A reference tool for Exhibitors

Here is YOUR place

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Your satisfaction is our success!

Therefore, we offer a short tutorial on how to make your exhibition a real success. This is a step-by-step introduction which makes all the process nice and easy.

- **Step 1**: a few tasks before the exhibition commences
- **Step 2**: a day before the exhibition
- **Step 3**: during the exhibition
- **Step 4**: after the exhibition's end

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Before the exhibition

Analyse the Targi Kielce’s calendar of exhibitions – available at www.targikielce.pl

Select exhibition you should be a part of:

- Examine the last edition's list of exhibitors; identify companies for potential cooperation, create a list of competitors in order to see what they showcase at the exhibition

- Analyse the exhibition product and service range, decide which products / services your company wants to present

- Analyse the visitor's profile so that your presentation fits their interest
Before the exhibition

Set a schedule:

- Make a list of things you need to prepare before the exhibition
- Make sure you meet all the deadlines specified in the registration process
- Become familiar with the exhibition website
- Analyse the registration form

If you have any questions, at any stage of preparation - contact the Project Manager or other contact person.
Before the exhibition

Develop the exhibition budget, make sure you include:

- Exhibition space purchase (see the registration form for the particular exhibition)
- Prices for standard stand construction available at the offer or contact Targi Kielce Stand Design Office to discuss details of made-to-measure stand construction
- Technical services (equipment installation, cleaning of the stand, etc.)
- Carriage of your exhibits
Before the exhibition

Develop the exhibition budget, make sure you include (continuation):

- Travel, accommodation and meals for staff representing your company at the exhibition
- Preparation and transport of promotional materials and gadgets (see the number of visitors at the previous edition to prepare a sufficient amount)
- Sponsoring and advertising you plan,
- Invitations for present and prospective clients
- Insurance costs if you decide to cover the exhibits and the stand
- Fees for the competition for exhibitors. (depending on the particular event)
Before the exhibition (continuation)

Remember to have a sufficient number of business cards

Draw the schedule of meetings with your clients

Send in your application for the exhibitors contest

Send the information on what is especially interesting at your stand (appliances, exhibits, new offer solutions, etc.).

Check the expo programme - select conferences, trainings and seminars you want to participate in

Inform about your special guests

Order additional services from the whole range of services we have on offer (accommodation, the gala awarding ceremony and the banquet, VIP-room, parking, etc.)
Before the exhibition

Analyse what product and service your company wants to present – a thorough analysis will help to optimize the results you want to achieve.

Think about your stand’s appearance - order the stand construction (a standard-shell or an individual design).

Selection your company’s employees and decide how many people you need to man the stand; prepare your staff to man the stand and attend visitors.

Tell us who of the Company employees will be responsible for contacting Targi Kielce with regards to the stand, expo participation.

Design and prepare marketing materials.
The day before the exhibition

Go to the Exhibition Centre in order to:

- Check if the stand has been prepared (accessories)
- Check technical appliances

If you need to supplement or modify the equipment, contact the Exhibitors Service Office appropriate for your stand's location.

Collect ID's and parking passes for your employees

Get your stand ready

- Arrange promotional materials
- Make sure the stand decoration is OK

Check the exhibition opening hours and how long you can stay in the hall in order to prepare your stand.

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On the day of the exhibition

**An hour before** the exhibition commences - come and check your stand, see if everything is as you have planned.

Every morning, brief the team that works at the stand. (appoint the person responsible for the stand) - make your staff ready for trade talks, introduce the main points they should address in the course of a business conversation and offer presentation.

**See if the place designed to hold talks with clients is ready** (product brochures, notebooks, pens, business cards)

**Contact the Press Office** to leave your advertising materials for journalists and talk to the journalists present in the office, try to arrange press coverage for your company and products you put on show.

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During the exhibition

Plan some time to make a tour over the exhibition and take notes

At the end of the exhibition day:
- Hold a briefing session with your staff - discuss the most important events of the day
- Check the list of customers your staff have talked to - carefully note down all the observations; you will need them in the next stage of business talks
- Check what corrections should be made at your stand for the next expo day (e.g. cleaning, more materials, etc.)
- Draw the schedule of meetings with your clients for the next expo day
- Fill out the survey provided by our employees; express your opinion about the expo.
- Find time to meet the Exhibition Manager - discuss your plans for the next exhibition edition

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After the exhibition

Follow up the contacts you have made at the exhibition, contact the customers who have visited your company at the exhibition.

Hold a wrap-up sessions with employees.

Analyse the information you have gained at the exhibition.

Evaluate the exhibition.

Book exhibition space for the next edition of the expo.