

- Before the exhibition -

THE STRATEGY

A successful participation at an exhibition starts by establishing the exhibitions goals. Those are divided into four categories. Each selected goal has to be complemented with a sub goal. In this way you can determine the right target group and the intended effect of your participation in the exhibition.

GOALS

Sales



- enlisting new clients
- generating revenue
- increasing your market position

Branding



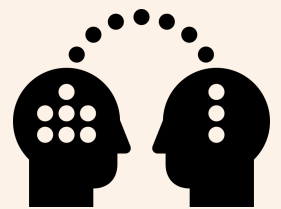
- introducing your company
- increasing your brand awareness
- strengthen your competitiveness
- collecting media attention

Relationship management



- strengthen client relations
- reinforcing your image

Increasing knowledge



- introducing new products
- showing innovations
- organizing workshops

SUB GOALS

Reach



Who is my target group?

Effect



Which effect on Reach (my target group) do I want to realize?

Process



How do I configure my participation at an exhibition to make sure this is supporting Reach and Effect?

Example: Company X wants to promote a new product (Effect) to his buyers (Reach). In this case company X should make sure the sales managers are manning the stand (Process) and to talk to the visitors.