



5 success factors for your trade fair participation

1

Take into account feedback/
findings from previous
events.

2

Regularly document your
project progress.

3

Implement effective visitor
marketing – before and
during the trade fair.

4

Consider carefully how
you would like to use the
trade fair as an information
platform.

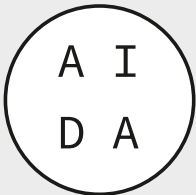
5

Start your follow-up acti-
vities as soon as possible
after the trade fair.



What do you hope to achieve?

- Define clear, measurable **goals** to guide all of your trade fair activities. The more detail you put into the breakdown of your goals, e.g. defining what is expected of each individual department, the more effectively you will be able to plan the various factors underpinning your participation
- Your goals should always be **SMART**: Specific, Measurable, Achievable, Realistic and Time-related. Use the AUMA Trade Fair Benefit Check (www.toolbox.auma.de) as inspiration



How do you wish to be perceived?

- Use a clear, convincing **trade fair message** that will be remembered and create the ideal springboard for your communication
- When crafting your trade fair message, remember the **AIDA principle**: Accurate, Integrated, Detailed thought out, Attractive



What costs can you expect?

The following average values from AUMA should help you to initially **plan your budget**:



30.3 %: Stand construction, transport, cleaning,
security, etc.



21.2 %: Stand rental incl. related costs



15.6 %: Staff costs

9.9 %: Travel expenses

13.5 %: Accomodation/Catering

3.0 %: Purchases, leisure time, entertainment

6.5 %: Other expenses (e.g. advertising,
guest hospitality)

Our tips:

- After registering for the trade fair, arrange an internal **kick-off** date for discussing key aspects and milestones. Use a central project plan, with contacts and deadlines, to ensure transparency within your organisation
- You can also use our free **Fair Calculator** to uncover the costs and opportunities associated with your participation: <https://www.spielwarenmesse.de/for-exhibitors/fair-calculator/language/1/>