

## Advertising and communication measures

<b>Checklist: Advertising and communication measures</b>		
<b>Activities</b>	<b>Remark</b>	<b>Who?</b>
Planning and placing advertising content before and after the trade fair.		
Selection and ordering of free (online) advertising materials from the trade fair organiser, for example signets, trade fair logos, trade fair banners, signature banners, exhibitor microsites for integration on your company's own homepage, maps, flyers showing how to get to the trade fair or your stand and visitor brochures.		
Order ticket vouchers from the trade fair organiser.		
Ask the trade fair organiser whether there are special visitor programmes, such as trade fair tours, networking events or hosted buyer programmes, in which providers and customers are brought together in a targeted manner.		
Ask the trade fair organiser which other presentation options are available in the supporting programme, such as lectures, special showcase areas, design competitions or innovation forums.		
Create an traditional and/or digital multi-stage invitation concept for the trade fair, for example with save-the-date information, target group-specific invitations, reminder measures, special invitations for events at the stand or outside. Planning of telephone acquisition and follow-up actions for appointments arranged with sales before the trade fair.		
Plan and design the trade fair communication concept at the stand and during the fair, for example live demonstrations at the stand, promotional campaigns at the exhibition venue, participation in supporting programme activities run by the organiser, events or customer evening at the stand, tours for specific visitor target groups, applicant events or other events at the stand, such as a graduate brunch.		

**Source:** brochure „Successful Participation in Trade Fairs“  
 AUMA, version 2023  
 download free of cost <https://www.auma.de/en>

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Make catalogue and other online entries with the exhibition company. These are partly obligatory and usually free of charge.		
Update the homepage with trade fair information or set up a special trade fair microsite (for example, hall plan, trade fair stand visualisation, appointment scheduling online and/or by phone, events, highlights and travel information).		
Include a note about the trade fair in the telephone hold message.		
Integrate digital advertising media into daily customer communication, for example via the email signature.		
Prepare a VIP programme for important customers, such as hotel booking, shuttle service, restaurant reservations.		
Create a press concept for the trade fair.		
Check advertising options at the exhibition venue with the trade fair organiser and/or city marketing team.		
Planning, conception and implementation of information materials, such as traditional and/or digital brochures and catalogues.		
Planning, conception and implementation of online and social media measures before, during and after the trade fair.		
Planning of events at the stand and/or outside the exhibition venue.		
Planning, selection and procurement of give-aways for different visitor groups.		

**Tip:** Trade fair organisers have many ways of supporting their exhibitors to promote their participation. Make the most of these offers!

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