

Insights

Your stationery expo

Checklist

Have you thought of everything?



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Trade fair objectives

Trade fair objectives are the basis for your success at trade fairs. Define concrete objectives and establish already today which tools you need to assess whether you have achieved your objectives.

✓ Checklist *Trade fair objectives*

Budget planning

A realistic budget plan will enable you to create a solid financial basis for your trade fair appearance. Avoid surprises later on and calculate the costs of all items relevant to your trade fair appearance in advance.

✓ Checklist *Budget planning*

Stand planning

A coherent stand design tailored to your trade fair objectives contributes significantly to your trade fair success. Make sure your design is well thought out and ensure a good cooperation with your service partners.

✓ Checklist *Stand planning*

✓ Checklist *Stand construction briefing*

Visitor invitation & communication

Do not leave your trade fair success to chance – invite your target groups to your stand. In this way you can guarantee effective networking at the fair in advance. With synchronized communication measures you score points with your visitors.

✓ Checklist *Visitor invitation & communication*

The most important steps before the trade fair

Preparing your team well will be pay off in form of effective communication at the trade fair. Ensure that your stand has a professional appearance by providing your stand team with the best possible preparation. Also define the processes for recording contact information in advance, so that follow-up contact with your visitors runs smoothly.

✓ Checklist *Briefing for stand employees*

The most important steps during the trade fair

There are no second chances to make first impressions! Make sure that everything runs smoothly at your stand and that the colleagues working there know how to conduct themselves to best represent your company and communicate in a professional manner.

✓ Checklist *Stand organisation*

The most important steps after the trade fair

After the trade fair, it is "harvest time"! Do not allow your day-to-day business to get in the way of following up the contacts made at the trade fair. A fast target response to your visitors will guarantee you a competitive edge.

✓ Checklist *Trade fair follow-up*