



DESIGN CORE

Presents

# EXHIBITORS KNOWLEDGE FORUM

2<sup>nd</sup> August  
Chennai

4<sup>th</sup> August  
Bangalore

6<sup>th</sup> August  
Hyderabad

2010

Empowering Exhibitors to optimize  
**Trade Show Returns**

In association with



Supported by





## Overview

India's growing domestic market and stiffer competition in international markets increasingly requires our businesses to showcase products and services to wider audience. This is evidenced by the explosive growth of Trade Shows in India, as well as the significantly expanding numbers of Indian companies exhibiting at international events.

**Exhibiting in Trade Shows offer tremendous returns**

**if done right:** in fact no other medium of marketing comes as close in most of the segments.

### The ever elusive success:

Success in any exhibition can only be achieved when all the aspects of exhibitions are finely tuned and carefully synchronized. For every exhibitor, the various aspects of an exhibition includes; planning, marketing, advertising, booth designs, hiring of booth staff, pre show and post show activities, logistics, lead generation, follow up etc.

Most exhibitors might be meticulously covering some of the aspects that are vital to ensure success in tradeshows, nonetheless, the results they achieve are nothing to boast about.

So what goes wrong?

How does one identify the flaw/s and how do they go about rectifying it out?

Simple!

Ask yourself:

**Does your trade show participation guarantee 100% returns?**

Most exhibitors do not achieve even 10% of their investment from an exhibition they participate in

**Have you successfully identified your target audience with the visitor profile at a tradeshow ?**

According to recent reports, only 17% of exhibitors have successfully managed to identify their target audience with the visitor profile at a tradeshow

**Are you choosing the right tradeshow?**

In terms of industry, customers, location

**Have you chosen the right marketing and advertising strategy?**

If your target customers are mostly rural, then internet or online advertising and marketing would be absolutely useless

**Do you feel compelled to participate in a tradeshow only because of your competitor's presence?**

Amongst other objectives, participation in a tradeshow can also help you stay abreast of the latest industry trends

Can you relate to the above mentioned points?

**If yes,** then we have the perfect solution for you. A singular tool that can help you to combine all the loose ends towards optimizing your tradeshow returns.

**India's First Ever Exclusive Educational Forum, 'Exhibitors Knowledge Forum (EKF)',**

provides the answers Indian companies need, to succeed in exhibiting.



## What is EKF?

Exhibitors Knowledge Forum is an innovative one day seminar that educates exhibitors with the skills necessary to succeed in any exhibition they participate in. INK Business Media worked in close association with Karla Juegel, an advisor to the German Ministry of Education on behalf of educational programmes for young professionals in the Exhibition and Event Industry.

EKF will be organized in Chennai, Bangalore and Hyderabad in August 2010. Designed for exhibitors who are currently participating in exhibitions organized in India and overseas; this forum will discuss strategies and tactics to improve their trade show participation and significantly increase their trade show ROI.

EKF covers a comprehensive variety of trade show planning topics, ranging from selecting the most targeted shows, setting goals and objectives, to creating targeted messaging that draws qualified prospects to the booth. However, EKF doesn't stop there; it also covers the important topics of gathering qualified leads, booth staff training, to post show reporting and all other skills required to make exhibiting a success. This program will also provide you knowledge in participating abroad.



“ Don't miss out on this exclusive opportunity to get ahead of your competition by acquiring a trade show education you need! ”



## Faculty



**Karla Juegel**  
*Managing Director*  
**Messe- und Veranstaltungs-Management**  
**Munich, Germany**

Karla Juegel has 30 years of experience in the International Trade Fair and Exhibition Industry. Her expertise and interdisciplinary knowledge is related to different areas of this Industry as Marketing-consultant, Exhibitor, Service-Partner and Trainer

Karla Juegel is an advisor to the German Ministry of Education on behalf of educational programmes for young professionals in the Exhibition and Event Industry.

### Who should attend?

**Exhibitors Knowledge Forum** is targeted at any professional interested in improving their trade show program, skills, results and revenue. It is also aimed at individuals interested in taking their career to a whole new level. Attendees will be invited from small businesses to large corporations and will largely consist of:

#### Tradeshow/Exhibit:

- Directors
- Managers
- Coordinators
- Specialists and more....

#### Marketing:

- Directors, Managers
- Communications
- Specialist
- Marcom
- Coordinators and more...

### Why attend?

Attendees will learn how to optimize their existing exhibiting modules. This knowledge forum adopts a rather practical approach to combine visual, audio and prose together, to facilitate an easy transfer of knowledge and information retention. Besides, by attending this knowledge forum, attendees will be able to:

- Grasp finer concepts of exhibitions which will help them to cover all areas pertaining to exhibiting. This will ensure that they manage to make the most out of their participation.
- Acquire specific insight into the trends and developments that occur in the field of exhibitions.
- Acquire a comprehensive knowledge about the latest techniques required to effectively manage an exhibition booth during an event.
- Tap the vast knowledge resource made available by the presence of several critically acclaimed and highly experienced leaders from the industry.
- Forge new progressive liaisons, business partnerships and network with bigwigs from the industry.
- Engage in interactive discussions with their peers.
- Exchange crucial information amongst each other. The programme will also facilitate attendees to enrich and expand their personal network.
- The unique approach used by the knowledge forum to dispense knowledge will ensure that all attendees' gain most skills and value out of it.





## Programme Agenda

### Session 1 Fairs & Exhibitions: Modern Marketplaces

- The Commercial Relevance of Fairs & Exhibitions
- How to select and benchmark the relevant Fairs & Exhibitions
- B2B or B2C: a complete different world
- The 4-pillar-model of the Exhibition Industry
- What is necessary - Services provided by the Organiser

### Session 2 Targets: Success has to be planned

- The USP of Fairs & Exhibitions within the marketing-mix
- From company targets to exhibition targets
- No targets – no way to go

### Session 3 More than a project: Fairs do not end when the doors are closed

- Project-Management is long term strategy
- First the concept and then the design

### Session 4 Design & Construction: Your feet always follow your eyes

- The magic word is benefit
- Exhibits have their own language
- Find the perfect Service-Partner
- The content of your briefing will draw the quality of execution

### Session 5 Visitors: Don't count on the organiser only

- Everybody is there - but to whom do you really want to talk to
- Bring the right visitor to your booth
- How to create memorable invitations

### Session 6 Booth Management: Nothing is more important than the crew

- Selection and Duties of the Crew
- Warming up instead of a cold start
- Visitor-registration

### Session 7 Lead-Management: Before the show is after the show

- How to make the balancing act easy
- Preparation and continuation of the contacts made
- Execution within 24 hours

### Session 8 Costs or Investment: How to convince your finance-department

- Fairs & Exhibitions are (in)calculable
- How to compare costs and benefits

# EKF Series - 1

Total Number of Attendees: **124**

Total Number of Organizations represented: **96**

“Exhibitors Knowledge Forum” is India's First Ever Exclusive Educational Forum, that provides the answers Indian companies need, to succeed in exhibiting. A singular tool that can help you to combine all the loose ends towards optimizing your tradeshow returns.

EKF was successfully organized in Mumbai, Pune and New Delhi in March 2010. The event was specifically designed for exhibitors who actively participate in exhibitions organized in India and overseas; the forum discussed strategies and tactics to improve their trade show participation and helped exhibitors to significantly increase their trade show ROI. Exhibitors Knowledge Forum is an innovative one day seminar that educates exhibitors with the skills necessary to succeed in any exhibition they participate in. INK Business Media worked in close association with Linda Musgrove, an award winning trade show specialist, to develop this high energy, intensive, one day educational forum.

Considering the huge success of this event series and with the support of the Indian Exhibition Industry Association, we are happy to announce the South Tour in Aug 2010 at Chennai, Bangalore & Hyderabad.

“ The unique approach used by Ms. Linda to catch the attention of the participants and prompting their active participation was very good. The flow of ideas used by her was also excellent. ”

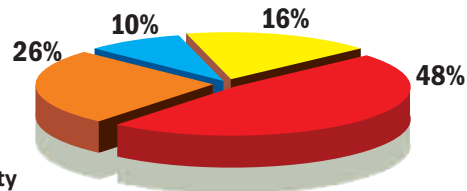
Amol Pacharne - Owner  
HorizonE Trading Corporation

“ This seminar presented us with an in depth knowledge and insight on 'setting up exhibits', discussed about the various elements and aspects associated with it. This experience will most certainly prove to be very beneficial to us. ”

Sangeeta R. Sant - Deputy Manager - Exports  
Serum Institute of India Ltd.

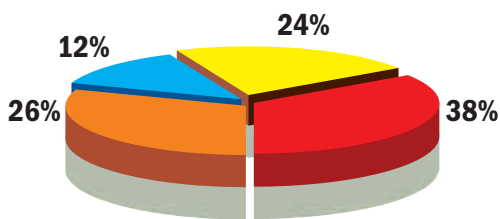


# Delegate Feedback Overview



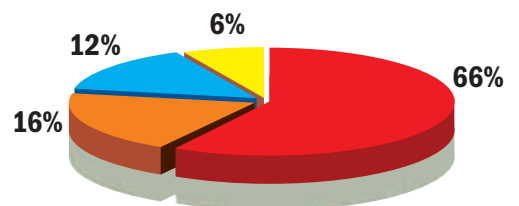
Program Quality

Content Interactiveness Flow of the Presentation Presentation



Participants ROI

In Depth Insight on Topic Best Practices in Exhibiting  
Networking New Learnings



Program Success

Excellent Good  
Average Below Average

“ I liked that part of the presentation where Ms. Linda spoke about 'Booth Staff', it was an eye opener. Though we are a German company, we were not practicing it. I think such kind of workshops should be made mandatory. ”

S. Mukherjee  
Trumpf India (P) Ltd.

“ Ms. Linda presented us with an incredible insight into the various aspects of exhibiting such as; pre show activities, planning, booth staff training etc. ”

Sarang Sirdeshpande  
Marketing Communication  
Electronica Hi-Tech Engineering Pvt. Ltd.





Infrastructure  
Service Provider



Online  
Media Partner



Media Partner



Supporting Partner



**To register yourself and your team,  
please refer the attached registration form or contact:**

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Mobile: +91 98204 36076 | Fax: +91 22 4208 1709  
Email: bhavesh@inkbusinessmedia.com

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Conceived, Produced & Organized by



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2010

Attach Your Business Card

## DELEGATE REGISTRATION FORM

We / I would like to attend the event at (Please Tick ✓)

Category	Registration Fee	2nd August	4th August	6th August
Individual	INR 4,500	Chennai <input type="checkbox"/>	Bangalore <input type="checkbox"/>	Hyderabad <input type="checkbox"/>

**Delegates Details** (Please attach your business card, print or type clearly the following information)

Organisation Name			
Address			
Zip/Postal Code		City:	
Country:	Phone	Fax No:	
Full Name	Job Title	Mobile Number	Email ID

<b>Registration Fee</b>	
Service Tax 10.30% as Applicable	
<b>Total Amount</b>	

### PAYMENT DETAILS:

Our DD/Cheque No.....for Rs. (US\$).....  
 Drawn on ..... in favour of  
**'INK Business Media Pvt. Ltd.'** payable at Mumbai is enclosed herewith.

### Terms & Conditions:

- Following completion and return of the registration form including the authorized signature, full payment is required within 5 working days from receipt of invoice. Please note: payment must be received prior to the conference date. Admission to the event cannot be guaranteed if the payment has not been received by INK Business Media Pvt. Ltd.
- Should a delegate be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, INK Business Media Pvt. Ltd. will make the refund of 50% of the fee for a cancellation received in writing (letter or facsimile) no later than 2 weeks prior to the event. Where a cancellation notice is given 1 week before the event, INK Business Media will issue credit note for the same/equivalent amount to be used for any future INK Business Media event within period of 6 months from date of issue of credit note. Thereafter, no refunds/credit note can be issued.
- Event programme content and the event venue can be subject to change without notice and does not impact the Terms and Conditions specified in 1 & 2.
- With his or her signature, the delegate acknowledges that they have read and understood all terms and conditions of this registration form including, without limitation, the provisions relating to cancellation and to payment terms.

Stamp and Signature
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### Payment Instructions:

Kindly make the **Cheque** or **Demand Draft** in favor of  
**"INK Business Media Pvt. Ltd."**, payable in Mumbai.

Please send this signed form along with the payment to:

**Send to:** Bhavesh Kothari  
 INK Business Media Pvt. Ltd.  
 2nd floor, C Wing, Tex Centre Premises  
 HDFC Compound, Chandivali  
 Andheri (E) Mumbai - 400093 - India

**Email to:** bhavesh@inkbusinessmedia.com

**Fax to:** +91 22 4208 1709

**Phone:** +91 22 4208 1777 / 1754

