

EXPORT GUIDELINES

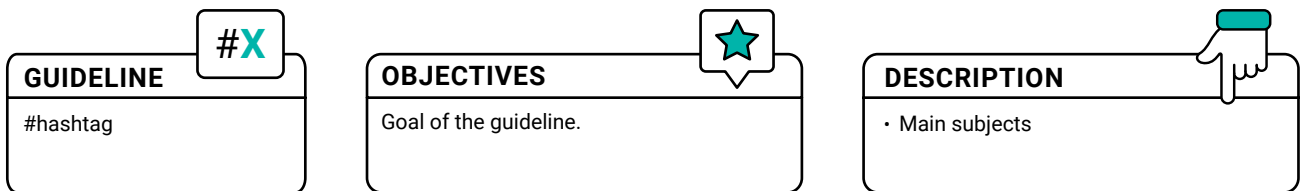
How to shine on a trade show

How to use the guidelines

IN ORDER TO FACILITATE THE READING AND THE USE OF THESE GUIDELINES, WE DESIGNED THEM ALONG THE SAME LINES.

The guidelines are classified in 6 categories:

- **NUMBER OF THE GUIDELINES + HASHTAGS** indicates the number of the guideline and 4 hashtags specify main key-words.
- **OBJECTIVES** defines the goal of the guideline.
- **DESCRIPTION** presents the main subjects that will be developed in the "content" section.



- **CONTENT** develops the topics written in "description".
- **TIPS & TRICKS** gives you general advice following the topic of the guideline.


TIPS AND TRICKS

Advice following the guideline.

- **FURTHER INFO** helps you to go further by following the useful links to find more by yourself or gives you experts' contacts.

FURTHER INFO + ○ - ✕

Useful links:
 Contact person:
 Name Surname - function
 Email: name@agency.com | Mobile : + 32 0 000 000

 We hope that you will enjoy the reading and that they will be helpful for your exporting projects. We wish you good luck and lots of achievements.

#23 Getting the most out of an international trade show

#23

GUIDELINE

#tradeshows
#marketing
#visibility
#strategy

OBJECTIVES

Trade fairs are an essential tool in your marketing strategy. Find everything you need to know, from A to Z.

DESCRIPTION

- 2 kinds of trade shows
- Why participating in trade shows is important
- Selection criteria
- Intercultural aspects: give visitors a feeling of proximity
- The right attitude on your booth
- Check-list
 - 1 year in advance
 - 3 months in advance
 - 1 month in advance
 - After the trade show
- Costs: what to order for a booth
- How to keep costs down

CONTENT

2 KINDS OF TRADE SHOWS

- Objectives of consumer trade fairs (B2C)
 - Generate impulse buying
 - Promote a brand, product or point of sale
 - Customer loyalty
- Objectives of professional trade fairs (B2B)
 - Build trust and create business connections
 - Promote a brand, a product, a supplier
 - Customer loyalty

WHY PARTICIPATING IN TRADE SHOWS IS IMPORTANT

- Promote your products and services.
- Meet new prospects or create a first prospect database, retain your existing customers.
- Promote a certain image of success and dynamism.
- Know the raw opinion of visitors concerning your products.
- Meet or select agents, distributors, suppliers...
- Know new products and trends.

SELECTION CRITERIA FOR CHOOSING A TRADE SHOW

- The quality of visitors is more important than their quantity.
- It matches your budget.
- It concerns a territory that you are able to satisfy (production, capacity, adapted products, follow-up, after-sales service, knowledge of languages...)

INTERCULTURAL ASPECTS: GIVE VISITORS A FEELING OF PROXIMITY

- Customize your photos (example: environment that visitors are familiar with...)
- Have your messages, brochures, folders translated into the local language + possibly in English.
- Adapt your vocabulary (French speaking people don't use the same language: example: "septante" and "soixante-dix".)
- Adapt your behaviour to the local culture (distance, way of greeting, titles, familiarity, business card, gift ritual, taboo subjects, product presentation...)

THE RIGHT ATTITUDE ON YOUR BOOTH

- Behave in a pleasant way, smile, be available.
- Prepare your pitch.
- Don't attack every visitor with a "can I help you?".
- Wear very professional but light clothes.
- Be numerous enough on the trade show booth.
- First ask about the identity and needs of your interlocutors before giving any information.

CHECK-LIST

1 year in advance

- Determine your annual trade fair budget and select the trade show(s) you will attend.
- Designate an internal coordinator for the organization and monitoring of the show.
- Register as an exhibitor at the show and choose your location.
- Select your booth supplier.
- Plan an advertisement in the exhibition catalog.
- Book the hotel rooms.

3 months in advance

- Advertise your participation on your website, invoices, social media...
- Translate all commercial documents and print a sufficient amount.
- Confirm hotel rooms and book plane ticket.
- Make sure passports are still valid and apply for visas if necessary.
- Hire additional staff (animators, interpreters, hostesses...)
- Request ATA documents if any exhibition material is temporarily shipped outside the EU.

1 month in advance

- Send an invitation to all your customers and prospects.
- Ship all packages on site.
- Make sure you received the access badges.
- Brief the sales representatives who will be present.
- Provide local currency, addresses, maps, etc. for sales people

After the trade show

- Organize a debriefing.
- Send a thank you email to all visitors and make appointments with the most interested ones.

- Encode all contacts in your system.
- Check your expenses compared to your budget.
- Recover all VAT of expenses incurred abroad.
- Check that all packages have been returned and that nothing has been damaged.

COSTS: WHAT TO ORDER FOR A BOOTH

- The walls, printing logos...
- Lighting and electrical outlets, access to WIFI...
- Furniture: chairs, tables, giant screen...
- Floor covering.
- Catering and cleaning services.
- Security service to monitor your equipment at night.
- Theft and damage insurance.

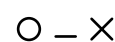
HOW TO KEEP COSTS DOWN

- Early registration (save up to 20%).
- Space sharing.
- Mobile booths: pop-ups
- Price negotiation with the organizers.

TIPS AND TRICKS

- Fair trades are not the place to conclude contracts.
- Participating too early can generate frustration on the market.
- Identify locations and select the best locations if you want to exhibit the next year.
- Find out about fair trade exhibitions from export promotion organizations.
- Your booth should ideally be attractive, sober, welcoming, animated, visible from afar...
- Your message should be understood in 5 seconds: be short, convincing, adapted to the target audience, straight to the point.
- To maximize benefits, ensure you notify people in advance of your exhibition
- Do not let any serious visitor leave without having completed a contact form or at least take their business card and make an appointment later.

FURTHER INFO



Useful links: /
Contact person: /



CONTACT

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