

EXHIBITION PLANNER

JUNE 2016

BEFORE THE SHOW LAY THE FOUNDATIONS FOR SUCCESS

Book your stand before
15 September, 2016
and get the Early Bird discount!

Contact Andreas Rex at
andreas.rex@uae.messefrankfurt.com
to book your stand.



Plan the stand to meet your goals.

- Stand location
- Stand design
- Stand activities
- Type of staff managing the stand



AUGUST 2016

Don't forget
sponsorship
opportunities.
Talk to the
organisers. Tell
them your goals
and your budget!

Contact Arthur Tolentino at
arthur.tolentino@uae.messefrankfurt.com
for more information on Sponsorship.



Book your flights and hotel in advance.

Ask the organiser's Travel Desk about the
latest travel and accommodation deals!
traveldesks@uae.messefrankfurt.com



DECEMBER 2016

No goals, no glory. Set specific goals!

- Do you want to:
- Generate 50 sales leads?
 - Launch new products?
 - Meet 10 qualified new prospects?
 - Find 3 new dealers?
 - Distribute 500 product samples?



Make the most of pre-show PR and Marketing.

- Mail your own lists
- Tell visitors why they should take time to visit you
- Tell the organisers what you are doing at the show
- Check promotional opportunities offered in the Promotion Digital Portal (PD Portal) www.pd.messefrankfurt.com



MARCH 2017

Use the web.
Promote your
presence at
the show.



Be proactive and productive!

- Check on production of your display
- Prepare promotional items
- Review your agenda and set up meeting schedules with your preferred visitors before the show, through the Business Matchmaking Programme.



APRIL 2017

Train your show staff –
The people make the stand.



MAY 2017

AT THE SHOW THIS IS YOUR AREA!

- Brief your stand staff each day
- Spend the optimum amount of time with visitors
- Speak fluent body language
- Focus on your targets and key prospects
- Classify the leads
- Earn media coverage

Lights, Camera, Action!



AFTER THE SHOW

- De-brief the team
- Measure your results
- Track the leads
- Follow up on all contacts
- Follow through on all press releases

Reap the rewards.



JUNE 2017

BOOK YOUR STAND FOR NEXT YEAR!