

THE KEYS TO SUCCESS AT THE FAIR

Trade fairs enable companies to show their products and services live directly to their customers, something that no other marketing tool can.

At the fair you can contact your target audience and give them information, promote your products, get instant feedback and collate the details of everybody who has visited your stand wanting to find out about what you could offer them.

All of this requires effective planning and a professional approach. To help you, we would like to offer a simple 10-point checklist:

1. **Define the purpose of your participation in the fair as an exhibitor.** Define your company's short and long term objectives. Put them in order of priority in accordance with the results you need to achieve at the fair. If possible, identify specific objectives (e.g. make 150 new contacts).
2. **Plan your activities well and in advance.** Draw up an outline of what needs to be done, when, and who will be in charge of doing it. Designate one person to be responsible for the company's participation in the fair and who will allocate tasks.
3. **Relate your activities at the fair to your marketing mix.** To support and give continuity to your brand your participation needs to be linked to your promotional material and to the rest of your sales and marketing activities as regards messages, image and target audience.
4. **Plan how you will manage following up the contacts you make.** If you are going to collect a large number of visiting cards, decide what you are going to do with the details they provide. Will you put them on a database to use as a mailing list? Will you send the prospects a promotional gift? Or will you get your sales force to visit them? Fulfil any commitments you make and do not let your prospective buyers' interest go cold.
5. **Inform the organisers.** Send us information about your company's objectives, new products and, especially, any news you would like to pass on to your prospective customers and to the media. Most news items are included in the official press pack for the fair, which widely distributed.
6. **Use all the available sales and support services.** The fair organisers roll out an extensive promotional package around the event: make sure you make the most of it to gain the maximum publicity possible before, during and after the fair. Make use of all the means that are available to you, so that your customers know exactly where to find you.
7. **Inform your team.** Not only do the Managing Director and the Marketing Director need to know why you are participating in this fair. It is vital that everyone who is going to be manning the stand knows exactly what they have to do, the image they have to project and how they should treat your customers.

8. **Design your stand so that it supports your brand.** The design of your stand should reinforce your brand image. It is your company's image for the duration of the event. As the organisers of the fair we have our own services and sub-contacted services available such as turnkey stands, electricity, support staff, catering and audiovisual material. Make the most of the new exhibitor manual.
9. **Do not forget to evaluate the fair.** Once it is finished, invest some time in finding out how the fair worked for you. What went well and what other aspects did not live up to expectation? Make a note of the most significant successes and mistakes. Keep this information and use it to plan for the next time you exhibit at the fair.
10. **In our view, Ideas&Pasión Feria Habitat Valencia is a new concept for a trade fair and has enormous potential,** but will deliver high returns to exhibitors only providing exhibitors add their own efforts to those of the organisers as regards planning, communicating with customers, sending out invitations, promoting internationally and so on.

Lastly may we wish you, most sincerely, a fruitful and profitable fair!

Kind regards,
Juan Puchalt