

Press release

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Exhibitions: all you have to know to achieve business success

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When a company decides to participate in an exhibition it should have in mind several aspects: the type of event in which it wants to participate, how many resources to invest, the booth location, the general strategy, the relationship with the current and potential customers and how to take advantage of the benefits provided by the organizers.

There are real, measurable and feasible aims to define: to understand why and for what you participate. Among the aims you can list: have new contacts, more sales, position a product or strengthen the image of the company, among others.

Human Resources: they are the visible face of the company. Those who serve the booth should be trained and know all the products and services in detail, since they will be the representatives of the brand. It is of great importance to have staff that speaks English for international exhibitions, as well as to meet with the team to assess results at the end of the day and define the next actions to be taken.

Communication strategies and brand presence: it is suggested that you use all the online and offline channels, including the diffusion in specialized press; advertising campaigns (incorporate the exhibition logo and the booth location to all the communication that is carried out) and updates in the website and social networks. It is also suggested that you use technologies that ease tasks and think in an innovative and disruptive way to capture customers and visitors' attention. Some organizers offer the exhibitors different diffusion channels such as an app, social networks and/or digital marketing tools and you have to take advantage of them.

The booth as a meeting point: it is important to keep it clean, with the necessary supplies and staff. The playful and interactive proposals are very attractive, mainly when you wish to reach a younger audience: you have to think in more digital proposals and also, why not, more ecological ones. Take into account the new professionals and students that visit the exhibition and consider them as future colleagues, customers or allies. Take also into account other exhibitors, to assess if any of them could be a potential customer. Be on time at the opening hours for the exhibitors to organize, see suppliers and start up the booth for it to be working 100% when visitors arrive.

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Strategies during the event: announcing promotions, discounts or special prices for those who visit the booth can be a very good way of attracting the audience, selling new products or selling off stock. Also give VIP or special attention to those more loyal or preferential customers.

Do networking: participating in matchmaking programs, conferences and product presentations allows a greater interaction with buyers, colleagues and other companies. A good strategy is to be in direct contact with the organizers and ask them counseling in order not to miss any action and take the most advantage of all the activities.

Carry out an assessment and closing report: meeting the booth staff to analyze everything that took place during the exhibition. You should also assess if the technologies used were the suitable ones and if they generated added value to the experience. Make a final report to measure the results and see if the set goals were met.

Continue with the work after the exhibition: send customized emails to thank the customers that attended the booth for the visit and regain contact with possible new customers and other companies with which they can celebrate agreements or do business. Analyze which can be the best media (mail, apps, WhatsApp or others) to continue and improve the relationship.

Taking part in an exhibition is a great commercial and marketing action and a brand positioning tool, for this reason, nothing should be left to chance and you should take advantage of all the *know-how*, the organizers' counseling and the available technology.

Further information:

www.argentina.messefrankfurt.com

Press information and photographic material:

<https://ar.messefrankfurt.com/buenosaires/en/journalists/press-welcome.html>

Links to websites:

www.facebook.com/MesseFrankfurtArgentina |

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food

services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia and Arminera, among others.

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