



EXHIBITIONS AND TRADE FAIRS

Will you have the time to prepare everything ?



FOR WHOM?

for companies organizing a first presence at an exhibition, or for companies that will not have the time to prepare an efficiently presence.



CONTENT

you wish to increase your local visibility. If you have not qualified a relevant exhibition, INVENIO qualifies it for you according to your expectations. INVENIO realizes then all the steps necessary to lead to a successful presence at the exhibition:

- 1/ booking, choosing the location and the surface
- 2/ organizing the presentation of the booth
- 3/ writing the promotional texts
- 4/ determining the products to exhibit
- 5/ writing a sales strategy for the purpose of the salesforce
- 6/ preparing and sending a mailing to the attention of the potential visitors
- 7/ ensuring by phone the visit of the clients



HOW

organizing an exhibition does not only mean to be present at a stand! Many companies neglect the preparing phase and come back disappointed. However, a prepared participation have the best chances to be successful. INVENIO becomes the main contact of the organizer of the exhibition or the Trade Fair for any purpose about the organization. The choice of the products to exhibit and the stand appearance is done jointly with you in order to adapt to your offer and your strategy in the region.

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ADVANTAGE

INVENIO is able to create graphical documents and presentations (banner-up, brochures). If you are short staffed, INVENIO participates in the exhibition with you or replacing the management team. It may also be efficient to realize a prospection mission before the exhibition to increase the number of qualified visitors to your booth (please refer to Prospection mission).

AND AFTER THAT?

all the contacts you will have must be followed. INVENIO offers to follow the prospects with a sales representative (refer to this mission).

DELAY

8 TO 12 WEEKS

