

CLEVER FRAME INSPIRES

best practices in **exhibition marketing**





CHAPTER I

PREPARATION FOR A TRADE FAIR IN PRACTICE

No one probably needs convincing about the benefits of exhibition activities. Trade fairs offer the chance to interact directly with a product or service, raise awareness among potential customers, provide unique opportunities to increase exposure and – extremely important – provide an excellent platform for building direct contacts with the target group, including decision-makers.

How to make the most of a trade fair's potential? What elements should you pay special attention to? Here are a handful of tips that translate into marketing success.

1. Trade fair selection

Before deciding to participate in a given industry event, pay attention not only to its theme or additional services offered by the organiser, but also to the surroundings of the fair – including infrastructure, hotel facilities and other elements which build the character of the area and increase the attendance of visitors.

Before making the final decision on participation, it is worth asking the organiser for data on the last edition of the fair (number of visitors, media, mentions in the press, etc.) and to follow up on opinions about the event on your own.



1. Trade fair selection

SUPPORTING QUESTIONS:

- Which trade shows do your customers and competitors attend?
- Do similar events appear on the industry trade fair calendar?
- Is the trade fair you have chosen popular in your industry?
- Do they enjoy good recommendations among exhibitors and visitors?
- Is this a cyclical event or new to the exhibition market?
- Did the organiser provide attractions for visitors (demonstrations, seminars, etc.)?
- Have you looked at the data for previous editions, such as the number of visitors?
- Given the number of competing companies, will you be able to stand out?

2. Tactical objectives

Before participating in a trade fair, it is worth analysing your own business objectives and defining the key tasks of the exhibition campaign you are creating. Some of the most important elements here are: the expected number and type of new leads, the scale of return on investment, an out-of-the-box way of presenting the company or establishing a method for evaluating results.



2. Tactical objectives

SUPPORTING QUESTIONS:

- Why do you want to take part in the trade fair? What is your overarching objective?
- What activities will you put most emphasis on? Image strategy, new contacts?
- Can you count on the presence of „valuable leads“ at the trade fair?
- How are you going to determine the effectiveness of your actions?
- Is the investment likely to pay off? Will they bring tangible benefits?
- Is the competition not too strong?
- What are the needs of your regular and potential customers?



3. Proper organisation

Participation in trade fairs should be planned well in advance; ad hoc activities rarely bring us tangible benefits. Define a schedule of activities, a budget and select appropriate partners and subcontractors – media, advertising agencies, companies providing professional exhibition solutions, logistics, insurance and the like.



3. Proper organisation

SUPPORTING QUESTIONS:

- Does the date of the trade fair not coincide with other events at your company?
- Do you have enough people for both stationary and field work?
- Have you created a well thought-out schedule of activities before, during and after the trade fair?
- Are you able to identify so-called bottlenecks?
- Will you have time to prepare all the necessary marketing materials in time?
- Will the initial budget you have available be sufficient?
- Have you created a complete list of subcontractors?
- Have you taken care of technical issues (lighting, power output, internet access and others)?
- Do you know what to do in case of technical problems? Do you have a list of emergency telephone numbers?
- Have issues of assembly, disassembly and logistics been properly planned?



4.

Location on the trade fair map

When choosing a suitable place, you should pay attention not only to its size and display potential, but also to whether it is close to sanitary facilities, the catering area or the stage where the sound system is set up. Any of these elements can disrupt the functioning of even the best-prepared stand.

4. Location on the trade fair map

SUPPORTING QUESTIONS:

- Is your zone close to major traffic routes?
- Do neighbouring exhibitors conflict with your brand image and philosophy?
- Is your stand unaffected by noise and other nuisance factors?
- Has the organiser provided for accompanying events that may disrupt your work (shows, concerts, etc.)?

5. Call for cooperation

Attendance at trade fairs goes beyond standard sales activities and is often the only opportunity for direct contact with customers. An effective practice (which translates into increased traffic at the stand) is to announce your participation in the event in advance. A number of channels are available: traditional and social media (e.g. LinkedIn), dedicated mailings, invitations or organiser materials.



5. Call for cooperation

SUPPORTING QUESTIONS:

- Have you informed contractors of your participation in the trade fair?
- Has the organiser prepared invitations to give to your guests?
- Have you activated all communication channels (media, social media, PR)?
- Have you taken care to invite industry experts, bloggers and influencers?
- Is your marketing communication, interesting enough to convince the undecided to attend the event?

6. Make yourself visible

To attract customers, you need more than good promotion, factual preparation and an aesthetically pleasing arrangement of the space. The stand should be functional and stand out from others. The key here is the creative concept – the choice of the right shape, colours, lighting, materials and their structures or the use of new technologies. Marketing is a very competitive market, and at trade fairs we should be a better version of ourselves.



6. Make yourself visible

SUPPORTING QUESTIONS:

- Have you analysed your competitors' past activities (offer, stand design, attractions)?
- Do you have ideas on how to stand out from other exhibitors?
- How do you create a pro-shopping atmosphere – stand aromatization, play of light, interesting design?
- Have you created a list of past exhibition mistakes that you can address?
- Is the size of your zone commensurate with other exhibitors' builds?
- Have you prepared attractions or materials to make you memorable?

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7. Storytelling

The corporate image being built must be consistent and fully reflect the company's identity. When planning exhibition activities, it is worth creating a story that unifies all the elements of the exhibition – the stand's architecture, its colours, the company's signs or the dress of its employees. It is worth treating all these elements (as far as possible) comprehensively, so that they can best translate into the success of the organisation.



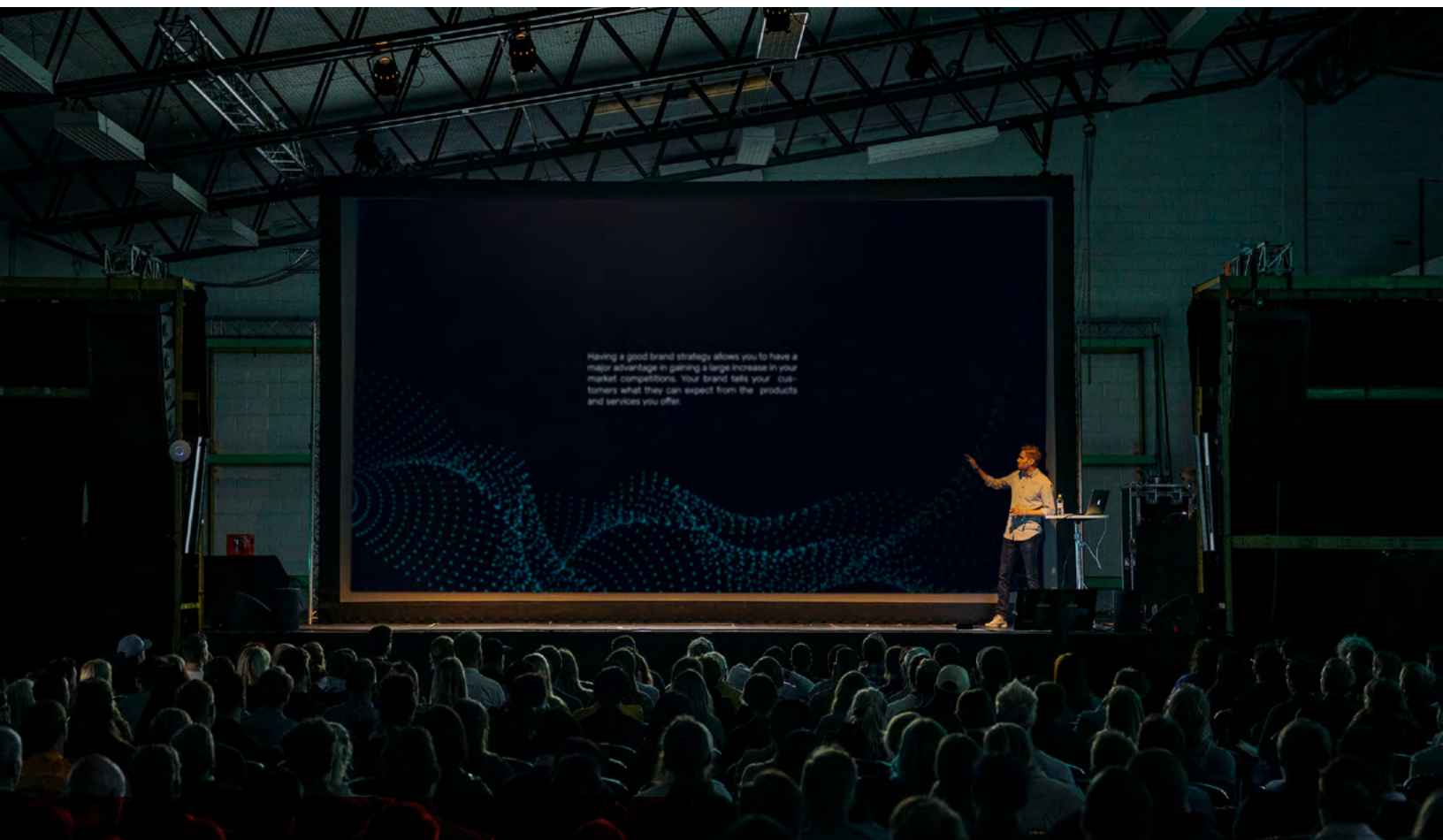
7. Storytelling

SUPPORTING QUESTIONS:

- When you create your image, do you not lose your brand identity?
- Does your message position you properly relative to the competition?
- Do your ideas conflict with professional promotional activities?
- Czy budując swój wizerunek odzwierciedlasz tożsamość / DNA swojej marki?
- How much can you afford in image creation?
- Is your marketing message consistent, clear and relevant to your audience?

8. Nothing is free

People are much more likely to give when they have already received something. Trade shows and promotional events are mirrors of the real world, so when you want to increase your potential customer base it is worth considering possible „bonuses” – product samples, discounts or lectures that will attract visitors and help them become more familiar with your brand, product or service. If you are planning to prepare gift packs for your guests, remember to consider their size – they should be light and compact so that they do not impede your guests' movement around the fairground.



8. Nothing is free

SUPPORTING QUESTIONS:

- Have you analysed the gifts you receive at industry events?
- Which ones have you kept? Which ones are worth the investment?
- Have you struck a balance between the scale of the event and the value of the gift?
- Is the gift clearly associated with your brand or a particular product?
- Are you prepared to share your knowledge and experience?
- Does your speaking programme (lectures, case studies and others) have rich content?
- Do the highlights of your agenda overlap with other events at the fairgrounds?

9. Right to play

Organising promotional activities, including competitions, is a great way to gain the sympathy of participants and collect contact details from visitors to your stand. However, bear in mind that any event containing an element of randomness may be considered a lottery, and organisers generally do not have the relevant permit (under the Gambling Act).



9. Right to play

SUPPORTING QUESTIONS:

- Will projects with legal restrictions appear in your programme?
- Do you have any consents (if required) for refreshments with alcoholic beverages?
- Do you have any ideas on how to enthuse your guests?
- Are your attractions supposed to have age restrictions?
- Are you prepared to manage crisis situations (inappropriate guest behaviour, broken glassware and the like)?
- Do you know how to direct visitors to the medical point, information and emergency exits?



10.

Seemingly not important

Details can make the difference to our success. When planning the organisation of work at the trade fair, it is worth remembering about lockers or technical facilities where we can store all the materials. A common mistake made by exhibitors is to leave cardboard boxes, cables and clothes in plain sight or to clean the area unsystematically.



10.

Seemingly not important

SUPPORTING QUESTIONS:

- Have you planned sufficiently large storage space?
- Is there an area within your stand dedicated to talking to customers (chill zone, sofas, counters with barstools)?
- Have you taken care to properly conceal cables and other technical components?
- Is your area stocked with cleaning products, waste bins, office supplies and other essentials such as power strips?
- Have you made provision for a place where stall staff can leave their private belongings?
- Have you prepared enough marketing materials (brochures, business cards, prospectuses and others)?

11. The faces of the company

Selecting the right personnel is another, and perhaps the most important, pillar of exhibition activities. At the stage of planning participation in the trade fair, it is worthwhile to recruit and train the people who are to represent the company. The main guidelines when selecting the team should be professional experience and interpersonal skills (at trade fairs gathering international companies, we should also remember about the command of foreign languages). Each person should have assigned tasks – all in order to avoid organisational chaos and to provide the best possible service to visitors.



11. The faces of the company

SUPPORTING QUESTIONS:

- Does your team have sufficient knowledge of the company, the objectives set and the products being promoted?
- Have you divided the tasks taking into account the content knowledge and interpersonal skills of the staff?
- Have you prepared a work schedule that takes into account breaks and shift rotation?
- Does the stand staff have clearly defined tasks?
- Have you taken the time to train staff?
- Is their dress code appropriate to the nature of the event and related to your brand identity?

12.

Proactive attitude

Let's be mindful of our body language (avoiding closed posture, such as crossing our arms) and making sure that the trade fair is not our field

office. If possible, let's limit phone calls and email follow-ups. At the trade fair, our main focus is on the visitors and after the event, we maintain the contacts we have made. Quick contact with potential customers is one of the most important steps towards finalising our business goals.

A proactive attitude also applies to social media presence, where it is worth using hashtags referring not only to the name of the event, but also to its sponsors.



12.

Proactive attitude

SUPPORTING QUESTIONS:

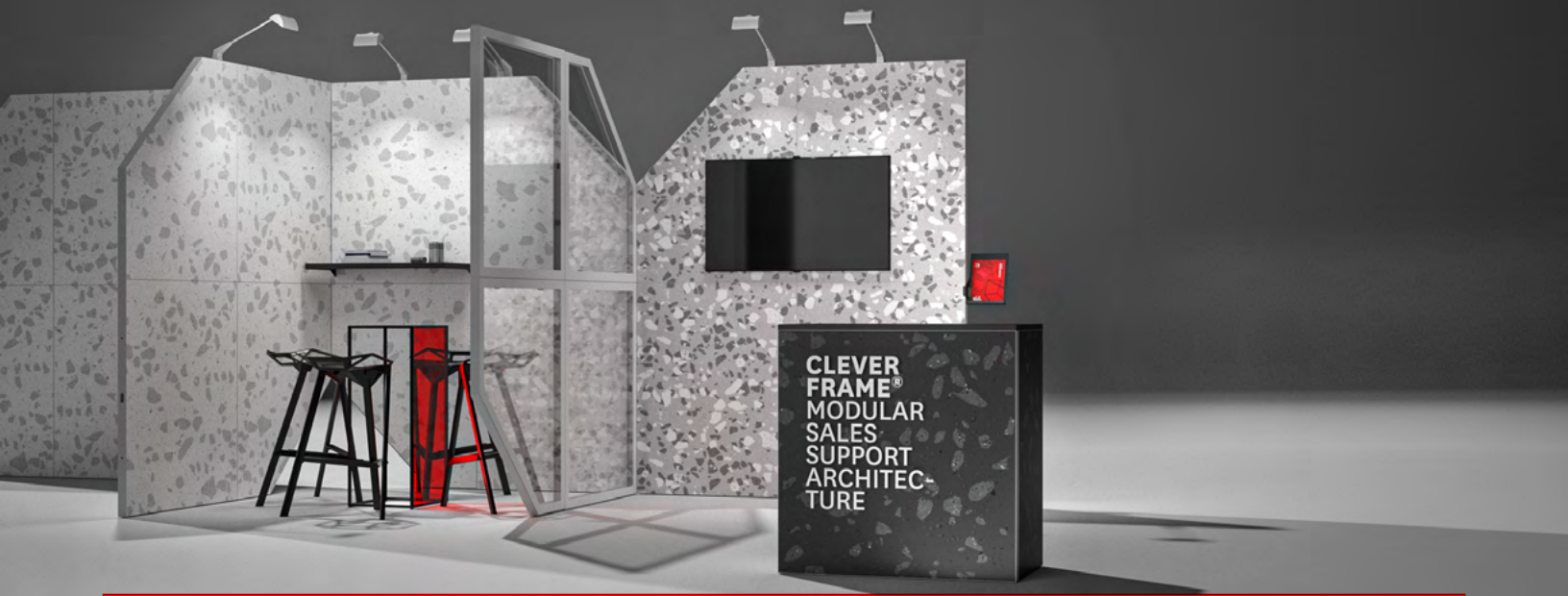
- Have you planned the work of the office so that the trade fair does not disorganise its daily operation?
- Is the team that works stationary able to take over the responsibilities of those working at the fair?
- Do employees have autoresponders set up and can focus mainly on exhibition activities?
- Are you active on social media during the event?
- Do you have a team of people who can prepare graphics, text and any other material for online publication on an ongoing basis?

Check list

Set realistic targets	✓
Plan your strategy and budget	✓
Define the necessary tools	✓
Establish methods for evaluating performance	✓
Place emphasis on team preparation	✓
Create a promotion plan (online and offline)	✓
Get the right exposure	✓
Find ideas on how to stand out	✓
Ensure appropriate promotional materials	✓
Prepare a follow-up strategy	✓

Trade fairs are a set of interconnected vessels, and each of them requires in-depth analysis and preparation of a plan – remember, each stage of our marketing strategy should focus on increasing brand exposure and gathering potential customers. We must remember that it is not only our product or service that will be evaluated by customers, but also our image.

If we want to increase the „basket of leads‘, we need to gain the customer’s trust, and this manifests itself in various forms – from the way the trade fair stand is designed to the way its employees are dressed.



CHAPTER II

EXHIBITION ARCHITECTURE – INSPIRATION

Modern trade fair stands offer a wide range of possibilities – in terms of the shape of their design and finishing materials. The most important thing to consider when designing is geometric and stylistic consistency of the booth, which is important in creating a professional arrangement.

Are you looking for ideas for a creative booth? Explore projects prepared by experienced exhibition designers.



CONFIGURATION FLEXIBILITY



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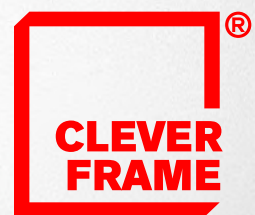
INDIVIDUAL ARRANGEMENTS





MODERN DESIGN





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