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# Innosuisse Trade Fair Programme

## 5 steps to success

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Is your start-up ready for the world stage? International trade fairs are great opportunities for you to test your ideas, to showcase your products and services to a larger audience and to gain new partners and customers. The below checklist will help you optimally prepare for what could be your next business highlight:

### Step 1 – Set clear goals

- What are your next business objectives?
  - Short-, mid- and long-term
- Are you ready to attend an international trade fair?
  - Is it the right time for you to attend a trade fair?
  - Do others think you are ready? Have you consulted your coach (if applicable)?
- Why do you want to attend an international trade fair?
  - Set **SMART goals**: Specific, Measurable, Achievable, Relevant and Time-bound
  - Write it down and make it public
  - Break it down and define an action plan
- What is the best possible outcome for you?
  - What is the headline you want to read in the news about your fair attendance?
  - Do you need a booth to achieve this outcome? Consider a visitor pass
- What can YOU do to maximize your chances for this outcome?

### Step 2 – Select the right trade fair

- What are the most relevant trade fairs for your start-up?
  - Find your exhibition
  - Who will attend these fairs and why?
- Does the trade fair address your target group (B2B, B2C, B2G)?
  - Partners: business, research, distribution, reseller, manufacturing
  - Customers: existing vs. new; segments; decision-makers, influencers
  - Competition, trend scouting
  - Media
- Can you get support from Innosuisse?
  - Will you attend as an exhibitor or visitor?
  - Do you anticipate to re-attend the same fair in the future
  - **SWISS Pavilion** or stand-alone booth?
- How much resources can you dedicate for the fair?
  - Team, material, travel, money
  - Preparation, promotion, staff training, fair attendance, follow-up
- What can be showcased?
  - Who might be interested? Why?
  - Elaborate a clear **value proposition** and **messaging**
- What do you know about the local market and culture?
- Can you leverage your fair attendance to explore and enter the local market?
  - What do you want to achieve in the local market after the trade fair?
  - Is the location aligned with your internationalisation strategy (if appropriate)?
  - Have you considered an **Innosuisse Internationalisation Camp**?



### Step 3 – Preparation is key

- Whom do you want to meet at the fair?
  - Book your meetings in advance. Do it early and send reminders
  - How can you make sure to meet the right people?
  - Can you leverage the partner search from **Enterprise Europe Network** and its matchmaking / networking events at the fair?
- How is the world informed of your fair attendance?
  - Website, fair catalogue, social media, email signature
- Whom do you pro-actively invite to the fair from the area and industry?
  - How do you invite them? Follow-up?
- Have you arranged all your logistics?
  - Travel, accommodation, commute, visa (if applicable)
  - Checklist Exportstarter
- How do you get attention at the fair?
  - How do you raise interest?
  - Are your **itches** ready? Tailored to the different target groups?
  - Is your website and your marketing material up-to-date?
- What equipment will you need?
  - Demo / prototype, slide show, poster, brochures, samples / give-away material
  - Name tags, business cards, WIFI / bluetooth, power adaptors, back-up material
- What **awards** can be won? In which contest or pitch event can you participate?
- Who will be your contacts on site? How can you contact them?
- Save time in your agenda for follow-ups

### Step 4 – Maximize your presence

- Communication techniques:
  - Smile!
  - Be present and mindful
  - Engage, ask questions and be curious – find out, what your visitor really need
  - Be clear and concise - avoid information overload
- Why is your product / service unique?
  - What's in it for your target group?
- What do YOU need?
  - What information are you looking for? Which exhibitors do you want to visit?
  - Which hypotheses do you want to validate?
- Identify your leads
  - Openings, triage questions, closings (depart statement vs. follow-up meeting)
  - Filter the leads that are relevant for you
- Organize and manage your leads
- How can you be reached, when not at the booth?
- Daily recap
  - What worked well?
  - What can you do better tomorrow?
  - Will you meet your objectives?

### Step 5 - Follow-up

- With whom do you follow-up?
  - When?
  - How?
- Did you reach your objectives?
  - What did you learn?
  - What would you do differently next time?
- What can you do AFTER the trade fair to maximize the impact of your fair attendance?