

Trade fair objectives

The definition of the trade fair objectives forms the basis for subsequent measurement of success. Therefore, quantitative trade fair objectives (trade fair sales), as well as qualitative trade fair objectives (information procurement, image cultivation, etc.) should be defined prior to the fair.

The following list of possible objectives connected with a trade fair participation offers you suggestions for formulating your own trade fair objectives.

Equally important is also the definition of target groups you wish to reach. For your orientation, we have compiled a small guide for you.

Of course, you should not lose sight of the competition. Here you can download the observation of the competition form Observation of the competition onto your computer.

The following list of possible objectives connected with a trade fair participation offers you suggestions for the formulation of your own trade fair objectives. You should formulate your qualitative and quantitative trade fair objectives in writing, so that within the scope of your trade fair follow-up, you can adequately judge your appearance at the trade fair.

It is important to coordinate the objectives with the management, and to convey these to the stand personnel prior to the fair.

✓ *Quantitative trade fair objectives*

The quantitative trade fair objectives can be defined in terms of two key factors.

- Increase number of sales concluded
- Increase turnover (either through increase in sales volume or the implementation of new conditions and/or prices)

✓ *Qualitative trade fair objectives*

In addition to quantitative objectives, qualitative trade fair objectives such as, for example, making contacts and collecting market information also play a major role in a trade fair participation:

Objective: Contacts

- Making contact with potential German and foreign clients
- Acquiring new clients
- Strengthening and cultivating existing client relations
- Reactivating inactive clients
- Cultivating press contacts
- Concluding cooperation agreements
- Acquiring partners
- Acquiring distributors and suppliers
- Acquiring new employee

Objective: Market information

- Information about state of the sector
- Observation of the competition (information about price and product policy of competitors)
- Monitoring of competitiveness
- Requirements of the target groups consumer behaviour
- Reactions of the target group to innovations
- Identification of market niches
- Information about innovations and market trends
- Export opportunities

✓ **Target groups**

The definition of the target groups who want to address with your products can be deduced from the trade fair objectives. Target groups are, among others, end-consumers, wholesalers and retailers, sales agents, suppliers, press and public.

The communication concept (advertising message, advertising material, and composition of the fair team) should be designed according to the defined target group.

▪ **Advertising message**

The advertising message must promise the buyer a benefit and/or a service which is unique. Information about the product must be designed dependent on target groups, i. e. while the information should be simple and easily understandable for the end-consumer, information for buyers should contain many technical details.

▪ **Advertising material**

You should fundamentally consider which advertising material (brochure, leaflet, photos of exhibited products, etc.) you want to use at a trade fair. The content and look of the chosen advertising material should meet the requirements of your target group.

▪ **Trade fair personnel**

The trade fair team members should also be chosen dependent on the target group. If you want to make contact with new suppliers, it would be advisable to take members of the buying department with you to the trade fair. On the other hand, for complicated, technical exhibits, it is advantageous to have several members of staff from research and development present on the stand in order to explain them.

✓ **Monitoring trade fair success**

To monitor trade fair success means calculating the profitability of a trade fair, recording contact costs and comparing the company's trade fair participations over years. This information is an important criterion for deciding on participation at future fairs.

If you want to know how successful your appearance at a trade fair actually was, it is not sufficient to concentrate solely on sales. Instead, indices for monitoring trade fair success must be drawn up. In this connection, the basis of all success monitoring is the systematic recording of contacts with the aid of a trade fair report.

Observation of the competition

At the trade fair/exhibition _____

Name of competing company: _____

Type of stand, size and number: _____

Comments on stand design: _____

Exhibited products and services: _____

Are there new products? yes no

If yes, which? _____

Stand activities: yes no

If yes, please briefly describe these stand activities:

Promotion activities outside the stand yes no

If yes, please describe briefly:

Number of personnel on the stand: _____

Stand was well attended: yes no

If yes, approximately how many visitors? _____

Brochures/information material: yes no

If available, please take!

Particular comments: _____

Strategic relevance for own company:

Employee name: _____

Date and time: _____