



GUIDE FOR FIRST-TIME EXHIBITORS

GUIDELINES FOR A SUCCESSFUL TIME AT THE FAIR

DEFINING YOUR TRADE FAIR OBJECTIVES AND TARGET GROUPS

It is essential to define your objectives at the trade fair in order to measure your success. It is therefore worth deciding on both quantitative trade fair goals (sales) and qualitative trade fair goals (image and contact cultivation, etc.) in advance. You should keep a written record of your trade fair objectives so that you can properly evaluate your trade fair appearance after the event. The following is a list of possible goals associated with participating in a trade fair that you can use as inspiration when formulating your own objectives for Leipzig Book Fair:

Goal: Establish and develop contacts

- Connect with potential national and international clients and acquire new ones
- Build on and maintain existing customer relations
- Reactivate inactive clients
- Maintain press contacts
- Acquire new partners
- Establish cooperation agreements
- Find new employees

Goal: Gain market information

- Gather information on the state of the industry and its development
- Monitor competitors and talk to colleagues
- Assess your competitiveness
- Consider the needs of your target groups
- Identify market niches
- Gain information on innovations, trends etc.

Goal: Company and product presentation

- Sharpen your profile compared to competitors
- Present novelties
- Raise awareness of your company
- Improve public relations etc.

Trade fair objectives can be used to define the target groups you want to address with your trade fair presence. You should design a communication concept aimed at your defined target group.

TRAVEL AND ACCOMMODATION PLANNING

Once you have decided to attend Leipzig Book Fair, you can start planning your trip in detail. How many employees will be on site and staying overnight in Leipzig? Don't forget to include the number of staff required for set-up and dismantling. You can use our hotel form (www.leipziger-buchmesse.de) as a guide and planning aid. There you will find information about hotels in and around Leipzig. Our hotel reservation team will also be happy to help you. In addition to travelling by car, you can also take advantage of Deutsche Bahn's train travel specials.



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PLANNING AND DESIGNING AN EXHIBITION STAND

Stand planning involves good positioning and an eye-catching design. Placement coordination will begin in September and we can also provide you with a positioning proposal if required, which will include your potential location and its surroundings. With your registration, you have already decided between a complete stand from our stand construction company FAIRNET GmbH or a self-build stand. In either case, you should consider the following when planning your stand: graphics and colours of the stand and decoration, space for exhibits, areas for establishing initial contact and, if necessary, partitioned meeting areas. The stand concept must support the goal of presenting the company and its products in a clear and attractive way. Those who choose to build their own stands should bear in mind that it is a good idea to create a design that can be used in other years or for other fairs.

ORGANISING YOUR TRADE FAIR PRESENCE

It is essential that you think about the organisation of your stand in advance to ensure that the trade fair runs as smoothly as possible. You have already decided how many employees will be at the stand when you planned your travel. Now, it's all about deciding on the staff for your stand: appointing a stand manager, calculating break times, etc. The more motivated and qualified your stand staff are, the greater the chances for high sales and new contacts. Selecting and training stand staff is just as important as presenting your products effectively. Attractive stand decoration will also help catch the visitors' attention. You should also consider which books/exhibits you would like to show at your stand and how many copies you would like to bring to Leipzig. You will also need the relevant information material for your meetings with customers. When producing brochures, flyers, give-aways, etc., care should be taken to ensure that they are easy to take away and are not too heavy. Discussion sheets will make it easier for you to record information from conversations and note the next steps to be taken after the trade fair. The visitor experience at the stand are a crucial aspect of the trade fair. Entertaining activities, such as talk shows with celebrities or competitions, also attract visitors. There should be a clear link to the product. No matter what kind of entertainment or activity you have at your stand, your neighbour shouldn't be disturbed and it should not interfere with normal trade fair activities. Please note: The volume for presentations or presentations of events at the stand or in an event forum must not exceed 70 dB(A).

TRADE FAIR FOLLOW-UP

The success of a trade fair depends not only on the trade fair itself but also on the follow-up. The aim of follow-up is to both close sales by staying in touch with contacts made at the trade fair and to gain insights into what can be improved for next year. It is very important to respond quickly and efficiently to inquiries and requests from trade fair visitors. A quick response will positively surprise customers and secure a competitive advantage.

EVALUATING TRADE FAIR SUCCESS

Evaluating the success of a trade fair means calculating its profitability, putting together contact costs and comparing the results over the years of this trade fair to other fairs you have attended. The information from this evaluation is key to making decisions about future trade fairs. Use our free trade fair benefit check! AUMA is a neutral service institution for the German trade fair industry that provides an interactive tool for calculating the utility value of a trade fair participation with the Trade Fair Benefit Check (www.auma.de).

AUMA

On the AUMA (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e. V. / Association of the German Trade Fair Industry) website at www.auma.de, exhibitors will find a range of tips for a successful trade fair participation, as well as checklists, schedules, cost-benefit calculators and information on possible trade fair funding. Each exhibitor at Leipzig Book Fair must pay an AUMA fee of €0.60 plus VAT per m² of exhibition space.

You can find more helpful information at: www.auma.de/de/ausstellen/erfolgreich-ausstellen