



Seminar on Effective Trade Fair Participation

Venue: FTC Building Block A, 3rd Floor,
Trade Development Authority of Pakistan
Karachi

Date: 2 September, 2022



Effective Trade Fair Participation

Series of Seminars

Functions of a Trade Fair

- Provide a focus that mirrors selected markets
- Offer entertaining experiences and appeal to all senses
- Guarantee and enhance market transparency
- Open up new markets
- Facilitate a direct comparison of value for money
- Promote an in-depth exchange of information



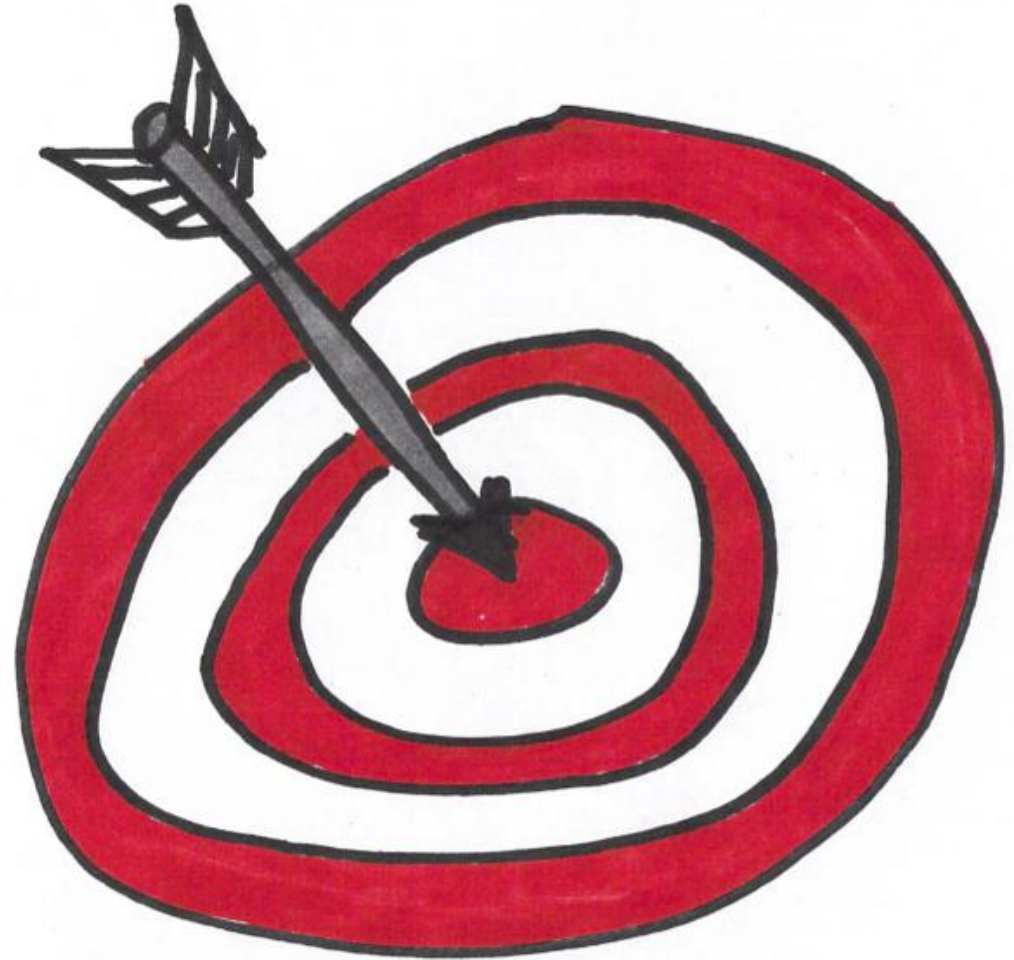
Visitor Objectives



- Exploring new products
- Comparing prices and conditions
- Looking for certain products
- Obtaining ideas for company products and product range
- Meeting new business partners, intensify existing contacts
- Spotting trends
- Gaining an overview of related markets
- Assessing the economic situation and business prospects
- Obtaining information on solutions to existing problems
- Placing orders, negotiating contracts
- Making contact with comparable companies
- Assessing the options for participating as an exhibitor

Exhibitors Objectives

- Launching new products
- Making sales
- Expanding existing foreign sales markets
- Gaining a general overview of your industry
- Making new contacts and strengthening existing business
- Image building
- Exchanging ideas with other exhibitors as well as with the exhibition organizers



Types of Trade Fairs/Exhibitions

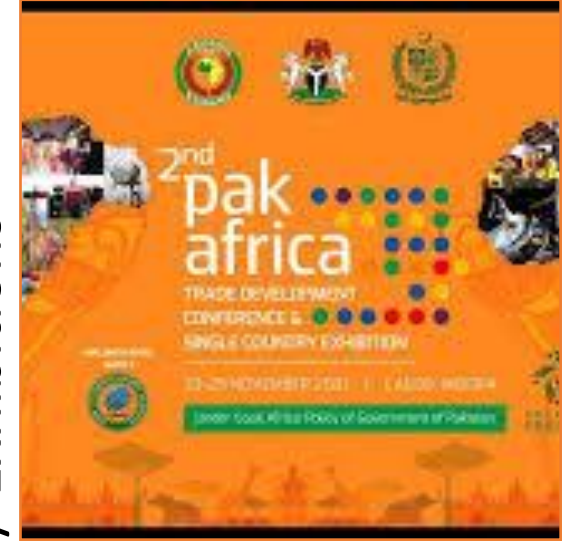
International Trade Fairs / Exhibitions



National Trade Fairs / Exhibitions



Regional Trade Fairs / Exhibitions





Research on Participation

- Conduct basic research on the country (including culture, main economic indicators, business environment etc.) Of the market you intend visiting
- What international events exist for your products and how to choose the best ones for your business
- Information about the events – timing, organizations

Popular Trade Fairs

Heimtextil



Domotex



Medica



Beautyworld



Anuga



ISPO

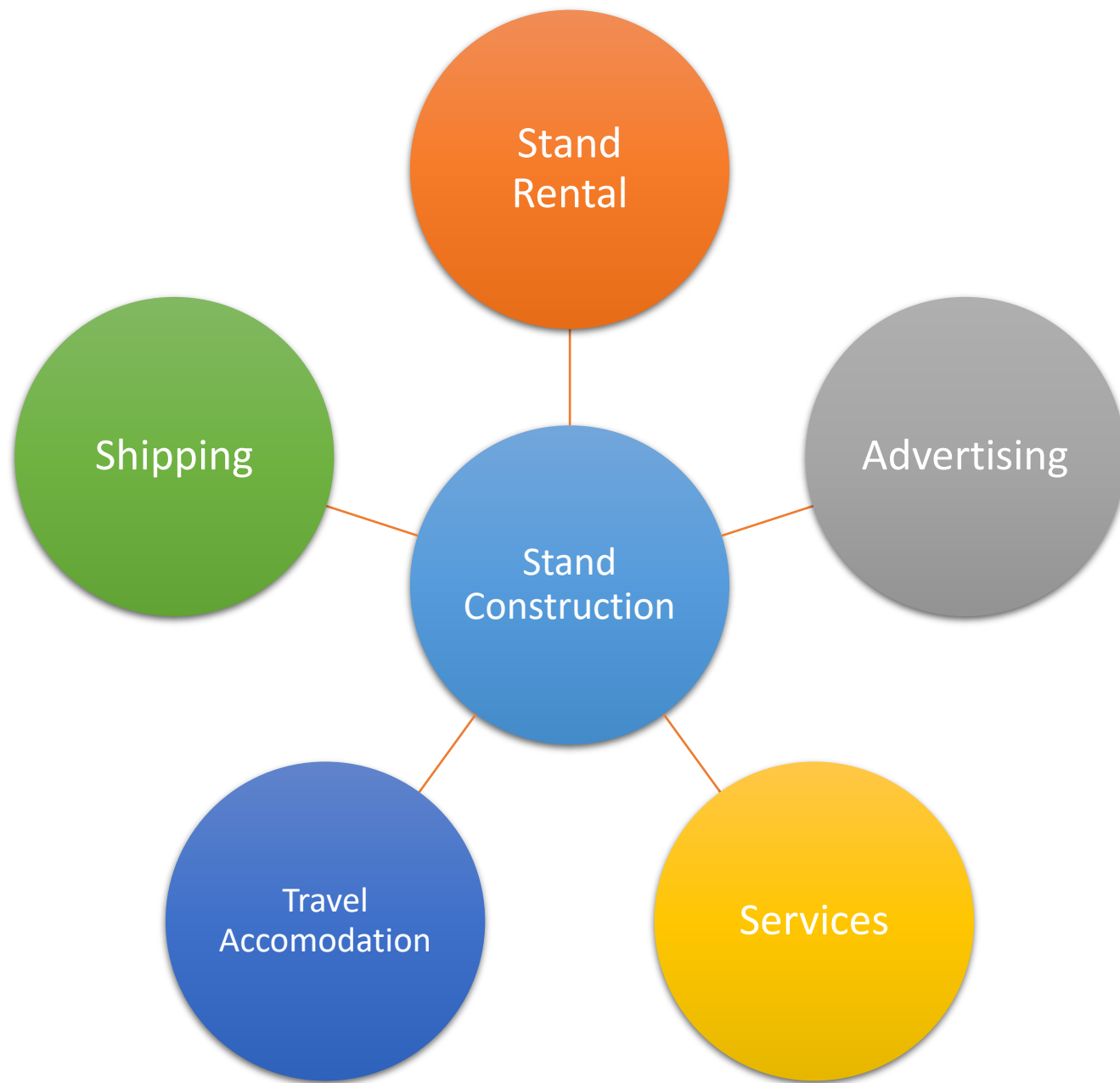


Foodex



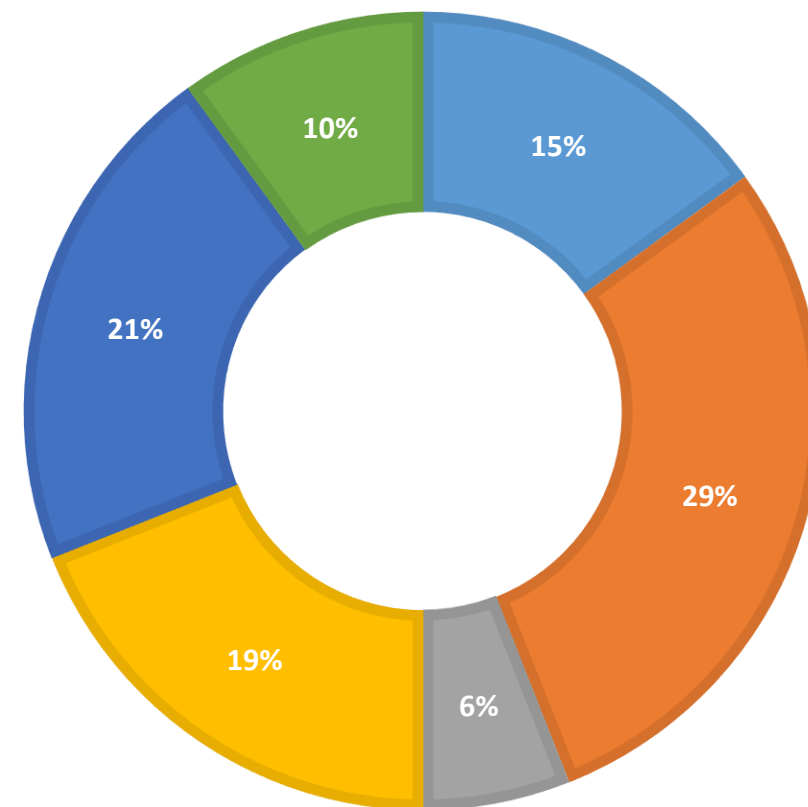
Sial Food





Cost Break Up For Participation

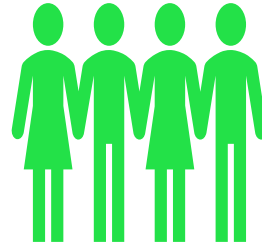
- Stall Construction
- Stand Rental
- Advertising, Hospitality
- Services
- Travel and Accomodation
- Shipping



Organizing a Trade Fair Participation



Preparations



Participation

Selecting stand personnel and
running the stand



Follow-up Analysis



Preparation

Preparation Time Frame

12-9 months	9-6 months	6-3 months	3-1 Months	Exhibition	Afterwards
<ul style="list-style-type: none">• Define corporate objectives and expectations• New products or services ready for use at beginning of the fair?• Check economic situation, sales opportunities and distribution• Cost expectations, return on investment• Company decision on participation at the trade fair• Budget approval• Appoint project management/company team• Internal coordination	<ul style="list-style-type: none">• Request trade fair documentation• Determine stand size• Registration/allocation• Selection of exhibits• Stand planning	<ul style="list-style-type: none">• Selection of stand construction company• Advertising/gift• Briefing of stand construction company• Trade fair catalogue entry• Supporting advertising measures• Presentation by the stand construction company• External staff, hostesses• Dress code, uniform	<ul style="list-style-type: none">• Commission catalogues/brochures• Request communication lines/electricity/water supplies• Determine stand personnel• Mailings to customers/invitations• Begin briefing stand team• Name badges• Press activities	<ul style="list-style-type: none">• Hand-over by stand construction company• Visitor survey• Success controls• Observation of competitors	<ul style="list-style-type: none">• Orderly dismantling and return transport• Analysis of the participation• Corporate objectives achieved?• Follow-up/customer contacts• Cost recording• Consequences for the future• Determine return on investment• Decision on next trade fair, stand size• Final report/documentation

Registration



Register Early

Depending on trade fair cycles registration deadlines range from six to eighteen months before the event.



Finalize minimum and maximum stand area dimensions in m²



Stand location in the hall or at the outdoor area



Length and width of the stand type of stand (row stand, corner stand, end of block or island stand)



Type of construction (one- or two-storey construction)

Alterations to the proposed type of construction



Information on the products on display (classification according to industry)



Co-exhibitors and any other companies that are to be represented



Terms and Conditions of Participation

- Confirmation of Participation
 - Stand rental fees
 - Terms of payment
 - Termination of the contract
 - Registration of co-exhibitors and other companies to be represented
- Technical Section
 - Construction and dismantling periods and rules,
 - Stand design guidelines
 - Construction materials permitted
 - Rules on waste disposal
 - Stand height and maximum floor load information
 - Technical systems supplying the stand
 - Product presentations and advertising on the stands

Services for Exhibitors

- Additional services requested forms
 - A rented stand
 - Rented furniture
 - Kitchen units
 - Floor coverings
 - Lighting
 - Audio-visual devices
 - Presentation aids
 - Shipping services
 - Storage areas for empty packaging
 - Hotel booking services
 - Stand cleaning and surveillance services
 - Transport and exhibition insurance
 - Utilities (electricity, water and compressed air supplies)
 - Telecommunications
 - Temporary personnel
 - Photo service etc.
- Trade fair entry passes
- Apply for parking permits in separate exhibitor parking areas



Exhibition Catalogue and Information Systems



Editorial deadlines



**Catalogue
classification**

Alphabetically by company
name (possibly with a brief
product range description)

Product list / nomenclature
and

Hall location, together with
a hall map.



**Product or company
logos can often also
be included in the
catalogue.**



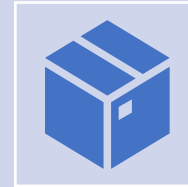
**Exhibitors can also
place advertisements**

Transportation of Exhibits

- Customs Formalities and Regulations
- International Shipping Companies



Material Handling



Shipment



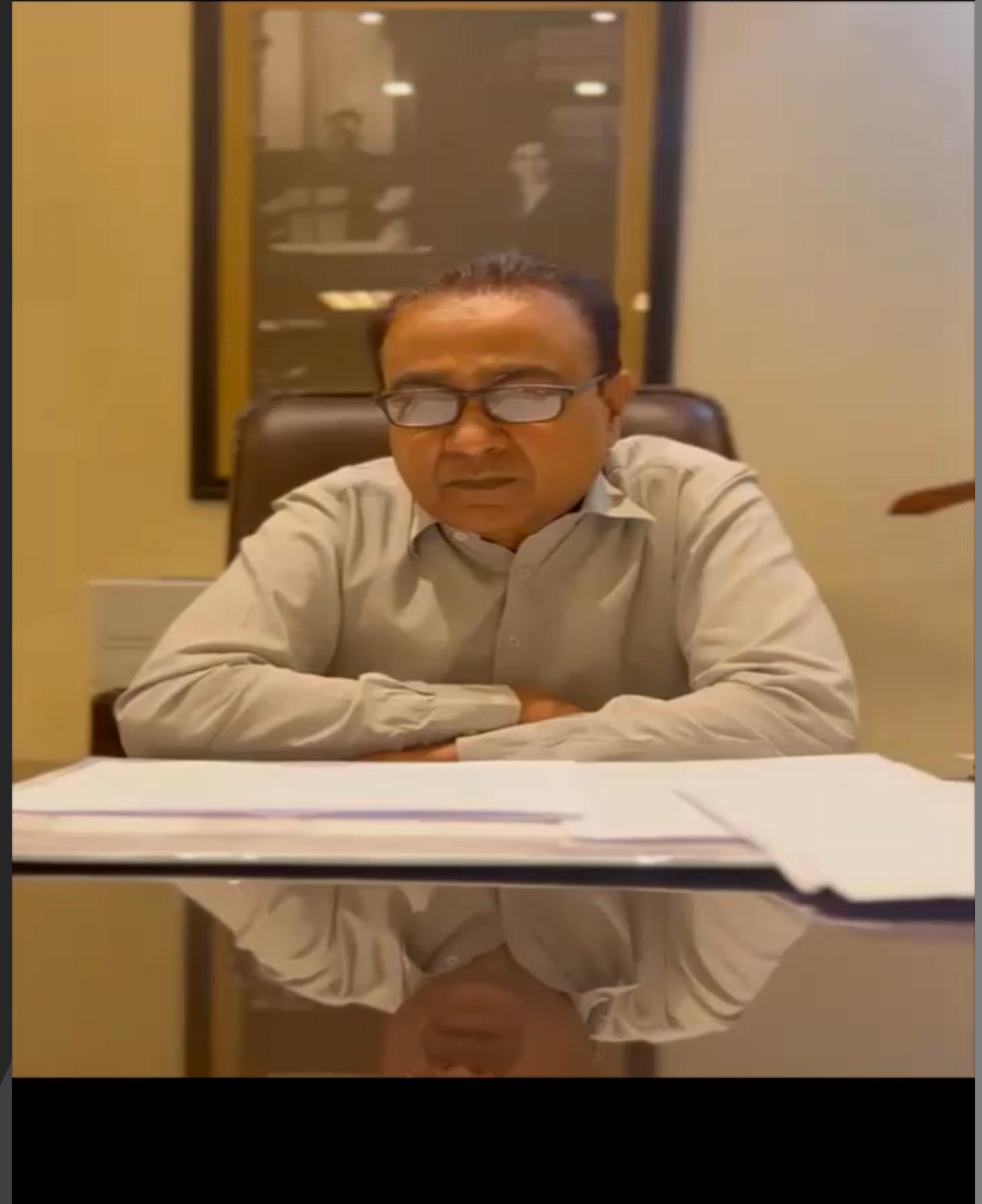
Storage



Transportation

Mr. Shahzad Ahmad Khan
Director General
TDAP Punjab

Ex-Commercial Counselor
Jeddah & Japan



Travel and Accommodation

- Entry visas (6-8 months ahead of event)
- Inquire the waiting times for an appointment.
- Book early to get the best rates
- Make a reservation in writing for accommodation



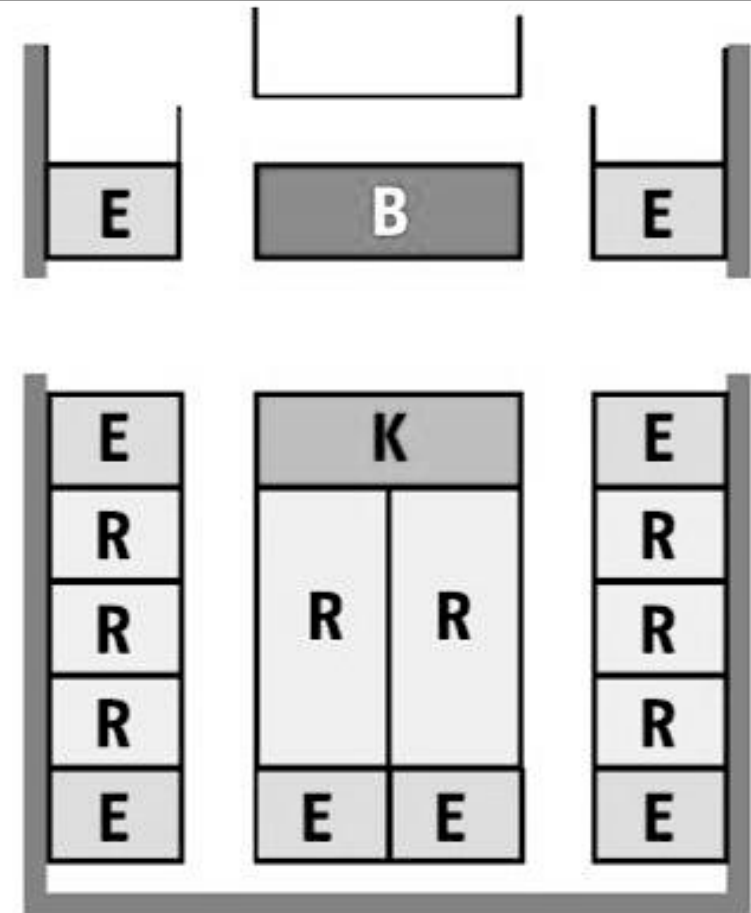
Exhibits and Trade Fair Stands

- Selecting the exhibits
- Different stand area
 - **Presentation Area**-space required for displaying exhibits, information boards, videos, presentations and activities
 - **Meeting Areas-Seating Areas**, cubicles or an appropriate area for consultations
 - **Ancillary Areas**-a kitchen, storage area (including for brochures), cloakroom, technical area, staff area and an office.



Types of Stand and Location

- Row stand
- Corner stand
 - Rental fees for a corner stand are higher
 - Greater impact
- End of block stand
- Island stand
 - High impact and are very prestigious
 - Elaborate designs and higher cost of construction and furnishings
- Outdoor stand
 - Very large products (e.G. Natural stone blocks) or for entire systems and machines (construction equipment)



(R) Row stand
(E) Corner stand
(K) End stand
(B) Block stand

Shell Scheme vs. Customized Stand

Customized



Shell



Stand Construction

Important architectural aspects of the stand

- The partitioning of individual areas
- furnishings on the stand
- Floor coverings
- Lighting
- Construction shape/type
- Colors
- Ceiling design
- Technical systems
- Screens, panels
- Lettering (typography)



Printing for Exhibition

Booth displays

- Media walls
- Posters for exhibitions
- Pull up banners

Marketing materials

Branded promotional items



Presenting the Exhibits

- Is an exhibit visually attractive (design, color, packaging)?
- Can a product's visual impact be enhanced with color and lighting effects?
- Can one allow free access to an exhibit or must it (a small product for example) be protected against breakages and theft?
- Is it feasible to give practical demonstrations and how much space is required?
- How can a service be demonstrated?
- How can one clearly highlight the advantages for the user?



Staffing of Exhibits

- Most important factor in your exhibiting success
- How many people to man the booth?
- Best people to represent the organization?
- What is the established dress code?
- Have booth personnel ordered exhibitor badges?
- Do the booth personnel have enough business cards
- Who will oversee booth installation and dismantling?



A blurred background image showing people at a trade show or exhibition. In the foreground, a person's arm and hand are visible, holding a clipboard or document. Another person's hand is pointing at something on the table. The background is out of focus, showing other people and exhibition stands.

Methods of Attracting Visitors

- Promotional stickers
- Invitation with reply card by letter, fax, e-mail
- Invitation brochures, with reply card attached
- Telephone calls
- Free-entry vouchers
- Invitation gifts
- Raffles and competitions
- Entries and announcements in catalogues
- Media package (internet, exhibitor data base online, etc.)
- Entries in the visitor information system
- External advertising



Participation

Arriving at the Exhibition



Confirm freight has arrived and that all contractors are on schedule



Explore the venue and find the service areas.



Confirm date and time for electrical installation



Confirm telecommunication arrangements –
phone/internet connection points



Supervise booth set-up



Take photos of completed exhibit.

During the Event



OBSERVE
COMPETITORS AND
SEE WHAT WORKS
FOR THEM



GIVE STAFF TIME
TO VISIT THE
OTHER EXHIBITORS



TAKE PHOTOS OF
YOUR AND OTHER
EXHIBITORS'
STANDS



HAVE DAILY
DEBRIEFING
MEETINGS WITH
STAFF ON VISITORS
AND LEARNINGS

Stand Operation

- Stand is kept clean and in order
- No shortages of advertising material, food and beverages
- Technical equipment is in good working order
- Rules of the stand and duty hours are adhered to
- Atmosphere on the stand is always friendly and relaxed
- Stand supervisor always knows where his employees are
- Details of conversations with visitors are put down in writing and evaluated





Follow Up

Follow up on Trade Fair

- Thanking important customers
- Prompt mailing of materials
- Discussions within your own company
- Follow-up telephone calls
- Processing inquiries
- Field services, sales office representatives, dealers
- Meaningful discussion notes



WWW.TDAP.GOV.PK



Exhibitions



Exhibition Calendar



Guidelines for Participation



Application Form

Delegations



Guidelines for Participation



Application Form



Selection Criteria/ Support



Security Deposit of Rs. 50,000/- (refundable)



3 years Bank Statement



50% Quota for Established Exporter



30% Quota for SMEs



20 % Quota for New Exporters & Women
Entrepreneurs

Facilitation/ Participation Methodology

- Event Calendar
- Prescribed Application Form
- Pre Departure Briefing
- Shipment of Exhibits
- Visa Recommendation
- Subsidy Ratio for Different Category Fairs



Types of Fairs/Exhibitions

- Managed
- Allocated
- Free Choice



Based on the positive feedback from the

Participants of 2nd PATDC held in Nigeria 2021, TDAP offers another great opportunity to showcase your products & develop business linkages with buyers & government officials from more than 15 Countries of SADC region and beyond.

3rd Pakistan-Africa Trade Development Conference (PATDC) & Pakistan Single Country Exhibition

Johannesburg - South Africa

13 – 15 September 2022

Products in Focus: Rice, Seafood & meat, Spices, Salt, Pharmaceuticals, Sports goods, Articles of plastic, Footwear, Cutlery & Kitchenware, Electro-mechanical machinery (pumps, generators, transformers, motors etc.), Textile & apparel, Fruits & vegetables, Processed food, Cement, Surgical Instruments, Paints & chemicals, Articles of leather, Articles of Iron, Steel & Cables, Home Appliances, Tractors, Two & Three wheelers, Auto parts, IT, Packaging

TDAP has launched the first-ever official B2B trade online portal.
Please visit:
www.pakistantradeportal.gov.pk

Participation Fee Rs. 100,000/-

Last Date to Apply: 15th June 2022

Please Contact:

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Ms. Saba Shehzadi (Assistant Director)

Tel: 042-99230640, ext: 172, email: saba.shehzadi@tdap.gov.pk





Takeaways



**Book your
exhibition
stand early**

Most events will offer 'early-bird' discounts to businesses who book well ahead of time.



**Less clutter,
more
conversation**



**Get to know
the event
organizer**



**Invest in
engagement
tools you can
use after the
event**

Digital brochures
and portfolios,
Digital Kiosks



**Avoid
complex
graphic design**



**Don't Judge a
Show from
One Attempt:
Most shows
have
thousands of
attendees.**



Thank You