



CBI  
*Ministry of Foreign Affairs of the Netherlands*



# TRADE FAIR PARTICIPATION

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# TYPES OF TRADE FAIRS

- **“FAMILY TYPE TRADE FAIRS,  
EXHIBITIONS, MELA”**
- **BUSINESS TO BUSINESS TRADE FAIRS**
- **RESEARCH EXPOSITION**



# PURPOSE OF PARTICIPATION

- **NETWORKING**
- **BRAND NAME RECOGNITION**
- **DIRECT SALE FROM STAND**



# PREPARING A TRADE FAIR PARTICIPATION

- **SELECT THE RIGHT EXHIBITON**
- **DETERMINE THE EXHIBITION STRATEGY**
- **PLAN YOUR STEPS**
- **PROMOTE YOUR PARTICIPATION**



# SELECT THE RIGHT EXHIBITON

- **EXHIBITION CONCEPT IS GUIDED BY**
  - **PRODUCTS**
  - **EXHIBITORS**
  - **VISITORS**



# EASY MISTAKES

- **LATE START**
- **RESERVATION OF STAND SPACE**
- **CATALOGUE ENTRY**
- **HOTEL RESERVATION**
- **VISA APPLICATION**
- **LITERATURE**
- **PUBLICITY**
- **STAFF PREPARATION**
- **TRANSPORT**
- **PACKING & DISPATCH OF EXHIBITS**



# PROMOTE YOUR PARTICIPATION

- **DIRECT MAIL**
- **E-MAIL**
- **WWW.**
- **ADVERTISING**
- **PRESS RELEASES**
- **ADVERTISING**
- **TELEMARKETING**
- **VISIT EXHIBITORS**





# DECIDE OUTCOME FIRST

- Contacts
- Networks
- Sales Leads
- Marketing & Promotions
- JOINT VENTURES



# CRITICAL SUCCESS FACTORS

- **PREFAIR PREPARATION**
- **ON-SITE PERFORMANCE**
- **POST FAIR CLOSURE**





# PREPARATION

- PRE-FAIR PUBLICITY
- STAND DESIGN
- PEOPLE
- CHECKLIST



# CREATE STOPPING POWER





# A SCHEDULE FOR MESSAGING

- **IDENTITY**
- **PROPOSITION**
- **PROOF**



# DRESS MAKES A DIFFERENCE







# TEAM DRESS





# SHOW WHO YOU ARE







# EFFECTIVE GRAPHICS







# PUTTING ACROSS THE MESSAGE





# STAND LAYOUT & DESIGN

- PRODUCTS
- DISPLAYS
- STAND DESIGN
- LESS IS MORE



# LESS IS MORE







# STAND DESIGN



# FOCUS

- You are Competing for Visitors' AttENTION
- Less is More
- Red is Green





# HINTS FOR TOP PERFORMANCE

- **BE FIT**
- **ARRIVE EARLY**
- **WEAR A NAME BADGE**
- **DO NOT CLUSTER**
- **APPROACH AND INQUIRE**
- **SPEAK CLEARLY**
- **PERSONALISE LITERATURE**
- **MAKE NOTES**
- **FOLLOW UP**



## DURING TRADE FAIR

- NAME CARDS: COLLECT,  
DEMAND BEFORE GIVING  
AWAY MATERIAL
- Flyers I, II, III
- Contact Sheet



# THE FIVE I's

- **INITIATIVE**
- **INVITE**
- **INQUIRE**
- **INFORM**
- **INFLUENCE**





# SELL.....

- **YOURSELF**
- **YOUR COMPANY**
- **YOUR COUNTRY**
- **YOUR PRODUCT**
- **YOUR PRICE**



# KNOW.....

- **YOUR USP<sub>s</sub>**
- **YOUR BENEFITS**
- **YOUR **ADDED VALUE****

# SILENCE IS KILLING FOR BUSINESS

- **REGISTER FIRST**
- **USE A CONTACT FORM**
- **PROMISE WHAT YOU DO**
- **DO WHAT YOU PROMISE**
- **REACT IMMEDIATELY**
- **STAY IN PURSUIT**





# AFTER THE TRADE FAIR

- INTERNAL MEETING
- DATABASE UPDATE
- GRADING OF DATA
- FOLLOW UP PLAN AND ACTION SCHEDULE