

TAKING YOUR
SHOW ON THE
ROAD



Taking Your Show on the Road

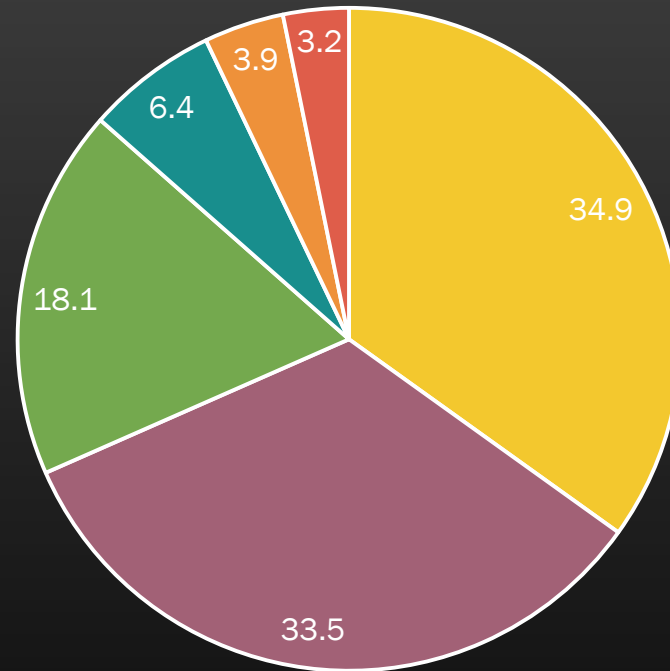


Why?

- Connect with prospective clients
- Establish relations with new and existing suppliers
- Meet existing clients
- Keep up to date with industry trends
- Out of 500 international trade show participants*
 - *83% listed trade shows as their most important tool*
 - *Web presence was 2nd*

(*survey by the AUMA – Association for German Trade Show industry)

Why?



■ Increase Sales Leads

■ Build Relationships - Clients/Prospects

■ Increase Brand Awareness

■ Other

■ Keep Pace with International competitors

■ Find International Partners/Distributors

Where?

- 30,000+ Trade shows world wide
 - *14,000+ in the US*
 - *12,000+ in Europe*
 - *Over 85 countries host trade shows*
- Germany
 - *Home to 100 of the top 150 trade shows in the world*
 - *Has 4 of the top 10 global venues*

What?

- Collateral
 - *Bilingual Business Card*
 - *Technical Sheets*
 - *Product Sheets*
 - *PowerPoint or video*
- Web presence – at least a landing page
- Interpreter vs. Co-worker

What?

- Metric Conversions
- Local regulations
 - *Canada – French labeling & National Distributor*
 - *Labeling requirements*
 - *Wording required*
- Rules for product introduction
- Business Card
 - *Must match identity documents*

Translation?

- Businesses are 75% more likely to purchase
- Localization – Your message stays the same
 - *Distributor messaging is not the same*
 - *Machine translation is faulty*
- Clients/Prospects see you as professional
 - *Invested in their business*
 - *Prepared*
- Transcreation – Your message is understood
 - *Nova*
 - *Orange*

Trade Show Information

International Chamber of Commerce – Trade tools

www.iccwbo.org/products-and-services/trade-facilitation/

CIA World Factbook

www.cia.gov/library/publications/the-world-factbook

US Commercial Services www.export.gov/salesandmarketing

US Small Business Administration www.sba.gov

AUMA – www.auma.de

The Global Association of the Exhibition Industry www.uif.org

World Trade Organization www.wto.org

European Commission www.ec.europa/trade

American Chamber of Commerce to the EU www.amchameu.eu

Trade Show Portals

www.bvents.com

www.eventseye.com

www.reedexpo.com

www.tsnn.com

www.expoabc.com

www.expodata.com

www.expopromoter.com



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