

Trade fair

Situation: You work for a medium-sized IT-company that wants to present its products to a larger public. Your boss asks you to find a suitable trade fair. You find the following description on the internet.



HOME OF IT SECURITY – it-sa Expo&Congress (10 – 12 OCTOBER 2023)

The it-sa platform is the HOME OF IT SECURITY: With the it-sa Expo & Congress, it-sa offers an exhibition home to everyone who is professionally dedicated to IT security.

The trade fair is one of the world's largest dialogue platforms for industry-specific IT security solutions. It brings together experts on site in Nuremberg and is a trend barometer for the entire IT security market with current topics, specialist forum contributions and inspiring presentations. The accompanying congress programme Congress@it-sa offers scope for in-depth professional exchanges on concrete questions and specific challenges.

bietet Raum

From 10 to 12 October 2023, international IT security experts and decision-makers will once again meet at Exhibition Centre Nuremberg to exchange views on challenges and trends in cyber security.

Welcome to the world of IT security!

it-sa Expo&Congress – The Success story

The it-sa Expo&Congress has its origins in the Security Forum at Systems Munich. Since 2009, it has been held as an independent exhibition in Exhibition Centre Nuremberg. The wide range of products and solutions, a large number of special display areas and Congress@it-sa offer the industry the opportunity to exchange views on the most hotly discussed IT security topics. In just ten years, it-sa Expo&Congress has evolved into Europe's largest trade fair for IT security solutions, reinforcing the necessity of giving the topic of IT security its own annual platform.

With it-sa 365, a year-round digital extension of it-sa Expo&Congress was launched in 2020. IT security providers showcase their companies on this platform through corporate profiles and product information as well as in online presentations; regular highlights such as the IT Security Talks are other recurring fixtures in the calendar of the IT security community.

wiederkehrende Termine

With almost 700 exhibitors and over 15,000 visitors on site and more than 1,800 participants online, it-sa 2022 continued its previous success story.

1 READING

Remember the text and answer the following question. Could this trade fair be a suitable platform for your products?

A CONCISE GUIDE TO TRADE FAIR PARTICIPATION

Especially for first-time exhibitors, careful planning is the key to a successful trade fair, writes Matt Newman.

Taking part in a trade fair costs time, money and effort. Particularly for small companies, the cost can seem to be greater than the benefits. Yet with careful planning, trade fairs can be an effective way of maintaining business contacts and gaining new customers. When deciding whether to exhibit at a fair, don't forget to set objectives. What do you hope to achieve by exhibiting? Objectives should be measurable - otherwise how will you know whether they have been achieved?

Decide which products or services to exhibit. If your company offers a wide range of products or services, it's a good idea to focus on one or more key products to avoid confusing the visitor.

It seems obvious, but choose the most appropriate trade fair or fairs to exhibit at. Information about trade fairs throughout the world can be found on the internet, including statistics such as visitor numbers and visitor profiles (e.g. information about the sectors of industry which visitors are involved in). Realistic budgeting is essential. The expense of renting the stand is only part of the overall cost. Other expenses include travel and accommodation for stand personnel, preparing display materials and presentations and providing hospitality to visitors.

Your stand makes a strong statement about your company, so its design should match your corporate identity. The stand should be visually attractive and encourage visitors to come in and 'browse' -stands which are open on two or more sides are good for this, but may cost more. You may also need a private area for detailed discussions with customers. Position is important: your stand should be in a prominent position, near to other companies offering similar products or services.

Effective public relations before and at the trade fair are vital. Although all trade fairs advertise, each exhibitor should inform potential and existing customers about its participation. Advertising should mention the stand number and the products that will be exhibited. At the fair, you will need well informed and highly motivated stand personnel if you want to turn visitors into new customers.

Finally, decide how you will review your trade fair participation. Counting visitors' business cards and sales enquiries resulting from the fair are two basic ways of evaluating the benefits of the fair to your company.

2 FILL THE GAPS

Read the text and then complete the sentences with meaningful words or phrases.

- 1 Where can we get profiles and other Information about visitors?
- 2 How will we know whether we have achieved our Objectives?
- 3 Which key products should we Focus on?
- 4 How can we make our public relations as Effektive as possible?
- 5 What other Expenses do we need to budget for?
- 6 Will our stand be in a Prominent position?
- 7 Is our stand personnel Well informed about our products?
- 8 How can we Evaluate the benefit of the fair to our company?



Focus on key products.



The stand must be visually attractive.



Well informed and highly motivated stand personnel are vital.

trade fair
Messen