

HOW TO ORGANISE YOUR EXHIBITION ?

Before, During and After



Expodefensa

Feria Internacional de Defensa y Seguridad
International Defense and Security Trade Fair



SHIELD AFRICA[®]



PLATINUM

Security exhibition



Analyze the last session of the exhibition

- Analyse the "Review" of the last session and the exhibitors & visitors profiles
- Identify the scope of the exhibition and technologies covered ("nomenclature")
- Consult the list of exhibitors of the last and next exhibition:
 - List the potential customer and supplier companies
 - List the competitors present and so identify those absent from the exhibition
- Check out the list of the media attending

Define your exhibition goals

Sales & Marketing

- Explore new markets and find new clients for your products / services
- Improve client loyalty
- Develop your sales
- Find suppliers, subcontractors, partners for your company
- Communicate with your products users

Brand awareness

- Present your new products / services
- Promote your company and your products to:
 - users
 - media
 - major prime contractors

Be informed about the market

- Discover market trends and technical developments in your business activity
- Size up your competitors

Prepare your stand

Choose the products you will display on your stand: make sure that all items displayed are in compliance with the exhibition regulations

Choose your stand design

Rent a bare surface and choose a stand builder



Order a "shell scheme" stand from the organiser



Draw up your total budget including costs related to:

The stand

- The rental of your surface and your registration fee (and any options that may be invoiced by the organiser: corner, floor, covered area)
- The construction of your stand (if you rent a bare surface) by a designer
- The key technical services available at the venue (slings, fluids, electricity, internet,...)

The logistics

- Transportation of exhibition equipment to and from the venue
- Development and transportation of marketing tools
- Travel costs, food and accommodation expenses for staff representing your company at the stand
- Any insurance you decide to subscribe

The communication

- Sponsorship and advertisement you are planning to have
- Client invitations (if any)
- Promotional items you will give out during the exhibition

Things to be done 9 months before

Create a calendar and write down all the actions to be carried out before the show

You have access to a range of mandatory and optional forms as the following categories:

• Prepare your stand

• Business

• Communication & Advertising

• Access to the exhibition

• General information

Be careful about the deadlines mentioned on the registration form, application, order and declaration forms

These forms are available in the Exhibitor Space Company, with a login and password on the exhibition website

Analyse available forms and save in your calendar their respective deadlines:

- Mandatory forms: exhibitor badges and visitor company, official exhibition catalogue and official reception
- Optional forms based on your orders and goals: works declaration (only for bare surfaces), sign wording (only for "packs" stands), exhibitor pitches,...

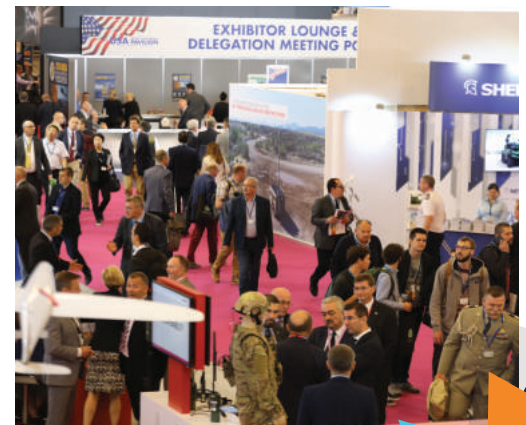
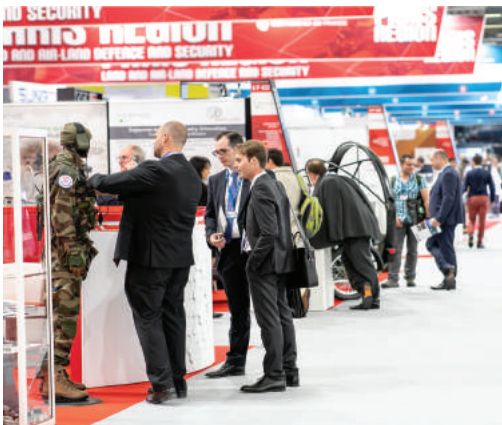
Find out about compliance with applicable rules and regulations

Be aware of:



Exhibition rules
(consult the exhibitor's manual)

Possibilities and restrictions related to the exhibition (list of products and services, customs/temporary imports, technical rules)



Take note and list the available services that are of interest to you

- Business Meetings
- Exhibitor-Visitor connection service
- Official Delegations, VIP Experts
- Conferences

- Outdoor live demonstrations
- Sponsorship
- Announcement of your events at the exhibition
- Print and online Catalogues
- Exhibitors Pitches



- Customised invitations for your clients (printed invites and e-invitations)
- Exhibitors Official Reception
- Facilitated contacts at the exhibition

- Online press release
- Exhibitors Press & Communications Managers Directory
- Media racks
- Show Daily

* The services are not all available at each exhibition organised by the COGES

** Find the services details on the Exhibitor Manual of each exhibition

Select colleagues from your company

- who will be on the stand
- who will be at the exhibition to attend One-to-One Business Meetings, conferences, benchmarking, etc
- who will be in charge of the "Press and Communication" mission
- who will, prior to the exhibition, respond to visitor requests for appointments (Exhibitor-Visitor Connection Service) and who will schedule appointments on the stand

Having at least one colleague or a hostess on the stand is of major importance

A good level of English and an additional language depending on the region of the exhibition (Spanish, Portuguese, Russian,...) is needed

Things to be done 4 months before

Design and develop your marketing tools



Posters



Brochures



Videos



Business cards



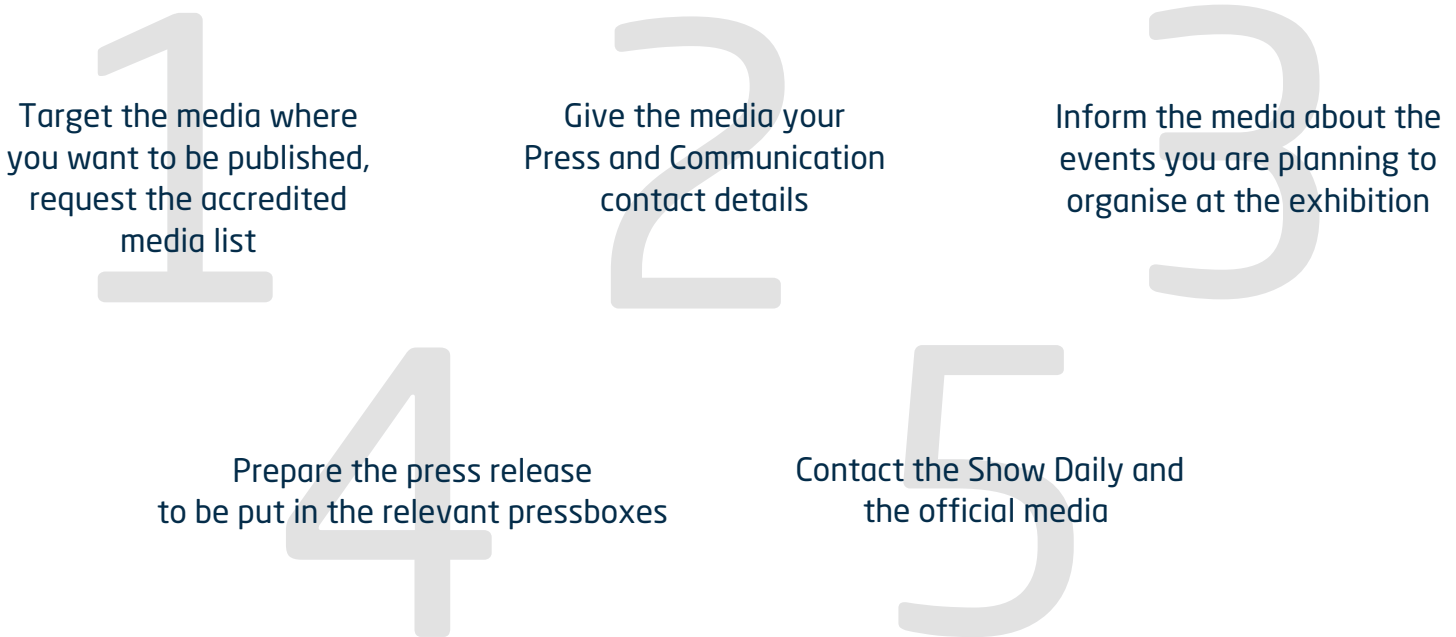
Promotional goods

For the international exhibitions,
English version is strongly recommended

- Update your company's sales pitch ; plan a training session for your sales team (defining individual roles, organising product trainings)
- Create a notebook to gather the business cards of the people you meet (cards stapled with comments and actions to be taken) ; you can also rent a badge reader

Things to be done 2 months before

Prepare an action plan for communication



Invite your prospects

- Use the e-invitation designed by the organiser, which you can customise and send to your prospects
- Make an announcement about your participation at the exhibition as an exhibitor, or your intervention at general conferences or exhibitor Pitches : in your own communication tools, internal letter, website or newsletters,...

Ensure the safety of your equipment at the exhibition

- Adapt your means to the organiser regulations (private guarding of booth, materials handling and storage,...)
- Never leave your stand unattended

Prepare hosting the high-level visitors on your stand: VIP, VIP experts and Official Delegations

If your stand is eligible, fill in Official Delegations application form (at your space on the extranet)

Please note: if you are a manager of a national or theme pavilion, mention the exhibitor you want to meet with the delegation

Nominate one person, or more, with appropriate level and skills to be in charge of the welcoming and the management of the Official Delegations on the stand

Things to be done 15 days before

Prepare a "toolkit"



Things to be done 1 day before

Come in person or ask a colleague to come to the Exhibition center:

- Check the full set up of your stand
- Check your stand number and company sign wording
- Make sure your videos are working on players (provide several formats)
- Collect and print your badge and the ones for your staff
- Order your parking magnetic pass
- Drop off, at your stand, in the locked storeroom:
 - Your marketing materials (brochures, promotionnal goods,...)
 - Your toolkit
 - A coffee machine, drinks and snacks,...

Prepare hosting the high-level visitors on your stand: VIP, VIP experts and Official Delegations

For eligible companies, have a person present on the stand to welcome the accompanying officers of the Official Delegations who recognize the exhibition and confirm the provisional time slot of their authority

Things to be done at the exhibition

- 1 Every morning, brief the team at the stand**

Repeat the sales pitch, address any points left unsaid, and any concerns or doubts, give a short talk to boost your team
- 2 Make sure that the stand is fully ready**

Brochures, leaflets, products description should always be available and equipment well displayed
- 3 Check the presence of the appointment book(s), the functioning of the badge readers**
 - Appointment notebooks: on each page (one per visit) the sales representatives must staple the visitor's business card and note the reasons for his visit, his questions, his interests with your products,...
 - Badge readers: make regular exports
- 4 Go to the press room**

Drop off your press releases in the relevant media boxes and provide your information on possible events
- 5 Communication with the media visiting your stand**
 - Have an on-site Communication/Media Manager ready to answer questions
 - Make sure you have a press kit or release at the stand
 - Ask for a copy of the visiting journalist's magazine
- 6 Welcome visitors**
 - Inform your team of the colour badge used to identify high-level visitors (VIP, VIP experts, Official Delegations)
 - Know for each category the message to be delivered (Company, product, target)
 - Prepare the documentation and business cards that the visitor must take with him/her
- 7 Plan some time to visit the exhibition**
 - New prospects
 - Missing companies
 - New products
 - Stand design
 - Competitors' new products/services
 - Special events
- 8 Every evening**
 - Hold a debriefing session with your team
 - Tidy up the stand, cover up, put away and/or store your important equipment (security service is possible)
 - Allow the cleaning service to pick up your garbage and waste

At the end of the exhibition

- From the closing, watch and take away your sensitive equipment to avoid theft and degradation (from the official exhibition dismantling schedule)

- Make sure to leave clean surface (for the exit inventory)

- To do the exit inventory of fixtures with the technical team of the organiser to return your deposit

Pay attention during the sensitive and vulnerable period of dismantling (between the departure of exhibitors and the arrival of providers responsible for the carriage of materials) when thefts may occur.

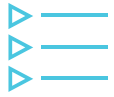


Weeks after the exhibition



Capitalise on the event: follow up contacts and assess the results

- Do a first review: number of visits, quality and quantity of contacts,...
- Follow up the contacts made at the exhibition and implement the planned actions



Actions

- Make use of sources: contact book, business cards, badge reader,...
- Follow up contacts by replying to questions and sending out thank-you letters

Débriefing session

- With the sales team
- With the rest of the company

Assess the exhibition ROI (Return On Investment)

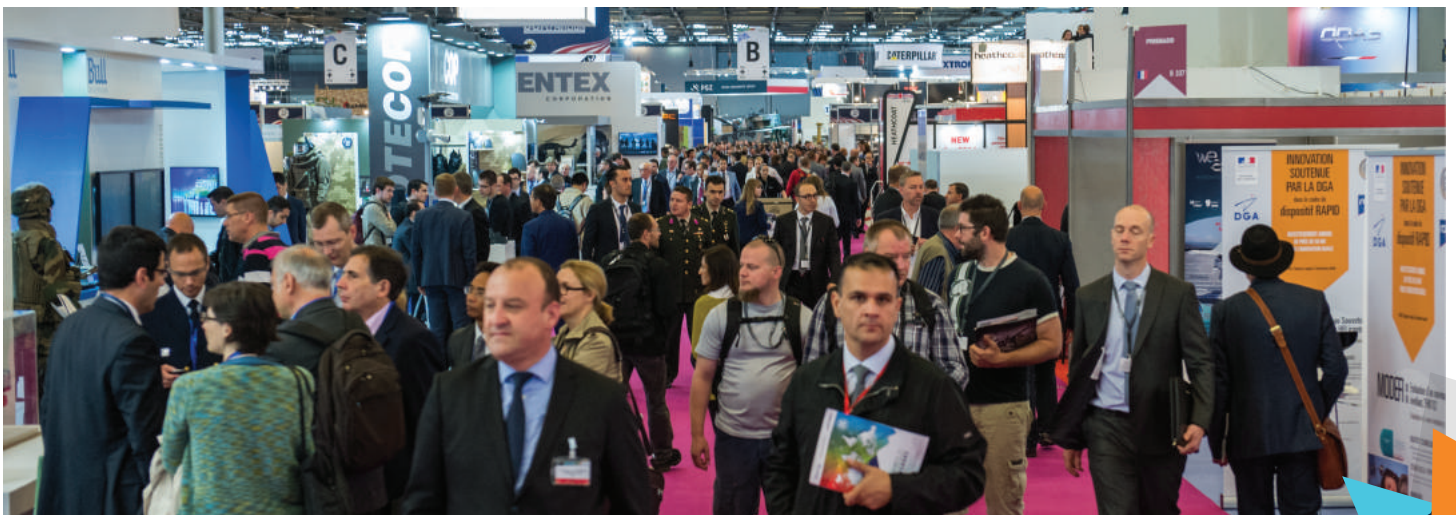
- In the short term: number of promising contacts, your company's visibility
- In the long term: business development with contacts made on site

Exhibition issues - tangible, usable results

- Number, profile and level of visitors
- Competitive intelligence
- Potential for development
- Communication

Assessment of the exhibition

- Fill in the exhibitor satisfaction survey sent to you via email at the end of the event
- Read the Review that the organiser will send you after the event
- Work out your post-exhibition contact statistics ; compare the efficiency of the exhibition with the other exhibitions you participated in
- Ask your services providers and staff for their opinion
- Consider the benefits and conditions of taking part again in future
- Write down your conclusions in the form to keep everything in mind for the future



CONTACTS

The entire COGES team stays at your disposal to help you in the exhibition preparation and make your participation a success!

Jérémy VIGNA

Sales & Marketing Director

Tel: +33 (0)1 44 14 51 52 - Mobile: +33 (0)6 07 74 20 28

E-mail: j.vigna@cogesevents.com

Pamela VOLEAU

Exhibition Welcoming services, Conferences & Conventions Director

Tel: +33 1 44 14 51 57 / Mobile: +33 6 44 12 85 50

E-mail: p.voleau@cogesevents.com

Daphné LEPETIT

Communication Director

Tel: +33 (0)1 44 14 51 53 - Mobile: +33 (0)6 79 13 12 96

E-mail: d.lepetit@cogesevents.com

Christina GUDIN du PAVILLON

Deputy Technical & Logistic Director

Tel: +33 (0)1 44 14 51 50 - Mobile: +33 (0)6 84 97 93 96

E-mail: c.gudin@cogesevents.com

Bertrand de POMMEROL

Official Delegations & Trade Visitors Relations Director

Tel: +33 (0)1 44 14 58 06 - Mobile: +33 (0)6 43 52 01 85

E-mail: b.de-pommerol@cogesevents.com