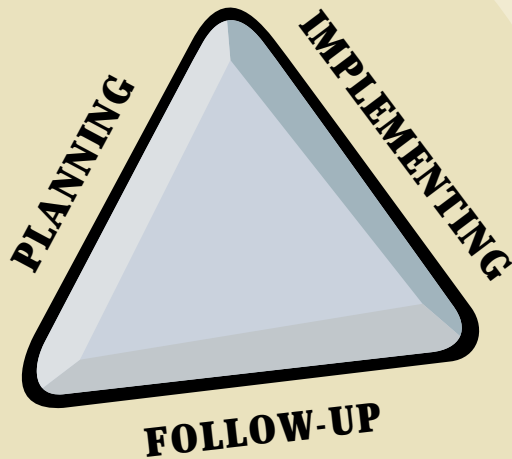




EXHIB ALMOST EVERYTHING YOU NEED TO KNOW ABOUT ITING



- USEFUL TIPS FROM FAIRLINK.SE -



There are many good reasons for taking part in an exhibition. Meeting customers face-to-face is a good basis for doing business, for instance. For once, the customer comes to you.

The overall picture gained at a show makes it easier to conclude deals. The cost per customer contact is low, while the quality of such contacts will be high.

An exhibition also provides a chance to present your company as you want others to perceive it. You can also use a number of communication techniques – taste, smell, emotions, sound, light and space.

As you can see, an exhibition offers you opportunities which can be exploited with the right knowledge. That is where fairlink.se can help.

We know, for instance, that the business of exhibiting is easier if you divide it into three stages – planning, implementation and follow-up – and begin at the beginning with planning...



Exhibitors who put work into client invitations before the show are more satisfied with the outcome than those who invited nobody.

#1 | PLANNING

Good planning is the key to exhibiting successfully. The first step is to pick the right exhibition – in other words, the one which offers you the best prospect of meeting your customers.

A useful tool for Scandinavia is the Nordic exhibition guide provided at www.fairlink.se.

Statistics on exhibitors and visitors provided by each exhibition can be very helpful. If the show is audited by Scandinavian Fair Control (SFC), these figures will be reliable and comparable.

Bear in mind that the most important consideration is not total visitors, but how many fall into your target group.

This can be determined from the exhibition organiser's own visitor statistics.

Next comes the difficult job of setting up the meetings you want to achieve with new and existing customers. Start with simple, realistic goals which can be assessed in the follow-up phase: "We're going to meet x number of people from industry y at this show. These meetings will generate z agreements."

This is a simple formulation of objectives, in which "agreements" can equally stand for potential customers, client visits or the like.

The goals you set can subsequently form the basis for deciding who should represent your company at the show, how large the stand should be and what it should look like.

Defining objective(s) for the exhibition will also allow you to decide on a "red thread" running through your participation. Investing time in creating a unified concept could prove very worthwhile.

A well-designed, unusual and eye-catching invitation to

new and existing customers will increase your chance of arranging profitable meetings.

Efforts should also be devoted to designing a stand which grabs attention. Be creative, and willing to consider unconventional solutions.

Plan activities at the show which accord with the red thread and your corporate image, and coordinate events on the stand with those staged by the exhibition organiser.

TIPS

- » Set goals for your exhibition participation
- » Define a "red thread" for your involvement
- » Spend time on shaping an eye-catching invitation
- » Be creative, grab attention



Did you know that exhibitions represent one of the most important marketing channels for most Swedish manufacturing companies?

#2 | IMPLEMENTATION

If your planning is good, you have no reason to be worried when the show opens. That means you can concentrate on the unique feature of an exhibition – the direct and personal contact it provides with interesting visitors.

Your behaviour at an exhibition needs to differ from normal sales meetings. The people passing your stand could be potential customers, and you should quickly identify interesting targets – and drop uninteresting visitors with equal speed. Putting all stand staff through effective and tailored sales training will sharpen their responses and fine-tune their approach.

Time is money once you are on the exhibition floor. The show may run for several days, and you need to make the best possible use of the available time – or make quick adjustments when required.

And remember that staffing requirements on the stand can vary in line with visitor numbers from day to day. Ask the organiser about the usual attendance pattern, so you can be better prepared.

Your job as a salesperson on the stand can be summarised in a few points:

- » make contact
- » assess visitors (do they belong to the target group?)
- » listen to the customer and identify their needs
- » present your product
- » register visitors (address details, for instance)
- » close the conversation (agree a new visit, teleconference, offer or the like) in order to have time for further interesting meetings.

Registering the name and address of visitors to the stand

is an important objective for exhibition participation. This is the way to build up a customer register as the basis for follow-up work.

You can use special forms to be filled out by stand staff or the customer, electronic registration where this is offered by the organiser, or offer prizes to people who leave their business card.

Activities which attract visitors to the actual show, or to evening events, represent an additional method of building up the customer register.

TIPS

- » Attract visitors to the stand with activities which your target group will find interesting
- » Create a system for visitor registration
- » Pay attention and rectify errors on a continuous basis



Did you know that most business deals are struck after the exhibition?
A quarter are concluded at least three months later.

#3 | FOLLOW-UP

The end of the show and the announcement that “the exhibition will close in five minutes” does not mean that your job is over. Far from it. Now is when you need to harvest its fruits.

You must follow up all your interesting meetings during the event. Everyone is listed in your new customer register and, crucially, that important first contact has already been made.

Surveys show that meetings at exhibitions lead more quickly to contracts than traditional sales activities. But you have to act fast, before the customer loses interest.

Hopefully, you will have many new customers to cultivate

– and time is short as usual, particularly because your “normal” workload has been piling up at the office during the show.

A good piece of advice is to despatch a follow-up letter as quickly as possible to the people you have met, in order to maintain customer interest.

You can then work systematically to establish closer relations with each contact. Sales visits, offers, teleconferences or mailing more detailed information on your products are useful ways of forging good new business.

After the show, you must also start the important process of evaluating its results against your objectives. Assessing an exhibition involves checking the goals set for it and seeking to explain why they were either attained or not met.

Ask yourself how it went, whether your objectives were met, why things turned out the way they did, what can be blamed on the exhibition itself and what is down to your own contribution.

This evaluation can form the basis for your next exhibi-

tion participation. Perhaps other appropriate shows exist? Perhaps you could come up with activities to attract other types of people at the next event?

The assessment should be documented in writing to ensure that the lessons learnt are not the sole possession of one or a few people in the company.

And now the time has come to start planning again.

TIPS

- » The follow-up can contribute to better planning for your next exhibition
- » Evaluate all the objectives you have set, from activities to financial goals

EVERYTHING YOU NEED TO KNOW TO IMPROVE YOUR EXHIBITION PERFORMANCE

This little booklet contains a number of good tips and ideas which can help you to exhibit better, but it is by no means exhaustive.

The www.fairlink.se site offers more details about exhibitions, exhibiting and other aspects which can make your use of this important sales channel more effective, enjoyable and profitable.

Fairlink.se is the largest net site in the Nordic region, providing exhibition overviews, news stories, industry registers and exhibition links.

This site is backed by the largest Nordic exhibition organisers – Elmia AB, MalmöMässan, Nolia AB, Sollentuna Exhibitions, Stockholm International Fairs, the Swedish Exhibition & Congress Centre, Bella Center, Norway Trade Fairs and Finnish Fair Corporation.



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