



Self-Help Manual for Business Membership Organisations
Trade Fairs and Exhibitions

This self-help manual was developed by:



Alexanderstr. 10, D-53111 Bonn
Tel: +49 (0) 228 98238 – 0
E-Mail: info@sequa.de
Internet: www.sequa.de

Authors: Elke Demtschück, Consultant
Case studies: R. Vijayalakshmi, Additional Director, TFSC
Review: Jürgen Henkel, Project Director, sequagGmbH
M. R. Deshpande, sequagGmbH, Liaison Office India
Overall Coordination: Elke Demtschück, Consultant

On behalf of :

MSME Umbrella Programme
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
B-5/1, Safdarjung Enclave, New Delhi 110 029, India
T : +91 11 4949 5353 | F : +91 11 49495391 | Email : amit.kumar@giz.de

Responsible

Amit Kumar
New Delhi, March 2014

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Table of Contents

Contents	Page No
1. Background	1
2. Rationale	5
3. Service Delivery Step by Step	9
3.1. Analysing Current Situation of the BMO	11
3.2. Defining Target Group and Service Demand	17
3.3. Determining Your Capacities for Service Delivery	21
3.4. Criteria for Selecting the Appropriate Fair	24
3.5. How to Market Fair-related Services	27
3.6. Monitoring	30
4. Organising Fairs and Assisting Members for Getting Prepared	31
4.1. Steps to organise a Trade Fair	32
4.2. How to Calculate Costs for a Fair	39
4.3. Pitfalls and Potential Difficulties	42
4.4. Samples and Templates	43
4.5. Assisting Members in their Preparation for Exhibiting	55

1. Background

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1 Background

This self-help manual has been developed by sequa gGmbH within the project 'Capacity Development of Business Membership Organisations in India' that is part of the MSME Umbrella Programme implemented jointly by GIZ ((Deutsche Gesellschaft für Internationale Zusammenarbeit), office of DC MSME & SIDBI in India.

The term “**Business Membership Organisations**” (BMOs) refers to various organisations where companies or individual entrepreneurs - and sometimes other - business organisations are members.

BMO exist to **provide their members with benefits and services**, which add value to their businesses and practices. They are able to do this in economic way by pooling collaborative expertise, knowledge and resources focused on a particular industry or sector. BMOs represent a platform where even competing members come together in collaboration to gain the advantages of:

- *Economies of scale*, for example when a law is proposed, rather than all the companies in membership having to contact lawyers and lobbyists independently, the association representing the common interest can do it once on behalf of all members, collating the information, suggestions and opinions, accessing more resource than any single member on their own could provide.
- *Sectoral /Regional/Industrial viewpoint* – BMOs are perceived as voices of the group or cluster they represent. They have the platform to speak on their behalf without favouring the viewpoint of any one member. BMOs provide Government and other authorities a considered macro perspective and not limited to commercial short-term bias and interest of any individual member. This influencing position of BMO's with governments then acts as a powerful asset with members as well. As the membership grows so does the BMO's authority, and with increased authority and influence BMO membership recruitment becomes easier.
- *Act as Trust Centres* – Due to the responsible and trustworthy position with their members, Government / Regulatory Authorities and other Organisations, BMO's being in a position to collect relevant information and provide services to the concerned, can act as Trust Centres.

Objective, scope and target groups

The objective of this manual is to help and guide representatives in management positions being Presidents, office bearers, committee members and administrative staff in their endeavours to add

new services to their existing portfolio or to expand the existing scope. The self-help material can be used by all Indian BMOs and **Industrial Associations at District level.**

In in this Self Help series five different manuals have been produced and made available covering the five service areas of BMOs namely 1. Management of membership base in BMOs, 2. Information services, 3. Training services, 4. Consulting services, 5. Services related to Trade Fairs and Exhibitions.

Not every recommendation will be applicable to every BMO. Regional or organisational differences, especially with regard to the specific stage of a BMO's development, will always have some bearing on the concrete form in which management is provided and the process by which new services are introduced. Similarly, the proposals made for solving the problems most commonly encountered in dealing with new services, will not lead to a clean sweep of every single problem. However, they have been tried and tested, proven in practice, as is the case with all other recommendations made in this manual.

2. Rationale

2. Rationale

There are many opportunities for raising income in smaller BMOs, especially in the case of services. One type of service that could be explored is organising and participating in different **Trade Fairs**. The reasons are manifold. Trade fairs are one of the most important **marketing instruments** for any company and are key impulse generators for the international trade in goods and services. Trade fairs can have **long-term beneficial effects for companies** wishing to stay ahead of their competitors and to maintain good customer relationships. Trade fairs have become **essential meeting places** for the communication of new ideas and technologies, the exchange of information, the establishment of new contacts and the reinforcement of existing business relationships. Therefore trade fairs act as **catalysts boosting economic effectiveness and productivity**. Trade fairs are the intermediary between producers and buyers.

Trade fair industry has become one of the most promising business sectors in India. There is a mushrooming growth of event management companies in the country. India has great potential to give a share to all event management companies.

Importance for BMOs

BMOs have the natural advantage in organising events having their target audience readily available as member organisations. BMOs also have **greater acceptability in the market** for organising trade fairs. The marketability of the events are more and implementation is comparatively easier for BMOs.

Many successful BMOs organise Trade Fairs on annual basis as a 'Signature Event' with recurring frequency, adding credibility and ensuring larger participation from various organisations.

Trade fairs are very effective vehicles for raising funds for the BMO. Even more, they can be made as a fund raising model **for sustaining BMO's activities**. Profits from trade fairs can be used to organise other activities for members, such as interaction meetings with overseas Trade Missions, seminars and talks featuring international speakers, as well as for expanding and improving the facilities of the organisation. By that means, they allow cross-subsidisation for other services. If sufficient income is earned from the services, then other activities aimed at attracting and serving members, e.g. advocacy or social welfare activities can be undertaken with the surplus generated from services related to fairs.

Trade fairs are one of the reasons why companies join a BMO. As members they can join others in the same industry or region to participate in trade fairs to promote their products and services in a unified group. Furthermore, as a group BMO members can lobby for discounted prices for their

participation. Good and professional services can thus **retain members and also attract new ones**. Members feel better supported if they have access to various demand-oriented services at their BMO. The better the services, the greater the number of enterprises wanting to become members.

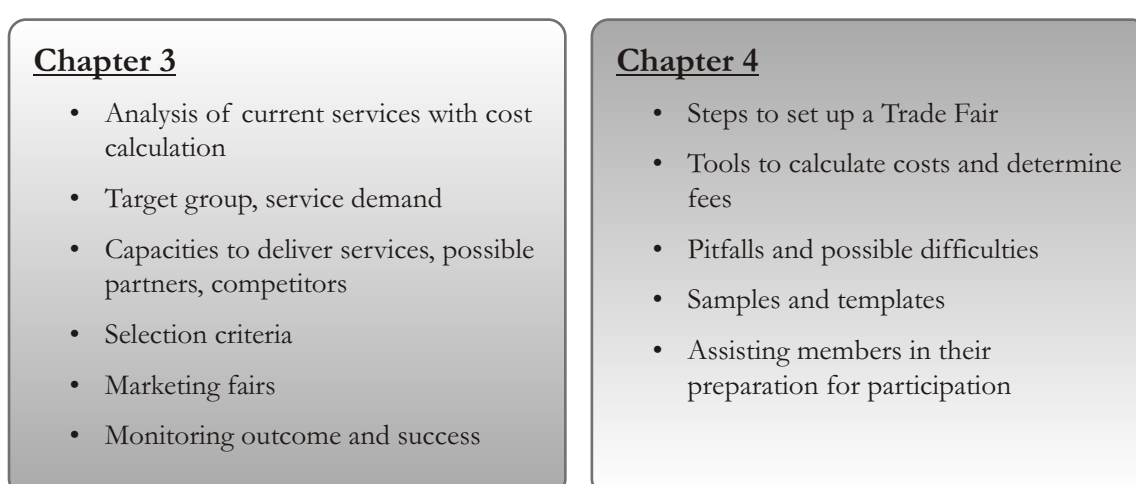
BMOs find trade fairs a very useful tool for **networking with similar organisations** in other parts of the country and the world. They provide an efficient platform for an association to meet and explore co-operative exchanges and activities with counterparts in other states and countries.

The development of services related to fairs may initially require external expertise, if not available within the BMO, but managing a newly introduced service would provide staff a concrete hands-on experience that would enable **development of the staff capabilities** as well.

This handbook has been elaborated to assist smaller BMOs in India to initiate or further develop their capacities to organise fair-related services on an income-generating base. It is a fact that especially the smaller BMOs tend to restrict their source of funds to membership dues, small service fees, subsidies and sometimes engage in international cooperation programmes, although these sources do not have a self-sustaining and long term potential. Moreover, BMOs believe or rather assume that members would not pay if additional services are offered at a cost. But in many cases they are willing to, if the service is beneficial, helping to raise competitiveness, to become more productive or efficient.

How this manual is structured? Chapter 3 deals with the whole process of service development and delivery from analysing the current situation to monitoring outcome and success in more general terms. In chapter 4 specific tools for setting up a trade fair, cost calculation etc. are presented, as well as templates that can be used for inviting exhibitors, information gathering and evaluating a fair. It closes with advice and hints on how to assist members in their preparation for participating in a fair as this might be another income-generating service for a BMO.

Figure 1: Structure of this Manual



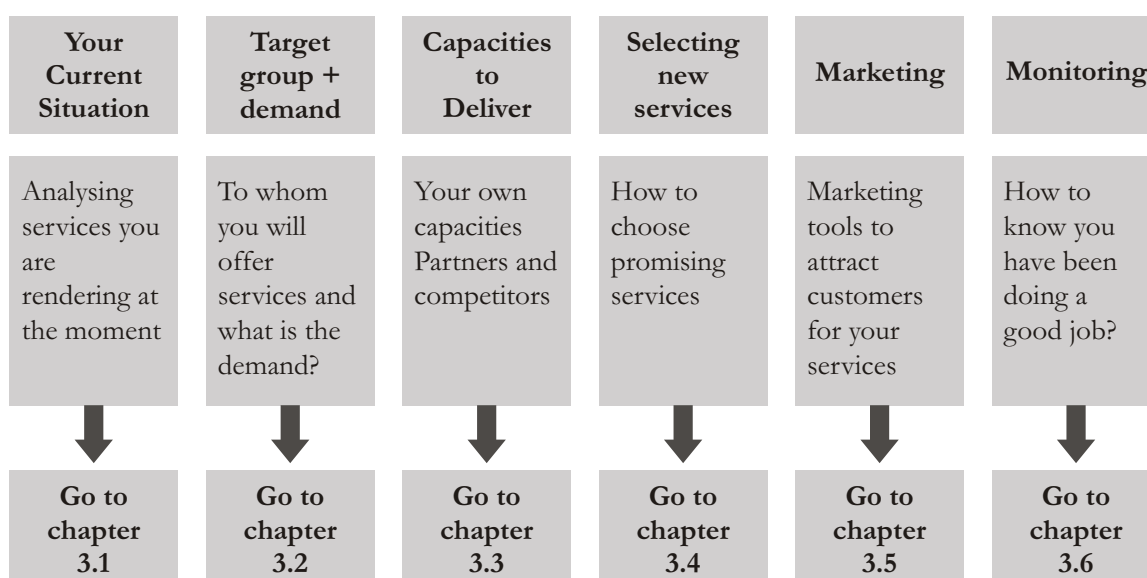
3. Service Delivery Step by Step

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This chapter has been designed to guide BMOs through the process of introducing income-generating services from the very beginning, facilitating a series of useful tools, analysis and supporting materials. It starts with an analysis of the services you are currently rendering, followed by tools on how to determine whether the services you are rendering to your members are profitable or not in chapter 3.1. In chapter 3.2 some hints are given on how to determine your target group when you wish to introduce or expand your fair-related services, and how to know the members' needs and expectations concerning BMO services. Chapter 3.3 deals with a self-assessment of your capacities to render new services, the identification of possible partners and competitors to better determine which fair-related services could be most promising for you in the current environment. A tool how to choose adequate services is presented in 3.4. Advice and proposals on how to market new services you will find in chapter 3.5. Monitoring process and results of service delivery will help you to constantly improve quality of your services.

Don't worry it won't take too much time to go through all these steps.

Figure 2: Overview on Chapter 3 Service Delivery Step by Step



Chapter 3 will help you to answer the following to questions:

- Chapter 3 will help you to answer the following questions:
- Are your services cost effective?
- Are the new services you have in mind for fairs required by your customers?
- Are they competitive and relevant in the current day context?
- With whom could you partner to make the fair as effective as possible?
- Is there a duplication with other parallel fair services?
- Are you adequately equipped to deliver these services – both in terms of capacity and competence? What are the most appropriate channels to market the prospective fair?

The term “income-generating services” applies to introduction of new chargeable services and expansion of existing ones to better fit customers' needs and to change from free to fee-based services.

3.1. Analysing Current Situation of the BMO

Before you take any measure to introduce new services related to fairs or further develop existing ones, you should first have a careful look at you current activities.

Such **stocktaking** has three main advantages:

1. It helps you to know whether the current scope of your services is generating income or losses.
2. It provides an overview on the number of free services and those for which fees are raised.
3. In consequence, the analysis of the current situation makes it easier to determine fields for further development of services related to fairs and to decide upon concrete measures.



It is recommended to use the **stocktaking grid** (table 1, next page) for analysing the situation your BMO is facing now. The stocktaking grid has a double function in this respect: first, it serves as an important **input to any discussion on the introduction of new services**. Secondly, it becomes an important **control instrument** for BMO management and the effectiveness of the different services you are rendering, if you regularly complement and update the form.

Table 1 on next page helps you to **summarise the range of services and their financial contributions** providing a complete picture at a glance. Please note that there might be cases of services that are not cost covering, but are considered as important to offer to the members. Then they could be cross-subsidised by other services which are earning profit. But the entirety of your services should produce a surplus and not a loss.

Some **typical errors** when conducting a stocktaking exercise are these:

- **Short period for analysis:**

A too short time frame is sometimes dedicated to the analysis, leading to an unrepresentative view of the income/cost structure. At least one or two calendar years should be considered when doing this analysis.

- **Lack of communication between different hierarchical levels:**

There are two typical situations: In the first, the results of the analysis, conducted by office bearers, are not shared with the Secretariat. In consequence, decision-making and action taking turn difficult. Second: elected officers decide on services without asking professional staff for detailed and reliable information on the current situation and might take wrong decisions. Therefore, please make sure all relevant persons are involved in the process to assure all necessary information and details are at hand.

- **Lack of follow-up to analysis:**

A very common mistake is that the results disappear in a drawer, being no longer used. Contrarily, the analysis should be used as a regular monitoring instrument, providing information on the financial contributions of the various services of the overall BMO's income. With information at hand, the BMO management can make more sound decisions which of the services to keep and which to leave.

Table 1: Stocktaking grid

No	Service/Activity	Year xxx			Year yyy		
		Income	Costs	Surplus/ Deficit	Income	Costs	Surplus/ Deficit
1	Information Services						
	• Service 1						
	• Service 2						
	• Service 3						
	• Service 4						
2	Co-operation services						
	• Service / Event 1						
	• Service / Event 2						
3	Advice and consultancy						
	• Service 1						
	• Service 2						
4	Training						
	• Seminar 1						
	• Seminar 2						
5	Fairs and Exhibitions						
	• Event 1						
	• Event 2						
6	Office facilities and infrastructure services						
	• Secretarial services						
	• Rental of premises						
	• Internet / PC access						
	• Others						
7	Access to credit and business start-up						
	• Service 1						
	• Service 2						
	• Service 3						

Note: If you do not render all of these services, leave the corresponding part in blank

Next step of the situational analysis is to determine the **cost-side of your services**. Assessing the financial sustainability of the **existing services** is a precondition before deciding on any other service such as fairs for income generation and increasing membership base.

How to know whether you are making profit or loss with a service?

It is a fact that many BMOs do not consider all **cost items of the services** they are rendering to their members, just because they are not aware of all of them. That means, some BMOs do **involuntarily make a loss as they calculate admission or exhibition fees that are not cost-covering**. Before you determine these fees, you should first carefully review all costs related to that particular service. If not, you might offer an interesting fair, but at a loss for your BMO.

An accurate itemisation is the first step for calculating cost on a realistic base. The following example shows a number of items that have to be considered when calculating the cost of an event. It might be complemented with other cost types if required.

Table 2: Cost-calculation for an Event

No.	Cost Type	Specification	Units	Price/Unit (INR) ¹	Total (INR)
1.	Labour costs (gross)*	Staff member 1	180 hrs	140	25,200
		Staff member 2	150 hrs	100	15,000
2.	Material costs	Photocopies	1500	5	7,500
		Invitations (Mail)			0
		Event folder			4,000
		Writing utensils			2,000
		Other			2,000
3.	Transport costs	Taxi	km		0
		Private car	km		0
4.	Communications	Advertisements	1	4,800	4,800
		Phone	250 min	4	1,000
		Fax	75 min	4	300
		E-mail /Internet			0
5.	Mailing costs	Letters	150	15	2,250
		Registered mail			0
6.	Rental of premises**		hrs		0
7.	Hospitality***	Food			0
		Beverages			0
8.	Technology	PC	150 hrs	10	1,500
		Overhead projector			0
		Flip chart			0
		TV			0
		Video			0
		Other			0

No.	Cost Type	Specification	Units	Price/Unit (INR) ¹	Total (INR)
9.	Subtotal				65,550
10.	Overhead	10 %			6555
11.	Total costs				72,105
12	Income				
13.	Fee for members		25	1,000	25,000
14	Fee for non-members		15	1,500	22,500
15	Total income				47,500
16	Cost coverage				65.9%

*Monthly salary (gross)/180 working hours per month

**No costs, organised in BMO's premises

***Covered by sponsor

Note: Numbers / Units shown above are for illustration purpose. BMOs to use actual and realistic figures as applicable.

Calculated on full-cost basis, total costs of 72,105 INR will arise in this instance – not an inconsiderable amount, especially since other cost types such as rental of premises or hospitality have not been incurred at all. In this example, the BMO strove for maximum cost recovery. In the end, ensuring participation of 35 enterprises at a fee of 1,000 INR for members (instead of 25 persons) and 1,500 INR for non-members (15), 79.7 % of costs were recovered as against 65.9% cost recovery

Break-even analysis

The break-even analysis allows you to determine what to charge at least in order not to make a loss. Obviously, the organisers of the buyer-seller meet haven't done so and made a loss, as the following case study visualises.

Table 3: Cost Effectiveness-Case Study on conducting a Buyer-Seller Meet as Service

Buyer Seller Meets:

Buyer seller meets can be organised, while the buyers from other countries visit India. This will be better sourced through the local chamber of the corresponding country. A BMO in North India organised an Indo Korean Buyer seller meet. A nominal fee of INR 250 charged from the SME Members. The event was publicised through emails/bulletins, so that more members take advantage of this.

Costs in INR	Income in INR
<u>Variable costs*:</u>	➤ INR 250 x 45 = 11,250
➤ Refreshments = INR.300 x 60 = 18,000	45 Members are expected to attend this event on payment basis and other 15 members comprise of Buyers, Invitees - on non payment basis
➤ Admin cost (inclusive of internet, other communication and manpower costs) = 10,000	
Fixed costs: = 7,000	Total income per event: INR 11,250
Total cost per event: INR 35,000	Income – expenditure = Net profit/ loss 35,000 – 11,250 = 23,750 (Net loss)

* Variable costs: normally the part of the costs that varies with quantum of the service which maybe in man-hours/man-days. They rise as service rendered increases and fall as service used decreases.

* Fixed costs: comprise costs such as rent, marketing/advertising, and office equipment/ supplies, which tend to remain the same regardless of production output.

Fixed costs and variable costs comprise total cost.

Lessons from the Case Study

Lesson 1: The event fee is much less priced compared to the approximate expenditure.

Lesson 2: Any event should neither be under-priced nor overpriced. It should be charged to provide profit to the BMO and at the same time target more members to reap the benefits of the service.

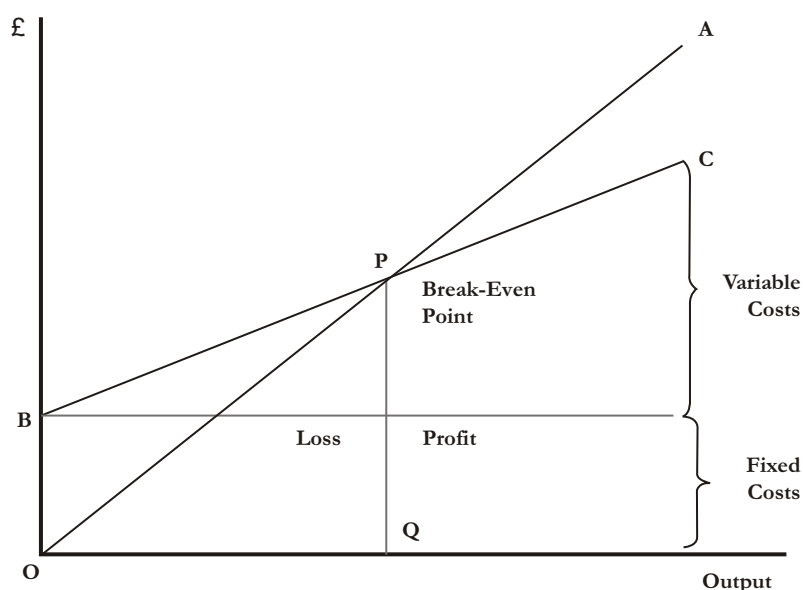
How much would you need to charge to achieve cost-coverage? The following table shows how to calculate:

Table 3: Break Even Analysis

Total Cost = Fixed + Variable Cost incurred for the Event	INR 35,000 (from table 3)
No. of Members participating in the event on payment basis	45
Fee per member needed to cover the total cost	INR 800
Total Income assuming 45 members participate on payment basis	INR 36,000 (800x45)
Surplus generated from the event	INR 1000 (36000-35000)

The graph in figure 4 visualises the relation between fixed costs that keep the same, variable costs that depend on the number of products / services and the profit. Please note, the numbers do not correspond to the case study above.

Figure 3: Break Even Analysis



In chapter 4 you will get more detailed information on how to calculate costs for organising a Trade Fair.

How to determine an adequate price for the fairs you want to organise, high enough to cover the costs and low enough so that enterprises are willing to pay and participate. Besides the costs, you should also take into consideration your **competitors' prices** to avoid charging an unrealistic fee for any fair you might organise. **What competitors charge or the price for comparable services will influence your customer's willingness to pay for the service offered by you.**

Another important factor is the **price image of your target group**. Do they consider low prices as standing for low quality? Are expensive services perceived as not having been created for SMEs? And what about free services? Could they be perceived as insignificant, optional, unessential, etc.? Such deliberations might help you to set service fees that cover your costs and are competitive in the service market you are in or want to serve.

After having completed this analysis of all services you are currently offering, you are now in a better position to realistically decide on the effort you can make to expand your fair-related services or to introduce them to your members and entrepreneurs around.

3.2. Defining Target Group and Service Demand

To start with, think about the criteria you want to use when identifying your target group. Here are some examples:

- Would you like to offer the fair only to smaller enterprises or to the whole range of your membership and beyond?

- Do you wish to attract companies and consumers from the local area? Would a regional approach better suit for expansion plans? Do your members have international customers? Do they wish to enter international markets?
- Are there subgroups of members, e.g. branches for whom a fair is better suited than for others? And if yes, could you offer a branch-specific fair for these specific groups of enterprises or will a general consumer fair better suit their needs?

Under the term “Fairs” many different events are summarised. For instance, a fair could be organised as a local consumer fair with a manageable number of exhibitors and customers. It could also refer to regional, national or an international event with customers from other States and countries. A Trade Fair might change its character over time as shown in the case study given below:

Case Study: Growing Specialisation

Introduction of Fairs by a BMO is a very potential service which not only increases membership base for the BMO but also gives due to visibility to the BMO.

There is a BMO in the Western part of India, which has started the Trade Fair as a service initially, thereby attracted its members. But the Trade Fair catered to the members of all sectors without focussing on a specific sector. As the years go by, the members started focussing on specific sectoral fairs happening in other places, than participating in this general trade Fair.

As the construction industry had a boom, the BMO felt that they can start focussing on a Fair on building materials, which is focussing on the industries related to the manufacturers of construction and also suppliers to the construction industry.

The SMEs in this specific sector started participating in this fair, which sooner became a branded fair viz., Build Expo.

There are 2 different ways of defining your target group and their service demand:

1. A broader survey to capture all ideas, needs and wants, and demand from members and non-members;
2. Predefine a certain type of Trade Fair and only then inquire on details and specific feedback.

If you want to conduct a broader survey on the needs, you might apply one of the following instruments:

1. Visit to enterprises:

The most intensive form of analysis of demand has the advantage that you can evaluate the needs of the member enterprise in a first-hand manner. Sending own staff to visit member enterprises will increase your visibility and will be appreciated very much by your members. In that case, you should prepare a list of possible fairs you consider as interesting for the local entrepreneurs to get first-hand feedback on your ideas. However, this instrument is very costly as much time has to be invested and travel cost might be considerable.

2. Feedback from service and event users:

Usually, services such as fairs should be regularly evaluated by the users, e.g. asking visitors and exhibitors at the end of the fair. When doing so, the following factors should be taken into consideration:

- Always conduct the survey in writing.
- Don't modify the form for a period of at least one year. This permits a documentation of changes in the opinion of members on the information services.
- Design the questionnaire in such a way that it can be completed in 5-10 minutes. Otherwise, respondents may not be willing to answer to all questions.

You will find templates of the required formats in section 4.4.

3. Feedback from working groups / committees:

Many BMOs are running working groups or advisory committees on certain topics. These groups or committees usually comprise member companies being experts in the topic. Consequently, these groups are a good source of information on the service needs of member enterprises.

4. Feedback from yearly members' survey

A regularly survey on members' satisfaction can also be used to ask them for further service needs, to identify a growing demand and to get a feeling for new service areas to be developed. You might use the survey as well to ask members the fees they are willing to pay for a specific new service.

If you wish to preselect a possible type of fairs before you ask prospective exhibitors and visitors for their specific wants and needs, you should recall the **advantages a fair offers to an entrepreneur:**

- They allow the visitor to gauge value-for-money first-hand.
- They promote an intensive exchange of opinion.
- They ensure and increase market transparency.
- They can be an instrument for opening up new markets, attracting new customers.
- They allow to test acceptance of new products.
- They enable entrepreneurs to cultivate contacts with regular customers.
- They contribute to image-building.
- They represent a real-time, interactive environment bringing together supply and demand.
- They promote the formation and growth of markets and market segments.

A trade fair represents a **one-stop-shop** where industry sellers and buyers come together for a few days to display their Products / Machinery / Services they have for offer and see what is available and to do business. Overall, supply and demand are easily connected in a trade fair, as shown in figure 4:

Figure 4: Connecting Supply and Demand in a Trade Fair

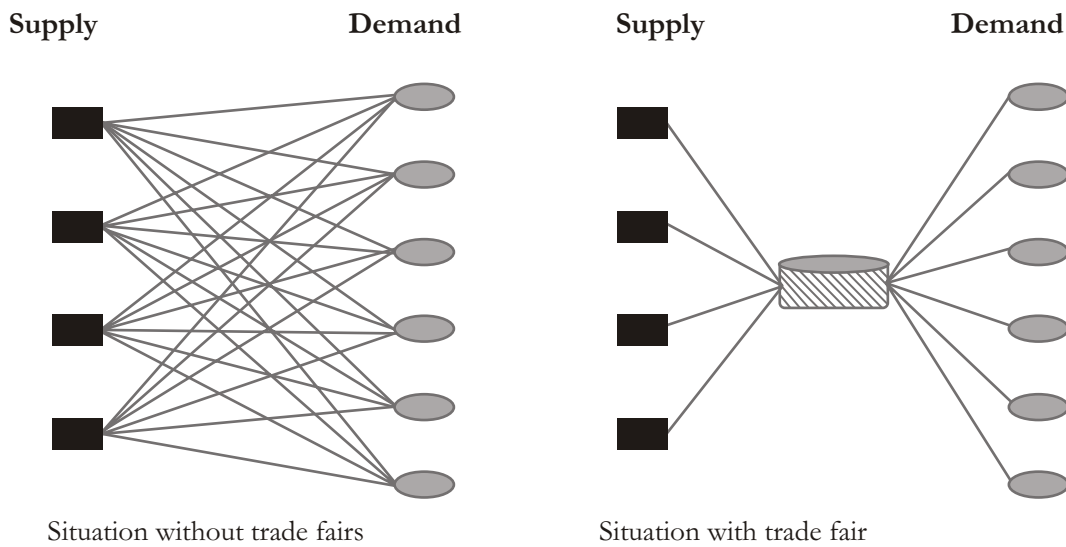
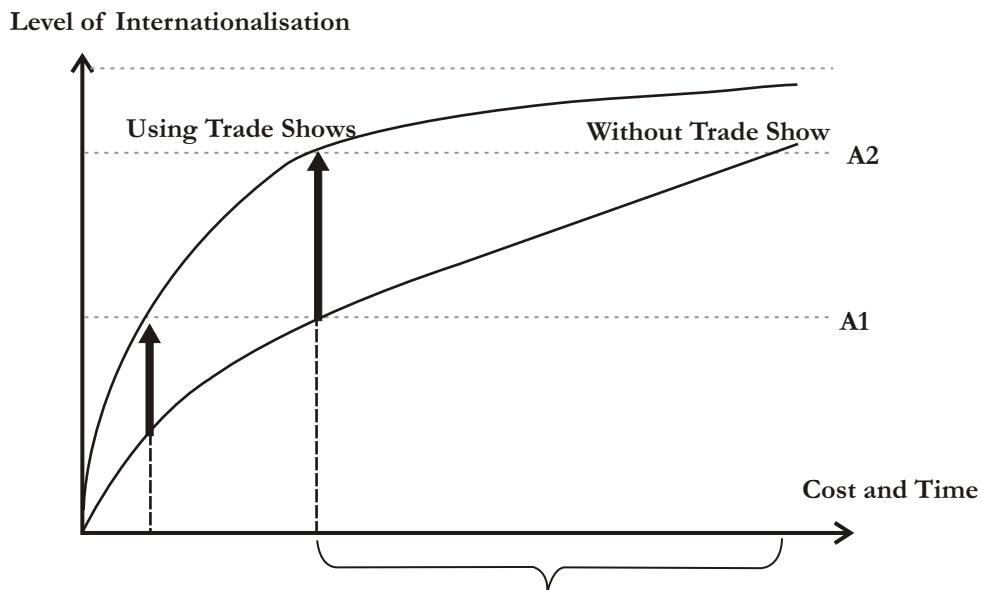


Figure 5 below illustrates the fact that trade fairs facilitate and speed up both national and foreign market-entry strategies.

Figure 5: Speeding up internationalisation with trade fairs



Obviously, there are a number of general advantages for your members to participate in a trade fair. But although fairs might constitute an interesting source of income for you as well, they involve sometimes considerable costs, therefore a careful decision is vital.

And it is essential to **establish the objectives of any fair event first**. If you wish to support your members or a certain representative branch in exhibiting their products internationally, you should think about a fair or a sector specific fair. If the purpose is merely to raise funds for financing the BMOs new building facilities or future activities, a local consumer event might suffice. The following table 5 gives an overview:

Table 4: Different Types of Fairs

Name	Main Characteristics
General trade fairs	<ul style="list-style-type: none"> Such events bring together manufacturers and suppliers of a variety of industries, often offering equipment next to produce or processed food stalls. The visitors or market catchments of such events are usually merchants or manufacturers within the city, provincial or national boundary.
Specialised trade fairs	<ul style="list-style-type: none"> Well defined contents, restricted to a specific industry or range of technology areas According to the territorial coverage and the origins of the participants they can be divided into <u>international trade fairs</u>: comprise exhibitors from all over the world, addressing buyers world-wide <u>regional trade fairs</u>: domestic industries along with participants from all over the world, but visitors coming from a specific region e.g. southern India, northern India etc.
Consumer Trade Fairs	<ul style="list-style-type: none"> Such events provide a central, focused area for consumers from a specific locality to visit and buy goods and services. Their scale can be municipal, provincial, regional or national. Transactions are made instantly either by cash or deferred payment, where goods are handed over the counter or are delivered according to an agreed schedule. They may comprise specific product fairs, such as Engineering, Automobile, Fashion and accessories, furniture and furnishings, household goods and equipment, computer and telecommunication fairs.

If you have pre-decided on a variety of possible fairs you consider to be beneficial for your members, you might use a simple questionnaire circulated to members and non-members requesting them to provide their views and suggestions for organising such an event. You could also use telephone calls to the specific industries, talking to the concerned representatives.

3.3. Determining Your Capacities for Service Delivery

Now, as a BMO you might know the demand for your current and potential services. But what about your capacities to prepare and conduct a fair? Please bear in mind the big difference in resources required for organising smaller events like a local customer fair and organising / participating in an international fair with numerous exhibitors and visitors. The following assessment in table 6 gives you a clearer picture on your own resources.

Table 5: Charging Fees for Information Services

Criteria / Indicator	Capacity		
	High	Medium	Low
Tick where appropriate ✓			
Human resources			
Unused capacities within BMO			
Service experience of persons in the BMO			
Experience with organising fairs and exhibitions			
Need of hiring additional staff for parts or the whole process			
Financial resources			
Overall financial situation (secured for the immediate future =high, currently breaking even=medium, running at a loss = low)			
Income from services			
Revenue streams generated from sponsor			
Other:			
Service production facilities			
In-house equipment for conducting a fair			
Co-operation possibilities with external partners (e.g. Government agencies and schemes, different sponsors)			

Choosing partners

You might need partners for professional service delivery. They might be different service providers, other BMOs, research institutes or others who could provide you with specific knowledge or expertise you don't have.

Tying up with experienced and well established partners is essential to making the trade fair a success. Your chairman and members of the steering committee should involve as many partners as possible for the event. They would spread the message and inform a much broader audience on the forthcoming event and help attracting new and different exhibitors and visitors.

Table 6: Possible Partners for a Fair

Chambers and sector specific associations	If the trade fair you are planning is sector specific, you should invite the respective National body / Chamber and involve them as much as possible already in the preparation of the event. They could invite their members to your event, amplifying your target audience, participants and target visitors.
Central and State Government	<p>The concerned Government departments can be contacted for financial support - through access to Public Support Scheme for organising the Trade Fair. They could also provide financial support through the various projects for economic development in the region / state.</p> <p>The Government departments would also be responsible for inviting Ministers, IAS Officers, VIPs to inaugurate the fair or one of the various concurrent programmes, Seminars and Workshops organised to complement the event.</p>
Corporates and Financial Institutions	The leading industries commanding the trade fair focus sector, buying the Products and Services and also Financial Institutions in the region, should be approached for supporting the fair as corporate partner. For example, for a trade fair in the engineering industry sector the relevant corporates should be invited to take part. This will result in involving all the stakeholders of the business community in that fair.
Broadcast media	The most viewed satellite television channels in the region / state could be invited to become official broadcast partners. The broadcast company could shoot special episodes on highlighting the new / unique products of the exhibitors who are willing to pay for advertising / telecasting their newly launched products at the TV show.

Many State Governments have Schemes for supporting and organisation of Trade Fairs, Vendor Development Programmes, Buyer - Seller Meets etc. and provide financial support to the BMOs for organising the SME Fairs. The Governmental websites give more information on this and for SMEs to participate in trade fairs outside India, there is the International Cooperation Scheme of MSME, GOI (for details see www.msme.gov.in)

Other possible partners that should be explored:

- Banking partners
- Insurance partners
- Courier partners
- Hospitality partners such as hotels, Fast Food Suppliers
- Institutional / Knowledge partner such as leading business schools, research and educational institutions
- Leading printing press and other print-media partners
- Leading travel agencies

Some of these partners might be willing to sponsor part of the event as well. You should try to convince member enterprises and large companies to provide sponsorship for various events / programmes.

Competitor analysis

The competitor analysis focuses on the strengths and weakness of your BMO compared to other service providers (other BMOs, institutes, private firms etc.) in the market. To conduct a competitor analysis, use the institutional assessment form in table 1 you have completed earlier for your own BMO, and screen the strengths and weaknesses of those service providers offering the same or similar services. Fill in one assessment form for each competitor.

If you lack the information to qualify a particular question on the form:

- Conduct some market survey about your competitors;
- Talk to friends in the business community;
- Study the website and promotional materials of your competitors;
- Inquire about their price list, and
- Make a snap survey in your target market about the awareness of your potential customers about other services and competitors.

3.4. Criteria for Selecting the Appropriate Fair

Please consider these criteria to make a selection:

- Is the proposed size of the fair appropriate to the size of your BMO?
- Is the membership structure suited to the topic and focus of the fair?
- Does the fair offer a representative range of suppliers/providers?
- Do you have the financial resources to support the fair? If not, is external funding available?
- Does the secretariat have the expertise to develop and offer the fair-related services using existing manpower resources? If not, is external expertise available? Can your BMO afford additional staff?
- Is there a need for specialised equipment for the fair?

It is advisable for BMOs who plan to organise a **trade fair** for the first time to start with a local consumer event. It might attract a larger number of different types of visitors. In this way, you can gradually learn to organise bigger shows, including specialised trade fairs. These might be more attractive for your member companies. In the case of a sector focused trade fair, its sector focus should correspond with one of the sector concentrations of the BMOs members.

Main reasons to conduct a consumer fair are to help local industries promote their products against foreign imports or invite foreign manufacturers and suppliers to enter the market, thus offering opportunities for BMOs to represent them. If the event is organised with the latter in mind, the local industries must accept the challenge of new players in the local market.

If the aim is to help members promote their products overseas, then the approach should be different. Your BMO might not be in a position to make a profit and, instead, might be required to

subsidise the cost of staging the event. The aim would then be to generate immediate sales business enquiries for the members.

Another service line is to **assist your members in participating as exhibitor in a fair**. This is quite ambitious and sometimes entrepreneurs do not bear in mind that good preparation is a precondition for successfully participating in any fair. If a BMO is in a position to assist the members professionally, this can be converted into an income-generating service. In chapter 4.5 you will find tools on how to assist your members in getting prepared for a fair participation.

In table 8 some important criteria are listed to make your choice out of various fairs you have identified and pre-selected. You should fill in one table for every single fair you have pre-selected.

Table 7: Decision-making Grid for Introducing New Services

Decision-Making Factors	A Complete yes	B Predo- minently	C Not really	D Complete No
Event is highly useful to members				
Fair will raise profits				
Event will raise sufficient income if funds / sponsors can be found				
Little competition in market for this new fair				
Event can be handled with available staff				
No need to build up additional know-how				
No additional investments necessary				
Total				

Possibly you have rendered fair-related services free of charge in the past. Changing from free-to fee-based services might provoke some concerns in your BMO. Here are some key points for discussion:

Table 8: Changing from Free to Fee-based Services

What are the concerns?	What are the solutions?
<ul style="list-style-type: none"> • There is not enough demand for conducting fairs at our place / in our region 	<ul style="list-style-type: none"> • Check whether definition of target groups, demand analysis and assessment of competitors were properly done. If there is still no demand, withdraw the service.
<ul style="list-style-type: none"> • During an introductory phase of fair-related services, they have to be offered for free, fees will be introduced later. 	<ul style="list-style-type: none"> • This is feasible if used as a promotion tool. However, you should define right from the start how long the service will be introduced for free and by what date you will introduce what fees.

What are the concerns?	What are the solutions?
<ul style="list-style-type: none"> Members expect services for free in return for their membership fees and are not willing to pay an additional service fee. 	<ul style="list-style-type: none"> Establish a clear-cut policy as to which services are free of charge for members and which services have to be paid for. For fee-based services make a difference between members and non-members, thus creating an incentive to become a member.
<ul style="list-style-type: none"> Other similar organisations are offering the same service also for free. 	<ul style="list-style-type: none"> Do not enter the market or make clear what the difference of your service is.
<ul style="list-style-type: none"> Fair-related services has always been offered for free, members will not be willing to pay. 	<ul style="list-style-type: none"> Give reasons for your new policy that organising Trade Fairs is specialised activity involving additional expenses, reduced revenues from other sources like public subsidies. Be aware that a reduction of clients due to introduction of fees is not necessarily a problem. The core issue is to have enough demand to cover the cost of your service.

Case Study: Growing Professionalism

A BMO from south India initially started organising Trade Fair on a small scale in local context. The BMO initially obtained limited funding support from local Nationalised banks and was organising the Fair on the ground of the local government, which was given free of cost initially. The stalls at the fair were given to the members free of cost on first come first served basis and also no entrance fee was charged to the visitors.

Later, due to effective promotion, the stalls were getting booked but the same members only were participating and the others did not get a chance to participate, due to limited space availability. So, the BMO applied to the State Government, and got some funds for organising this Trade Fair, which was useful to the members. But, these funds were also not sufficient to organise the Fair in a bigger level to cater to more members. The BMO then rented the paid Trade Centre in the city and offered more professionally built-up stalls. From regional level, the Fair eventually became National and the SMEs from other States also started participating. From then on the stalls were priced at a cost and allotted to the members and the entrance fee was charged for the members. This has created more visibility to the BMO and the revenue earned by the BMO was also quite substantial.

Once a decision has been taken to expand services it is important to have a system of **regular search on new service topics**. There is no need to introduce new instruments every time. Previously discussed steps of service development can also be used for systematically identifying new service topics:

- You can use the results of the analysis of demand to identify new service topics.
- Participants and Exhibitors' evaluation: As explained before, you should regularly ask clients to evaluate the usefulness and impact of services offered. Use this evaluation to ask clients for proposals regarding new services, too.

3.5. How to Market Fair-related Services

There are different ways of marketing. The personal selling seems to be the most effective, but also expensive one, as it requires a lot of time. Direct marketing reaches a broader number of customers with less cost.

Personal Selling

- Face-to-face promotion and selling of BMOs services
- Most direct, most personal and most commonly used sales technique
- Can promote the association while simultaneously educating clients, responding to their questions, demonstrating care and obtaining information that could lead to identifying future marketing activities
- Sales staff need to adopt common approaches, have training and support materials

Direct marketing

- Directly links an association with potential customers
- Flexible, low-cost and creative strategy that is less visible to competitors
- Has most impact when applied by associations with databases that allow market segmentation and analysis
- Potential clients must be given an easy opportunity to respond
- Usually more effective when it is preceded by an advertising campaign so that potential customers recognise the association
- Examples: direct mail, email, leaflets, inserts, kiosk marketing, telephone marketing, radio/TV direct response programmes

Use of other communication channels

It is important to keep in mind the advantages and disadvantages of each communication channel with regards to fairs you want to promote. The following table provides an overview:

Table 9: Pros and Cons of Different Communication Channels

Communication Channel	Pros	Cons
Announcements on your BMOs website	<ul style="list-style-type: none">• Flexible, for instance, last minute announcements might be placed• Not expensive• Easy to produce• Good for you positioning	<ul style="list-style-type: none">• Depending on how often your members visit your website, might be not very effective• Maybe not all of your members are used to check the internet for information

Communication Channel	Pros	Cons
Monthly newsletter	<ul style="list-style-type: none"> • Direct access to target group • Official tone • Excellent positioning 	<ul style="list-style-type: none"> • Has only effects if the newsletter is interesting enough to be read by your members?
Social media	<ul style="list-style-type: none"> • If carefully chosen, you might reach a huge number of customers at the same time 	<ul style="list-style-type: none"> • Due to information overkill, your message might not reach due attention
Print ads in the general press	<ul style="list-style-type: none"> • Must be in local not national press • More tangible, older target group • Can reach larger than intended audience • Inexpensive to produce • Easy to switch out • Different rates and sizes 	<ul style="list-style-type: none"> • Not a targeted approach, informing the general public isn't the goal of the campaign • Limited readership • Poor printed image quality • No control over placement
Print ads in specialized press	<ul style="list-style-type: none"> • Most direct access to target group • Ads are relevant longer because people do not discard the magazines in the same way • Positioned in a proper context, placed next to relevant content • Easier to synchronise with dedicated events such as fairs 	<ul style="list-style-type: none"> • Also visible for the competition • Trickier to control the timing, because of frequency
Advertorials	<ul style="list-style-type: none"> • Cheap • More in-depth • Specific context • Timely and easily coordinated with other initiatives 	<ul style="list-style-type: none"> • Could be considered opinionated, less reliable and less accessible • Harder to retain the message (for the audience)
Radio advertising	<ul style="list-style-type: none"> • Cheaper, could be a nice supplement to a broader media advertising campaign, but generally not effective by itself • Interactive, when in a program with people calling 	<ul style="list-style-type: none"> • May have difficult intended target reach • Does not last, exposure to message is only during its immediate delivery

Communication Channel	Pros	Cons
Television ads	<ul style="list-style-type: none"> • Illustrative • If local, could be reach wider audience, who in turn could pressure SME owners to find out about it 	<ul style="list-style-type: none"> • Expensive • Too centralized • Have a shorter life span
Power points + posters + brochures+ pamphlets	<ul style="list-style-type: none"> • Easier to produce globally and pass on • Ready to be used shall an occasion present itself 	<ul style="list-style-type: none"> • Tend to be more descriptive and less catchy • Time required to elaborate good materials
Information sessions + client referrals (socialization)	<ul style="list-style-type: none"> • More effective, as this allows two way discussion • Closer to target • Familiar and trusted, adding credibility to stories 	<ul style="list-style-type: none"> • Difficult to organize • May lose control over message

One good marketing channel is to create a separate website for the Trade fair organised by the BMO having online map of the stalls with proper marking of entry and exit gates and list of exhibitors in alphabetical order etc. This creates a professional image of the organised working of your BMO and more members might get to participate in the Fair. This website link could be sent to the members by emails/ e newsletters/magazines and other forums for ready reference and response.

Some other recommendations for marketing the service effectively are:

Minimise interference

Interference refers to the “noise” made by promotional messages sent by your direct competitors in the market place, and any other organiser of fairs seeking the attention of your potential customers. If the noise level is high (read: if your customers receive many interfering promotional messages), their attention is likely to be distracted. As a result, they might not comprehend the contents of your own message, or, they might respond to other messages.

To maintain the noise level at sustainable levels, **carefully choose communication channels** (“frequencies”) **that are not already overloaded with messages from other providers**. Also make sure that your message can not be easily confused with messages sent by other provider. To avoid confusion, **clearly distinguish your offer from the competition**.

Be patient

If you have opted for direct marketing, and after you have made initial contact with your clients, do not expect them to comeback to you themselves. They simply might be too busy to respond, being undecided about the benefit of the fair or between various similar ones, or they might have simply misplaced your information letter/flyer. Don't take a chance. Take the initiative and contact your potential clients again.

Do not expect your customers to readily accept your offer. Your service requires the client to make a serious investment, both in terms of money and time. You will have to persuade them that the initial investment will pay off shortly, and that you will be around to assist in the implementation process. Even if you convince your potential clients at first instance, expect some more effort to convey the message to their superiors!

3.6. Monitoring

BMOs usually spend little time on monitoring and evaluation when developing services. A systematic evaluation is often neglected during day-to-day-operation, even though this has significant bearing on

- The quality of the range of services offered in the future and
- Income generation

Evaluation comprises first of all the process of obtaining feedback of the service users – in the case of fairs these are visitors and exhibitors - on the usefulness and the impact of a particular service, in order to determine the value of the service.

Questionnaires are the most common technique used by BMOs to collect feedback from clients. In order to save time and resources it is recommendable to use standardised questionnaires that

- Ask the service users to answer a series of yes or no questions, e.g. did you find the fair informative, did you place any order, would you recommend the fair to others?
- Ask exhibitors to rate the general fair management with a series of questions that will help you to improve in future events.
- Ask clients at the end an open-ended question such as what do you suggest to improve other prospective fairs or what other type of fair should we introduce?

In chapter 4.4 you will find sample questionnaires for both visitors and exhibitors.

4. Organising Fairs and Assisting Members for Getting Prepared

4. Organising Fairs and Assisting Members for Getting Prepared

As the organisation of a fair is costly and time-consuming, you might have to convince the Board members or your staff to take active interest and some **good reasons for a BMO to organise a Trade Fair are:**

1. Creates a **platform** for **companies** to **market their products** and develop their businesses through:
 - bringing in more business networks, Government and Professional bodies under one roof
 - providing opportunity for coming together of prospective Sellers and Buyers
 - holding regular meetings with business partners
 - introducing new products and services
 - testing market acceptance
 - opening up new markets
2. Helps build the image of the BMO
3. **Generates income** for sustaining BMO's activities: profits might be used to organise more activities for members, such as overseas trade missions, seminars and talks featuring international speakers, expanding and improving existing facilities
4. Acts as means of **membership promotion:** It increases the attractiveness of a BMO as service provider for companies.
 - Members could participate in trade fairs as unified group to promote their products and services and they can – as a group – lobby for discounted prices for their participation.
 - Trade fairs also serve to explore co-operation exchanges and activities with counterparts in other countries.

4.1. Steps to Organise a Trade Fair

Fairs are a complex event and require meticulous planning. In the following checklist you find the main steps:

Table 10: Steps to organise a trade fair

Name	Main Characteristics
Preparation	<p>1. Setting purpose, goals and targets of the trade fair</p> <p>They have to be carefully selected to meet the aim for organising the event. Does a consumer fair or a specialised trade fair fit better? Do you wish to raise funds for your BMO? Then a local consumer event might suffice. Or do you wish to help members promoting their products overseas? Then your aim would be to invite for Foreign Buyers, Importer organisation to generate sales enquiries / orders for the members. In that case, you might need co-sponsors to subsidise the cost of staging the event.</p> <p>2. Plan the event well in advance.</p> <p>The trade fair industry generally expects a trade fair to be planned some 18-24 months ahead. This is because the event must be announced 6-12 months before the annual budget planning time of commercial organisations, as well as trade promotion institutions. Take into consideration the trade fair calendar to avoid parallel events and clashing of dates.</p> <p>In case of a consumer event, the duration has to be at least 5 days, including weekend. A decision on duration should also consider visitor catchment, location and theme of the event. Trade fairs in Asia do not run for more than 4 days. Serious buyers are expected to arrive early and attend the fair during the first 2 days with further discussions, visits to production premises and business relations building in the following days.</p> <p>3. Formation of anorganisation / steering committee</p> <p>The next step is the appointment of a Chairman and good steering committee with representatives from corporations, prospective exhibitors, possible sponsors, government departments, institutions, sector specific chambers. This is a very challenging job, and once finished, the trade fair can be considered as half done.</p> <p>It is important to form the organisation committee as soon as the fair is conceptualised and form sub-committees to support the core committee.</p> <p>Regular meetings are important to monitor the progress of organising the event and to take timely decisions on the development of the fair.</p> <p>4. Need and demand analysis</p> <p>Overall, needs of the market should be known before topic of the fair is chosen. Start with the needs of your members to get a feeling for attractive topics and focus of a fair. You might pre-establish possible areas you would like to develop that can be rated by your members or you could just ask for the kind of fairs that best suit your members.</p> <p>Once the theme of the trade fair is identified, a questionnaire can be circulated requesting companies to share their views and suggestions for organising such events or by asking representatives of specific industries over the phone.</p>

Name	Main Characteristics
	<p>5. Marketing analysis</p> <p>This is meant to demonstrate the event is viable, and the results are used to convince membership of the BMO, prospective exhibitors, trade representatives from other regions or from abroad, prospective endorsements and supporting / funding organisations.</p> <p>The marketing plan must cover:</p> <ul style="list-style-type: none"> • Pricing, including participation incentives • Exhibitor procurement • Complementary / supporting events such as seminars, talks etc. • Visitor promotion
Preparation	<p>6. Fair size and location analysis</p> <p>If the BMO is organising a Trade Fair for the first time, then the BMO should start with a local consumer event or a small-scale trade show.</p> <p>Choosing a suitable venue is quite important for the success of the event, in the case of a consumer fair, the venue should be located in the city centre, or at a key public transportation interchange with a constant stream of potential visitors.</p> <p>You should appoint 1-2 experienced stand contractors to design and construct the basic requirements and amenities for the fair several months before the event takes place.</p>
	<p>7. Budget and pricing analysis</p> <p>Proper budget planning is essential to ensure the event would not result in a deficit. One way to ensure sufficient funds is to approach relevant industry or government departments for funding. Check, whether Support Programmes are available. Are Corporates willing to support your fair? Your sales projection must be based on the anticipated level of support from your own members and the foreign trade representatives in your country, after thorough consultation with them.</p> <p>An attractive rebate scheme should be offered to members (first early bird discount, then member rebate). As well, BMOs might request for special rental rates from venue owners and pass the lower cost to their participating members.</p> <p>It is essential to work out an income projection and break-even analysis in order to give direction to your marketing efforts.</p> <p>Calculate costs related to pre-event, during the event and post event and then calculate projected revenues coming from exhibition space rental, selling advertising space in directory, rental of cafeteria, grants / sponsoring.</p>

Name	Main Characteristics
Activities related to organising Trade Fair	<ol style="list-style-type: none"> 1. Give a remarkable, attention getting name to the event to distinguish it from already established events. 2. Get the approval from India Trade Promotion Organisation (ITPO). ITPO is the Trade Fair Authority of India. ITPO's approval is required to hold any trade fair in India. You might also look for their promotional tools such as Contact Promotion or Product Promotion Programmes, Market Surveys and the like (www.indiatradefair.com). 3. Select service providers well in advance. You should contract: official stand contractors, exhibit mover and freight forwarder, insurance companies, security contractor, cleaning contractor. Invite possible providers to submit quotations for the range of services they offer. You will also require hostesses, promoters and product demonstrators. Think about necessity of translation services, availability of banks, communication and transport facilities etc. 4. Determine products allowed to exhibit. They should be legally allowed and fit into prescribed limits specified in an exhibition catalogue to be prepared by the BMO. In case of industrial exhibitions you might specify what kind / types of products are allowed to exhibit and the prescribed limits for products and machinery to be brought in the exhibition area.
	<ol style="list-style-type: none"> 5. Determine the programme with an inaugural session, visits of VIPs during the fair dates, buyer-seller meetings, best exhibitor awards, valedictory sessions etc. Consider supporting activities such as workshops, seminars and conferences related to the focus of the fair and plan them well in advance. Annual General Meetings, specialty conferences, CEO meets of the sponsoring corporates could be organised alongside to leverage more mileage out of the trade fair and raise additional funds.
	<ol style="list-style-type: none"> 6. Establish criteria for participation: reputation of the applying company, relevance of the products and services, perceived quality, no infringement of copyrights of others and guidelines for both design and product display.
	<ol style="list-style-type: none"> 7. Invite partners. Involve as many partners as possible to raise multiplier effect and information spreading to a maximum target audience. Partners can be: other BMOs, central and state governments, leading companies in the sector, media, banks, insurance companies, catering services and travel partners.
	<ol style="list-style-type: none"> 8. Produce and distribute a service manual with 2 parts to every participating company. In its first part it should contain information pertinent to the trade fair (schedules for shipment of exhibits, construction of display, submission of service orders, information on compulsory application) and in the second part forms for the exhibitor to apply for various services from the official contractors (stand construction and design, electrical services, furniture and equipment, hostesses) are to be given. The advertisement options in the manual should be specified as well. These could be flyers, mailings, technical magazines, fair news, exhibitors' catalogues, press releases etc.

Name	Main Characteristics
Activities related to organising Trade Fair	<p>For consumer fairs, the following should be sufficient: posters, stickers, press releases, different advertising channels (newspapers, TV, radio, social media etc.) The registration form could be mailed together with the invitation or distributed during the trade calls.</p> <p>One or two weeks before the event, you can have a press conference, a supplement in a key high-circulation newspaper, announcing the presence of a VIP at official opening ceremony, if applicable.</p> <p>Guidelines for dealing with exhibitors, for instance, recording all contacts, and answering incoming messages in a predefined time will help you to professionally organise the event.</p> <p>9. Develop proper Hall / Floor plan and distribution of stalls to prospective exhibitors. If you have experience with organising fairs, you might do it on your own, if not, you might out source this service. The plan should be made keeping in mind the convenience of the Exhibitors as well as that of Visitors to provide attention to maximum number of stalls at the fair.</p>
	<p>10. Promote the trade fair with development of presentation materials, sales brochure, application form, pricing for participation, promotional measures to different target groups, pre-event publicity with press conference, news adverts etc. Make sure that the fair is announced over a certain time to catch as much interest as possible. A direct mailing might be carried out as soon as the exhibition brochure is available.</p> <p>For trade exhibitions, it is advisable to publicise the event as “For Trade Only” to avoid inconvenience to the exhibitors. An excessive number of public visitors will disrupt serious business dealings and discussions and can be a nuisance to all.</p> <p>Organise a sales team, making sure to get the support of your members, sell the event to non-members and other companies and to make use of as many promotion channels as possible.</p> <p>You might organise a promotion event to sell the show to the local industry, prospective exhibitors and foreign companies.</p>
	<p>11. Prepare an exhibition catalogue, to provide good exposure to exhibiting during and after the show. Advertising in the catalogue calls more attention. The details of the exhibiting companies for the catalogue must be collected individually from them. Advertising opportunities should be made available in the catalogue to promote products during and after the fair.</p> <p>12. Contract service providers such as exhibit movers, security, cleaning, insurance, business centre with translation services.</p> <p><i>Note: the stand contractors should have been appointed during preparation.</i></p>

Name	Main Characteristics
Implementation of the trade fair	<p>Pre-site</p> <p>Formation of a management team at least one month before the opening to process all applications for services and publicity, collect payments, liaise with contractors, approve designs and amenities, ensure that advertising and publicity take place on time, ensure tickets are printed etc. Sub-committees might be formed for specific tasks.</p> <p>Organise an exhibitors' help desk consisting of a team of coordinators to assist the exhibitors and guarantee a smooth process. The visitors' help desk, located at the entrance of the exhibition hall, will not only register each business visitor but also facilitate to provide further assistance and additional information.</p> <hr/> <p>On-site</p> <p>A task-force should be on-site 3-4 days before the opening. They will:</p> <ol style="list-style-type: none"> 1. Inspect premises and ensure due construction of stands and amenities, electrical installations, safety regulations and security programme. 2. Make sure all operation staff are in place and operating, especially ticketing counter, registration counter, information desk and crowd control staff 3. Make sure show directory is ready for distribution / sale 4. Monitor realisation of programme according to time schedule 5. On the first day, make sure all arrangements for the official opening have been made.
Post fair operations	<ol style="list-style-type: none"> 1. Supervise stand teardown and cleaning of hall, handing it over in its original conditions, in case of damage: compensation to the owner 2. Hold de-briefing with contractors and suppliers giving feedback on positive aspects and areas of improvement 3. Analysis of visitors and exhibitor surveys, results could be used in a press release to announce success of the event 4. Appreciation letters to all parties involved in the event 5. Post-event publicity: press release or press conference 6. Collection of all outstanding payments from exhibitors and settlements of dues to contractors and suppliers 7. Evaluation with assessment of exhibitors, visitors and the financial results as well as planned and achieved results 8. Result statement for record purposes / statutory requirements with all feedback from participants of the event. You could use this statement for betterment of the event, plan future events on higher levels in terms of size, participation and turnover.

Source: Own design based on SICAN (South Indian Chambers' & Associations Network): Organising successful trade fairs.

The following checklist might help you when organising a fair in your BMO.

Table 11: Master checklist for organising fairs

A. Preparation					
Num.	Tasks	Deadline	Completion Date	Responsible	Support staff
1	Goals and targets				
2	Overall planning				
3	Formation of steering committee				
4	Need and demand analysis				
5	Marketing analysis and plan				
6	Size and location analysis				
7	Budget and pricing				
B. Development					
1	Name to the fair				
2	Approval from ITPO				
3	Selection service providers				
4	List of products allowed				
5	Elaborate programme				
6	Criteria for participation				
7	Invite partners				
8	Service manual				
9	Hall / Floor Plan				
10	Various promotional activities				
11	Prepare exhibition catalogue				
12	Contract service providers				
C. Implementation					
0	Formation management team (one month in advance)				
1	Inspect premises, constructions and installations				
2	Check: All operation staff in place?				
3	Show directory				

Num.	Tasks	Deadline	Completion Date	Responsible	Support staff
C. Implementation					
4	Inauguration				
5	Monitor realisation of programme				
D. Post fair operations					
1	Stand tear down, cleaning				
2	De-briefing with contractors				
3	Analysis of visitors and exhibitors surveys				
4	Appreciation letters				
5	Post-event publicity				
6	Outstanding payments				
7	Overall evaluation				
8	Result statement				

4.2. How to Calculate Costs for a Fair

The next question is whether the cost framework is justifiable for the BMO and whether income can be generated. To answer it, one should use the calculation system introduced in session 3. If you have organised trade fairs before, carefully analyse whether you have made a profit or not.

Fairs are cost-intensive events. To structure all relevant items, you could divide them into 3 categories, as shown in the following table:

Table 12: Cost Items Related to Fairs

Costs	Fixed Costs*	Variable Costs**
1. Pre-event	Venue rentals	Planning related expenses, marketing and advertising the event, printing of catalogue, flyers, Name tags, programme etc. application and ITPO approval fees
2. During the event	None	Travel expenses, hall design, decoration and construction, staff, logistics and support services Advertisements, Public Relations Licensing fees, common amenities, inaugural session, staging, catering, souvenirs
3. Post-event	None	Newsletter, reports writing and printing, mailing costs

* **Fixed costs:** comprise costs such as rent, advertising, insurance and office supplies, which tend to remain the same regardless of number of visitors and exhibitors. Fixed costs normally represent the bulk of all costs.

** **Variable costs:** normally the part of the costs that vary with the number of persons visiting the fair. The higher the number of participants, the higher the variable costs. Compared to fixed cost, they tend to be much lower.

Fixed costs and variable costs comprise total cost.

Sources of income

- Main: exhibit space rental revenue
- Others: advertising revenue from sale of space in directory
- Rental of cafeteria space to caterer
- Admission fee (for consumer events)
- Grants by Central & State Governments, regional and municipal corporations etc.

How to calculate the break-even point

As a rule of thumb, you should use your venue rental (this is a fixed cost) to determine the minimum number of booth space you must sell.

For example, if you have 500 square metres of space to sell and your venue rental cost is INR 5,000 per square metre, your total venue rental cost is $500 \times 5,000 = 2,500.000$ INR.

Assuming you price your booth at INR 12,500 per square metre (bare space), you must sell at least 200 square metres of exhibit space to cover the fixed venue rental costs ($12,500 \times 200 = 2,500.000$ INR).

Taking into consideration additional costs such as production of the sales brochure, launch activity expenses and advertising costs, it is advisable to sell at least 300 square metres ($12,500 \times 300 = 3,750.000$ INR) to cover these additional costs and to break even.

Overall, the pricing will depend on the type of exhibition / fair, location, your rental fee, and the duration of the event. Please bear in mind that in compliance with layout and safety considerations, only about half the gross space of a venue can be rented out for stands. Sufficient space has to be allocated for amenities such as organiser's office, meeting areas, cafeterias etc.

Consider a **rebate scheme** for members. An early bird rebate where members get a flat 10% discount is one of the recommended options. This will enable you to get members to commit their participation early in order to make the event good look when you start to sell exhibition space to non-members and foreign participants. A multi-tier scheme is the second option.

Table 13: Cost Calculation for Exhibitions and Fairs

No.	Cost Type	Specification	Units	Price/ Unit (INR)	Total (INR)
1	Work costs (gross)	Staff member 1 Staff member 2 Staff member 3 Staff member 4	hrs hrs hrs hrs		
2	Equipment costs	Photocopies Invitations Event folder Paper and pens Other			
3	Transport costs	Taxi Car	km km		
4	Communication	Phone, fax, e-mail, Internet (pro rata)			
5	Rental of premises	Exhibition hall Auditorium Others	Days		
6	Technology*	Rental of exhibition booth Energy supply Construction of exhibition booth Furnishing of exhibition booth Design of exhibition booth Service at exhibition booth Other			

No.	Cost Type	Specification	Units	Price/ Unit (INR)	Total (INR)
7	Speakers	Honorarium Hotel Transport			
8	Subtotal				
9	Overhead	10 %			
10	Total				

* Construction of exhibition booth (setting up, disassembly etc.), furnishing of booth (furniture, carpet, lighting, video recorder, slide projector etc.), design of booth (lettering, photos, posters, decoration etc.), service at booth (customer hospitality etc.)

Case Study: A BMO Moving from Free to Fee-based Fairs

A small BMO in Tamil Nadu introduced a Trade Fair 15 years back in a very small way. Initially the Fair was being organised in a Government hall, taken on a subsidised rate and the local SMEs participated by taking a stall. Slowly, the BMO marketed this event outside the city to other Districts and more and more SMEs participated in the Trade Fair. Next to this, the BMO invited the SMEs to participate in this Fair and since this fair is focussed only on automobile parts and became a branded event, the SMEs in other States participated with enthusiasm and secured good business orders.

As the years have gone by, the visitors to this particular fair have increased and brought in a good reputation to the BMO.

The membership has increased in huge number and the BMO got recognition, acceptance and trust of not only the members but also the stakeholders like Government. As an allied service of the Fair, this BMO also introduced the membership Directory and Exhibitors directory, which got sold like hot cakes.

This BMO has grown in stature very much mainly because of the introduction of the Fair and expanded its other service base.

4.3 Pitfalls and Potential Difficulties

- **Getting exhibitors.** It is sometimes extremely difficult to find a sufficient number of participants to make the first fair successful. This is because the event or the organiser has no proven track record, and potential participants are unsure about the result. The commitment of BMO and management team is very essential to get the exhibitors.
- **Changing market conditions.** With economic cycles getting shorter, market conditions might change very suddenly leaving the organiser in a quandary. Sudden changes in the local political climate can also put a spanner in the works of the fair.

-
- **Wait and see attitude of participants.** It is very common for potential participants to adopt this attitude towards first time fairs, especially in the case of local small and medium sized companies not used to spend substantial amounts on this form of business promotion. They tend to wait for others to sign up before they commit themselves.
 - The only way to encourage early exhibitor commitment to an event is to (1) have an **impressive visitor promotion plan** including substantial advertising in different channels and (2) to ensure support of foreign and large State, National participants and properly project the Fair.
 - It might be difficult to **collect payments from the exhibitors.** This is a common problem, especially with local participants. To ensure the prompt payment of the first progress payment you should give an early bird discount. Other rebates to exhibitors should be made applicable only if the exhibitors settle their progress payments on time.
 - **Teething problems.** They usually abound in first-time exhibitions. You should minimise them through meticulous preparations, and appointing sufficient staff to monitor critical areas such as electrical supply, booth construction and security for the event.
 - **Customs clearance for foreign participants.** If foreign exhibitors send their exhibits without proper study of the shipping information provided to them. To prevent exhibits from being held up at the port, it is advisable to cultivate good relations with the Customs Office and at the same time ensure that the Official Freight Forwarding Company briefs the foreign participants clearly about import, customs and bonding procedures.
 - **Exhibitor complaints.** It is impossible to please every exhibitor. Please appoint well-trained personnel to deal with complaints and avoid conflicts with any exhibitor.

4.4. Samples and Templates

In this section you will find:

1. Draft invitation letter
2. Example of an application form for participation
3. Example of general exhibitors' rules
4. Conditions and regulations for advertisement in catalogue
5. Exhibitor catalogue entry information form
6. Sample questionnaire for visitors' survey
7. Sample questionnaire for exhibitors' survey

4.4.1 Draft Invitation Letter

Personalised letters as shown here is a worthwhile effort to attract exhibitors.

<Name of BMO>

<Address>

<Name of Member Enterprise>

<Address>

Place, Date

Present Your Enterprise at the National Trade Fair “Textilindia 20xx “!

Dear Mr./Ms <Name of Manager of Member Enterprise>,

We are happy to inform you that we will be again organizing the National Trade Fair “Textilindia 20xx”. Over the past years, “Textilia“ has become one of our country's most important trade fairs. This year, at least 50 exhibiting companies and 2,000 visitors are expected.

Your participation offers you many advantages:

- You can exhibit your products to a large audience
- Potential cooperation partners will notice you
- You will get an excellent overview of the situation of the sector

Ms ----- will be happy to answer any questions regarding the Trade Fair. Please contact her at the phone number 123456. We are looking forward to your call!

Yours faithfully

<signature>

Name

4.4.2 Example of an Application Form



**Towards
HEALTHY PLANET 2008**
International expo on managing energy, environment,
healthy buildings, recycling, renewable energy and water
September 12 – 15, 2008, Bangalore, India

**Application form for
participation**

FORM 1
(Domestic Exhibitors)

EXHIBITOR DETAILS:

Company / Organisation:.....	
Address:.....	
Tel:.....	Fax:.....
Email:.....	Mobile:.....
Chief Executive:.....	Designation:.....
Contact Executive:.....	Designation:.....
Bangalore Contact:.....	Designation:.....
Tel:.....	Fax:.....
Email:.....	Mobile:.....

COST DETAILS

Space Rent	Partners / Members (Amount in INR)	Others	Amount (INR)
A) Indoor Raw Space (Min 50 Sqms)	6000.00	6500.00Sqmw @ Rs..... Rs.....
B) Outdoor Raw Space (Min 50 Sqms)	5000.00	5500.00Sqmw @ Rs..... Rs.....
C) Built Up Space (Min 12 Sqms)	9000.00	9500.00Sqmw @ Rs..... Rs.....
D) Built Up Space (SSI) (Min 9 Sqms)	6000.00	6500.00Sqmw @ Rs..... Rs.....
ELECTRICITY CHARGES:			
Indoor & Outdoor Space: 10% of the Total Space Rental (Adjustable) – Maximum Rs. 2,00,000.00			Rs.....
OrKW @ Rs. 2000 Per KW.....			Rs.....
Built Up Space (for lighting only) @ Rs. 250 Per Sqm XSqms			Rs.....
CATALOGUE ADVERTISEMENT (Optional) As per details on reverse			Rs.....
Service Tax 12.36%			Rs.....
Education Cess 2% On Service Tax			Rs.....
TOTAL			

EXHIBIT DETAILS

Products / Services to be displayed / Manufactured:	The Following group companies would also be represented in our stand:
1.	1.
2.	2.
3.	3.
4.	

Please study the General Exhibitor Rules, while finalizing this contract.

I / We have read the GENERAL EXHIBITOR RULES printed on the back of this form and confirm that we shall abide by them. Enclosed is our Band Draft No. For Rs.....toward payment of rental and other charges in favor of "X" Trade Fair Organisation, Bangalore, INDIA.

Name:.....Designation.....Signature:.....

Date:.....

TDS EXEMPTION UNDER SECTION 194 (i): ORGANISERS WILL OBTAIN INCOME TAX EXEMPTION CERTIFICATE ON RECEIPT OF APPLICATION FORM WITH THE REQUISITE PAYMENT. EXHIBITORS MAY NOT DEDUCT ANY TAX AT SOURCE.

4.4.3. Example of General Exhibitors' Rules

GENERAL EXHIBITOR RULES

1. ORGANISER:

"X" Trade Fair Organisation

Tel: +91-80-xxxxxxx; Fax: +91-80-xxxxxxx
 Email: xxxxxxx@xxxxxxxx.com
 Website: www.xxxxxxxx.com

2. VENUE: International Convention Centre, Bangalore, INDIA

3. EXHIBITION TIMINGS

BUSINESS VISITORS	1000 – 1400 hrs
GENERAL VISITORS	1400 – 1800 hrs

4. EXHIBITOR

Any company / Organisation participating in **HEALTHY PLANET 2008**.

5. EXHIBITOR ELIGIBILITY: Members of "X" Trade Fair Organisation, their affiliated associations promoting the interests of Indian industry, displaying engineering and non-engineering products, research and technical engineering and manufactured goods, machinery and products and services currently manufactured or handled as distributor. Organiser reserves the right of participation.

6. SPACE RENTALS, DISCOUNTS & PAYMENT SCHEDULES, RENTALS

Types	Partner's Members	Others
Indoor Raw Space	Rs. 6000 / sqm	Rs. 6500 / sqm
Outdoor Raw Space	Rs. 5000 / sqm	Rs. 5500 / sqm
Indoor Built Up	Rs. 9000 / sqm	Rs. 9500 / sqm
Outdoor Built Up (SS)	Rs. 6000 / sqm	Rs. 6500 / sqm

Built up space includes Fascia, Carpeting, 4 spotlights, 1 Lockable Cabinet, 1 Reception Table, 3 Chairs, 1 Waste paper Basket. **However, electricity consumption charges are to be paid separately @ Rs. 250 per sqm for general lighting.**

DISCOUNTS & PAYMENT SCHEDULES:

An Early Bird Discount of 10% on Space Rental will be allowed on bookings received before 30 April 2008 along with 50% advance payment and the balance payment to be paid by 15 July 2008.

From 1st June onwards, bookings will have to accompany with 100% payment. (There will be no discounts on bookings received after the Early Bird Category).

Note: No lien of space allocation if payment terms are not adhered to.

NOTES:

The prospective Exhibitor must apply on the Application for Participation – Form 1 – for participation in **HEALTHY PLANET 2008** and for any one or more of the focused business fairs shown on the obverse indicating requirement for built up and / or raw space. Allotment will be on "first-come-first-served" basis strictly subject to receipt of payments.

Application for space, both indoor and outdoor, maybe made in combinations/multiples of contiguous plots/booths. For a combination of continuous, furnished indoor standard booths allotted, provision of partitions within the area would be optional.

Rental includes passes for exhibitor staff manning stands during the Fair and one free entry in the Fair catalogue.

Wherever Indoor or Outdoor Raw Space is allocated, the exhibitor will have to erect their stand at their own cost in line with "The X" Trade Fair Organisation rules and Guidelines for Design and Construction of Stand for "HEALTHY PLANET 2008".

The Organiser reserves the rights to reallocate space, change the layout, add or delete corridors in Space Plants, which may affect some exhibitors, stand orientations. The Organiser's decision shall be final.

The Organiser reserves to turn down the application for participation or even deny participation to exhibitors already confirmed. The Exhibitor shall not organise any concurrent shows outside of **HEALTHY PLANET 2008** in Bangalore during the event.

If any one or more of the exhibits displayed is imported, the dollar rate will be charged proportionate to the number of exhibits in stand.

The Exhibition Company / Organisation participating in **HEALTHY PLANET 2008** and/or the focused business fairs shown on the obverse enters into a contract upon submission of this document. The Company (Proposed Exhibitor) agrees to participate in **HEALTHY PLANET 2008** and / or any of the focused business fairs, and to abide by the rules and regulations & bylaws, handed out "X" Trade Fair Organisation, before the exhibition.

Upon any breach of contract by the company (proposed EXHIBITOR), the company is liable to pay the space rentals in full, to the Organiser.

8. ELECTRICITY: Available at 230V, 10% Single Phase and 400 V ± 10%. Three Phase A.C. 50 Cycles. **Charges:** Built-up Space @ Rs. 250 per sqm and additional requirement @Rs. 2000 per KW – Exhibitors must give their power requirements in KW, in writing. All these rates are subject to revision. Exhibitors requiring lighting / power to demonstrate machinery would need to apply with full details latest by 30 June 2008 (or immediately, if application is sent after this date). The Organiser will provide general lighting in indoor & open areas. Electricity will be provided at a suitable point near exhibitor's stand. Internal distributions to be completed by exhibitors at their own cost, only through a licensed contractor.

9. CELLULAR TELEPHONE: Facility for hiring cellular phones will be available. Details of charges etc. will be sent on demand.

10. CANCELLATION: If the Exhibitor withdraws from this contract after having concluded the said contract, the exhibitors hereby agrees to indemnify the Organiser for the losses. Upon cancellation of the booking, the following criteria will be applied for forfeiture of space rental.

Till 30 th April 2008	50% of the Total Space Rental
Till 31 st June 2008	75% of the Total Space Rental
From 1 st July 2008	100% of the Total Space Rental

11. APPROVAL FOR DESIGN OF STAND: The Stand Design drawings along with to-scale mock-ups, complete with details of exhibits, electricity, water, telephone and other installation, in 4 copies, should be submitted to Organiser's approval, latest by 15 August 2008. The exhibitor shall be bound by the changes / modifications advised by the fair architect. In case of non-receipt of stand drawings by 31st August 2008, the Organiser is at liberty to allot the stand to another exhibitor. The Exhibitor is liable to pay for the space rentals in full to the Organiser.

12. DAMAGES: Exhibitor will be required to make payment for all damages or make good all damages to the fair ground facilities / building etc., incurred during setting up / fair period and / or dismantling period.

13. SALE OF EXHIBITS: No sale of Exhibits is allowed during the fair period.

14. REMOVAL OF ANY EXHIBIT: During the fair period is prohibited. Exhibits to be removed by 0600 hrs on 16th September 2008. Organiser will not be responsible if Exhibitors fail to comply with this date.

15. HANDLING OF EXHIBITS CUSTOMS AND IMPORT PROCEDURES: The ORGANISER will appoint official clearing and freight forwarding agencies for **HEALTHY PLANET 2008** & the focused business fairs that will assist in handling and completing customs formalities, if required. Exhibitors would have to contact them directly for such assistance. Movement of exhibits in the Exhibition Halls by agencies other than the official clearing and forwarding agents are strictly prohibited.

16. TAX EXEMPTION: The Organiser will obtain Income Tax Exemption Certificate on receipt of Application form with the requisite payment. (Exhibitors may not deduct any tax at source).

17. DUTY FREE TEMPORARY IMPORTATION OF EXHIBITS: This facility is extended only to overseas exhibitors in **HEALTHY PLANET 2008** and / or the focused business fairs who have registered by remitting space rental in foreign exchange.

18. BUYERS GUIDE / EXHIBITION CATALOGUE ENTRY: All Exhibitors will get a free entry in the **HEALTHY PLANET 2008** catalogues.

19. POSSESSION OF STANDS:

- (A) Raw Space Possession 9th September 2008
- (B) Furnished booths on 11th September 2008

20. STAND COMPLETION: By 1600 hrs on 11th September 2008 with all exhibits in position

21. ADVERTISEMENT IN THE EXHIBITION CATALOGUE:

The rates for advertisement in the catalogue are given below:

Black and White	Rs. 8000
4 Colour	Rs. 15000
Front cover	Rs. 125000
Back Cover	Rs. 100000
Gate Fold (Front cover)	Rs. 90000
Gate Fold (Back cover)	Rs. 80000
Inside Front Cover	Rs. 70000
Inside Back Cover	Rs. 60000
Page facing front inside	Rs. 50000
Page facing back inside	Rs. 40000

22. INSURANCE: Against all ascertainable risks – from transportation to display and removal – should be done by the exhibitors at their cost. Organiser will no way be responsible.

23. PHOTOGRAPHY: The Organiser reserves the right to photograph any stand / exhibit for their use.

24. SETTLEMENT OF DUES: Any and all expenses chargeable to an exhibitor must be settled before the close of the fair to ensure smooth removal of goods from the fair site.

25. DISPUTE PRESOLUTION AND GOVERNING LAW: All unresolved matters, questions, dispute or differences whatsoever arising between the exhibitor and organisers shall be settled by arbitration in accordance with exhibitor and organisers in accordance with the rules of arbitration and conciliation Act 1996. The arbitration proceedings shall be conducted in the English Language in Bangalore, India. The arbitration agreement contained in the paragraph shall be solely and exclusively governed by the laws of India.

26. FORCE MAJEURE: If the exhibition is abandoned, cancelled or suspended in whole or in part by reasons or war, fire, national emergency, labour dispute, Non-availability of exhibition premises or any of the clause not within the control of the organisers, the organisers may, at their own discretion repay the rental paid by the exhibitor, or part thereof, but shall be under no obligation to repay or part off such rental and shall be under no liability in respect of any action, claim for losses.

4.4.4. Conditions and Regulations for Advertisement in Catalogue

THE BUYER'S GUIDE

The HEALTHY PLANET 2008, ZDH / SEQUA Partnership Program's maiden exhibition has been established to provide acceleration to the businesses operating to improve the environmental standards of our planet worldwide.

The Fair catalogue for HEALTHY PLANET 2008, will include profiles of participating companies. The Catalogue will also cover a broad spectrum of the technological sophistication on display at the Fair.

The Catalogue will be distributed to all Exhibitors, a wide range of Business Visitors, High level Government Officials, Industrial Delegations from around the world, Indian Embassies Overseas, Overseas Missions in India and to the International Organisations with whom ZDH / SEQUA Partnership Program has partnered around the Globe. The Fair Catalogue will therefore, act as a valuable "Buyer's Guide". The Catalogue is in great demand not only during exhibition period but is also widely sought throughout the year for business purposes.

ADVERTISEMENT RATES

	INR	USD
1. Full Page – Black & White	8000	200
2. Full Page – 4 Colour	15000	400
3. Front Cover	125000	2000
4. Back Cover	100000	1750
5. Gate Fold (Front Cover)	90000	1500
6. Gate Fold (Back Cover)	80000	1250
7. Inside Front Cover	70000	1000
8. Inside Back Cover	60000	750
9. Page facing front Inside	50000	600
10. Page facing back Inside	40000	500

GENERAL CONDITIONS

1. The submission of this form by the Company Organisation shall constitute a firm order on the Organiser.
2. Order will be accepted by the Organiser provided it is received along with Demand Draft for the full amount in advance, payable to the ZDH / SEQUA Partnership Program, Bangalore, INDIA. Advertisement in the catalogue is not guaranteed unless this condition is fulfilled.
3. Rates shown are payable strictly net, without deduction, discount or agency commission.
4. The Catalogue will be in offset printing
5. All the advertisement material should be submitted in the following sizes:

	Height	Width
a. Print Area	24.5 cms	18 cms
b. Overall Area	27.5 cms	21 cms

Advertisement Material:

Black & White: One piece film positive of the above size with two clear proofs:

Colour: One set four colour film positives

(Emulsion side down & 130 – 150 line screen - with progressive proofs)

6. The last date for submission of ad material is August 15, 2008.

ADVERTISEMENT ORDER

We have read the General conditions for advertisement in the Exhibition Catalogue and confirm that they are acceptable to us.

I / We enclose a demand draft for INR / USD _____

I / We enclose the Ad material.

Signature: _____
 Name: _____
 Designation: _____
 Company: _____
 Address: _____
 Tel: _____ Fax: _____ Date: _____

4.4.5. Exhibitor Catalogue Entry Information Form



Towards
HEALTHY PLANET 2008
International expo on managing energy, environment,
healthy buildings, recycling, renewable energy and water
September 12 – 15, 2008, Bangalore, India

**Exhibitor Catalogue
Entry Information Form**

FORM 3

Dead Line: August 15, 2008

Guidelines

Information supplied in Form No. 3 (enclosed) will form the basis for entries in the Exhibition catalogue and the computerized information system for HEALTHY PLANET 2008 Fair.

The Exhibitor catalogue is designed to be a guide to visitors during the exhibition and an invaluable reference directory post event.

It will include general information about services available at the exhibition, floor plans, salient details of companies exhibiting with Hall number and a product-wise classification of Exhibitors.

As a single "direct" exhibitor you are entitled to a free entry in the catalogue based on the information provided by you in Form No. 3.

An Exhibitor representing a "Group" of companies will be entitled to one free entry in the catalogue and additional entries for each participating company / organisation in the Group @ 5000/- (Indian company) and USD 150 (Overseas company). Details of each company must be submitted individually on Form No.3.

It is advisable that the Information is typed for the sake of legibility. **Forms received after August 15, 2008 may not be included in the Exhibition catalogue.**

Even though every attempt will be made to ensure the correctness of entries in the catalogue the Organiser will not be responsible for any errors and omissions.

I have read the Guidelines given above and I shall abide by these Guidelines and any others which may be framed from time to time by the Organiser.

Company : _____
Name : _____
Designation : _____
Signature : _____
Date : _____

EXHIBITOR INFORMATION FORM No. 3

1. Name of Company : _____

2. Address : _____

3. Telephone : _____

4. Fax : _____

5. Email : _____

6. Website : _____

7. Chief Executive : _____

 a. Name : _____

 b. Designation : _____

8. Contact Executive : _____

 a. Name : _____

 b. Designation : _____

9. Annual Turnover : _____
 (USD Million)

10. Manpower : _____

11. Quality Standard : _____

12. List of Products / Services Manufactured / Provided:

1. _____	8. _____
2. _____	9. _____
3. _____	10. _____
4. _____	11. _____
5. _____	12. _____
6. _____	
7. _____	

13. Hall No. : _____

14. Stall No. : _____

15. Product Classification :

Please list my organisation under the following Product Categories *(Put the product number in the columns as per list enclosed)*

16. New Products / Launches : (Please list out separately in a sheet)

17. Company profile : (In 100 words) (Please attach a separate sheet)

18. List of Group Companies : (Please list out separately in a sheet)

19. Purpose of Participation (Please [√] appropriate purposes)

	A	Increase Exports
	B	Find Collaborations
	C	Corporate Projection
	D	Trade Partners / Commercial Agents
	E	Technology Transfer
	F	Product Launch
	G	Sourcing Opportunities

(For "X" Trade Fair Organisation use only)

Forms received on : _____

Data Entered on : _____ By : _____

6. Did you place any order during your visit?

Yes No

If yes, what is the value of your order? (Please give in INR: _____)

If no, do you plan to place any orders with the exhibitors over the next 12 months?

Yes No Possibly Not yet decided

7. Would you visit the next exhibition?

Yes No Possibly Not yet decided

8. What would you like to recommend for future fairs?

The feedback form should be circulated to the visitors during the fair period to find out their visit has helped them find products or services they were looking for.

4.4.7. Exhibitors' Survey – Sample Questionnaire

Declaration: The responses and personal data gathered would be kept confidential and used only by the organiser for further improving the trade fair

Name: _____

Designation: _____

Age: _____

Profession: _____

Functions: _____

Time to be spent at the fair: 1-2 hours / 2-4 hours / one day / 2 days or more

Part I

Expectations / satisfaction

1. Do the results so far meet the objectives of your participation?

No Yes

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

2. Are you satisfied with the quality of the visitors?

No Yes

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

3. Please grade the quality of the visitors you have met

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

4. How many persons visited your booth with real interest on your products / services?

No Yes

0-30	30-50	50-100	100-200	More than 200
------	-------	--------	---------	---------------

Part II

Sales / Marketing results

5. How much-on-the spot sales did you make during the event?

Value of sales in INR: _____

6. Did you receive any orders during the event?

Yes No

If yes, what was the total value of the orders?

Value of orders in INR: _____

7. What is the estimated value of potential orders you expect to receive over the next 12 months as a result of your participation?

Value of orders in INR: _____

8. If you did not sell or receive orders during the event, do you think the fair has been useful to your marketing effort?

No Yes

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Part III

General Fair Management

9. How do you assess the general standard of professionalism and quality of services provided?

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

10. How do you assess the **pre-registration service**?

Location

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Efficiency

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

11. How do you assess the **venue**?

Location

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Accessibility

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12. How do you assess the Site Management?

Layout of booths

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Accessibility

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Courtesy and helpfulness of management staff

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Promotion / publicity services

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

13. How do you assess **Facilities and Services**?

Security service

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Freight Forwarding / Moving Services

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Travel service / accommodation

Poor Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Part IV

Event Environment

14. How would you rate your overall assessment of the **entire event**?

Poor

Excellent

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15. Will you participate in future fairs?

Yes No Not decided

Comments and suggestions:

The questionnaire should be circulated to all exhibitors to find out number of foot falls to their stalls and number of business enquiries they received during the fair period.

4.5. Assisting Members in their Preparation for Exhibiting

Trade fairs offer entrepreneurs both **opportunities** and **challenges**.

Opportunities for participants

- Gaining a quick overview of the marketplace
- Fairs help to reduce uncertainty about an unknown market
- Building business contacts and an impression of potential business partners
- Being in the centre of public interest
- Fairs represent a powerful marketing instrument to promote even complex products and services

Challenges for participants

- Choosing the “right“ events and locations for participation
- Increasing geographic distance leads to an increase in logistic complexity
- The cost attached to event-specific brochures, staff, stand design etc.
- Defining clear objectives regarding the participation.

Recommended Trade Fairs for SME participation are:

- Industrial India Trade Fair, Kolkata
- Grindex Expo, Mumbai
- ACMEE, Chennai

- INTEC, Coimbatore
 - Agri Intex, Coimbatore
 - Agri & Horti Tech, Coimbatore
 - Indian Handicrafts and Gift Fair
- (Note: the above list is only illustrative, not exhaustive)

Aside from organising the fair, another value-adding BMO's contribution is to assist members in getting prepared for their participation in a fair. That might be the fair your BMO is organising or any other fair. In all probability, the SMEs will lack the know-how needed to participate in a trade fair effectively. You should conduct an **all-day training work-shop**, revising with them the steps to successfully participate in a trade fair.

Table 13: Steps to Successfully Participate in a Trade Fair

<p>Analysis of the decision to participate</p>	<ul style="list-style-type: none"> • Why is the company taking part in the fair? • What does it want to communicate or show? • To whom? • What trade objectives are being sought? <p>Presence in a fair must be an extension of the company itself. The image that is offered must correspond to the global strategy.</p>
<p>Drawing up of a specific participation plan</p>	<p>Professionalising and planning are the two words which are key to successful fair participation.</p> <p>Specify the type of participation.</p> <ul style="list-style-type: none"> • If you want to achieve visibility and image: a prestige stand. • To present innovations and other products on sale: an exhibition and sale stand, larger or smaller depending on the quality and the quantity of products to be put on display. • To present information for general distribution: information stand. <hr/> <p>Selection of products to be displayed</p> <p>Take into consideration other factors such as the type of visitors those would come to the fair, and who you want to attract to your stand. It is essential to attract professionals clearly highlighting new products and innovations.</p> <p>Completion of the registration dossier</p> <p>The surface area to be reserved will depend on the amount and types of products and services to be displayed; on the reception and meeting areas that you want, etc.</p> <ul style="list-style-type: none"> • Check availability in the proper place, of installations of water, electricity, telephone, fax, etc. • Anticipate the necessary auxiliary personnel (hostesses, translators, etc). <p>Anticipate the cleaning service for the stand.</p> <p>Study the appearance in the exhibitors' catalogue so visitors know that your company is participating in the fair.</p> <p>Have enough invitations to give to current or potential customers.</p> <p>Have anywhere to sit down, keep documents or display products.</p> <p>Have décor, signs, flowers or any other necessary elements.</p>

<p>Drawing up of the budget</p>	<ul style="list-style-type: none"> • Promotion and advertising expenses • Structure expenses: for total or partial use of company personnel and equipment (travel, board and lodging, etc) • Fair expenses (contracting services, auxiliary personnel, material, etc., from the fair organisation or the official exhibition centre suppliers) • Space, obligatory insurance and minimum services • Rental of modular stand if the company does not choose one of its own design • Furniture • Electricity services • Supply of water, drainage, compressed air • Telephones, fax, internet facilities • Equipment for the projection of audiovisuals, luminous panels, etc. • Gardening and other decorative element • Auxiliary personnel (hostesses, interpreters, security guards, etc.) • Assorted services (catering, cleaning, transport, etc.)
<p>Promotion of the company on the occasion of its participation in the fair</p>	<p>Successful participation in a fair does not solely depend on the organisers, but also on the actions which are directly undertaken by the exhibitors, their originality, and their effectiveness in actions such as:</p> <ul style="list-style-type: none"> • Direct marketing to professionals that you are interested in • Media advertising • Preparation of technical-commercial documentation • Rental of conference rooms in order to inform professionals, the mass media, and customers about new products and/or services, new technologies, expansion plans, etc. • Participation in the exhibitor catalogue and other fair publications • Information to be provided to the professional press including new items, unpublished information, etc.
<p>Post-fair monitoring</p>	<p>And, of course, it is after the fair that the work really starts which should make all the effort involved become real. Commercial monitoring of the contacts made during the fair must be undertaken as the fair is usually only the starting point. The follow-up work is what will enable the company to fully benefit from participation at a fair. The following must be done:</p> <ul style="list-style-type: none"> • Statistical reports assessing the positive and negative aspects of participation as well as possible improvements in readiness for forthcoming fairs • Press dossiers • Creation of visitor files, following up of contacts made

There are 4 topics which are of decisive importance for successful participation:

1. The necessary qualifications of the employees that will staff the exhibit
2. Attracting visitors
3. Registration of visitor contacts

4. Follow-up

Qualified staff at the exhibit

The preparation of the employees that will staff the exhibit is an important prerequisite of successful participation. The following diagram illustrates the most important requirements, as well as the training topics to be derived from them.

They require: a real good knowledge of the exhibited products and services. Second important is the outgoing and self-confident personality as they might have to attract visitors to their stand. The ability to perform under stress is another prerequisite. Fair experience is desirable as well as background on relevant economic sector. If they have no prior experience, they might need a training on how to approach the “right” visitors, how to prepare and interpret written registration of visitors and how to collect useful information for further product development from them.

Attracting visitors at the fair

Without well-planned and professionally conducted public relations work, there can be no successful participation in an exhibition! Long before the event actually begins, every member enterprise should start intensive promotion activities. The following diagram explains the most common methods of attracting visitors.

First of all, sufficient time must be devoted to publicity efforts before the event takes place.

Table 13: Steps to Successfully Participate in a Trade Fair

Publicity Type	Comments
Letter stickers	For as long as possible before the event, stickers are attached to all correspondence – an inexpensive means of advertising the enterprise's participation
Written invitations /Mailings	Personalised letters to all co-operation partners Consider enclosing documentation on the exhibition
Telephone calls	Entrepreneurs should inform others on their participation and mention the fact at every possible occasion
Ticket vouchers	Depending on the available budget, vouchers for free entry to the exhibition/fair can be sent to important customers or would-be customers
Advertising	To be placed in newspapers, magazines etc. shortly before the exhibition/fairs starts
Catalogue Adverts	In addition to the general entry in the exhibition catalogue, an ad on the enterprises range of products/services can be placed in the catalogue

Registration of visitor contacts

A clear and systematic registration of all visitor contacts is the decisive precondition for all later follow-up measures. For each discussion held at the exhibit, participating enterprises must register, in writing, at least the following points:

- Name of (visitor) enterprise
- Name and position of discussion partner
- Member/non-member
- Previous contacts with the chamber/association
- Information needs of discussion partner
- Documents handed out
- Ideas for follow-up

Follow-up

The follow-up to any fair should not be neglected under any circumstances. The exhibiting enterprise should:

1. Send an appreciation letter / mail to the visitors recorded in the conversation notes
2. Submit additional information and documents as registered in conversation notes
3. Upload photos of the event and their stand on their website and possibly in social media.
4. Make arrangements with potential customers for further meetings
5. Assign relevant employee / manager with intensifying contact
6. The enterprise might also inform potential customers who have not attended the fair about the event and the enterprise's exhibit.

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
MSME Umbrella Programme
B-5/1, Safdarjung Enclave,
New Delhi 110 029, India
T : +91 11 4949 5353
F : +91 11 49495391
E : msme-india@giz.de
I : www.giz.de