

# Organise your exhibition Brochure

## EUROSATORY

Land and Airland  
Defence and Security  
International exhibition

PARIS - JUNE, EVEN-NUMBERED YEARS



### Expodefensa

The leading Defence and  
Security HUB for Latin America

BOGOTA - DECEMBER, ODD-NUMBERED YEARS



### SHIELD AFRICA

Security and Defence  
International exhibition  
that addresses the challenges  
of African continent

ABIDJAN - JANUARY, ODD-NUMBERED YEARS

# Things to be done 1 year before

## Analyse the last session of the exhibition

- 1 Analyse the "Bilan/Review" of the last session and the exhibitors & visitors profiles
- 2 Identify the scope of the exhibition and technologies covered ("nomenclature")
- 3 Go to the media list and identify the appropriate media for your business
- 4 Refer to the exhibitors list of the previous and the next exhibition:
  - Identify potential buyers and suppliers
  - identify exhibiting competitors and deduce absent ones
- 5 Read the Exhibition Terms and Conditions of Sales

## Define your exhibition goals

### Sales & Marketing

- Explore new markets and find new clients for your product/services
- Improve client loyalty
- Develop your sales
- Find suppliers, subcontractors and partners for your company
- Communicate with your product users

### Brand awareness

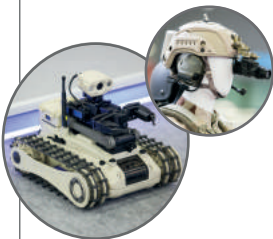
- Present your new products/services
- Promote your company and your products to:
  - users
  - media
  - major prime contractors

### Be informed about the market

- Discover market trends and technical developments in your business activity
- Size up your competitors

## Prepare your stand

- Choose your stand design:
  - Order a "shell scheme" stand from the organiser
  - Rent a bare surface and choose a stand builder
- Choose the products you will display on your stand: make sure that all items displayed are in compliance with the exhibition regulations (some products are forbidden)



## Things to be done 1 year before

Draw up your total budget including costs related to:

### The stand

- The rental of your surface and your registration fee (and any options that may be invoiced by the organiser: corner, floor, covered area)
- The construction of your stand (if you rent a bare surface)
- The key technical services available at the venue

### The logistics

- Transportation of exhibition equipment to and from the venue
- Development and transportation of marketing tools (in sufficient quantities for adequate distribution during the exhibition)
- Travel costs, food and accommodation expenses for staff representing your company at the stand
- Any insurance you decide to subscribe

### The communication

- Sponsorship and advertisement you are planning
- Client invitations (if any)
- Promotional items you will give out during the exhibition

## Things to be done 9 months before

Create a calendar and note down all the actions to be carried out before the show

**5 series of forms** are available:

- General information
- Prepare your stand
- Communication and advertising
- Business
- Access to the exhibition

Be careful about the deadlines indicated on the registration, application, order and declaration forms.

These forms are available in Exhibiting Company section, to be reached by login and password on the exhibition website.

Analyse available forms and record their respective deadlines in your calendar:

- Mandatory forms
- Optional forms based on your orders and goals

# Things to be done 9 months before

## Find out about compliance with applicable rules and regulations

- Read the exhibition rules
- Be aware about the possibilities and the restrictions related to the exhibition (list of products and services, customs/temporary imports, technical rules)

## Take note and list the available services that are of interest to you



\* The services are not all available at each exhibition organised by the COGES

\*\* Find the services details on the Exhibitor Manual of each exhibition



## Things to be done 4 months before

### Design and develop your marketing tools

at the international exhibitions, English version is strongly advised for:

- Posters
- Brochures
- Videos
- Business cards
- Free gifts (goodies)

- Update your company's sales pitch; plan a training session for your sales team (defining individual roles, organising product trainings)
- Create a notebook to gather the business cards of the people you meet (cards stapled with comments and steps to be taken); you can also rent a badge reader

## Things to be done 3 months before

### Select colleagues from your company

(a good level of English as well as Spanish is required)

- who will be on the stand
- who will be at the exhibition to attend One-to-One Business Meetings, conferences, benchmarking, etc
- dedicate a colleague to Press and Communication
- appoint the colleague who, prior to the exhibition, will respond to visitor requests for appointments (Exhibitor-Visitor Connection Service) and who will schedule appointments on the stand

Having at least one colleague or a hostess on the stand is of major importance.



# Things to be done 2 months before

## Prepare an action plan for communication

- Target the media you want to communicate to, request the accredited media list
- Give the media your Press and Communication contact details
- Inform the media about the events you intend to organise at the exhibition
- Prepare the press release to be put in the relevant pressboxes
- Contact the Show Dailies and the official media

## Invite your prospects

- Use the e-invitation proposed by the organiser, which you can customise and send to your prospects

## Prepare the measures to ensure the safety of your equipment at the exhibition

- Adapt your means to the organiser regulations (private guarding of booth, materials handling and storage, etc.)

## Prepare hosting the Official Delegations on your stand (if your company is eligible)

- Fill in Official Delegations application form (at your space on the extranet)

Beware if you are a manager of a national or theme pavilion: please, indicate in your application the exhibitor you want to meet with the delegation.

- Nominate one or more person of the appropriate level and skills to be in charge of the reception and management of the Official Delegations on the stand



## Things to be done 15 days before

### Prepare a "toolkit"

- Prepare a toolkit for small repairs on your stand (double-sided tape, craft knife, scissors, cleaning product, etc.)
- Communication tools: computers, screens, mobile phones (free WiFi is available at the exhibition)
- Don't forget a coffee machine, drinks, snacks, etc.

## Things to be done 1 day before

### Come in person or demand a colleague to come to the Exhibition center:

- To check the full completion of your stand
- To check your stand number and company sign wording
- To make sure your videos work on players
- To pick up your staff badges and your invitations to the Official reception
- To order your parking magnetic pass
- To drop off, at your stand, in the locked storeroom:
  - Your marketing materials (bochures, goodies, etc.)
  - Your toolkit
  - A coffee machine, drink and snacks, etc.

### Prepare hosting the Official Delegations on your stand (if your company is eligible)

- Get a booth staff ready to host accompanying assistants who know the exhibition and visiting programmes of the Delegations



# Things to be done at the exhibition

## Every morning, brief the team at the stand

Repeat the sales pitch, address any points left unsaid, and any concerns or doubts, give a short talk to boost your team.

## Make sure that the stand is fully ready

Brochures, leaflets, products sheets should always be available and equipments well displayed.

## Check the presence of the appointment book(s), the functioning of the badge readers

- On each page (one per visitor), your sales team should staple the visitor's business card and note the reasons of the visit, the questions asked, the centres of interest with respect to your products, etc.
- Make export from the badge readers regularly

## Go to the press room

Drop off your press releases in the relevant media boxes.

## Communication with the media visiting your stand

- Have an on-site Communication/Media Manager ready to answer questions
- Make sure you have a press kit or release at the stand
- Ask for a copy of the visiting journalist's magazine

## Plan some time to visit the exhibition

- New prospects
- Missing companies
- New products
- Stand design
- Competitors' new products/services
- Special events

## Every evening

- Hold a debriefing session with your team
- Tidy up the stand, cover up, put away and/or store your important equipment (security service is possible)
- Allow the cleaning service to pick up your garbage and waste

## At the end of the exhibition

- Keep attention to your sensitive equipment to avoid theft and degradation
- Make sure to leave a clean surface (outgoing inventory of fixtures)
- To do the outgoing inventory of fixtures with the technical team of the organiser to return your security deposit.
- **Keep attention during the sensitive and vulnerable period of dismantling (between the departure of exhibitors and the arrival of providers responsible for the carriage of materials) when thefts may occur.**



## 2 weeks after the exhibition

### Capitalise on the event: follow up contacts and assess the results

- Do a first review: number of visits, quality and quantity of contacts, etc.
- Follow up the contacts made at the exhibition and implement the planned actions

### Actions

- Make use of sources: contact book, business cards, badge reader, etc.
- Follow up contacts by replying to questions and sending thank-you letters

### Débriefing session

- With the sales team
- With the rest of the company

### Assess the exhibition ROI (Return On Investment)

- In the short term: number of promising contacts, your company's visibility
- In the long term: business development with contacts made on site

### Exhibition issues - tangible, usable results

- Number, profile and level of visitors
- Competitive intelligence
- Potential for development
- Communication

### Assessment of the exhibition

- Fill in the exhibitor satisfaction survey sent to you via email at the end of the event
- Read the Bilan/Review that the Organiser will send you after the event
- Work out your post-exhibition contact statistics; compare the efficiency of the exhibition with the other exhibitions you participated in
- Ask your services providers and staff for their opinion
- Consider the advantages and conditions of taking part again in future
- Write your conclusions in the form of a sheet to keep everything in mind for the future



# Contacts

The entire COGES team stays at your disposal to advise and help you prepare for the exhibition and make your participation a success!

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