

Meplan

Your key to trade fair success

**Application for the
“Best Marketing Activity
of the Year 2010”**

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Introduction

A short definition of *Your key to trade fair success*

What is *Your key to trade fair success* (YKTS)?

With YKTS the trade fair organizers support their exhibitors by showing them how to best take advantage of the exhibition and to create the most successful participation for themselves.

YKTS offers the exhibitor a number of measures that include theoretical trade fair know-how as well as concrete project support in all areas of trade fair planning.

The YKTS was launched first in September 2009 and is up and running for all the major Messe Munich trade fairs in 2010.

Why has Meplan developed *Your key to trade fair success*?

Meplan has been providing stand construction services for more than 20 years in both System and Design areas, and works internationally as the sister company of Messe Muenchen International. From years of experience in this area it has been noted that the potential of a trade fair is rarely exploited by exhibitors to its full extent.

For this reason Meplan has developed the YKTS concept, which combines services and tools with the aim of aiding exhibitors to achieve their own personal trade fair objectives and to make use of the trade fair to its full potential.

With the program the exhibitor is encouraged and supported to better prepare their trade fair participation. The organizer demonstrates that the success of their customers is important to them, which in turn strengthens the success of their exhibition.

Some of the participating trade fairs in 2009 / 2010:

- BAU
- electronica
- EXPO REAL
- LASER World of PHOTONICS
- BIKE EXPO
- ispo
- opti
- MAINTAIN

Example for information portal: www.electronica.tradefair-success.com

Application

1. Objectives:

What were the overall objectives of your exhibition industry-related marketing activity?

As well as the obvious advantages that YKTS offers the exhibitor and organizer, the following overall marketing aspects are very important:

- Use of the YKTS program as a USP
- Generation of media attention
- Customer loyalty and acquisition
- Increased awareness of trade fair success for exhibitors / to encourage exhibitor participation

What were your specific objectives vis-à-vis your target group?

YKTS fulfils the following objectives, identified respectively from the point of view of the organizer and of Meplan:

Trade fair organizer's marketing objectives:

- Strengthening of the trade fair brand
- Image building through the connection of the exhibition with the positive slogan "Trade Fair Success"
- Differentiation from the competition (USP)
- Creation of sales arguments
- Increase in customer satisfaction due to trade fair success
- Creation of a simple and easy-to-understand service package

Meplan's marketing objectives:

With respect to the trade fair organizer:

- USP as provider of YKTS
- Underlining of their own ability through the development and implementation of services relevant to achieving success
- Cross-selling the Meplan stand construction services as the organizer's exclusive partner for stand construction
- Perception as a leading innovator in the market

With respect to the exhibitor:

- An increase in the level of awareness of the Meplan brand
- Connecting the brand with leadership in innovation
- The building of confidence through the exhibitor's focus on trade fair success and not on the sale of a service
- An increase in credibility of the claim: "Building your trade fair success"
- The positioning as a comprehensive trade fair service provider
- Differentiation from the competition due to a success-oriented power spectrum
- An increase in turnover due to the creation of another sales channel for Meplan services
- The expansion of the Meplan service segments

2. Actions:

What measures did you take to reach these objectives?

Comprehensive marketing concept – Your key to trade fair success

(1) The most important step was to develop an easy-to-understand, consistent and comprehensive service package – YKTS – which can be offered instead of a multitude of individual services. (2) Through the new and direct sales channel via the trade fair organizer, and the new pricing policy we can gain the exhibitor's interest and trust in the new product. (3) Our communication mix, in a short space of time, successfully positioned YKTS in the market.

Step 1: The development of a new and unique product:

Under the umbrella of YKTS theoretical and practical services are offered. (An extract)

Theoretical help	Practical support
Workshops, online training	Individual service features to support the team
Practice oriented guidelines	ExpoEasyContact: Online appointment planner
Information platform (→see attachment 1)	ExpoEasyNavigation* (→see attachment 1) (Linked to ExpoEasyContact): navigation of the exhibition grounds, appointment reminder, in situ exhibitor search
Checklists tool	Budget planner
	Lead management

*new service for visitors

Step 2: The creation of a new sales channel

Instead of marketing individual services through Meplan, a services package was created which is marketed and made available to the exhibitor via the organizer.

Meplan profits from this sales channel from new potential customers and positions the services where they are perceived the strongest by the client. With the services offered by YKTS the organizer underlines their role as the exhibitor's service partner and because of this they are able to differentiate themselves from the competition.

Step 3: The development of a new price concept

Services and tools which were previously charged to the exhibitors are now predominantly offered as inclusive services by the organizer. Because of this the organizer's level of service is strengthened, and the exhibitor's willingness to use the service increases. The result is a win-win situation: through better preparation and support for the exhibitor throughout all stages of the trade fair, the success of their trade fair also increases. Therefore, in turn the organizer also benefits through the relationship created between the exhibitor and the trade fair.

Step 4: Creation and implementation of communication measures

Meplan has put together a broad portfolio of communication tools available for the marketing of YKTS.

Due to the availability of services at every stage of the trade fair process, exhibitors can be encouraged and specifically targeted at different points in the preparation phase.

Extract from the communication tools:

- Modular information platform with individual branding ([→see attachment 1](#))
- Information flyer with individual branding
- Training voucher with individual branding ([→see attachment 2](#))
- Support from the organizer to integrate YKTS into their communication e.g. drafts, advice, contributions ([→see attachment 2](#))

What were the specific challenges faced? How were these overcome?

→For easier understanding we have put Challenges and Solutions together in one point.

Challenge as Driving Force

Challenges (?)	Solutions (!)
How did Meplan succeed in convincing the organizer that it is necessary to support exhibitors in achieving their objectives for the trade fair?	Meplan highlighted the relationship between optimum preparation for the event, success at the trade fair and the exhibitor participating at the fair in future.
How did Meplan persuade the organizer to cover the costs for YKTS?	With YKTS the organizer is effectively making an "instruction manual" for their trade fair participation available to its exhibitors. Meplan illustrated that trade fair success and exhibitor satisfaction leads to an exhibitor participating at the show again in future, therefore securing and increasing the trade fair organizer's revenue. Investing in YKTS benefits the market position of the event.
How did Meplan bring the exhibitor into the YKTS?	Meplan put together a coherent overall package with complementary services for both theoretical and practical support. These are, on the whole, offered to the exhibitor as a free of charge service from the organizer. Broad communication using various channels (print and online) at different times as well as the personal contact through workshops and online training sessions engages the exhibitor's interest and requirement for the services YKTS offers.
How does Meplan put together an attractive overall package?	After analyzing the factors critical for success, Meplan pooled existing services and also developed complementary services in order to be able to offer an appropriate integrated solution for all challenges in the trade show process. The advantages and the added value for exhibitors, organizers and visitors were the core focus during the development phase.
Which technical challenges had to be overcome?	In order to add value, services had to be developed which corresponded to the current trends and technical advances. Along with that there were high conception and realization time which had to be coordinated and controlled. As a result, for example, a visitor navigation iPhone App is available
How do we create an adaptable concept for different organizers?	The development of a modular offer, whose services are demonstrated via a clear, adaptable information platform.

3. Results:

Were your objectives achieved?

Exceeded expectations

Within the space of a few months YKTS was integrated into the concepts of numerous international trade fairs at MMI. On the exhibitor side, high response- and click-rates show that YKTS was well received. This also clearly shows that Meplan recognized the need for such a program within the trade fair market, and has positioned it successfully.

- Recommendation by trade fair organizers
- Increased customer enquiries for Meplan services
- Outstanding exhibitor satisfaction (→ see attachment 3)
- Strong media resonance
- Strong brand recognition (→see attachment 3)
- Strong exhibitor interest (→see attachment 3)
- Positive exhibitor resonance in relation to the various services (→see attachment 3)
- Increased bookings for Meplan services (More than 800 workshop participants)
- Increased exhibition space sales for the organizer

What were the benefits for your clients?

Trade fair success for exhibitors and visitors by YKTS

Exhibitors benefit from YKTS by being given guidelines, encouragement to inter-communicate in the industry and by receiving support in preparing, participating at and following-up the trade fair. The visitor benefits from planning tools to make the trade fair visit as efficient as possible.

- Increased quality and quantity of contacts through visitor marketing activities
- Higher quality of conversation and service on the trade fair stand
- Better ROI, faster and improved follow-up using lead management
- Quantifiable trade fair success by defined and followed trade fair goals
- Increased efficiency and utilization of trade fair participation potential
- Higher efficiency of show visit through online meeting planner and trade fair navigation
- Work facilitation through better planning and focused support

Did the program increase your revenues or have any other measurable financial impact?

Financial kick-back for trade fair organizers and Meplan

For Trade Fair Organizers:

- Increased turnover of marketing services by successful cross-selling
- Ensure exhibitors participate at the event again
- Growing visitor numbers by intensified visitor invitations from exhibitors

For Meplan:

- Increased sales of Meplan consulting services
- Revenue by making YKTS available to organizers
- Cross-selling Meplan stand building services
- Increased order numbers
- Higher success rate

What were the quantitative and/or qualitative effects on your exhibition activity?

For Trade Fair Organizers:

Qualitative

- Improved image – Exhibitors value the organizer as an innovative partner for their trade fair participation
- Increased customer satisfaction and trust in the organizer as a service partner

Quantitative

- Higher rate of re-participation
- Increased sales of marketing services (cross selling)
- Convince undecided exhibitors with *YKTS*
- Increased exhibition space sales

For Meplan:

Qualitative

- Perceive Meplan as full-service-partner of the trade fair
- Different perception of Meplan by the organizer – competent contact in relation to all aspects of trade fair participation

Quantitative

- Develop new customer potential for Meplan using *YKTS*
- Stronger presence of the Meplan brand in communications by the trade fair and by the media
- Increased turnover with stand building and consulting services through *YKTS*

Attachment 1: Examples of *Your key to trade fair success* services

Information portal

- individually branded
- all services at a glance
- module based concept

electronica Your key to trade fair success for electronica 2010! *Your key to* **TRADE FAIR SUCCESS**
powered by MEPLAN

HOME DEUTSCH | ENGLISH

THEORETICAL TRADE FAIR KNOW-HOW
_10 STEPS
_TRADE FAIR TRAININGS
_CHECKLISTS / TEMPLATES

PRACTICAL TRADE FAIR ASSISTANCE
_TRADE FAIR BUDGET PLANNER
_INVITATION MANAGEMENT
_LEAD MANAGEMENT
_STAND DESIGN ADVICE

ENQUIRIES / REGISTRATION
CONTACT DETAILS
LEGAL NOTICE

JUST A TOUCH AWAY FROM TRADE FAIR SUCCESS

theory practice
success

What does "Your key to trade fair success" have to offer? Messe Muenchen International has introduced "Your key to trade fair success" to help you make the most of your time at electronica 2010 and to ensure that your trade fair experience is as successful as possible. In addition to providing you with helpful theoretical resources, "Your key to trade fair success" is designed to guide you through the important

Guideline „10 Steps for guaranteed success at trade fairs“

A clear handbook, deliberately kept short, as a companion for day-to-day work – with many valuable practical tips and real answers to the core questions relating to successful participation at a trade fair.

10 STEPS FOR GUARANTEED SUCCESS AT TRADE FAIRS

PART I: BEFORE THE TRADE FAIR
PART II: DURING THE TRADE FAIR
PART III: AFTER THE TRADE FAIR

BAU 2011 *Your key to* **TRADE FAIR SUCCESS**
powered by MEPLAN

ERFOLGREICH AUSSTELLEN
10 Schritte zum Messeerfolg

expo real

Internationale Fachmesse für Gewerbeimmobilien und Investitionen
www.exporeal.net

iPhone App "ExpoEasyNavigation"

A Solution allowing visitors to easily prepare their trade fair visit and search for exhibitors, products and interesting events, relating to their fields of interest, on-site

MEPLAN 10:47 100%

Go To
Messe München

Exhibitors
Products
Point Of Interest
Events
Map

MEPLAN 10:49 100%

Exhibit... **Destination** Start Navigation

3M Deutschland GmbH (Stand 111, Hall...)

601 402 301 100
505 305 104
514 511 309 110
416 420 313
629 424 323
633 122

Go To More

Attachment 2: Examples for YKTS integration in trade fair communication

Training voucher

Underlining the value of the offered training courses. More than 800 bookings via the voucher!

WANT TO MAXIMIZE YOUR TRADE FAIR SUCCESS? THEN REGISTER TODAY FOR YOUR TRADE FAIR TRAINING COURSE!

- Yes, I would like to benefit from the full potential of electronica!
- Yes, I would like to ensure our company is fully prepared for the trade fair!
- Yes, I would like to discuss our participation with trade fair experts!

VOUCHER FOR EUR 490

ONLINE TRAINING COURSE INCLUDING 5 MODULES FOR 1 PERSON

powered by MEPLAN

Integration in organizers' websites

Additional value for organizers' websites

EXPO REAL 2010
13th International Trade Fair for Commercial Property and Investment
4 - 6 October 2010 · Munich Germany

Home | For exhibitors | For visitors | For the press | For your planning | my.exporeal.net

For exhibitors

Your key to trade fair success

"Your key to trade fair success" helps you make the most of your time at EXPO REAL. In addition to providing you with helpful theoretical resources, these services are designed to guide you through the important stages in preparing for the trade fair, running your stand on the day and implementing follow-up procedures.

For your planning

- List of participants
- Conference programme
- Opening hours
- Hotel finder
- Getting there / Route planning
- Visa service
- Hall Plan
- Media database
- Advanced search
- Meeting Center
- Restaurants at EXPO REAL

my.exporeal.net

Username: [] Password: []

Integration in mailings and newsletter

Qualified content for organizers' newsletters, press releases and mailings

electronica 2010
components | systems | applications

EXHIBITOR INFORMATION

Dear Ms. Hung,

we are pleased that you have registered to exhibit at electronica 2010 and that you have chosen the leading global sales channel for your products. It is vitally important for us, that you also benefit from the success from your trade fair participation at an exhibition workshop "Your Key to Trade Fair Success".

The exhibition workshop ordinarily costs € 490 for exhibitors at electronica 2010. You can benefit from this workshop at a special price of € 99. If you are not available on either of the sessions (at the same value. These prices are valid for your trade fair participation and follow the same conditions as the regular price. Places are limited so register today!

These workshops and webinars will be chaired by Daniel Gundlach, Head of Exhibitor Services. We look forward to an exciting workshop with you!

Sincerely,
Nicole Schmitt
Exhibition Director electronica

JUST A TOUCH AWAY FROM TRADE FAIR SUCCESS

Messe-Trainings; Workshops; Expertenwissen
Sichern Sie sich Erfolgsstrategien aus erster Hand und nehmen Sie an einem der Workshops oder Online-Trainings teil.
Für den eintägigen Workshop auf dem Messegelände in München stehen zwei Termine zur Verfügung: 18. Mai oder 9. Juni. Profitieren Sie von preiswürdigen Ausreden und Strategien der Messeexperten. Da wir Ihre Besichtigung Workshopgebühr von € 490 Euro.
Die Online-Trainings geben in 5 Modulen Antworten zu allen Fragen eines erfolgreichen Messeauftritts. Die Teilnehmer verfolgen das Training an ihrem Bildschirm und per Telefonkonferenz. Die Webinare dauern je 40 Minuten und finden am 15., 22. und 29. Mai sowie am 7. und 14. September jeweils um 10 Uhr statt. Die Kosten von 99 Euro pro Modul werden von der EXPO REAL Projektleitung getragen.
Jetzt zum Workshop oder Online-Training anmelden »
Hier Gutscheine downloaden »

Information: Broschüre „10 Schritte zum Messeerfolg“
Der kostenlose Leitfaden zeigt in 10 Schritten sowie mit vielen Praxisstips, wie Sie Ihre Messebeteiligung optimal gestalten und Ihre Messeziele erreichen.
Hier Broschüre online bestellen »

Besuchermarketing: Erfolgreich trotz begrenzter Manpower
Lassen Sie sich im Messe-Marketing von unserem erfahrenen Partner Meplan unterstützen, z.B. durch Kontaktabfragen und Versand von Messeanmeldungen sowie die Recherche und Bereitstellung von Kontaktdaten oder bei der Erfassung und Auswertung Ihrer Messekontakte mit dem digitalen Erfassungssystem LeadSuccess. Es sind Visitenkarten und Gesprächsprotokolle in Sekundenschnelle. Hier »

Attachment 2: Evaluation of the YKTS success

Mailing click-through and open rates
(Click through rate = 45,1 % !!)

Marketing Summary		
	Click Through Rate (CTR)	24.6% of received (138)
	Opened	54.4% of received (305)
	Click Through to Open Rate (CTOR)	45.1 %
	Unsubscribed	0.0% of received (0)
	Converted	0.0% of received (0)

Click-rates and duration on information portal

Total (since 02.11.2009)			
Visitors	3415	Visitors/Day	14.97
Page Impressions	20078	PIs/Visitor	5.88
Duration/Visitor	0:04:52	Duration/Page	0:00:59
Returning Visitors	372	Bounced Visitors	292

Google page 1 listing



Initiative **Messeerfolg**
Mit der Initiative **Messeerfolg** unterstützen Sie Ihre Aussteller dabei die Potenziale Ihrer Messeveranstaltung optimal zu nutzen und einen maximalen ...
www.initiative-messeerfolg.de/ - Im Cache - Ähnliche

Messeerfolg
Messeerfolg - Nutzen - Presse - Kontakt - Sitemap - Impressum. Messeinformationen. Was sind Messen überhaupt? Messe-Formen und -arten? Messe-Management? ...
www.fairxperts.de/deutsch/fairxperts/messeerfolg/ - Im Cache - Ähnliche

EXPO REAL 2010 - Webinare
Initiative **Messeerfolg** Die Initiative **Messeerfolg** wird von Meplan betreut und umgesetzt. Einem Unternehmen der Messe München International ...
www.expreal.net/de/aussteller/.../initiative-messeerfolg/ - Im Cache

Sechs Schritte zum **Messe-Erfolg**
3. Jan. 2010 ... Sechs Schritte zum **Messe-Erfolg**. Wie aus Beratern aktive Messeverkäufer werden... Wirkliches Verkaufen auf Publikums- und Fachmessen wird ...
www.gastlichkeit.at/messeerfolg.htm - Im Cache - Ähnliche

Googooooooooooooole
1 2 3 4 5 6 7 8 9 10 [Vorwärts](#)

Evaluation of exhibitor workshops

1. How do you rate the content of the workshop?

→ Average 1.4 on a 5 point scale (1= very good, 5=not good at all)

2. Did the workshop provide support for your practical work?

→ 100% answer „yes“

3. Would you recommend the workshop to other exhibitors?

→ 100% answer „yes“

Testimonials

1. "Thank you for the interesting time in Munich. We were very pleased with the workshop and have taken home a lot of information and suggestions. We would appreciate a lot if you allow us to participate again in one of your workshops again.

P.S.: Would it be possible to get a participation certificate?"

Zeljka Lehpamer, MALI International AG

2. "For me it was a very good workshop, which I had should have visited three years ago. I think it is a very positive signal of the trade fair organizer to offer workshops like these."

Maria Reiner, CASCADA

3. "Thank you very much for the professional conception and conduction of the workshop. You have provided a lot of practical and thought-provoking impulses. It was a lot of fun and very informative"