

intersec

21 – 23 January, 2018

Dubai International Convention & Exhibition Centre

EXHIBITION PLANNER

APRIL 2017

BEFORE THE SHOW LAY THE FOUNDATIONS FOR SUCCESS

Book your stand before
April 15, 2017
and get the Early Bird discount!

1



Plan the stand to meet your goals.

- Stand location
- Stand design
- Stand activities
- Type of staff managing the stand

2



MAY 2017

Don't forget
sponsorship
opportunities.
Talk to the
organisers.
Tell them your
goals and
your budget!

3



Book your flights and
hotel in advance.

Ask the organiser's Travel
Desk about the latest travel
and accommodation deals!



4

SEPTEMBER 2017

No goals, no glory. Set specific goals!

5

- Do you want to:
- Generate 50 sales leads?
 - Launch new products?
 - Meet 10 qualified new prospects?
 - Find 3 new dealers?
 - Distribute 500 product samples?



Make the most of pre-show PR and Marketing.

6

- Mail your own lists
- Tell visitors why they should take time to visit you
- Tell the organisers what you are doing at the show
- Check promotional opportunities offered in the Promotion Digital Portal (PD Portal) www.pd.messefrankfurt.com



NOVEMBER 2017

Use the web.
Promote your
presence at
the show.

7



Be proactive and productive!

- Check on production of your display
- Prepare promotional items
- Review your agenda and set up meeting schedules with your preferred visitors before the show, through the Business Matchmaking Programme.

8



DECEMBER 2017

9

Train your show staff –
The people make the stand.



AT THE SHOW
THIS IS YOUR AREA!

- Brief your stand staff each day
- Spend the optimum amount of time with visitors
- Speak fluent body language
- Focus on your targets and key prospects
- Classify the leads
- Earn media coverage

Lights, Camera, Action!

10



JANUARY 2018

11



AFTER THE SHOW

- De-brief the team
- Measure your results
- Track the leads
- Follow up on all contacts
- Follow through on all press releases

Reap the rewards.

FEBRUARY 2018

BOOK YOUR STAND FOR NEXT YEAR!