



Innosuisse Trade Fair Programme

Checklist

Is my 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 with sample questions may help you optimally prepare for what could be your next business highlight:

1. Objectives

- Why do I want to attend an international trade fair?
- What is the best possible outcome? What can I do to maximize my chances for this outcome?

2. Trade Fair selection

- What are the most relevant trade fairs for my start-up? Who attends these fairs and why?
- Does the trade fair address my target group (partners, right customer segment, etc.)?
- **Can I get support from Innosuisse?** Exhibitor or visitor? SWISS Pavilion?
- How much resources can I dedicate for the fair? Preparation, attendance and follow-up?
- What can be showcased? How? Who might be interested? Why?
- Can I leverage my fair attendance to explore and enter the local market? Is the location aligned with my internationalisation strategy (if appropriate)?
- What do I know about the local market and culture? Have I considered an **Innosuisse internationalisation camp**?

3. Preparation

- Whom do I want to meet at the fair? How much in advance do I have to book my meetings?
- How can I make sure to meet the right people? Can I leverage the partner search from **Entreprise Europe Network** and its matchmaking/networking events at the fair?
- How is the world informed about my fair attendance? Website? Fair catalogue?
- Whom shall I invite to the fair from the area and industry?
- Have I arranged all my logistics (travel, accommodation and commute)?
- How do I get attention? How do I raise interest? Are my pitches, triage questions and closings ready for the world stage?
- What equipment will I need? Prototypes/Samples? Brochures/Give-Aways? Back-up?
- What awards can be won at the fair? In which contest or pitch event can I participate?
- Who will be my contacts on site? How can I contact them?

4. Fair Attendance

- Why is my product unique? What's in it for the fair attendees?
- How do I organize and structure my leads?
- When and how do I share relevant information with my team?
- How can I be reached, when not at the booth?
- What worked well today? What can I do better tomorrow? Will I meet my objectives?

5. Follow-up

- With whom shall I follow-up? When? How?
- How well did I reach my objectives? What did I learn? What will I do differently next time?
- Today, how do I make the best out of my fair attendance?