

CHECKLIST FOR YOUR SUCCESSFUL PARTICIPATION AT THE IEX

Exhibiting at the IEX is undoubtedly one of the year's highlights for your company – be sure to show your company at its best.

We have compiled this checklist to help you with your trade show planning.

Trade show preparation

Set clear goals	
	What am I hoping to achieve through my trade show participation?
	Are you aiming to present your company or your product(s)? Or is your primary objective to establish and develop your relationships with your customers and business partners?
My visitors	
	Define your target group
	Which visitors do you intended to invite yourself? (VIPs, key customers etc.)
Stand design	
	Contact a trade show constructor and/or agency and obtain offers for an attractive stand construction
	Entry in the trade show catalogue
	matchmaking This tool allows you to publish your available appointments for customers at the trade show in advance, and to manage the appointments that you have already made. You can also contact trade visitors before the show takes place. Once at the trade show starts, you can conduct your appointments in the matchmaking lounge, if you wish.
Create a schedule	
Find out in advance about essential deadlines, such as for electrical and water installations, parking permits etc. You will find all of the information on these topics in our Online Service Center . For promotion on site youu can also turn to our sponsoring contact Dr. Michael Tomski. Tel: +49 211 90191 – 208 or E-Mail promoting@insulation-expo.com	

Pick your team for the trade show	
	<p>Which departments are involved in the planning process?</p> <p>Who is responsible for which tasks (in the planning phase and on site)?</p> <p>Should you require support from external personnel on site, make sure that they receive all the information and instructions they need in advance. Make sure that there is a product expert present at the stand at all times. Please note that many hotels are booked out well in advance of the trade show. You can find informations about close hotels in our hotel service on our website.</p>
Planning your stand	
	<p>Familiarise yourself with the technical guidelines well in advance. These guidelines contain (safety and security) regulations for trade show stands.</p> <p>In addition to the presentation area, you should also make sure that you allow sufficient space for a kitchen, materials storage etc. if this is necessary. You should also take into account the expenditures necessary for stand construction, equipment and furnishings, presentations, advertising materials, food and drink.</p>
Organise your transport to Koelnmesse	
	<p>Be it pens, seats or high tables, everything has to be on location on time. Make sure that you organise a reliable transport, and don't forget to arrange the return transport after the IEX aswell. Please note that someone from your team has to accept deliveries made by freight forwarders. Be sure to remember our set-up and dismantling times, as these are binding.</p> <p>Advance set-up can be ordered in our Online Service Centre. However, we would like to make it very clear that early dismantling is not permitted under any circumstances, and any violation of this rule will result in a fine.</p>
At the trade show / during the trade show	
	<p>Before the trade show starts, check to see if everything you need is at your stand.</p> <p>Have you ordered all required connections?</p> <p>Have all the other necessary services been ordered and provided?</p> <p>Choosing the right promotional items makes it easy to grab the visitors' attention. Make use of active customer approaches at the trade show, and be sure that your communications are friendly and relaxed.</p> <p>Exchange business cards as a way of ensuring that you can get back in contact after the show. Or are you looking for a paperless means of recording the details of visitors to your stand? If so, you can simply make use of our lead tracking.</p>

What should I do after the IEX ends?	
	<p>The end of IEX is also the start of the next important phase.</p> <p>While you may need a short break after the IEX, you should begin with your follow-up work as soon as possible after the event. Those who do not devote sufficient time to such activities are in danger of losing contracts because their potential customers end up making their purchases from more active competitors. Evaluate how the IEX went for you and your firm, think about what went well, and whether you were able to achieve your goals. Make use of the information you gained and turn your leads into customers.</p>

If you have any further questions, please do not hesitate to contact us.

We're looking forward to enjoy a successful trade show with you.