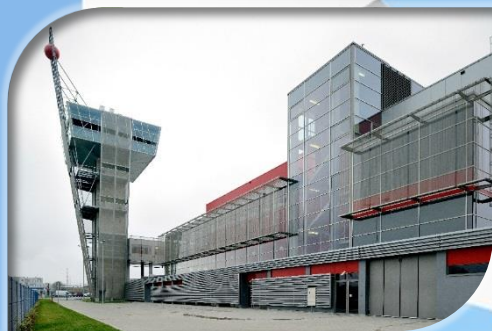




A reference tool for Exhibitors

Here is **YOUR** place



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



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

ZGŁOSZENIE LEGAŁNY / APPLICATION FORM ZAMÓWIENIE POWIERZONI WYSTAWNICZYJ / ORDER FOR EXHIBITION AREA ZAMÓWIENIE ZABUDOWY STOISKA / ORDER FOR CONSTRUCTION OF A STAND		1
Nazwa imprezy data 2014 TARGI KIELCE / KIELCE TRADE FAIRS ul. Zakładowa 1, 25-672 Kielce, Poland, tel: (+4841) 365-12-20, fax: (+4841) 345-62-61 e-mail: rezerwacje@targikielce.pl , www.targikielce.pl Konto / Bank account: Raiffeisen Bank Polska SA PL 22 1750 1110 0000 0568 3537 Swift: RCBWPLPW		
Termin zgłoszenia zgłoszenia = 30 dni przed rozpoczęciem targów / Deadline for submitting applications is 30 days prior to the fair's commencement		
Pełna nazwa firmy Full Company Name		
Ulica Street Miasto City Kod pocztowy Post Code Kraj Country		
Telefon Phone Fax E-mail Adres strony internetowej Website		
Prezes Zarządu, Dyrektor General Manager		
Osoba odpowiedzialna za udział w targach, jeśli jest inna niż osoba zgłaszająca w rejestrze (patrz str.16) The person responsible for the participation in the Fair, if it is other person than listed in the Register (see p. 16)		
Nr i miejsca wpisu do rejestru sądowego lub do ewidencji działalności gospodarczej Company registration no (or other authority only)		
NIP EU VAT No.		
PROSZYM O PODANIE DANYCH DO FAKTURY NA 18 STROICH / FORMULARZA (JEZELI NA INNE GO PODANYCH POWINNI) PLEASE GIVE INVOICES DETAILS ON PAGE 18 OF THE FORM (IF DIFFERENT FROM DETAILS SUPPLIED ABOVE)		
Adres e-mail, na który należy przesyłać faktury w formie elektronicznej (jeśli nie podano) / Wykazanie adresy e-mail w formularzu The e-mail address at which the electronic invoice should be sent (if not stated) / Exhibitor does not receive paper invoice being		
Rezydent / Wzrost / Wzrost / Wzrost Co-ordinator / present at stand - obligatory registration at 02.11.14 for each exhibitor (see Art. 11.2 of the Regulations for Fair Participants)		
ZAMAWIAMY NASTĘPUJĄCY TYP POWIERZONI / WE WISH TO ORDER THE FOLLOWING AREA		
Proszym zaznaczyć typ powierzchni i rodzaj lokalizacji (jei przypadek nieoznaczenia - wg uznania TK) / Please tick the type of area and location type, please (if not marked TK, decide)		
<input type="checkbox"/> STEREGOWE / ROW STAND (bez dopłaty do extra charge)	<input type="checkbox"/> NARÓZNE / CORNER (dopłata 5% / 5% extra charge)	<input type="checkbox"/> CIĘCIOŁE / FRONT (dopłata 10% / 10% extra charge)
<input type="checkbox"/> WYSTĘP / ISLAND (dopłata 15% / 15% extra charge)	<input type="checkbox"/> WYSTĘP / ISLAND (dopłata 15% / 15% extra charge)	
UWAGA: Minimalna powierzchnia stoiska: 4 m ² (12 m ² dla lokalizacji narożnej) / NOTE: Minimum stand area: 4 sqm (12 sqm for corner stands)		
<input type="checkbox"/> typ Z, powierzchnia BEZ ZABUDOWY na terenie zewnętrznym type Z, OPEN AREA outdoor: [] m x [] m = [] m ² x 40 PLN = [] PLN + [] % = [] PLN		
<input type="checkbox"/> typ W, powierzchnia BEZ ZABUDOWY w hali type W, OPEN AREA indoor: [] m x [] m = [] m ² x 150 PLN = [] PLN + [] % = [] PLN		
UWAGA: Cena powierzeni nie obejmuje zabudowy stoiska, wyposażenia i przyłączy (energi elektrycznej, wod-kan., itp.) - prosimy o wyłączenie stron 6 i 7 (patrz) do 5 NOTE: Price of the exhibition area does not contain stand development, connections (electrical, plumbing, etc.) - please fill in pages form 1 (below) up to 5		
ZABUDOWA STOISKA W HALI / CONSTRUCTION OF A STAND IN THE HALL		
Wykonanie zabudowy możliwe tylko po zamówieniu powierzchni / Construction of a stand is possible only after ordering exhibition space.		
Zamawiamy wykonanie przez TK zabudowy standardowej stoiska w hali / We order the construction of a standard stand by TK in hall (jei przypadek zabudowy stoiska nie będzie zamawiany - patrz str. 3, tabela 05, 06 i 08) - request for the construction of a stand in the exhibition area - please see page 3, lines 05, 06 and 08		
[] m x [] m = [] m ² x 60 PLN = [] PLN + [] % = [] PLN		
Zabudowa standardowa stoiska obejmuje: ściany zewnętrzne stoiska, rury stalowe, rury na tył do 20 cm, gładzie elektryczne (0,1/0,2/0,3/0,4), elektryczność na tył, wod-kan., wentylacja, podłoga na wykładzinę 4 m ² - 1 kategoria TGI. (Pozostałych prac przykrywania stoiska zabudowy standardowej stoiska należy zamawiać dodatkowo)		
Stand arrangement includes: external walls, floor with the company name 0,2 - up to 20 characters, fixed carpet within the stand, a socket (0,1/0,2/0,3/0,4), a tap and a drain sink. Moreover for each standing 4 sqm - one (1) lamp 75 W. (Do not list positions mentioned above on the page 3 of the Application Form.)		
Rezygnacja z części wyposażenia standardowego nie powoduje zmniejszenia ceny. / Requisitioning part of a standard construction does not result in a price reduction.		
Projekt stoiska ustala projektant Targi Kielce. / The project of the stand is established by TK's designer.		
Podsumowanie kosztów uczestnictwa w targach na str. 16 Formularza Zgłoszeniowego		
Recapitulation of the cost of participation in the trade fair on page 16 of the Application Form		
Obowiązkowa opłata rejestracyjna wystawcy / Exhibitor's registration fee 460 PLN		
Podane ceny są cenami netto, do których należy doliczyć podatek VAT / The above prices are net prices to which VAT should be added *VAT nie dotyczy usług organizacji targów i wystaw dla podmiotów rejestrowanych zgodnie z ustawą o stowarzyszeniach w Polsce.		
*VAT is not applicable to the fair and exhibition organization services for the legal persons registered under the partnership law in Poland.		
Obowiązkiem, do zapewnienia stać z Regulaminem dla uczestników targów, jest zapewnienie stać z Regulaminem dla uczestników targów w hali stoiska, w tym w zakresie dostawki zgłoszenia.		
I hereby declare that I have read the Regulations for Fair Participants which constitute an integral part of the Application Form and I accept the terms and conditions therein, including the terms of payment mentioned in point 6.		
UWAGA: Brak pieczęci i podpisu anulująca realizację zamówienia!!! NOTE: The lack of stamp or signature makes the order invalid!!!		
Pełnomocnik / Company Stamp Data, czytelny podpis osoby upoważnionej / Date, authorized person's signature		
Uchwała Zarządu nr 12/2014 z dnia 12.05.2014 / Resolution of the Board No. 12/2014 of 12 th May 2014		

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)

NAZWA FIRMY

RAPORT Z WYDATKÓW

PRACOWNIK: Tomasz Dąbór
DZIAŁ: Sprzedaż
KONIEC TYGODNIA: 2013-03-07
STANOWISKO: KONTROLA

ZUPOWNIENIE: _____
DATA: _____

	PIŁNY	ŚRODKI	WISCEL	PODOBIAK	WOPAK	FRIOŁ	COŁATKA	SUMA
TRANSPORT	2013-03-01	2013-03-02	2013-03-03	2013-03-04	2013-03-05	2013-03-06	2013-03-07	
SUMA								
SAMOWODZARWA I POROBI								
SUMA								
KOSZT								
SUMA								
KOSZT WŁASNY								
SUMA								

WYDATKI KASOWE: 0,00 zł
SALUSKO: _____
ŁĄCZNY EWENT WYDATKÓW: 0,00 zł

www.targikielce.pl

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

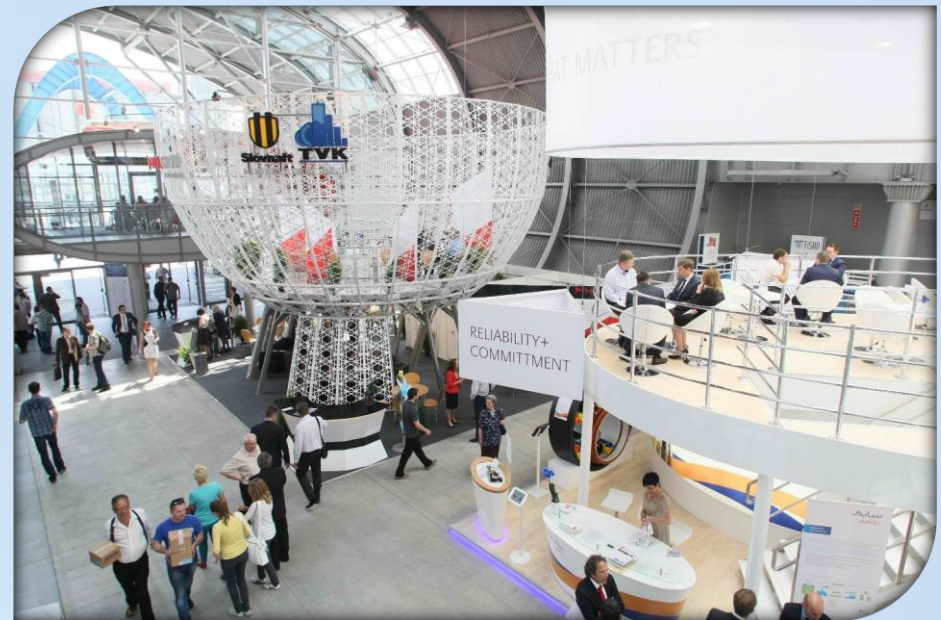
If you need to supplement or modify the equipment, contact the Exhibitors Service Office appropriate for your stand's location.

**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.*



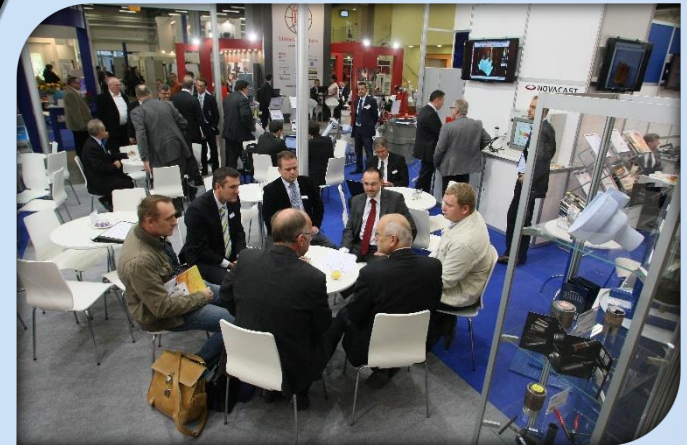
On the day of the exhibition

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.



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 (eg. 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



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

