

Visitor invitations

Tip: Because a lot of things are happening digitally these days, you can stand out from the pack in terms of communications with a personalised and clever postal invitation.

Tips: Visitor invitations

Invitation concept

Create a multi-level concept and use different communication channels, such as digital save-the-date information, an attractive postal invitation or a reminder postcard.

Address information

Check the different sources you can use, for example

- ▶ Your company's own database
- ▶ The trade fair database or specialised address material from the trade fair organiser
- ▶ Member lists of associations
- ▶ Address material of specialist publishers
- ▶ Network contact information
- ▶ Press mailing list
- ▶ Address brokers

Pay particular attention to ensuring that the data is up to date, look out for duplicates. As we all know, databases have their pitfalls and you don't simply get the final, correct data list at the touch of a button. Therefore, include a sufficient time buffer in your planning.

When purchasing or using rented addresses, please check and observe the quality of the data and the legal data protection regulations and provider regulations.

Source: brochure „Successful Participation in Trade Fairs“
AUMA, version 2023
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Invitation letter

The invitation should include:

- ▶ Name of trade fair, place and date
- ▶ Hall, stand number
- ▶ Personal contact persons with contact details for making an appointment
- ▶ Information on news, themes, products or services
- ▶ Contact details (phone, email or website)
- ▶ Option of requesting an entrance ticket voucher, alternatively, direct dispatch of entrance ticket vouchers
- ▶ Note indicating the quickest way for visitors to find their way to your stand.

Optionally, you can include a visitor information flyer with a hall plan and hotel and city tips or information on interesting events, such as product demonstrations or specialist lectures.

Face-to-face and telephone appointments

Schedule face-to-face or telephone follow-ups for key visitor target groups, for example, through key account managers directly or with the support of back office staff.

Alternatively, you can make appointments with external support from specialist call centres.

The responses must be structured and stored in a single location.

Check the returns regularly and keep all relevant departments informed about the status of actions on a regular basis. Keep motivating all those involved to take an active and consistent approach to making appointments.

Tip: Also think about your communication style: How do you encourage your target groups to visit the stand and talk? The style of all of your communications – from invitations to appointments to thank yous – should be appropriate for your audience.

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