



Connect effectively with our **Exhibition & Event Support** Retainer Package

"86% of all decision makers view trade fairs as one of the most important instruments assisting them during the purchasing and procurement process"

In today's competitive and cluttered world market the promotion of products, services or brand image has become the most challenging task. Exhibition or Event media has become the most effective marketing tool which provides an opportunity for face to face contact with existing customers as well as new. No other promotional medium can deliver quality and quantity of sales opportunities in just a few days.

In Exhibition environment, particularly with competitors around, your display of products and brand communication becomes the most vital aspect to create an lasting impression in customers mind.

At Inspire we are specialized in all these aspects. We become the extended hand of your marketing team and support all your exhibition participation or event management on a turnkey basis.

Under our Exhibition & Event Support Package we evaluate and analyze Brand communication, design most suited product displays and set-up your stall or event venue with unique brand positioning. Instead of dealing with various vendors for different services we become your liaising partner to design, execute and implement all your exhibition and event initiatives in the most economical and professional way.

Activities

Primary Package

- Assistance in identifying suitable stall location, size and specifications.
- Liaising and co-ordination with Exhibition Organizers.
- Designing and Planning of Exhibition Stalls.
- Preparation of 3D Views, Technical plans, Working Drawings, etc.
- Designing of Branding and Visual Posters.
- Designing of Product Displays.
- Designing of Invitations, Dress Codes, Badges, etc.



- Planning and Designing of Giveaways, Stationery, etc.
- Suitable Supplier / Contractor identification, Preparation of budgets, Price analysis, Negotiation, etc.
- Installation and Dismantling Co-ordination.
- Planning of Sales promotion Events, Product Launches, Employee Communiqué, Sponsor Events, Sales Meets, etc. based on marketing team's guidelines.
- Designing of event communications i.e. Invitation, Backdrop, Venue Signage's, Posters, Presentations, Participant Kits, Badges, Mementos, etc.

Upgraded Package

- All above plus;
- Researching and Planning of annual Exhibition Promotion Plan.
- Exhibition Stall Manning
- Customer interaction, Presentations, Enquiry management, etc.
- Press Interaction.
- Ongoing Reviews, Feedback analysis, Production quality control, etc.

Methodology & Deliverables

Planning & Projections

- Weekly 1 visit of half day with prefix agenda & close interaction with marketing team & other concerned people.
- Researching and Planning of annual Exhibition Promotion Plan.

Ongoing Design Support

- Creation of brief, collecting relevant inputs by interacting with all concerned people.
- Preparation of design options with internal team of professional designers.
- Presentation, Feedback collections, Approvals and Rendering of final artworks.

Ongoing Planning, Implementation & Monitoring

- Vendor meetings, Negotiations, Budget preparation, Implementation monitoring, Quality control, etc.
- Periodic reviews, Data management, Preparation of backward schedules, etc.

Talk to us today and explore how effective our engagement would be to enhance your Brand image and increase your market share.