

# Welcome

## Trade Fair Conference

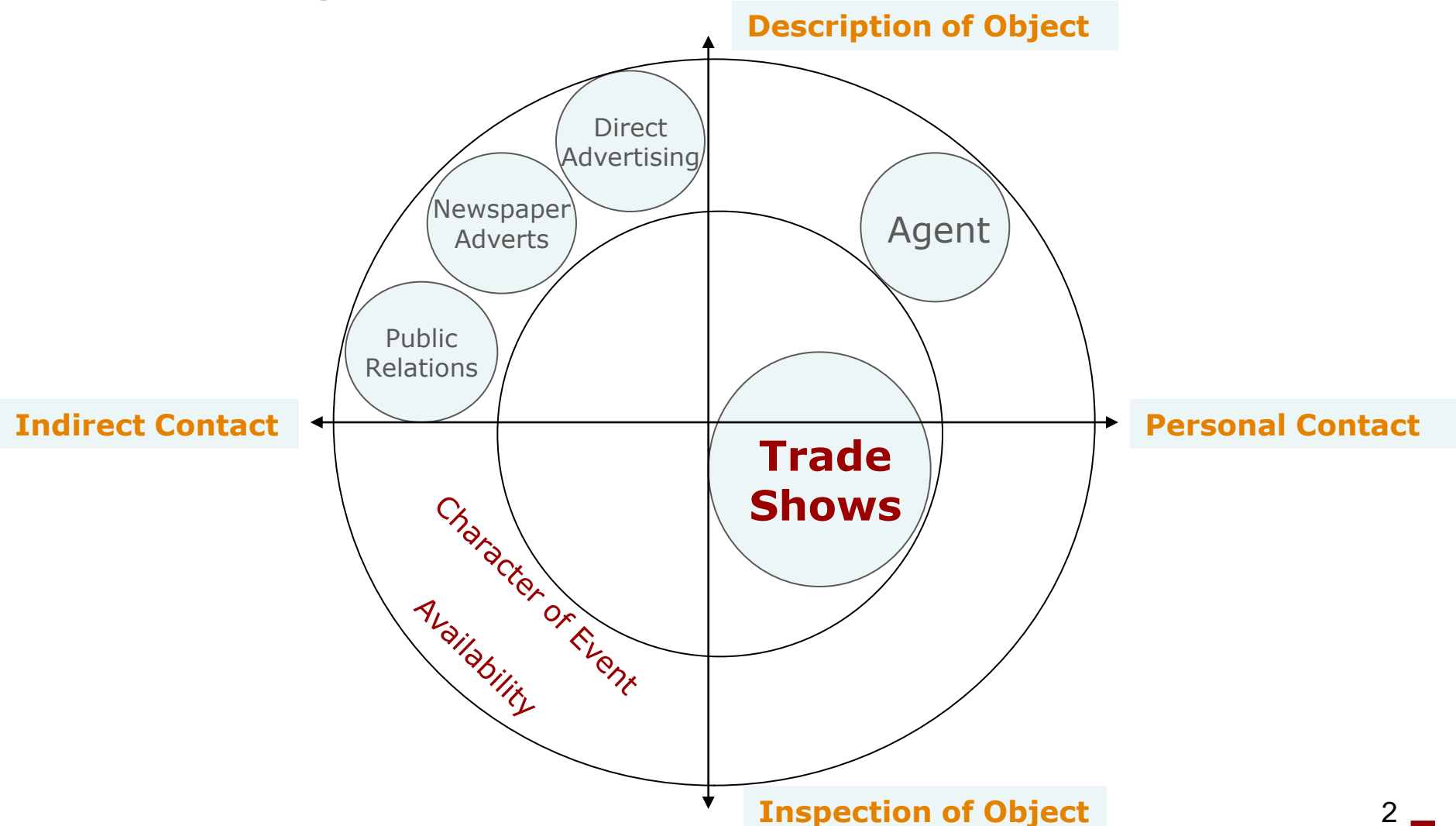
- Cycle 3 -

28 September 2012  
Luxembourg

„Implementing Dynamic  
Contacts at Trade Shows“



# Marketing: Trade Shows in Communication Mix



## Preparation: Promotion by the Organiser

Tradeshow organisers promote their Event [Trade Show] in general –

- Brochures printed in various languages & sent to target groups in many different countries
- Direct advertising to exhibitors and visitors
- Advertisements in trade journals and the general/public media
- Online advertising
- Poster campaigns
- Media relations

Organisers do **not** promote the individual exhibitor!!! //



## Preparation: Attracting Visitors

**Individual exhibitors must ensure prospects visit the booth [1] –**

- Personal invitations to existing and prospective customers
- Invitation letters with gift items
- Invitation brochures with reply cards
- Telephone calls
- Newspaper and magazine advertisements
- Catalogue advertisements
- Entry in electronic *Visitor Information System*
- Outdoor advertisement on-site (e.g. posters, neon signs/billboards)
- Advertisements outside of booth (e.g. to reach other exhibitors)
- Online advertisement
- Entertainment at the booth //

## Preparation: Attracting Visitors

Individual exhibitors must ensure prospects visit the booth [2] –

- Distribution of press-releases to trade journals
- Website banners
- Setting copy for logos and booth location plans
- Visitor brochures and posters
- Promotional stickers (e.g. for letters)
- Free-admission vouchers
- Trade show calendars

**Provided by  
the organiser //**

## Preparation: Media Relations

### Remember to compile proper press releases!

- Interesting news
- Information corresponding to editorial programme
- Easy to understand, factual, (positive) neutral
- Who, when, where, what, how, why?
- Short and detailed enough?
- Meaningful to recipients (requirements of different media)?
- Sender's particulars
- Approval of customer and/or supplier
- Earliest release date?
- In good time (8-10 weeks in advance)
- Information material //



# At the Trade Show: Media Relations

## Remember to adopt proper media work!

- Product reports for the press
- Press kits
- Press relations at the booth
- Press trays
- Press conferences //

# Preparing and Attending: Attracting Visitors

## Summary in brief [selection] –

- Establish which existing & prospective clients will attend – fix appointments
- Pre-show mailing to wide suspect list – inform about participation
- Put notice on website about company's participation
- Check if industry publications are running FREE special features in run-up to trade show
- Establish good press relations / Adopt proper media work
- Plan highlights at the booth [entertainment] //







*Thank  
You!*

Contact: Hans-Jörg Klecha, E-Mail: [hans-joerg.klecha@itsfair.net](mailto:hans-joerg.klecha@itsfair.net), Phone: +49 . 211 . 929 2464

