

CHECKLIST FOR YOUR SUCCESSFUL PARTICIPATION AT FIBO

Exhibiting at FIBO is undoubtedly one of the year’s highlights for your company – be sure to show your company at its best.

We have compiled this checklist to help you with your trade show planning.

Trade show preparation

Set clear goals	
	What am I hoping to achieve through my trade show participation?
	Are you aiming to present your company or your product(s)? Or is your primary objective to establish and develop your relationships with your customers and business partners?
My visitors	
	Define your target group
	Which visitors do you intended to invite yourself? (VIPs, key customers etc.)
Stand design	
	Contact a trade show constructor and/or agency and obtain offers for an attractive stand construction
	Entry in the trade show catalogue
	Logo on the FIBO website
	Matchmaking This tool allows you to publish your available appointments for customers at the trade show in advance, and to manage the appointments that you have already made. You can also contact trade visitors before the show takes place. Once at the trade show, you can conduct your appointments in the Matchmaking Lounge (Hall 5.2 Stand D/85) if you wish.

Create a schedule	
	<p>Find out well in advance about essential deadlines, such as for electrical and water installations, parking permits etc.</p> <p>You will find all of the information on these topics in our Online Service Centre (OSC). You can also contact our Promotional Services Team directly regarding promotion on site. Link to FAQs on the website.</p>
Pick your team for the trade show	
	<p>Which departments are involved in the planning process?</p> <p>Who is responsible for which tasks (in the planning phase and on site)?</p> <p>Should you require support from external personnel on site, make sure that they receive all the information and instructions they need in advance. Make sure that there is a product expert present at the stand at all times. Please note that many hotels are booked out well in advance of the trade show. Hotel link from the website</p>
Planning your stand	
	<p>Familiarise yourself with the technical guidelines well in advance. These guidelines contain (safety and security) regulations for trade show stands. Link</p> <p>In addition to the presentation area, you should also make sure that you allow sufficient space for a kitchen, materials storage etc. if this is necessary. If you require more space, you should also consider adding another storey to your stand. Please ask us about the possibilities for adding a second storey. You should also take into account the expenditures necessary for stand construction, equipment and furnishings, presentations, advertising materials, food and drink.</p>
Organise transport to the Cologne Exhibition Centre	
	<p>Be it pens, seats or high tables, everything has to be on location on time. Make sure that you organise reliable transport, and don't neglect to arrange for the return transport after FIBO has concluded. Please note that someone from your team has to accept deliveries made by freight forwarders. Be sure to remember our set-up and dismantling times, as these are binding.</p> <p>Advance set-up can be ordered from our Online Service Centre. However, we would like to make it very clear that early dismantling is not permitted under any circumstances, and any violation of this rule will result in a fine.</p>
At the trade show / during the trade show	
	<p>Before the show gets under way, check to see if everything you need is at your stand.</p>

	<p>Have you ordered all the required connections?</p> <p>Have all the other necessary services been ordered and provided?</p> <p>Shows and participatory events are a great way to draw visitors to your stand. Please remember that some types of events have to be registered in advance. Link</p> <p>Choosing the right promotional items makes it easy to grab visitors' attention. Make use of active customer approaches at the trade show, and be sure that your communications are friendly and relaxed.</p> <p>Exchange business cards as a way of ensuring that you can get back in contact after the show. Or are you looking for a paperless means of recording the details of visitors to your stand? If so, you can simply make use of our lead tracking.</p>
What should I do after FIBO ends?	
	<p>The end of FIBO is also the start of the next important phase.</p> <p>While you may need a short break after FIBO, you should begin with your follow-up work as soon as possible after the event. Those who do not devote sufficient time to such activities are in danger of losing contracts because their potential customers end up making their purchases from more active competitors. Evaluate how FIBO went for you and your firm, think about what went well, and whether you were able to achieve your goals. Make use of the information you gained and turn your leads into customers.</p>

If you have any questions, please do not hesitate to contact us. [Link to contact](#)

We look forward to enjoying a successful trade show with you.