



GUIDE FOR FIRST-TIME EXHIBITORS

Guidelines for successful trade fair planning

Defining your trade fair objectives and target groups

It is crucial to define your objectives at the trade fair in order to later measure your success. For this reason, it is 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 trade fair participation that you can use as inspiration when formulating your own goals for Manga-Comic-Con.

Goal: Establish and develop contacts

- Make contact with potential domestic and international clients or acquire new customers
- Build on and maintain existing customer relations
- Reactivate inactive customers
- Cultivate press contacts
- Acquire partners
- Make cooperation agreements
- Find new employees

Goal: Gain market information

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

Goal: Company and product presentation

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

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

Planning Travel and Accommodation

Once you have decided to participate in the Manga-Comic-Con, you can start planning your trip. How many employees will be on site and staying overnight in Leipzig? Don't forget to also count any staff required for set-up and breakdown. You can use our hotel form as a guide and planning aid (www.manga-comic-con.de/en/visit/book-hotel). There you will find information on hotels in and around Leipzig. Our staff from the 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 suggestion if required, which will include your potential location and its surroundings. When you registered, you already decided if you are going to use a modular stand from our stand construction company FAIRNET GmbH or if you would like to present with your own stand. In either case, bear in mind when planning your stand: graphics and colours of the stand and decoration, space for exhibits, areas for establishing initial contact and, if necessary, separate meeting areas. The concept of the stand needs to support the goal of presenting the company and its products clearly and attractively. 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 a Trade Fair Appearance

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 already decided how many employees will be at the stand while you were planning travel. Now, it is 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 are 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 relevant informative materials for meetings with customers. When producing brochures, flyers, give-aways, etc., care should be taken to ensure that they encourage „taking-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. Visitors' experiences 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 connection with the product. Regardless of what kind of entertainment or activity you have at your stand, your neighbour should not be disturbed and it should not inhibit 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).

Following Up After the Fair

Success at the trade fair depends not only on the trade fair itself but also on the follow-up phase. The goal of following-up is to both close sales by pursuing contacts made at the trade fair and 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 the Success of a Trade Fair

You can gauge the impact of your appearance at the fair by calculating profitability, putting together contact costs and comparing this trade fair appearance to other appearances. The information from this evaluation is key to making decisions about future trade fairs. Use our trade fair benefit check for free! 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 appearance with the Trade Fair Benefit Check (www.auma.de).

AUMA

On the AUMA (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e. V.) website at www.auma.de, exhibitors will find a range of tips for a successful trade fair appearance, as well as checklists, schedules, cost-benefit calculators and information on possible trade fair subsidies. Each exhibitor at Manga-Comic-Con is obliged to pay an AUMA fee of €0,60/m² plus VAT. You can find more helpful information at: www.auma.de/en/exhibit/exhibiting-successfully/exhibiting-in-germany