photos and media focusing on the trade fair topic in question can create a unique atmosphere and experience. They can also address the working environment of the trade visitor and any relevant technical problems. Informative and large-scale photos facilitate a dialogue. However they should be employed sparingly as otherwise they neutralise the desired impact.

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## Audiovisual media and internet-connected presentation systems

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Using audiovisual media such as

- films
- television (video feed)
- multimedia
- computer-assisted presentations

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can add to the appeal of a trade fair stand and trigger a greater desire for information. Despite audiovisual media being an outstanding means of communication they are no substitute for face-to-face communication. It should also be noted that the volume of audiovisual media must not interfere with meetings taking place on one's own stand or with those of one's neighbours.

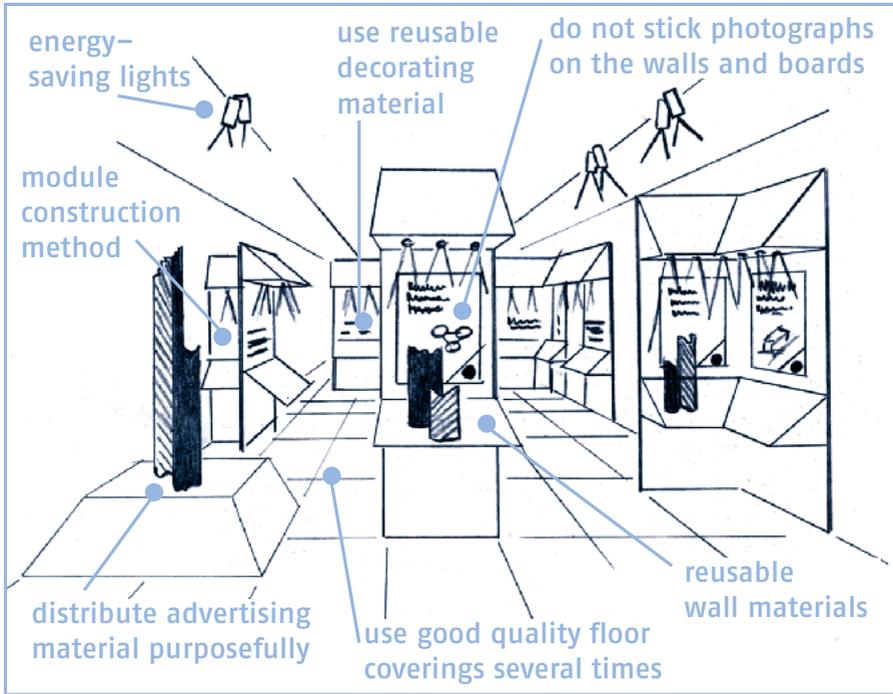
## Stand construction and dismantling

The exterior design, location, overall design and technical equipment of the stand and the products exhibited dictate dismantling and construction procedures and the related costs. A member of the company who has experience with trade fairs should oversee the construction of the stand by in-house personnel or a contractor to make sure costs and dates are adhered to. As a rule, no further alterations should be made when setting up the exhibits, nor should equipment be assembled and tested for the first time on the stand. A trade fair stand is not a test laboratory, production facility or place to make last-minute changes. The time available for dismantling is often limited due to other events which are scheduled to follow. For this reason clearing one's rented stand needs to be organised properly. Regardless of the above, if dismantling takes place in a badly organised and careless manner it can lead to further costs. Examples include:

- transport damage to expensive devices that have little or no packaging protection
- material damage due to inadequate supervision
- damage to stand construction material due to careless handling

## Environmental sustainability

Committing to environmentally sustainable action does not mean that one should dispense with an individual and creative stand. However, it means that one must plan ahead. When planning any trade fair stand, besides observing functionality and flexibility a company must also give the same amount of attention to eco-friendly materials. A company can obtain the stand it wants by cooperating with a trade fair stand designer qualified to plan and develop eco-friendly designs. Things should go according to plan if one carefully selects the type of construction desired in the consultation phase prior to the fair.



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It is important to:

- consult with suitable stand construction companies
- ensure the design and prefabricated parts are well made
- use modular construction for conventional and individually designed stands
- employ reusable, space-saving transport systems
- organise and make use of storage areas for packaging used in transit
- compare rental and purchase options from an economic and ecological point of view

### Floor coverings

At trade fairs 80 % of the floor coverings are made of textiles, making this the most frequently used type of material. They provide a soft underfoot response and contribute to a pleasant atmosphere. AUMA commissioned a scientific study on the eco-compatibility of textile floor coverings at trade fairs, which produced the findings below:

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## Reusable textile floor coverings

From an ecological point of view it is advised to reuse floor covering tracks at least eight times, and tiled coverings six times. Cleaning and storage should be planned well in advance. One should therefore organise the reuse of floor coverings in the best possible manner. An exhibitor should find out from a stand construction company or the organisers whether reusable floor coverings can be rented out, in which case he need not take care of cleaning, transport, storage and disposal.

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### Advantages:

- soft underfoot response
- pleasing design, colours and variations
- soiled tiles are easy to replace
- minimum waste
- minimum material expenditure

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## Disposable floor coverings

Of the tested disposable floor coverings synthetic fibre mats without a foam base were considered the most eco-friendly.

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### Advantages:

- energy-efficient production
- low purchase price and transport costs
- no return transport and no cleaning

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When choosing floor coverings one should:

- make sure one selects the same type of covering materials and adhesive tape throughout
- use a water-based paper adhesive and wood glue, as well as a dispersion adhesive low in solvents and avoid a universal glue high in solvents
- consider that eco-friendly textile floor coverings contain a low ratio of inorganic materials, save energy during production and contain reusable materials that can be separated into their component parts.

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## 7. Advertising and public relations (PR)

Advertising and public relations (PR) are an indispensable part of planning for trade fairs. Success at a trade fair goes hand in hand with the level of visitor attention on the stand. While preparations for attracting and inviting visitors are not as lengthy as for a trade fair stand they should nevertheless take place in good time. In this age of advertising overload attracting visitors' attention has become more difficult rather than easier. A company must invest as much effort in addressing its potential audience as in preparing a stand concept.

### Advertising and press work conducted by the organisers

Trade fair companies spend a significant part of their budget on advertising to attract exhibitors and visitors. Brochures for international trade fairs are printed in all the main languages and disseminated to the relevant audiences in numerous countries. Within the frame of direct marketing potential visitors often receive multilevel written invitations. Advertisements are placed in every relevant professional magazine and for some events in consumer magazines and daily papers. In addition, organisers also make use of all the other advertising methods.

**Advertising conducted by trade fair organisers**

- Press work
- Advertising in professional magazines and consumer press
- Advertising targeting exhibitors and visitors
- Posters
- Online advertising
- Trade fair companies promote their events not single exhibitors!**

The press work undertaken by organisers is aimed at achieving the widest possible response in the media. In the run-up to the event the specialist press in particular is supplied with information on services, innovations, the supporting programme and industry topics. Shortly before the fair opens information and invitations are sent out to daily newspapers, the editors of business publications and the local press as well as to radio and television broadcasters. The organisers only advertise for the trade fair or for the exhibition itself, or for key features of the event, thereby ensuring that visitors will attend. It is the responsibility of each individual exhibitor to attract visitors to their particular stand.

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Organisers provide exhibitors with a number of tools for advertising and public relations work, which are either free of charge or available at cost price. The relevant forms can often be downloaded from the organisers' website. The requested advertising material can be marked with the company's details, i. e.

#### Advertising measures offered by trade fair organisers to assist exhibitors

Press mailings to professional magazines  
 Internet advertisements  
 Print templates for company signs and hall plans  
 Brochures for visitors, posters  
 Admission vouchers  
 Trade fair calendars

- company name and address
- location in the hall and number of the company's stand
- a logo, if required

The organisers can subsequently commission the material to be printed. Using advertising material supplied by a trade fair company is the easiest way to attract visitors and send out invitations. However, this method only announces a company's participation in the trade fair. It contains no information on the company itself and the range of products it will be exhibiting. In

order to achieve the right impact additional measures such as brochures and personal invitations are required.

## Exhibitor measures for attracting visitors

### Invitations to visitors

Sending personal invitations to visitors and customers promises a good response. This is a visitor's main motivation for actually attending a fair. A number of options exist. Exhibitors can combine advertising material (brochures, admission vouchers) with a personal invitation, by sending either their own or the material provided by the organisers, while taking care to include hall and stand number in the information. A letter should spark a reader's curiosity and if possible be addressed to an individual. For instance, instead of a letter to "XY Industries Ltd." correspondence should be addressed to "Mr. Sam Smith, XY Industries Ltd.". Correspondence should begin with "Dear Mr. / Ms." and be properly signed to give the impression of a genuinely personal letter.

An even better impression is achieved when correspondence takes place on equal terms, for example, when a company's sales representative writes to a buyer or when a technical adviser writes to a construction specialist. Smart ideas will be well received. One idea for an invitation is to send a postcard



with a photo of the company's trade fair stand, another is to enclose a snapshot taken during the customer's last visit to the fair.

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In the past companies used to send out their invitations by normal post. Nowadays, this type of correspondence is too costly and time-consuming. However, that is also the reason why it can have a greater impact. Today, invitations are sent by e-mail, with an enclosed link for making an appointment, or are addressed directly via a social networking site. However, data protection considerations and overflowing e-mail in-boxes can lead to traditional correspondence becoming attractive again. Even at this early stage it is important to show appreciation and interest in a potential customer.

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An exhibitor can also send out multilevel invitations with a little surprise to attract the recipient's attention, or with a complimentary gift. The aim of sending invitations is to maintain relations with existing customers and to attract new customers. Companies can also hire or purchase lists of potential addressees from corresponding companies who manage address lists. These address lists are sorted by industry sector, job category and geographical location. Invitations should be received around three weeks before a fair begins, as visitors also plan ahead for an event. Sending out multilevel invitations should begin up to two months before the start of the fair.

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## Invitation brochures

Assuming a company has sufficient funds it can print its own invitation brochure or publish it on the internet. This should contain all of the following:

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- the name, logo, venue and date of the event
- the name and address of the company
- hall and stand information (ideally with a map)
- the telephone number on the stand
- the range of products to go on display / highlights of the display
- a company slogan for the event
- special services and activities on the stand
- an attendance roster, if necessary, to that customers know when to visit.

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One can also give customers the option of making appointments over the internet. The invitation can take up any current motif used in advertising your products appearing again on your stand. A brochure can highlight the design of your stand or any activities taking place. A ready-made reply card or e-mail makes it easy for customers to make an appointment, which

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should be kept, regardless of how busy one is. A follow-up call serves to set up meetings. Exhibitors can also allow visitors to schedule appointments by e-mailing them from their homepage.

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### Admission vouchers

Admission vouchers supplied to exhibitors by the organisers are very popular with visitors. It is customary to hand them out in person or mail them with an appropriate cover letter. Nowadays they can also be e-mailed via a link. Visitors can subsequently obtain a free day ticket by e-mail or at the ticket office. Exhibitors need afterwards only pay for those vouchers which have been redeemed, often at a reduced rate.

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### Gifts / raffles

If a customer can expect to receive a gift, then no matter how insignificant it is he will probably visit the stand. Gifts made up of several parts are very popular. One part is enclosed with the invitation and the rest can be collected at the stand, for example a game made up of several pieces. Annual gifts that build into a collection and for which visitors have to return are also an option. Giving away these gifts must not interfere with operations on the stand. Gift vouchers or tickets for a raffle are also very popular. The focus of invitations and gifts should be on the company or its range of products.

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### Advertisements / banners

Immediately before the start of a trade fair the regular and/or special editions of professional magazines publish advertisements by exhibitors with information on their participation along with hall and stand location details. The main source of information for visitors and the press is the organisers' homepage, where exhibitors can place advertising such as banners. An exhibitor's advertising campaign can provide hall and stand location information and job offers. However, invitation advertising especially launched for a trade fair requires big advertising budgets.

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### Advertising in a catalogue

In addition to making use of trade fair catalogues and visitor information systems for submitting their usual entries exhibitors can also use them to place advertisements or publish their company and product logos, for which charges apply. Information systems are of use to visitors only on the exhibition grounds, whereas long afterwards catalogues continue to be used for

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reference. Almost all exhibitors now publish electronic exhibitor directories in various forms, on the internet and as an app, for example.

## Outdoor advertising

Some trade fair centres let exhibitors advertise on outdoor surfaces or certain parts of the exhibition grounds. Outdoor advertising, using posters, displays or banners, offer a reminder immediately before or during the fair. Outdoor advertising often targets a wide audience, for example at consumer goods events. Exhibitors can also rent outdoor advertising space in the city that hosts the trade fair. Options usually include areas where traffic is busiest such as airports, mainline stations and urban transport hubs, or buses, trains and cabs.

## Advertising away from the stand

Exhibitors who wish to distribute printed matter (invitations, brochures, handouts) in front of or on the exhibition grounds must obtain the trade fair company's permission, for which charges may apply. In some cases exhibitors can communicate with other exhibitors via an in-house distribution service, for example in order to supply them with brochures and invitations.

## Entertainment on the stand

Experiencing a trade fair on the stand is an integral part of the event. Entertainment events, for example talk shows with celebrities, attract visitors. However, such events should not create an amusement park's atmosphere nor take place for their own sake and there should always be a focus on the company's product. Thus, a pantomime can serve to demonstrate a product's advantages and can be a part of the trade fair concept and appear on invitations. However, the best events are in vain if the host or the employees on the stand are unable to make visitors feel welcome. Irrespective of the show events and entertainment taking place, the trade fair activities of one's own company as well as those of one's neighbours must continue without any interference.

**Attracting visitors**

- Invitation with a reply option by letter, fax or e-mail
- Invitation brochure with a reply card
- Phone calls
- Admission vouchers
- Raffles
- Advertising
- Company entries and advertisements in catalogues
- Media package (website, online exhibitor directory etc.)
- Entries in the visitor information system
- Outdoor advertising
- Online advertising

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## Press work conducted by the exhibitor

### Press release

Interesting news

Release to coincide with editorial department's timetable

Clear and positive information in a neutral tone

Who, when, where, what, how and why?

Is it concise enough?

Is it detailed enough?

Is it to the point?

Enclose sender details

Obtain suppliers' and/or customers' permission

Do you need to specify a "not for publication before" (date)?

Observe deadlines (8 – 10 weeks before the event)

Include information material

Press work is a cheap and effective way to draw public attention to your company, its products and to your participation in the fair. The advantage of press work is the impact of editorial coverage, which differs from paid advertising. However, it cannot be a substitute for advertising using other instruments and for promotional activities. There is no guarantee that contributions you have filed will be printed. Consequently, it is not possible to plan press releases in advance, whether full or shortened versions, with updates, with or without photos, whereas with an advertisement one can channel one's own message and dictate the setting.

### Press releases

The press departments of organisers collect information and text provided by exhibitors and publish them in innovation reports. Trade fairs are above all events for presenting innovations, evolutionary developments and solutions for users. Supplying the press with information on

outdated products will only result in not being asked again. The fact that a company is about to take part in a fair is not news in itself. Providing one observes some rules there is no great difficulty in writing one's own press release. Press releases should contain a precise description of innovations or methods and should on no account be euphoric or exaggerate the subject matter. In order to attract the editor's attention the headline should carry a key message and the text itself should provide answers to the following questions:

Who?  
When and where?  
What?  
How?  
Why?



## Who?

The company name and venue should be mentioned in full no more than twice in the text (in addition to sender details). A company can also give a brief description of itself in one sentence.

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## When and where?

The full name of a trade fair or exhibition, with information on the date, venue as well as the stand number and location.

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## What?

A description of the product, services, solutions for users, delivered in a positive and precise manner. Always mention any new technical specifications or the product's USP.

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## How?

How does the product work? How is the product or service used and which audience does it target?

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## Why?

Why is this information of importance to the reader? Innovations, product evolutions, new areas of use, first-time imports, export opportunities.

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The following should be observed when writing press releases:

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- The header should contain the words "Press Release" and the date.
- The heading should contain a key message and inspire the reader to continue. Two or three sub-headings can be used.
- Be as concise as possible. Start off with the most important information (editing is done backwards from the end). A precisely worded text filling a single A4 sheet is usually enough.
- If customers' or suppliers' rights are affected then you must obtain their permission.
- Use 1 ½-line spacing for the text.
- Leave a wide margin for editing.
- On no account write on the back of the page.
- Include a second page with the date and heading of the press release and staple the sheets together.

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- Give clear sender details, including contact details.
- Enclose an e-mail address and contact details, as well as hall and stand information.
- For the specialist press enclose an apt image and write a caption on. Alternatively, you can enclose a file or a link.

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The deadline for contributions to a (monthly) professional magazine is eight to ten weeks prior to release, at the latest. If possible, they should be sent earlier.

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Different media require different information. Whereas professional magazines are interested primarily in technical solutions daily papers are keen on business information and the advantages of a product for a user or consumer. Daily papers located in the same region as the company will report on the trade fair successes of local companies or any major contracts they have signed. Television coverage requires products and topics that can be easily explained using images. It should also appeal to a wider TV audience. Radio broadcasters require interviewees with a broad knowledge of the subject.

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Numerous organisers provide exhibitors with a list of leading professional magazines to enable them to distribute their press releases. This list can be supplemented by additional press contacts at the fair.

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### Product reports for the press

Almost all trade fairs release product reports for press. Organisers provide exhibitors with a form for submitting brief and informative texts on their innovations and evolutionary developments (innovation reports). These texts can also be written and published in another language. The organisers distribute it to specialised journalists. Again, text advertising or the company's history are out of place in this context.

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### Press kit

A press kit, which will subsequently be available in the press centre and on the stand (including in other languages), should contain detailed information and background information, including reference lists. It should preferably contain photos with a brief caption. After the event press kits should be sent to the editors on the distribution list who did not attend the fair.

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## Press work on the stand

The press officer / stand supervisor / manager or a previously selected employee should be designated as the press officer on the stand. It is his responsibility to ensure that press kits are available in sufficient quantity and to replenish the press box at the press centre. Any requests at short notice for further information that are received during the event must also be dealt with. If the stand features highlights or the company has special news to report (orders, joint ventures), then it is worth contacting the organisers' press department who can then inform the press and draw attention to these events. Invitations to journalists to visit the stand should also be sent out in good time. After the event one should issue a brief thank you letter along with the company's closing report to maintain relations with the press.

## Press boxes

The organisers supply electronic press boxes via their homepage. The press centre at the fair offers additional boxes (charges may apply) where exhibitors can leave their press releases. Again, one should dispense with brochures and instead provide concrete information that sparks a journalist's interest in the products on the stand. It is not necessary to produce a glossy press folder. It is the content that is important. Always include hall and stand information and the name of the press officer.

## Press conferences

Press conferences are top events before and during a trade fair. They have a large impact on all parts of the media and enable early coverage which attracts wide attention. Thus, preparations should be thorough. The participants in a press conference expect information to be interesting and new. If an exhibitor's sole aim is to build press relations then it is recommended to hold an informal meeting or press reception. Meetings with the press should be set up with the organisers who coordinate times to ensure they do not collide with other events. Rooms can be rented on the exhibition grounds and hospitality can be provided by the catering services at the fair.

When preparing for a press conference you must observe the following:

- whether the topic is genuine "news"
- speakers and interview partners
- you must coordinate dates and times
- send out invitations in good time (approximately 4 weeks beforehand)

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with a reply opportunity, and to remind those invited again

- book rooms and equipment (workplaces, audiovisual media, flip charts, demonstration aids)
- prepare a press kit with a list of speakers (title, first and second names, position in the company)
- deliver brief and clear statements
- allow extra time for discussion
- offer catering corresponding to the time of day

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The outward appearance and overall design of a company's trade fair stand creates a positive atmosphere for offering topic-related and personal information. Knowledgeable personnel on the stand and trouble-free operations are a pre-requisite to ensuring a company's success.

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## 8. Stand personnel

The more motivated, informed and qualified the employees on your stand are, the greater the chances of achieving high sales and building new contacts. Making the right choice of employees for your stand and proper training are just as important as making the best of presenting your products.

### Personnel requirements and selection

Which persons to employ at the fair depends on their professional expertise and personal qualities (see chart). Temporary staff can be hired for certain jobs on the stand, for example for construction and dismantling, for kitchen and catering duties, and for interpreting. Interpreters can often be provided by the organisers on an hourly basis.

Depending on the size of the company employees on the stand should include:

- a representative of the company (CEO, managing director)
- a stand supervisor (responsible for operations on the stand)
- technically qualified employees who can offer advice and carry out demonstrations
- sales employees (sales, delivery terms and conditions)
- country teams for export discussions
- interpreters
- a press officer
- employees who can offer stand information
- service staff (office, catering, security and cleaning)

### Motivation and training

At a trade fair it is the overall impression given by a company that counts. Every member of a company's trade fair team must be willing to give his best before during and after the event. Trade fair duties are not a reward but a demanding activity for which employees should be properly trained. In order for all the stand employees to be able to fulfill their tasks they must be clearly informed on the company's objectives and their individual responsibilities. Employees on the stand who feel they are well prepared and informed will help to ensure everything goes according to plan and a successful course of events.

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They should be informed on:

- the range of products and services
- prices and sales terms
- competitors and their products
- a product's target audience
- the type of visitors at the fair (e.g. by consulting FKM visitor statistics)
- important customers and visitors
- how to collect visitor data
- the rules of the stand and a duty roster
- the importance of the trade fair for the industry
- the trade fair venue and the grounds

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#### Qualifications of stand personnel

Extensive theoretical knowledge and useful practical skills

A willingness to engage in conversation and open-mindedness

A self-assured and confident manner

Articulateness

Adaptability

Foreign language skills

Experience at trade fairs

Ability to work under pressure (the employee must be in good health)

Willingness to travel

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Employees often have little experience in dealing with trade fair visitors. It is therefore necessary to prepare and train the trade fair team for this task, particularly conversational skills, arguing a point and asking the right questions. Seminars, printed matter, videos and webinars are available for training employees for trade fair duties. The AUMA website at ► [auma.de](http://auma.de) has information on the range of trainings on offer from organisers and companies who specialise in trade fair coaching.

If a company's aim is to obtain as many customer contacts as possible then those employees are best who can attract a visitor's attention. Every visitor is a potential customer and the objective is to win him over. In order to do so employees must take a pro-active stance. Nevertheless, experts estimate that more than 50 % of efforts to engage with a visitor, up to 90 % even, begin

with "can I help you?," which is completely unacceptable and often ends the conversation there and then, although it is well-intentioned and meant as an offer.

A visitor wants to be in control of the conversation and the topic, so the easiest way is to approach him in an open, friendly manner. As in an everyday situation in which people have yet to be introduced the conversation begins with a friendly opening line. Trade fair visitors want your undivided attention and to be the focus of your activity. One can verbalise this by taking the visitor's point of view. For example, one can say "you will receive" rather



than “we deliver”, or “here you can see” rather than “I will show you”. An analysis of such conversations produced alarming results, particularly of encounters at capital goods trade fairs. Up to 70 % of visitors were not even approached. 80 % of sales representatives broke off the conversation if a visitor was unwilling to engage with them.

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Training courses for trade fair duties focus on the following:

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- how to attract a visitor’s attention
- how and when to approach a visitor (opening lines)
- how to find out a visitor’s name and address and to store this information
- basic attitude and behaviour towards the general public at fairs

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Training course objectives are as follows:

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Stand employees must always show they are willing to actively engage with visitors. In particular they must avoid behaviour that discourages visitors from approaching the stand, such as paper reading or conversations with friends or colleagues. Trade fairs are live events that do not bring back lost opportunities for talks. A trade visitor will often enter a particular hall only once during his visit and express interest in a particular stand for only a brief moment. If an employee fails to signal his willingness to communicate at that moment the opportunity is lost forever.

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One should also pay attention to one’s clothes, appearance and demeanour. Body language is the most important form of communication on the stand. Personnel wearing uniforms are easy to pick out as stand employees. Clothing items such as a tie or breast pocket handkerchief make it easier to recognise your particular team. Naturally, adequately large name tags should be worn.

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### Professional conversation

When a visitor approaches the stand he must be given sufficient time to look around. Stand employees should watch closely to see what the visitor is interested in and in order to choose the right moment to speak to him. On making contact the employee should introduce himself and explain the relevant exhibit to the visitor.

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Visitors known to employees should be approached immediately and be welcomed by name. When in conversation, obtrusive behaviour must be avoided at all costs. Listening is an art. Employees should find out a visitor’s

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ideas, motives, criticisms, uses for the product, demands on its quality and how urgent the product is needed by asking specific questions. By discovering how knowledgeable a visitor is on the subject and what decisions he can take for the company an employee can establish common ground. Any criticisms should be responded to with caution and if possible by offering concrete solutions.

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At the end of the conversation the employee should arrange for a further meeting, for example a visit, or for sending an offer. When taking notes of the conversation later on any requests should be recorded immediately, otherwise they will soon be forgotten in the hustle and bustle of the fair. Storing exact information for later reference helps to avoid confusion when meeting the customer at a later date.

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## 9. Stand operations

### Stand supervisor

The stand supervisor is responsible for ensuring the smooth running of external and internal operations on the stand. The stand supervisor must possess a number of personal and intuitive qualities and good social skills to interact with different kinds of people:

- experience at/with trade fairs and exhibitions
- a willingness and ability to make decisions
- leadership qualities and the ability to motivate employees
- a talent for organisation and improvisation
- a sense of responsibility
- an immaculate appearance
- self-confidence
- articulateness
- good moderating and negotiating skills
- basic technical and commercial knowledge
- a good memory for people

#### Responsibilities of the stand supervisor

- Approving the stand before the start of the event
- Delegating specific tasks to individual employees
- Organising and monitoring a duty and attendance roster
- Welcoming important visitors
- Assisting others in conversation with customers
- Relaying important information to company headquarters
- Coordinating the follow-up analysis with the Trade Fair Benefit Check

A deputy stand supervisor should also be designated at an early date in case of the former's absence for any unforeseen reasons. The stand supervisor must check the stand has been set up according to plan in good time before the opening of the event, that the equipment, layout and lettering are correct, that advertising material and a hospitality service are on hand and that all connections and appliances are in working order.

On the evening before the start of the fair the stand supervisor must instruct stand personnel and explain the rules of the stand. He must:

- introduce the employees, including temporary staff
- provide information on the fair
- provide information on the company's trade fair aims
- provide information on activities and special events at the fair
- explain important documents
- explain how to collect visitor data
- give customer care instructions
- instruct the press officer

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- organise a duty roster
- lay down a code of conduct

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## Rules of the stand

The duty roster establishes who is responsible for individual tasks. Examples are ensuring there are sufficient brochures on the stand, the cleaning of cubicles and seating areas over the course of the day, hospitality services, and breaks. A daily short briefing, either in the morning or evening, informs all employees of successes and events or important visitors due over the next 24 hours. Possible weak points can be addressed and eliminated. An overall feedback session should be held at the end of the fair.

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A well-organised trade fair stand and a well-managed trade fair team will make sure that:

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- the stand is kept clean and in order at all times of day
- no shortages occur of advertising material, food and beverages
- all the technical equipment on the stand is kept in good working order
- the rules of the stand and duty hours are adhered to
- the atmosphere on the stand is always friendly and relaxed
- the stand supervisor always knows where his employees are
- details of conversations with visitors are put down in writing and evaluated

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## Hospitality

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Even a small stand can organise some form of hospitality. Visitors can be offered alcoholic and alcohol-free beverages. Biscuits and snacks should always look appetising and be served fresh. Food and beverages from the region associated with the company (i.e. local specialities) always make a good impression. Every trade fair venue employs contracted catering services which can provide exhibitors with beverages etc. Hospitality on the stand is a quality aspect of German trade fairs, which also has to do with the use of quality tableware.

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For image reasons genuine tableware is used. Trade fair restaurants have long since ceased to use disposable tableware. Care should be taken to ensure a minimum of breakages, to save energy and to use water sparingly when washing up. A study commissioned by AUMA investigated the ecological impact of disposable versus reusable tableware.



The findings were as follows:

- Reusable tableware can be used if:
- transporting over long distances can be avoided
- proper hygiene is guaranteed by using a dishwasher
- an energy-saving dishwasher is used
- a dishwasher is filled to capacity
- only phosphate and chlorine-free washing up liquid is used
- the breakage rate is no more than 20 %

Disposable tableware can be used if:

- bio-degradable materials are used
- an easy, low-volume collection method can be organised for disposal of separate materials
- hospitality service requirements are minimal

## Collecting visitor data

In order to carry out an effective analysis after the fair and to realistically gauge how successful you were it is absolutely necessary to collect visitor data. Pre-printed data sheets reduce the amount of work involved, and staff can swiftly fill these out. Only if the correct details are entered legibly and comprehensibly can a prompt response to inquiries be guaranteed. Experience shows that after an initial introduction period employees regard these sheets as a valuable tool for their work.

You must decide on which conversations are worthy of keeping a record of prior to the event. As a rule, the data sheet should only be filled out if a visitor is seriously interested in a product. Any conversation giving out information which does not end with the inquirer supplying an address can possibly be recorded by keeping a tally on a list of products or topics. Even these brief meetings offering advice can shed an interesting light on the response to your products. Alternatively, you can check whether an electronic visitor registration system is a viable option. Using this method a visitor's address details are filed by scanning his calling card or his name tag, if available. Employees can enter this data directly onto a PC and supplement it with details of the conversation with the customer. At the end of the trade fair all the information will already be on file. The necessary hardware can be purchased or rented from the organisers or from relevant service providers.

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## Notes on Discussion

### Trade Fair / Exhibition

#### 1. Address / Business card

Name \_\_\_\_\_  
 \_\_\_\_\_  
 Company \_\_\_\_\_  
 \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Country \_\_\_\_\_  
 Fon \_\_\_\_\_  
 Fax \_\_\_\_\_  
 eMail \_\_\_\_\_

#### 3. branch of industry

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 5. Customer structure

- New customer  
 customer  
 Host country  USA / Canada  
 Neighbouring countries  Latin America  
 European Union  Asia  
 Other European countries  Australia / Oceania

Language of negotiations \_\_\_\_\_  
 Language of correspondence \_\_\_\_\_

#### 7. Topic of discussion

Product \_\_\_\_\_  
 \_\_\_\_\_  
 Trend  
 positive  neutral  negative  
 Complaint \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 9. Day

Visit arranged \_\_\_\_\_  
 Date \_\_\_\_\_

#### 10. Visit on the event's day

#### 2. Area of responsibility

- Business Management  
 Purchase / Acquisition  
 Manufacture / production  
 Sales / Marketing  
 Research / Development / Design  
 Financial Affairs  
 Administration / Organisation  
 Competitor  
 Press / Advertising

#### 4. Economic sector

- Trade  Importer  
 Industry  Consultant  
 Distributor  Education / science  
 Retailer  Authority  
 Exporter  Consumer

#### 6. Remarks

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 8. Result

handed over \_\_\_\_\_ to be send \_\_\_\_\_  
 Business card \_\_\_\_\_  
 Prospect / leaflet \_\_\_\_\_  
 Price list \_\_\_\_\_  
 Sample \_\_\_\_\_

#### Discussion leader

Name \_\_\_\_\_  
 Departement \_\_\_\_\_

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## Information on the trade fair and markets

In addition to running the stand employees can also do market research by questioning visitors on the stand and the exhibition grounds. Information on products, the design of the stand and the activities of competitors provide valuable leads. Tours of the fair also help to motivate and train the employees on the stand. One should also examine the publications available at the fair:

- the trade fair catalogue
- brochures on special events
- lecture manuscripts
- special editions of trade publications
- brochures and advertising material from competitors
- surveys carried out by the organisers

## Cleaning and security

It goes without saying that a stand should always be kept clean. A company can carry out daily cleaning duties itself or hire the services of one of the organisers' contractors. In addition, a stand employee should be designated to ensure cleanliness and order throughout the day. Overflowing paper baskets, brochures and biscuits left lying around will quickly create a bad impression both of the company's general service and of the company itself.

Security on the stand and for the exhibits should be properly organised, including for construction and dismantling periods. Due to the traditionally hectic nature of activity during these periods valuable exhibits should not remain unguarded. That also applies to the daily running of the stand. Valuable exhibits must be kept well guarded, particularly at trade fairs where attendance is high. For details see "Insurances" under "Organisation". Exhibition halls are always guarded by security services overnight. A company can also employ its own stand security service to guard valuable exhibits.

## End-of-fair activities on the stand

At the end of each day and immediately after the fair a feedback meeting should be held with the employees on the stand. As long as events are still fresh in the mind employees can go over every detail and evaluate their information with a view to the next event. A written report can include recommendations for future representations.

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Dismantling of the stand may only begin after the event has officially come to an end. Companies are duty-bound to abide by this rule to which they agree when registering for the stand (see Registration). Visitors cannot be confronted with half-empty trade fair stands on the last day of the fair. Depending on how strict the organisers are, a company which begins to dismantle its stand ahead of time may be excluded from the next event. An unwillingness to be involved with the fair does not exactly look attractive to visitors. Timely organisation of stand dismantling and the necessary transport helps to save time and avoid stress.



## 10. Follow-up analysis

A follow-up analysis is essential for monitoring one's level of success at the fair. This is a critical juncture of events. The promises a company has made must now be transformed into reality and it must confront fulfilling orders and commitments. Participation in a trade fair may only just be the beginning of a close business relationship. In many industry sectors a company has to approach a customer six to eight times before doing business with him.

A thorough follow-up analysis helps to determine whether a company has achieved its pre-set trade fair objectives. A company must select employees at an early date to implement measures over a specified period of time, for example as its sales force and representatives, in order to build on its leads from the fair. By systematically evaluating the visitor data filed on forms a company can follow up events at the fair and monitor its level of success.

### Evaluating visitor data

A centralised evaluation procedure used by trade fair organisers helps companies to monitor their level of success, which is of fundamental importance. This centralised evaluation procedure, which takes place at the trade fair entrance or when collecting visitor data during online registration, can consider a variety of aspects (► Chapter 4, Visitor and exhibitor surveys). Not many exhibitors are able to list how many visitors attended their stand along with their job positions. Information can be obtained by collecting and entering data oneself using data sheets and conversation notes (► Chapter 9, Collecting visitor data and ► Chapter 3, Exhibitors' aims as regards trade visitors).

Contents of a conversation are evaluated according to:

- product
- area of use
- method
- new customer requests

The focus of the conversation and its results are grouped as follows:

- technical
- commercial
- general information on the company
- further consultations required

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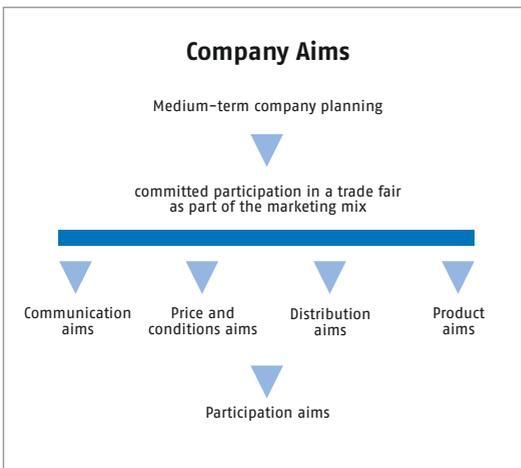
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- consultations concluded
  - offer to be made
  - samples to be provided
  - deals concluded with new / existing customers
  - information material to be sent

The operations on the stand are evaluated according to:

- individual days or periods at the fair
- required language skills



By conducting a detailed evaluation (by ticking boxes) a company can determine the exact number of conversations held on a relevant sales topic or product or on the level of interest expressed in a product, grouped according to customers and visitors. A company should prioritise the items to be evaluated according to its goals. The company has already formulated concrete trade fair objectives as part of its marketing mix.

Monitoring one's level of success means checking whether the

objectives have been achieved. (► Chapter 3, Trade fair aims). The results may end in renewed major efforts at the next participation or in changing the company and trade fair objectives. Collecting visitor data electronically makes it much easier to evaluate information later on. One can combine scanning barcodes or magnetic cards on the stand. Data from previous or similar events can be used to determine trends and influence a company's decision as to whether to take part. When comparing the data provided by the trade fair organisers with one's own results it is easy to gauge one's own level of success in relation to the evaluation of other competitors.



## Follow-up activities

Follow-up activities differ for visitors who actually came to the stand and those who were invited but did not come:

### Customers – visitors – journalists

How reliably and quickly an exhibitor replies to his trade fair inquiries, as well as the manner in which he does so, shows a visitor how his prospective business partner operates.

After initial contact has been made the company must demonstrate that it is qualified for the job and that it is able to perform.

**Follow-up analysis of the fair**

- Thank you letters to important customers
- Rapid dispatching of material
- Appointments to be made on one's own premises
- Follow-up phone calls
- Inquiries to be processed Sales force, sales office, representatives, dealers
- Notes containing adequate information are a pre-condition to these activities**

Customers and visitors who came to the stand:

- should receive a message thanking them for their visit
- should be sent the material and offers requested
- should receive specific comments regarding key topics as detailed on the data sheet
- should be given an appointment for further meetings
- should be referred to the relevant employees or sales representatives for further talks

Customers and visitors who did not attend:

- should receive information on the range of products displayed, innovations and evolutionary developments
- should be contacted by telephone or in writing

Journalists who visited the stand:

- should receive a message of thanks for visiting
- should receive the closing report (in the case of trade publications with an enclosed photo)

Journalists who did not visit the stand:

- should be sent the entire press kit
- should receive the closing report

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## Monitoring one's success with the Trade Fair Benefit Check

Monitoring the activities of your enterprise is a vital element of the modern-day running of a company. Trade fairs achieve a direct response from target audiences and immediate market assessments in a way that differs from any other medium. A trade fair is clearly defined in terms of where and when it takes place, so how successful you are is easy to measure and evaluate. The point is to establish as comprehensive a picture as possible of the visitors to your stand, of their aims and their interest in your products, and to compare it with your company's objectives.

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Monitoring a company's level of success covers the following:

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- establishing the cost of participation
- documenting business deals, leads and information obtained
- evaluating visitor data
- comparing the types of visitor on the stand
  - with the type of audience targeted
  - with earlier participation in trade fairs
  - and with the (FKM-certified) trade visitor statistics published by the organisers
- evaluating the exhibitor survey conducted by the organisers
- taking the economic situation of the industry into account
- the company's own advertising and invitations
- evaluating the location, size and equipment of the stand
- the qualifications and organisation of employees on the stand
- the results of overall criticisms of employees on the stand, including a subjective assessment by the employees (e.g. the general atmosphere)
- analysing competitors' presentations
- the press reaction to one's own participation

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Monitoring one's level of success serves as a basis for making decisions on future participation. A critical analysis of every item enables a company to eliminate organisational mistakes. The results can be taken into account for future stand concepts. Anything that is superfluous or with little demand can be left out and anything that is missing can be included.

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The results also have an influence on a company's choice of employees and number of personnel (technical / commercial knowledge, foreign language skills). They will also let you draw conclusions as to how effective your advertising and invitations were. A comparison can be made of the number of invitations and the number of visitors who subsequently visited the stand.

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The same applies to visitors who were attracted by other PR measures, e.g. advertising and catalogue entries. A cost-benefit balance must cover a medium-range period of time. Its aim is to establish whether the economic rationality for investing in trade fairs is justified. Whether or not that succeeds depends on whether the individual elements determining costs and benefits can be sufficiently quantified. At trade fairs where orders are placed this can be calculated by the number of orders taken. However, a cost-benefit balance is only of use to companies who do not expect follow-up business, where additional information plays no further part.

An easy way to monitor one's level of success and the benefits achieved is to assess the amount of technical information the company distributed, although a certain amount of losses should be taken into consideration. Issuing cards or forms for requesting such information produces more exact data. Experience shows that visitors continue to reference this information long after the fair.

The number of sales employees on the stand in relation to the number of serious leads obtained produces valuable information in particular when comparing several different events over a period of one or more years. This point can also be assessed after conversations with existing and prospective customers. The number of leads obtained should be in appropriate relation to the database containing invitations and the overall number of visitors to the fair.

The cost of a lead per visitor is calculated by counting the number of serious discussions held in relation to the overall cost of participation. After a number of years or several events an analysis of this item provides useful information for prospective trade fairs. The cost of establishing leads at trade fairs can be set against the cost of distributing information incurred through advertising, direct communications and visits by sales representatives.

However, an isolated calculation of the cost of trade fair leads ignores the fact that taking part in an event also serves other purposes. They include the promotional impact, determining the company's competitive and market standing and setting up joint ventures etc. (► Chapter 3, Trade fair aims / the purpose of the Trade Fair Benefit Check). In these cases finding indicators that determine one's level of success is far more difficult. Alternatively, one can ask whether it would have been possible to accomplish one's objectives using other instruments and how much that would have cost.

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The screenshot displays the AUMA Toolbox MNC TradeFairBenefitCheck interface. The left sidebar shows navigation options like 'MNC', 'TradeFairBenefitCheck', and 'Projects'. The main content area is titled 'Set targets – calculate benefits' and features a table of trade fair targets. The table is organized into categories: Contact targets, Communication / information targets, Presentation targets, and Sales and distribution targets. Each row includes a target description, a progress indicator (e.g., 3/5), a checkbox for completion, a 'calculate benefit' button, and the resulting benefit value in Euros.

Quantitative / operative trade fair targets	Set targets	Benefit in €
<b>Contact targets</b> 3 / 5 36000		
Care of regular customers	<input checked="" type="checkbox"/> calculate benefit >	23500
Acquiring new customers	<input checked="" type="checkbox"/> calculate benefit >	10500
Acquiring new cooperation partners	<input type="checkbox"/> calculate benefit >	0
Acquiring new employees	<input checked="" type="checkbox"/> calculate benefit >	2000
VIP service (politics, business)	<input type="checkbox"/> calculate benefit >	0
<b>Communication / information targets</b> 3 / 5 34900		
Increase awareness: company / products / services	<input checked="" type="checkbox"/> calculate benefit >	26000
Improve the image of the company or individual brands	<input type="checkbox"/> calculate benefit >	0
Establishment and cultivation of relations with the media	<input checked="" type="checkbox"/> calculate benefit >	5900
Market research: customer behaviour, trends, product acceptance etc.	<input type="checkbox"/> calculate benefit >	0
Qualification of sales staff	<input checked="" type="checkbox"/> calculate benefit >	3000
<b>Presentation targets</b> 1 / 1 10000		
Presentation of products / services / technical processes	<input checked="" type="checkbox"/> calculate benefit >	10000
<b>Sales and distribution targets</b> 1 / 4 3000		
Contracts (sales) concluded during and after the trade fair	<input type="checkbox"/> calculate benefit >	0
Implementation of new business terms	<input type="checkbox"/> calculate benefit >	0
Opening up of new markets	<input type="checkbox"/> calculate benefit >	0
Development of new sales channels	<input checked="" type="checkbox"/> calculate benefit >	3000
<b>1.a. Benefit of the trade fair participation: Quantitative / operative targets</b>		<b>= 83900</b>

## Trade fair benefits versus the cost of alternative marketing instruments

Basically, exhibitors must first of all be clear about what and how much they want to achieve and about how they want to measure the degree to which they have accomplished their aims. Calculating the benefits of quantifiable aims is done by determining the cost of the theoretical use of alternative marketing instruments. Thus, if a company wants to obtain a substantial number of new customer leads other than by taking part in a trade fair then



Qualitative / strategic trade fair targets and effects	High	None	in percent	in €
measured against total costs from step 2: 42650				
Presence at sector get-together	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20	853
Positioning in comparison with competition (benchmarking)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	40	1706
Quality of contacts through direct customer communication	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	0
Networking with customers / competitors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20	853
Effectiveness of visitor decisions at trade fairs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20	853
Contribution to sector marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20	853
Control of internal projects through fixed dates of trade fairs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30	1280
Creation of "we-feeling" among employees (motivation)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30	1280
Diversity of achievable targets (multi-functionality)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20	853
Other targets:	<input type="checkbox"/>	<input type="checkbox"/>	0	0
<b>1b. Benefit of the trade fair participation: qualitative / strategic targets</b>				<b>20 % = 8530 €</b>
<b>Note: the sum may not add up to 100%.</b>				

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the often costly and time-consuming sales force will come into play. The benefits of individual trade fair objectives are calculated thus and afterwards added together to determine the quantitative benefits of participation.

In addition, an exhibitor assesses how much achieving his qualitative trade fair objectives is worth, for example his actually taking part in a main industry event. The value of these goals is formulated as a percentage of overall costs.

Finally, the trade fair check calculates the cost of participation, taking into account the benefits the company set out to achieve. AUMA's original online trade fair cost calculator is part of the new Trade Fair Benefit Check.

These costs are then compared with the overall benefits based on quantitative and qualitative aims.

## A trade fair tool for smaller-sized companies

With the Trade Fair Benefit Check it is relatively easy to calculate and evaluate your participation in future or past trade fairs. Accordingly, this is a useful tool for small and medium-sized companies. The Trade Fair Benefit Check helps companies to examine all the options for formulating trade fair objectives, thus enabling them to evaluate their success at the fair.

The AUMA Trade Fair Benefit Check can be downloaded free of charge at ► [auma.de](http://auma.de).

The screenshot displays the AUMA Trade Fair Benefit Check web application. The interface is in German, with a language selector at the top. The main navigation bar includes 'MNC TradeFairBenefitCheck', 'Help', 'Conditions of use | data protection', 'Imprint', and 'www.auma.de'. The page title is 'AUMA Toolbox: MNC TradeFairBenefitCheck'. The main content area is titled 'Determine costs' and shows a 'Cost overview' for a stand size of 48 m². The total costs are 42650 €. The cost breakdown includes: Basic costs (9216 €), Costs of stand construction/furnishing and design as well as depreciations (14400 €), Costs for stand service and communication (4676 €), Costs for transport, handling and waste disposal (1440 €), Personnel and travel costs (11040 €), and Other costs (1878 €).

Cost Category	Amount (€)
Basic costs	9216
Costs of stand construction/furnishing and design as well as depreciations	14400
Costs for stand service and communication	4676
Costs for transport, handling and waste disposal	1440
Personnel and travel costs	11040
Other costs	1878
<b>Total costs of the trade fair participation</b>	<b>42650</b>



AUMA Toolbox: MNC TradeFairBenefitCheck

toolbox.auma.de/index.php?id=30&L=1&lang=en#/project/P1404385694663/resu

MNC TradeFairBenefitCheck | Help | Conditions of use | data protection | Imprint | www.auma.de

Start TradeFairBenefitCheck > 1a. > 1b. > 2. > 3. > MNC

**Result**

<b>1a.</b>	Benefit of trade fair participation: quantitative / operative	+ 83900
<b>1b.</b>	Benefit of trade fair participation: qualitative / strategic	+ 8530
<b>2.</b>	Total costs of trade fair participation	- 42650
<b>3.</b>	Cost-benefit comparison of trade fair participation	= <b>49780</b>

**Conclusion**  
The benefit-cost comparison is positive:  
The trade fair pays off for you.

▸ Detailed results

▸ Compare projects

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## Addendum

### Associations representing the German trade fair industry

The Association of the German Trade Fair Industry (AUMA) represents the interests of exhibitors, organisers and visitors at trade fairs. Its trade fair database, available at ► [auma.de](http://auma.de) in four languages, provides information on dates, services and statistics on approximately 5,000 trade fairs in Germany and around the world. AUMA supports the marketing efforts of German organisers of trade fairs in Germany and abroad and promotes trade fairs as a marketing tool. Together with the Federal Ministry of Economics and Technology it organises the foreign trade fair programme of the Federal Republic of Germany which supports German exhibitors at trade fairs abroad. It also promotes professional training and advanced training as well as exhibition research. AUMA currently has 74 members, including 38 associations representing exhibitors and visitors from industry, as well as service providers and 36 organisers of trade fairs.

**AUMA**  
**Association of the  
German Trade Fair Industry**  
info@auma.de  
www.auma.de

FAMA - association of fairs and exhibitions - is a significant part of the German exhibition industry with around 40 members. Every year the members organise around 200 trade fairs, exhibitions and congresses, where more than 40,000 exhibitors present themselves on more than 1 million square meters of booth space in front of over 4 million visitors.

**FAMA - Fachverband  
Messen und Ausstellungen e.V.**  
info@fama.de  
www.fama.de

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The FAMAB Kommunikationsverband e.V. is the trade association for: trade fair construction companies, marketing / event agencies, exhibition architects and design agencies, event catering companies and their respective suppliers. FAMAB was founded in 1963 as FACHverband Messe- und Ausstellungs-Bau and has its headquarters in Rheda-Wiedenbrück. FAMAB today represents more than 250 quality-tested member companies in the communications industry with approx. 15,000 employees.

**FAMAB**  
**Kommunikationsverband.e. V.**  
 info@famab.de  
 www.famab.de

The Society for Voluntary Control of Fair and Exhibition Statistics (FKM) provides certified data on stand space, exhibitor, attendance and visitor breakdown information, the collection of which is subject to uniform rules. In doing so it provides an honest and transparent statistical assessment of individual events. 46 organisers of trade fairs and exhibitions belong to FKM, which was set up in 1965. Reliable figures are available for nearly 200 trade fairs annually. The management of FKM is the responsibility of AUMA. This certified data is available online and can be found in the FKM annual report (published in English and German), which is available free of charge from FKM.

**FKM**  
**Society for Voluntary Control**  
**of Fair and Exhibition Statistics**  
 info@fkm.de  
 www.fkm.de

Founded in 1952, the Association of German Trade Fair and Exhibition Cities (IDFA) consists of the nine companies of the trade fair cities of Bremen, Dortmund, Essen, Friedrichshafen, Hamburg, Karlsruhe, Leipzig, Offenburg and Stuttgart.

They organise around 250 trade fairs each year, including world-leading trade fairs in various industrial sectors, special interest fairs and large consumer fairs.

**Interessengemeinschaft**  
**Deutscher Fachmessen und Ausstellungsstädte (IDFA)**  
 info@idfa-messen.de  
 www.idfa-messen.de

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UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. 781 member organisations in 88 countries and regions around the world are presently signed up as members. More than 1,015 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

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

info@ufi.org

www.ufinet.org

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Addendum 2 | **CHECK LIST**

**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

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## Addendum 2 | CHECK LIST



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- ▶ 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



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



Addendum 2 | **CHECK LIST**

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- ▶ 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

auma.de

