



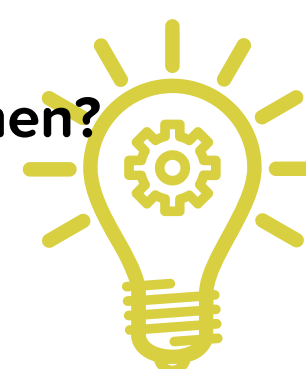
## set your goal

- meet new customers and suppliers
- introduce products
- boost sales
- make live sales pitches
- negotiate
- practicing foreign languages
- ...



## Form the "winning team," divide tasks

- prepare content for the entire team (assortment, sales terms, internal agreements, trade show maps)
- take care of planning and appointments (sales and purchases)
- Who builds the booth?
- who will be on the booth as a salesperson and when?
- ...



## define a strategy

- order administration (in ERP, Excel, ...)
- product range proposals
- prospecting
- ....

# Plan of Action

## fair preparation



## note which material you are bringing

- printed materials (flyers, catalog, business cards, etc.)
- laptops, printer, tablets and chargers
- extension cables, power strips
- small office supplies (covers, staplers, adhesive tape)
- samples, products
- cloths, clamps, fireproof material to decorate the stand
- posters, banner, roll-up, ....
- stationery
- ....



## communicate

- invite other virtual companies
- communicate your booth number, promotions, ...
- make appointments
- ....



## respect deadlines for:

- registration as an exhibitor/visitor
- catalog
- business cards, stickers, badges
- translations
- sales pitch practice
- software testing
- promotional material via the sponsor company
- preparation of material
- transportation (train tickets, drivers, buses)
- sufficient stock to realize sales
- requesting the budget for personnel purchases
- dress code
- ....



What's Next?

## at the fair...

