

EXHIBITOR'S VADEMECUM

WARSAW - NADARZYN
12-14.02.2020

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SIGN &
VISUAL



TECH
& PRINT



GIFTS &
TEXTILE

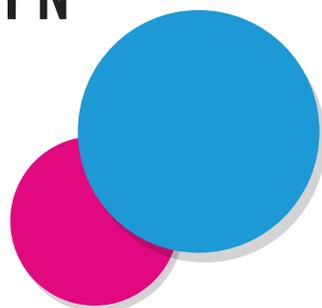


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Trade fairs as one of the most effective tools for building customer relations

Well conducted marketing activities significantly influence the development of the entire company, while improper ones or lack thereof bring the opposite effect. Building lasting business relationships is a priority for managers in any B2B company. How to reach thousands of customers and make your offer stand out on the broadly understood market of advertising gifts? An effective tool that is worth using is the renowned international trade fair RemaDays Warsaw.

This guide presents the possibilities of promotion at a trade fair event in the advertising and printing industry, providing detailed facts and guidelines necessary for each exhibitor. You will learn why it is worth to participate in this event and how to use the potential of the trade fair to make it pay off in sales growth and strengthening of the company's position on the domestic and foreign markets.

In every industry, in order to keep pace with the dynamics of change and the needs of consumers, it is necessary to build **lasting business relationships with customers and business partners**. Out of the whole range of modern marketing tools, it is trade fairs that definitely stand out in terms of efficiency, providing a high return on investment:

- they provide a professional space for **the presentation of the company and its offer to a wide group of seriously interested customers in one place** and time
- they make it possible to **make several hundred new contacts within a few days** and deepen the existing relationships.
- they directly translate into the **development of business**

An industry trade fair event is therefore a proven and effective instrument for building a competitive

advantage on the market. The International Trade Fair for Advertising and Printing RemaDays Warsaw year after year attracts more and more exhibitors and visitors from Poland and abroad. The jubilee 15th edition in 2019 was attended by **810 representatives, importers and distributors of advertising gifts**, who had an opportunity to reach **21.112 visitors from 52 different countries**. Almost one fifth of them were **guests from abroad – as many as 3500 people, which is a 25% increase**.

Such a clear upward trend indicates that the RemaDays Warsaw trade fair is becoming an event of a global character. The growing importance not only in Europe but also worldwide leads to tangible benefits for the participants of the event. They know that the global advertising and printing market is very demanding. First of all, in order to stay there and secondly to gain advantage, **you have to be where the customer is, that is at prestigious trade fairs** that provide access to the **largest number of visitors in Europe, including thousands of foreign companies**.

Gifts & Textile, Sign & Visual, Tech & Print

RemaDays Warsaw are trade fairs with 3 sectors covering the entire advertising and printing industry. They are as follows:

GIFTS&TEXTILE

1. Gifts World – with the largest offer of manufacturers, importers and distributors of advertising gifts (such as pens, mugs, key rings, accessories, games, sports, office, kitchen or premium gadgets and other)

2. Textile Zone – provides excellent conditions for presenting modern solutions in the clothing industry – both advertising, work, sports, fitness, protective and medical clothing, as well as marking machines, fabrics and knitwear, household and utility textiles, and many more

3. Packaging Materials – space for companies specializing in the production of die-cut, flap and laminated packaging, as well as cardboard boxes, cans, decorations, self-adhesive materials, etc.

4. Photo Creation – presents solutions based on photo and video

communication; here visitors are looking for companies specializing in film production and product photography, as well as image banks

SIGN & VISUAL

5. POS & Display – a space for suppliers from the POS, POP & Display categories who present modern exhibition systems, totems, walls, advertising showcases, stands, reception counters and many more

6. Lighting Systems – intended for suppliers of light, outdoor and indoor advertising, companies offering visual identification: LEDs, neon lamps, light panels

7. Event Show – Event Show – showcases solutions and systems for organizing events, event furniture, tents, seats or stands

8. Outdoor Advertising – brings together a full offer of providers of outdoor advertising such as: mobile advertising, billboards, banners, signboards, panels, pneumatic advertising, digital signage, flags, etc.

TECH & PRINT

9. Printing House – where specialists from the market of print-

ing services (offset, digital, silk-screen, pad printing, embroidery, thermal transfer, large format printing, marking, etc.) present themselves

10. Technology Park – with a wide range of marking machines, embroidery machines, printing machines, plotters, UV machines, lasers, materials for the production of advertising, etc.

11. IT & e-Solutions – creates space for companies specializing in IT solutions for advertising, design, mobile apps, virtual reality, CRM systems and new technologies

Each subsequent edition of the RemaDays Warsaw trade fair is not only an increase in the number of participants from Poland and abroad. It is also the development of individual sectors where it is possible to **present a comprehensive offer of the advertising industry to visitors from all over the world**. On 35,000 m² of modern exhibition space, there are departments for all participants of the market of advertising gifts.

Thanks to such a **wide offer of the RemaDays Warsaw trade**

fair, exhibitors reach both the companies with strong roots in their sector, as well as customers who are just planning to invest in new advertising services and are looking for the best business partner. These opportunities are used by representatives of all categories of companies.

Are trade fairs a good investment for small businesses?

The answer to this question is obvious – trade fairs are a good investment also for small and medium companies. With a relatively small effort, they offer **the widest opportunities for promotion and the largest group of recipients from Poland and abroad**. They also provide access to the proven advertising tools used by the best and largest in the industry.

The key to success here is the right preparation for the event – it guarantees significant benefits and the exploitation of the potential of the trade fair meeting.

How to prepare for participation in the trade fair?

The most important tasks, which will **help each exhibitor to achieve the assumed goals**, are:

1. **Placing the information about participation in the upcoming trade fair** on the company's website and informing the customers via other channels of communication
2. **Sending out invitations to customers** – both to visit the company's stand as well as to participate in a trade fair presentation or training
3. **Taking care of proper arrangement and appearance of the stand** – i.e. the manner of presentation of products, space for conversations, consistency of all elements of visual identification of the brand
4. **Selection of competent personnel**, i.e. a group of employees who know the company and its offer as well as the entire industry very well, are communicative, polite and

committed (people acting on behalf of the exhibitor are responsible for the image of the company); among the employees at the stand there should also be a representative of the management team, who can talk to high-level managers and give an interview, e.g. for a promotional video

5. **Taking advantage of additional forms of promotion** provided by the organizer and... not making the basic mistake of the exhibitor!

The biggest mistake of the exhibitor that closes the door to the customer

A recurrent mistake made by many exhibitors is an erroneous assumption:

- that the recipients know our products or services, so there is no special need to present or prove anything
- and that the company has existed on the market for many

years, so the customers will come to us and take advantage of our offer on their own

Meanwhile, on the dynamically changing market, a change of purchasing strategy is not difficult at all and happens more often than assumed by some entrepreneurs. It is worth bearing in mind that **customers are more likely to direct their attention to companies and partners who actively respond to their needs.**

In order to stay on the wave and ensure the best possible business results, it is therefore necessary to take the initiative, i.e. **to present yourself at one of the largest advertising and printing trade fair – RemaDays Warsaw and to use all the promotional opportunities** that it offers.

Additional forms of promotion at the RemaDays Warsaw trade fair

The RemaDays Warsaw trade fair **provides the most opportunities**

to stand out and reach many hundreds of interested customers every day. In order to use the full potential of the event, it is definitely worth taking advantage of the additional forms of promotion provided by the organizer. In this simple way it is possible to significantly increase brand awareness and strengthen the company's position at the trade fair.

Here are the **10 most popular methods of additional promotion** at the International Trade Fair for Advertising and Printing RemaDays Warsaw:

1. **Presentation of products in the trade fair edition of the AdBox – Advertising Inspirations catalog**, which is a source of inspiration appreciated by visitors
2. **Presentation of the offer in The Great Book of Advertising and Printing**, combining the advantages of press advertising with the functionality of a handy database
3. **Advertisement in Gifts Journal magazine** – the only industry periodical devoted exclusively to advertising gifts,

whose recipients are advertising agencies, heads of marketing and management of purchasing departments in the largest companies in Poland

4. **Insert in the RemaDays Warsaw bag, which guarantees the access to every visitor** in the form of a promotional leaflet or a product – a great option for both exhibitors and people who cannot attend the fair but who want to reach all visitors
5. **Distribution of leaflets at the trade fair**, i.e. a convenient and proven way to establish direct contact with potential customers
6. **Presentation of products and advertising clothing at the Gifts&Textile Show**, which is used by all exhibitors who want to present themselves from a completely new, attractive side (show blocks with professional models and music setting attract the attention of hundreds of visitors)
7. **Advertisement on the flag pole at the entrance to the fair grounds** – ensuring visi-

bility from the moment thousands of visitors enter the fair grounds

8. **Modern scanner – a phone app**, an intuitive tool that will save your time and provide you with quick access to a database of contacts

9. **Talks in comfortable and fully equipped conference rooms**, enabling sharing valuable knowledge and strengthening the company's image as a specialist, as well as presenting information about products and services

10. **Preparation of a promotional video material** which, in a dynamic form of images from the trade fair, brings closer the company, its offer and the interest of visitors

4 trade fair strategies - the key to the success of each exhibitor

In addition to the above mentioned elements, there is one more thing that every company owner, manager and marketing director should

keep in mind. Even the most impressive stand or showcase of the best products will not guarantee satisfactory business results if we do not plan and implement **one of the 4 proven fair trade strategies** – depending on whether we want to reach new, regular, occasional or foreign customers.

1. Trade fair strategy aimed at attracting new customers

Among over 21,000 people visiting the RemaDays Warsaw 2019 trade fair, as much as 30% of them came for the first time. This means that during each of the 3 days of the event the exhibitors had the opportunity to reach hundreds of new customers and **initiate long-term business relationships with representatives of the domestic and foreign markets.**

How to use this opportunity to attract the attention of the customer not only for a moment, but to keep him for longer? We should follow a simple rule here: the first does not mean the last. This trade fair strategy consists of 4 steps:

Step 1. Properly exhibit your products at the trade fair stand

The basic and most effective way to attract the attention of trade fair visitors is **to show the products in showcases and counters, which are placed near the communication paths**. The presentation of the most interesting items – especially novelties and bestsellers – will significantly increase the chance of attracting the interest of a wider group of customers.

Step 2. Dispel the concerns of the new customers

Research and the experience of long-term exhibitors show that people who do not know our brand and offer well often do not even decide to visit our stand. How to win their trust and convince them to spare a few moments for a conversation?

In order to do so, **it is good to designate within the stand a special zone only for new customers**. It is important that the zone is clearly indicated and allows the visitor to easily inspect the products, obtain the most important information and get to know the entire company and brand.

Step 3. Take care of the company's image – the role of a salesman at a trade fair

Salespeople are to a large extent responsible for how the entire brand and offer is perceived by the customers who came to us for the first time at the trade fair. When you meet a new person, what counts are **the first 7 seconds, during which the interlocutor assesses the preparation, professionalism and credibility of the sales person**. Therefore, we must do everything to look clever but at the same time unobtrusive. The obvious requirements here are good appearance, good manners, as well as openness and commitment.

What's more, at the beginning of a conversation with a trade fair guest we have just met, **it is good to ask him a few already prepared questions**. The answers obtained will be helpful in assessing the potential of the new customer and the possibility of cooperation. The basic questions include:

1. Have you ever cooperated with companies from this sector before?
2. How long have you been on the market?

3. What does your company specialize in?
4. How many end customers do you serve?
5. Which offer are you most interested in?

Step 4. Present an offer that suits the needs of the visitor

Based on the collected information, you should **present the visitor with an offer that best matches the profile of their company**. Concise presentation of selected solutions and giving them promotional materials, meeting the interests and needs of the new customer, may have an impact on their decision to start cooperation. The last step is the time to exchange business cards, and in case of a specific interest on the part of the visitor, also **to schedule the next contact**. The notes taken by the salesperson during the whole conversation will be very helpful during the next meeting or telephone conversation.

2. Trade fair strategy aimed at maintaining relations with regular customers

At the trade fair we will certainly see companies that already coop-

erate with us. The most important thing is to remember that... regular does not mean for ever. To ensure that the ongoing cooperation lasts for a long time, it is necessary **to take care of the existing customers so that they feel important and appreciated**. They are the ones who deserve the interest and special attention from the representatives of our company. The strategy oriented towards regular customers covers 3 important steps:

Step 1. Set up a meeting with a regular customer

The best method, proven by many exhibitors, is **to arrange a trade fair meeting with a regular customer on a selected day and time**. This should take place a dozen or so days before the start of the trade fair. It is best to send a conversation request to **a specific representative from a given company** – first by mail and then by phone or directly. This form of communication expresses respect and takes on an almost exclusive character, thanks to which our business partner will feel even more appreciated.

Step 2. Inform the customer about the topic of the conversation

When scheduling a meeting at a trade fair, we should also remember **to inform the customer about the subject of the planned conversation**. It may be about new products, recommended solutions or technical innovations. Prior identification of the topic may significantly **raise the awareness of the offer and, as a result, lead to an increase in sales of products or services**, which in fact is the goal of each exhibitor. The trade fair conversation with regular customers should be conducted by the most important employees of the company, who have direct contact with them on a daily basis.

Step 3. Provide a comfortable environment for conversations at the trade fair

A regular customer should feel relaxed and comfortable, so **the separation of an appropriate zone for conversations at the trade fair stand is a necessity**. It is worth to create a cosy environment that will be conducive to joint arrangements in a professional and friendly atmosphere.

During the conversation, we should not forget to give the most important – from our and our interlocutor's point of view – promotional materials, which will be adjusted to the potential of the customer. Finally, you should remember **to establish with your business partner a framework for year-round contacts**, i.e. their range and frequency, and to thank them for visiting the stand and for the meeting.

3. Trade fair strategy focused on contact with occasional customers

Who is an occasional customer?

On the market there is a **quite large so-called bottom group of customers**, which consists of people who rarely or to a small extent use the offer of our company. The reasons for sporadic interaction may vary. One of the most common mistakes made by entrepreneurs is **too rare contact with customers and the assumption that if they need something, they will come to us on their own**. Such an approach automatically leads to failure – we should remember that the

industry is changing very quickly and at the same time is very competitive. If we do not react in time to the needs of an occasional client, it may turn out that someone else will do it instead.

In order to avoid such a situation, you should take the initiative and **activate the aforementioned bottom group of customers**. Activation should involve:

1. **More frequent contact and constant presentation of products and services**, which the business partner has not yet had the opportunity to learn about
2. **Precise definition of the scope of contact**, which is the key to transforming an occasional relationship into a permanent cooperation
3. **Use of trade fairs to distinguish your offer** (see additional forms of promotion) and to tighten your ties with occasional customers

Effective ways of reaching occasional customers at trade fairs

Activation and motivation of the so-called bottom group of customers is possible, among other things,

thanks to the conversation arranged by the salespeople. During this meeting, it is best to ask straight away about the reasons why a given company does not use our products or services very often. It is worth to work together to decide what can be changed in order to improve mutual business relationships.

The exhibition space of the RemaDays Warsaw trade fair not only offers the possibility of **arranging business meetings, but also of organizing mini-conferences, trainings and presentations** within your own stand or in special conference zones. This allows the exhibitor to **present their products and services to a wide group of interested customers** and strengthen their relations with occasional customers.

4. Trade fair strategy aimed at attracting foreign customers

The 25% increase in the number of foreign customers at the **RemaDays Warsaw trade fair** clearly shows that domestic manufacturers, importers and distrib-

utors of advertising gifts play an important role in the global advertising and printing market. The foreign trade fair visitors appreciate above all **the high quality of products and innovation, attractive prices and high competences of the representatives of all companies.**

How to attract foreign customers? In addition to the above mentioned elements, it is important to be able to speak the language of the future foreign partners, on whose market we would like to be present. The language skills of employees are extremely important not only for efficient communication, but also in the context of **building a professional image of the entire company.** Additionally, employees working at the stand should be fluent in English. A key issue is also the **preparation of promotional materials in foreign languages,** which we will distribute to foreign visitors.

The trade fair does not end on the last day of the event - the post-trade fair activities

The exhibitor's success consists of thoughtful preparations, as mentioned above, as well as **post-trade fair activities,** which are the best way to ensure that the **cooperation initiated at the trade fair with various representatives of the market will last a long time.**

What are the most important post-trade fair activities that should be undertaken? They should certainly include:

1. **Summary of all 3 days of the event** in terms of the objectives set and their implementation
2. **Contacting trade fair guests** who visited our stand
3. **Regular contact** with regular and newly acquired customers

In summarizing our participation in the trade fair, we should focus on verifying the assumptions that were made before the event. How many of the goals did we manage to achieve thanks to our own

preparation and good organization of the fair trade event? How many conversations did we have and how many contacts did we make? Was the stand well planned and the most important products visible? How many awards has our company won at prestigious trade fair competitions? How much benefit did the additional forms of promotion bring and which ones should be tested next year?

In order to **maintain contact with new and regular customers**, it is necessary to maintain **a constant relationship and, of course, keep the promises made at the trade fair**. Shortly after the event it is worth to send out thank-you letters – they should be short, but if you have achieved a significant success at the fair, it is worth to present your achievements. Remember also to attach the details of a given offer to the correspondence.

To sum up – a trade fair offers opportunities abroad, development and new customers

For many years **the RemaDays Warsaw trade fair has been crucial in shaping the advertising**

and printing industry. Every year they have more and more to offer to their guests and participants from Poland and abroad. The Warsaw event meets the expectations of exhibitors who are looking to increase their sales and expand their international network of contacts.

Proper use of all forms of promotion ensures 3 strategic benefits:

1. **Effective advertising of your products and services**
2. Acquiring **hundreds of foreign and domestic customers** in one place and time
3. Building brand awareness and **consolidating the company's position on the global market**

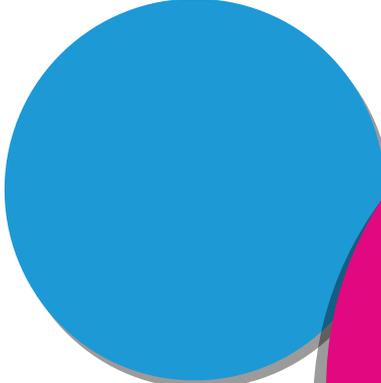
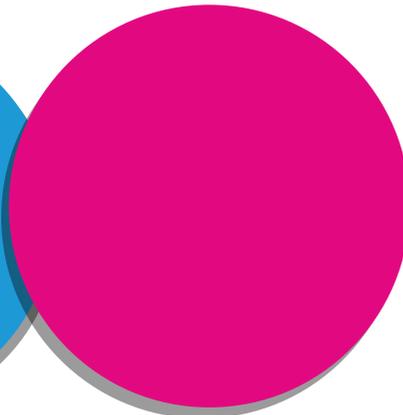
We believe that this guide will help you to fully take advantage of the opportunities offered by conscious participation in the exhibition event that brings together representatives of the advertising industry from all over the world. There is no doubt that the International Trade Fair for Advertising and Printing RemaDays Warsaw is **an ideal tool for the development of your company and business expansion into domestic and foreign markets**.



SEE NEW

AT A TRADE FAIR FULL OF IDEAS

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OVER **52** COUNTRIES **800** QUALITY EXHIBITORS **21000** PROFESSIONAL VISITORS