

Business Motor Trade Show

Communicate your offer
effectively!

Meet your customers'
demands!



Volker Josel
Diplom-Volkswirt

Professional trade show support from A-Z

„We cover the entire process of the trade show organization and free you up to concentrate on your core activities.“

B2B Marketing Targeted Acquisition

„We develop the optimal sales strategy and place your products in the market - targeted and successfully.“

- 18 years international B2B Marketing for chemical consumables and investment goods
- 9 years experience in the organization of trade show participations
- Access to our expansive network of communication and advertising experts

Trade Show Participation: Initial Situation



Your product
is just
excellent!

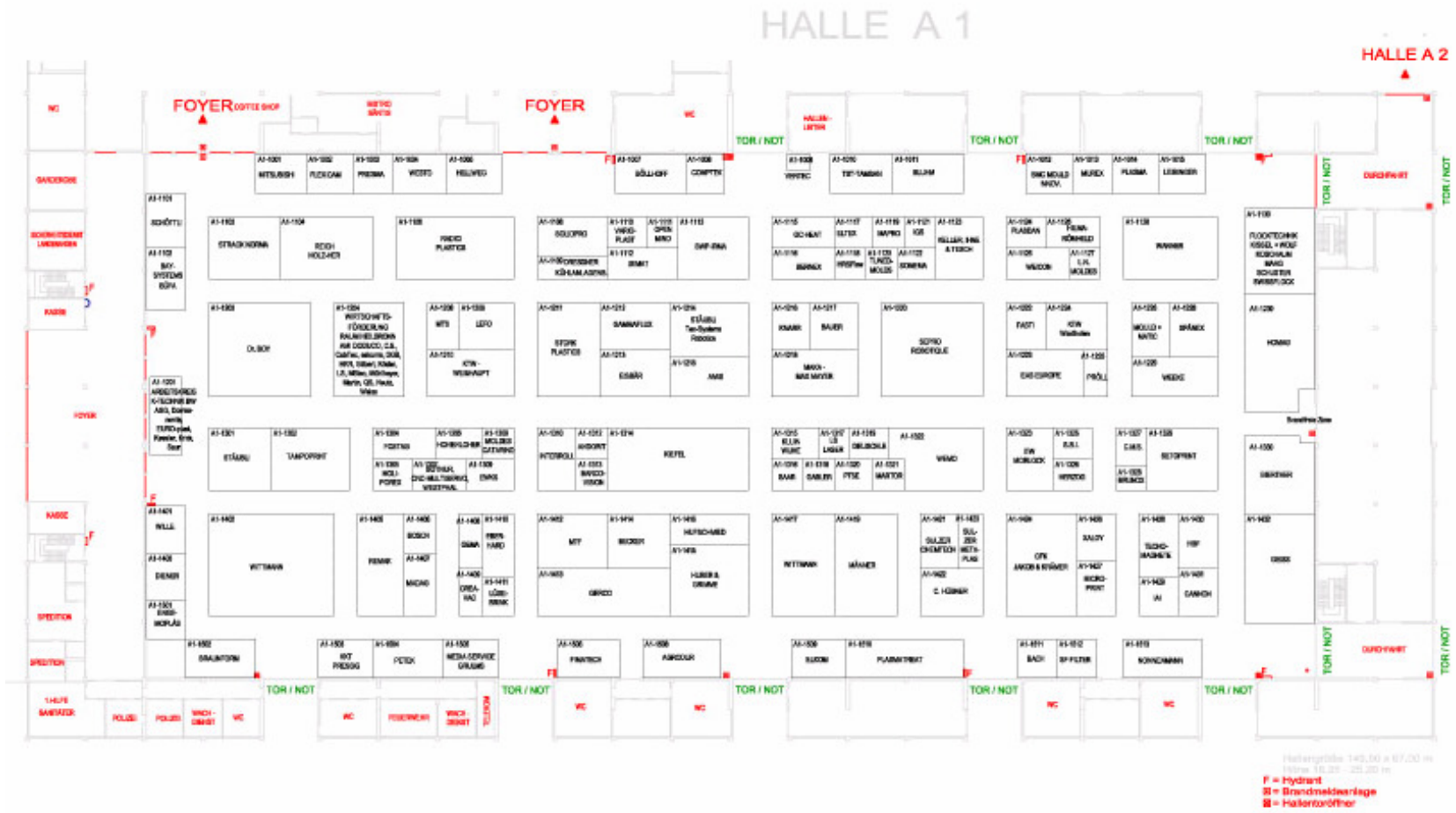


You exactly
know why
it is so!

- Reason 1:....
- Reason 2:....
- Reason 3:....
-
- Reason n:....

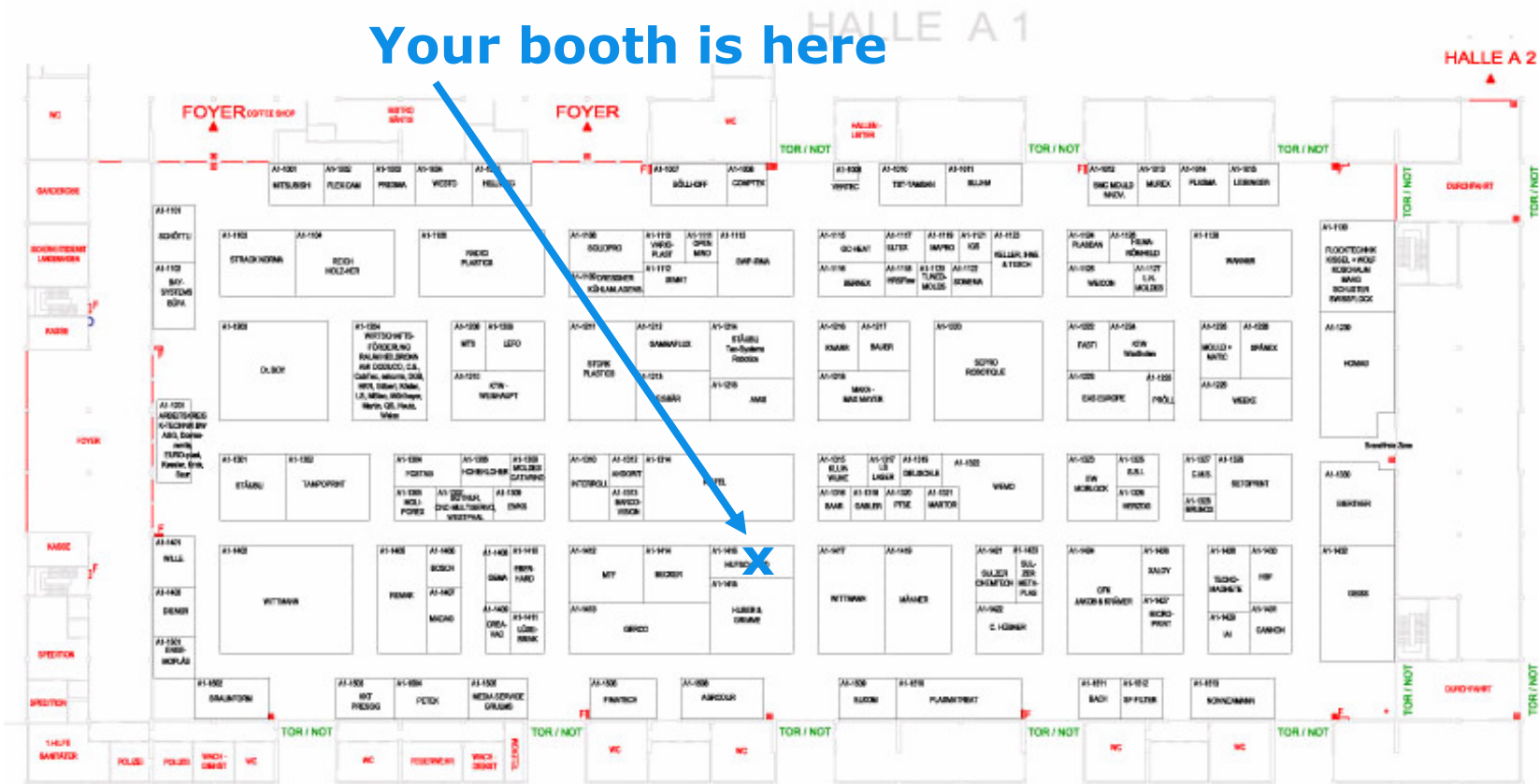
Now, you just need to tell that „the others“!

Your booth at the show...



Your booth at the show!

Your booth is here

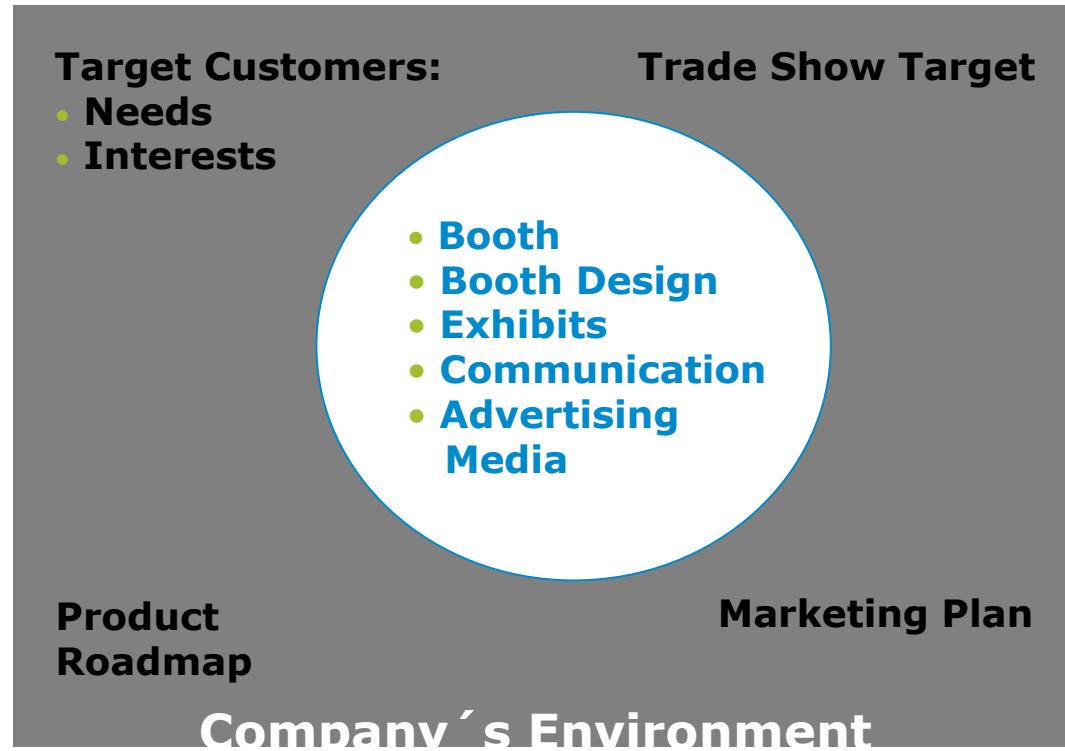


Hallengröße: 140,00 x 67,00 m
 Höhe: 10,20 - 20,20 m
 F = Hydrant
 S = Brandmeldeanlage
 E = Halterortfeuer

The Task

- **To achieve awareness,
your (potential) customers shall find you**
- **To make them interested**
- **To generate the desire to buy your
products and / or to cooperate with you**
- **To get agreements**
- **To turn contacts into business**

The Concept



Communication: Who is coming?



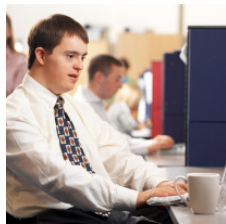
Experts



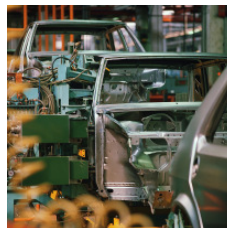
Managers



Just Interested People



Press People and
Public



Producers

Different People

Different Interests

- Clear goal and clear message
- Differentiated communication, proving everybody's benefit

- **Content**
 - **Clear Core-Message**
 - Differentiated communication fitting to the respective addressees' needs
 - Stringent system of statements
- **Before the show**
 - **Communication with addressees / target customers**
 - Advertising in advance
 - Invitations, press releases
- **The - noticeable - booth**
 - **Fits to company, goal, message, product**
 - Text on booth wall: only core message
 - Differentiated communication in talks, advertising media etc.
 - Stringent advertising media
 - Comprehensive briefing of booth staff
 - **Consistent and comprehensive collection of leads**
- **After the show**
 - **Quick follow up of leads → business**
 - Press release: show report

Organisation of Participation

- **Planning**
 - **Goal – core message**
 - Show concept, budget
- **Preparation**
 - **Communication with costumers, press**
 - Coordination booth builder, trade show organizer
 - Exhibits, Advertising Media
- **Implementation**
 - **Customers, press:
targeted and systematic talks**
 - Collection of leads
 - Promises which can be fulfilled and will be fulfilled
- **Review**
- **Follow up**
 - **Leads → business**
 - Press: Show report

Promote your offer effectively

Meet the demands of your customers

Generate business

Thank you!

**Gollierstraße 70
D- 80339 Munich
Tel.: +49 (0)89 5526 0898-0
www.vobiscon.de**

volker.josel@vobiscon.de
