

Welcome

Trade Fair Conference

- Cycle 2 -

24 May 2012

Chambre de Commerce
Luxembourg



Organisational Procedures: Tradeshow Booth

Basic points regarding quality -

- Booth is company's calling card, i.e. field office
- Standard reflects significance of company –
 - in Size, Design, Appearance
- Suitable for products/services on display
- Perfect in technical terms
- Meets the standards of the competition
- Presentation of exhibits follows needs of visitors
- Appealing to eyes, ears, emotions //

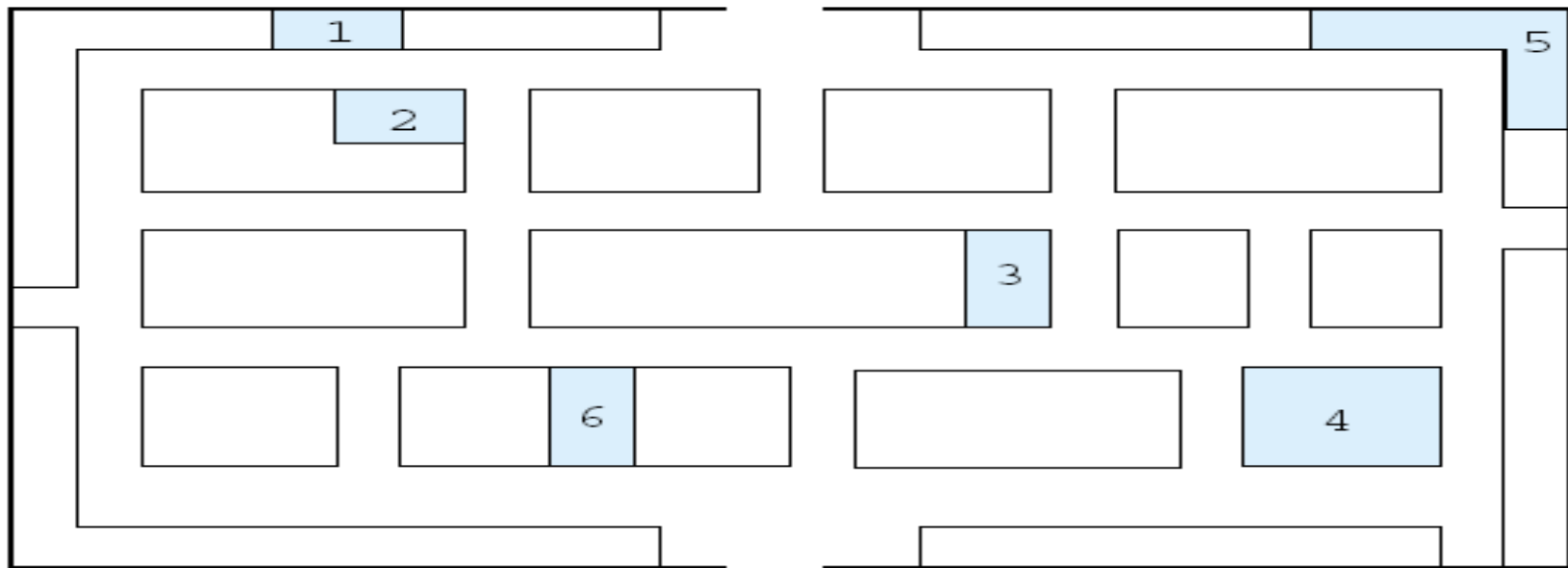
Organisational Procedures: Tradeshow Booth

Three factors determine booth size -

- Space required for presentations
- Discussion areas –
 - Tables, chairs, seating arrangements
 - Private niches for personal communication
 - Booth reception/information
 - Catering
 - Room(s) for break-out sessions
- Auxilliary rooms –
 - Kitchen, Technical room
 - Store room (brochures, coats, etc.)
 - Service room (office), staff rest area //

Organisational Procedures: Tradeshow Booth

Types of booth configurations -



1. AISLE STAND
2. CORNER STAND
3. HEAD STAND

4. ISLAND STAND
5. L-STAND
6. THROUGH STAND

Organisational Procedures: Tradeshow Booth

Three types of booth set-up -

- Open assembly
 - No screens, no obstruction of view, exhibits visible at a glance
- Partly open assembly
 - Screens partially prevent direct view and provide discretion
 - **This type most widely used**
- Closed assembly
 - Must enter to view exhibits, watch presentations, talk to staff //



Organisational Procedures: Concept and Design

Planning points for consideration [selection] -

- Aims of the participation
- Types of exhibits (original, models, display boards, AVs)
- Technical specifications (fire safety, water, power, air, telecom, etc.)
- Rent, lease or buy
- Arrangement of booth / dimensions / configuration
- Self-assembly or contract out
- System assembly using pre-fabricated elements
- Conventional, individual design
- Color, lighting, scent //



Organisational Procedures: Concept and Design

Booth architecture, design and equipment [selection] -

- Booth supports marketing & communication strategy
- Design allows for all functions to be served
- Attractive atmosphere serves verbal and visual communication
- Meets requirements of the exhibits (reg. quality & technical specs.)
- Reflects corporate design and image
- Follows visitor interest (areas easy to distinguish, info clear/precise)
- Products are shown to their best advantage
- Furnishings are formal, of appropriate color and quality
- Light is spread evenly (general & exhibits), contrast light & dark
- Scent is an option (fresh, not intrusive, conducive to atmosphere) //

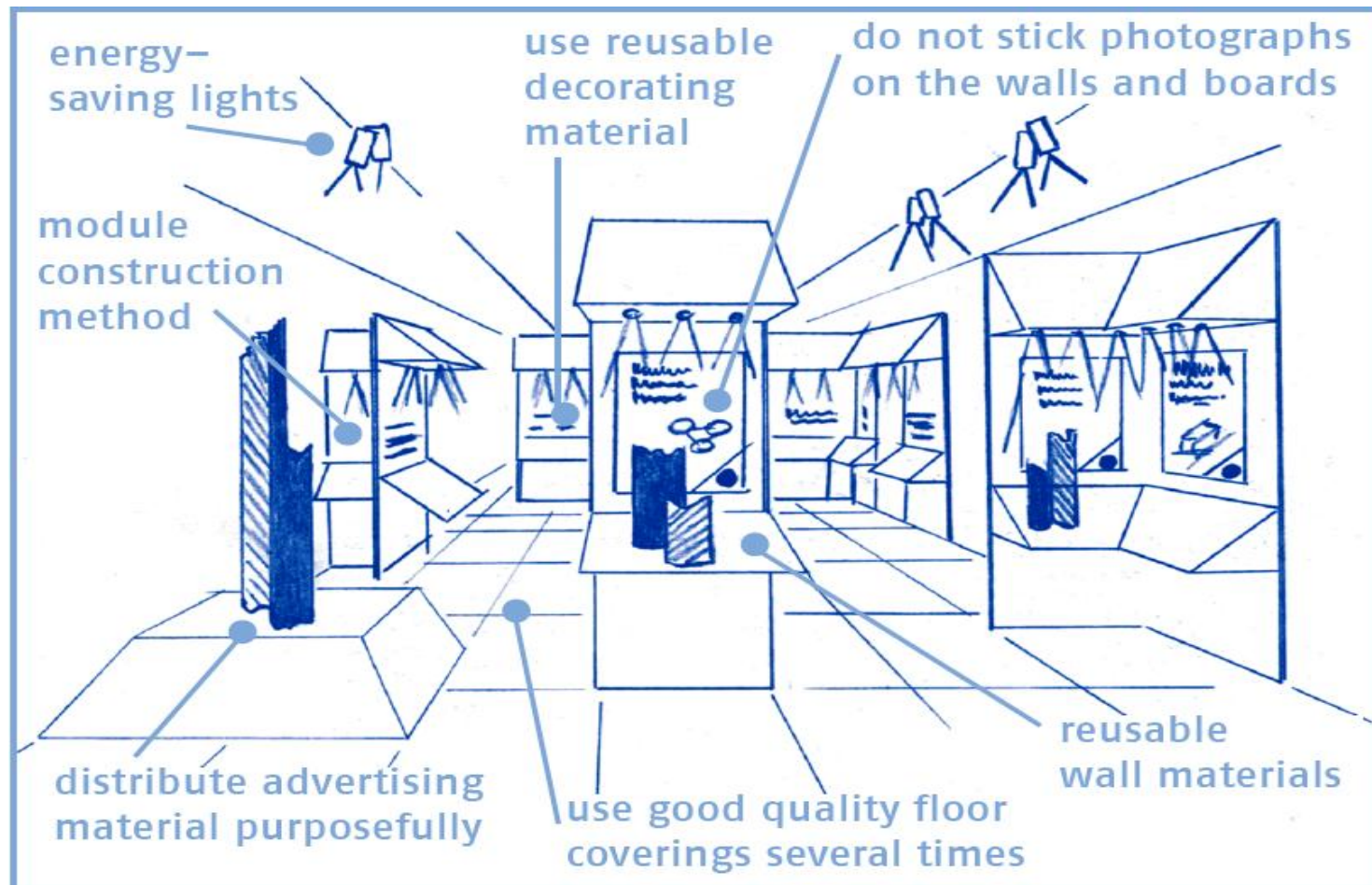


Organisational Procedures: Concept and Design

Graphic design and information media [selection] -

- Visitors expect to be guided by visual information
 - Initial impression (find booth easily in hall)
 - General impression (find specific areas of interest easily / alone)
 - Detailed impression (info on exhibits, graphics/photos/specs)
- Product captions: well placed, concise and comprehensible
- Photographs and slides: recommended but to be used sparingly
- AV-Media: cannot replace personal conversation
- AV-Media: beware of sound levels & interference
- Color scheme: influences image (colors have psychological effect)
- Caution: be particularly mindful of colors/symbols/graphics //

Booth: Concept and Design – Environmental Compatibility



Booth Staff: Challenges

Tradeshows duty is not a reward, but hard work [1]-

- Stressful and demanding both physically and mentally
- Entire days spent in noisy, stuffy, artificial environment, yet must –
 - Co-operate well as a team
 - Approach complete strangers with a smile
 - Perform perfectly when presenting products / services
 - Listen attentively and patiently
 - Respond to visitor's concerns
 - Be courteous and helpful
 - Remain appropriately and neatly dressed
- Very best staff to represent company //

Booth Staff: Challenges

Tradeshow duty is not a reward, but hard work [2] -

- Company's position in market must be known
- Objectives must be clear (reg. Quality and Quantity)
- Knowledge of products and services must be expert
- Be familiar with the booth, the exhibits, the services
- Be professional
- Ensure travel documentation is complete (e.g. Visas) //



Booth Staff: Proper Etiquette

Rules of behaviour at booth -

- Host is responsible for the first move
- Approach visitors proactively, do not encroach
- Display genuine interest to facilitate contact
- Pay attention to body language
- Host concludes interview
- Mingling amongst co-workers is no substitute for interacting with prospective buyers //



Booth Staff: Proper Etiquette

Personal behaviour at booth -

- Conduct
 - Stand upright, do not sit
 - Avoid self-distraction
 - Bad habits inhibit contact (i.e. smoking / private talk on cell)
 - Do not lean or relax on exhibits or booth components
- Attire
 - Appropriate to the occasion (appearance also sends a message, not just words)
 - Dress code: Business suits, ladies suits, company uniform
- Attractiveness
 - Team members look after one another (outfit & appearance) //

Booth Management: Organisation and Rules

Booth Manager Rule No. 1: Be happy -

- Explain location of all items and services at booth
- Promote teamwork in general and between individuals
- Inform all staff re. working hours, opening and closing times
- Fix duty roster for all booth staff
- Set procedures for signing on and off
- Liaise with trade fair organiser for short-term solutions //



Booth Management: Organisation and Rules

Booth Manager Rule No. 1: Be happy -

- Ensure that small problems are solved immediately
- Team members agree on what they expect of one another:
This ensures a smooth operation
- Set dress-code and use name tags
- Lead reports: Determine spot for collection and keeping //



Interviews: Basic considerations

Quantity objectives -

- Number of qualified interviews possible (or projected)
- Duration of an informative interview (time allotment)
 - Average duration not to exceed 15 minutes
 - In theory, four interviews per hour
- Degree of detail that is desirable and/or possible
 - Use lead-report forms to keep track and remain on time
 - Record interview immediately after ending it //

Interviews: Phases of Success

Phase 1 „Commencing the interview“ -

- Create comfortable and conducive environment, recognise and understand visitor identity, interest and needs:
 - Who, Where from, Why, What
 - Accurately assess visitor points of interest
 - Identify new business opportunities

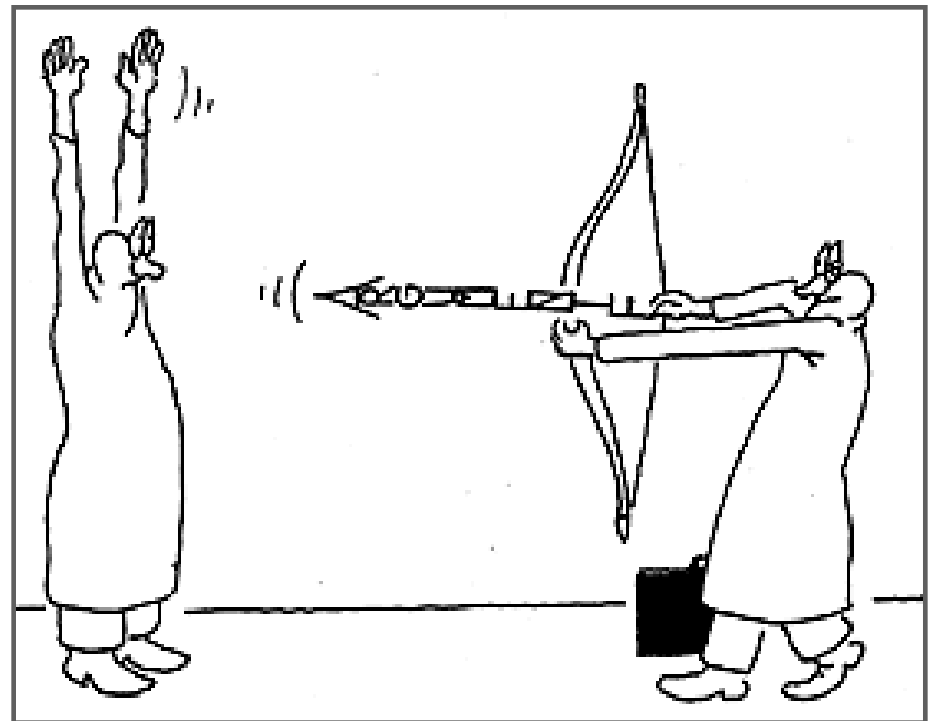
Phase 2 „Conducting the interview“ -

- Ideally, focus on functional exchange re. products and services:
 - Interrogative questions
 - Alternative questions
 - Respond to questions, refrain from monologues
 - Avoid excessive consultations & detailed price negotiations //

Interviews: Phases of Success

Be comfortable

Keep cool



Interviews: Phases of Success

Phase 3 „Concluding the interview“ -

- Disengage with tangible results for follow-up action:
 - Additional information
 - Arrange meetings with appropriate company staff / visit by sales representative
 - Invitation to company's premises
 - Draw conclusions and propose next steps
- Fill out lead report (form), file in designated tray, back office (?)
- Post-trade fair follow-up must be ensured
- Follow up new leads and translate into new projects //

Challenges: Difficult situations

- Periods of low visitor attendance -
 - Use for reconnaissance and market research purposes
 - Collect some cross information
- Too many visitors at once -
 - Keep interviews brief
 - Ensure team cooperates smoothly
- Complaints voiced at booth -
 - Pull complainant off stage
 - Allow time to voice grievance
 - Offer tangible solutions
 - Handle calmly and professionally
- Besieged by sales persons from other companies –
 - Review and decide



*Merci de
Votre
Attention*
&
Bonne
Chance

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