PERFECT exhibitor’s GUIDE

The right questions to ask (yourself)

The schedule of activities

The good deals to know about

The essential things to know and do to prepare and optimise your exhibition

parishealthcareweek.com
WHAT ARE YOUR OBJECTIVES?

Taking part in an event may fulfil several objectives. You should clearly define and quantify these objectives so that you can analyse the results.

OBJECTIVES

1. CANVASSING
   Identify and meet prospective customers or new customers

2. BUSINESS RELATIONS
   Maintain and strengthen ties with your customers

3. SALES
   Take orders

4. MARKETING
   Present a new product, introduce yourself on a market, conduct a live market survey, etc.

5. PARTNERSHIP
   Sustain your partnerships: suppliers, sales network, distributors, etc.

6. IMAGE
   Increase brand awareness, strengthen your positioning in relation to the competition, etc.

7. INFORMATION
   Learn more about the market, anticipate trends, maintain competitive intelligence

8. MANAGEMENT
   Manage and mobilise a team

WHAT ACTION PLAN?

For each quantified objective pursued, define an action plan including:

- The actions that can be taken BEFORE, DURING and AFTER the event
- The assessment indicators corresponding to these actions

Business meetings to meet project sponsors face to face (to be reserved on the exhibitor area).

- 400+ meetings held in 2016 with 149 order givers!
Example of an action plan for a common objective: CANVASSING

**Before the exhibition**

**ACTION PLAN**
- Define and quantify your priority targets
- Send a mailshot to inform and invite
- Announce your presence on as many media as possible (your website, partner sites, press advertisements, social networks, etc.)
- If need be, set up a targeted phone campaign, to make appointments
- Prepare sales argument sheets
- Select and train your team (exhibition stand operation, contact form, objectives on number of contacts, number of contracts, etc.)
- Send newsletters to your targets, inviting them to make an appointment with you on the stand
- Upload your press releases to our website for the attention of the media

**HOW TO MEASURE EFFECTIVENESS**
- % newsletters opened
- Conversion rate of your e-invitations
- Number of visitors to your website pages specific to the exhibition
- Number of visitors who used the different links/banners set up
- Your social media activity tied to the exhibition

**During the exhibition**

**ACTION PLAN**
- Liven up your stand (competitions with answer forms, tombola, etc.)
- Set up a contact form with qualification system
- Participate in business meetings
- Circulate an invitation for a special operation after the exhibition (open day event, site tour, etc.)
- Communicate on social media and join our community (#PHW17)

**HOW TO MEASURE EFFECTIVENESS**
- Number of appointments on the stand
- Number of business meetings
- Number of contacts (prospective customers, customers)
- Number of leads and post-exhibition appointments
- Number of registered participants for open day events
- Conversion indicator (% of potential buyer visitors in the following year
- Profile of your contacts (functions, geographical, etc.)

**After the exhibition, do not forget to:**
- Follow up the contacts made (forward contact files to those concerned in the company, reminders, thanks, requalification of contact records when things calm down, follow-up check, etc.)
- Share the information collected on the exhibition (assessment meeting with all departments involved)
- List the results according to your various initial objectives

Badge readers for subsequent processing (for rent in the exhibitor area).
**THE FUNDAMENTALS**

**1. Define your priorities**
Discuss this with your contact with the organiser, there may be many solutions we can provide to optimise your participation.

**2. Design your stand**
Your stand is your company’s showcase at the exhibition; do not neglect this stage but do not go overboard either. Consider our packaged solutions which will simplify your preparation!

**3. Think about the operational details**
Transport, accommodation, planning timetables for the team, all the details to be planned as early as possible to benefit from the best prices.

**4. Draw up your business plan**
Prepare your sales, communication and marketing teams… And remember to run your stand according to your objectives!

**5. Define your communication plan**
   a) Identify your prospective customer targets
   b) Send out the e-invitations - FREE
   c) Increase your visibility by ordering the appropriate communication tools
   d) Insert the « Paris Healthcare Week 2017 » banner on your website
   e) Prepare a press kit/press release

**6. Prepare all the potential questions that visitors may ask**
Make sure that your team on the stand can answer as many questions as possible from visitors and prepare the answers.
   a) The trends of the sector
   b) The new products or services
   c) The latest techniques
   d) The current legislation
   e) Examples and experience feedback

**7. Exploit your strengths**
   a) Showcase the new product or service
   b) Welcome and conviviality
   c) Coordination of the stand

**8. Stay in contact!**
Rapidly get back in contact with your customers or prospective customers after the exhibition… And also think of chasing up the people you did not have occasion to meet!

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### Express budget

<table>
<thead>
<tr>
<th>STAND</th>
<th>INCIDENTAL EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ Registration pack</td>
<td>€ Stand decoration (stand designer, sign, plants, slings, etc.)</td>
</tr>
<tr>
<td>€ Stand (corner, floor space, exhibition package)</td>
<td>€ Audiovisual, electricity, WiFi</td>
</tr>
<tr>
<td>€ Notification of your partners</td>
<td>€ Furniture</td>
</tr>
<tr>
<td>€ Business meetings</td>
<td>€ Possible additional insurance</td>
</tr>
<tr>
<td>€ Sponsoring/communication tools</td>
<td>€ Travel, hotel, catering</td>
</tr>
<tr>
<td></td>
<td>€ Staff (hostess, handler, contributors, etc.)</td>
</tr>
<tr>
<td></td>
<td>€ Communication (documentation, press kit, goodies, ad banners, etc.)</td>
</tr>
</tbody>
</table>

**Download the event communication kit (banners, logos, e-mail signatures) to announce your presence at the exhibition (available in the exhibitor area).**
REVERSE PLANNING

THE BASICS

Stand out!

- By organising a workshop or meeting
- By ordering communication tools
- Contact your account manager
- Ask your sales contact for the communication tools’ guide
- As soon as you register and until end January at the latest
- As soon as you register and as quickly as possible because the offers are limited

Communicate about your presence at the exhibition

- On social media
- With the press using your press releases
- As soon as you register, then as regularly as possible and in a more sustained way in April and May

Go to your exhibitor area to:

- Sign up to be in the exhibitors’ directory
- Consult the technical guide and complete the different order forms
- Design your stand
- Sign up for the business meetings
- Customise and send e-invitations
- Download the event communication kit
- Rent your badge readers

THE EXHIBITOR AREA OPENS IN 2 STAGES:

- Early December
  - Dispatch of access codes and access to exhibitors’ directory entry
- Early February
  - Opening of all other modules

FINAL STRETCH

- J-7 weeks
  - Set the overall and individual objectives; maximum budget, number of contacts to collect, number of contracts signed within 6 months of the exhibition, total income generated within 6 months of the exhibition.

- J-6 weeks
  - Prepare your sales literature; brochures, leaflet, catalogue, etc. Instead of printing them, consider hosting them on the Cloud (economical, ecological, less logistics). Furthermore, it will be easier for you to send out your documents after the exhibition.

- J-5 weeks
  - Draw up a list of e-mail models, one for each type of visitor; simple, indifferent who need to be sent more documentation, interested, sold and also those who did not come to your stand.

- J-4 weeks
  - Design an "exhibition" toolbox containing all the necessary supplies. Find the perfect box; strong because you might have to ship it, medium-sized so you can store it on your stand, easy to move and transport.

- J-3 weeks
  - Define your contact strategy. All visitors do not have the same importance and impact. It is of capital importance to rapidly identify hot prospects by categorising them. This will simplify and speed up your post-exhibition follow-up.

- J-2 weeks
  - Plan your appointments. Remind your customers to come and see you on the stand and offer them appointments. You should confirm all your meetings in this week to make your participation as effective as possible!

- J-1 week
  - Everything should already be prepared and organised. This is ideal moment to check that all is ready; stand, travel documents, WiFi connection, marketing documents, tracking shipments, handlers and staff contact, meetings schedule, budget, post-exhibition follow-up plan, final briefing to motivate your teams.

HAVE A SUCCESSFUL EXHIBITION!
Stéphane PIC-PÂRIS  
Chairman & CEO  
stephane.pic-paris@pgpromotion.fr

Aube JEANBART  
Executive Vice-President  
aube.jeanbart@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 08  
Mob: +33 (0)6 19 22 77 91

Romain SEMPTEY  
Sales Director  
romain.sempsey@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 15  
Mob: +33 (0)6 26 60 23 33

Marc LACOUQUE  
Sales Manager  
marc.lacouque@pgpromotion.fr  
Mob: +33 (0)6 26 65 39 20

Philippine MAYER  
Sales Manager  
philippine.mayer@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 23  
Mob: +33 (0)6 28 63 38 69

Sophie PEREZ  
Sales Manager  
sophie.perez@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 37  
Mob: +33 (0)6 46 08 09 38

Jean-Baptiste BAUSCH  
Sales Manager  
jean-baptiste.bausch@pgpromotion.fr  
Tel: +33 (0)1 79 71 20 20

Petra BOYDRON-KÖNIGS  
International Sales Manager  
petra@boydron.net  
Tel: +33 (0)6 19 56 55 35

Sandrine MONEGER  
Customer Service Assistant  
sandrine.moneger@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 02

Caroline BONDY  
Marketing & Communication Director  
caroline.bondy@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 13  
Mob: +33 (0)6 18 88 05 42

Emmanuelle DARSONVAL  
Project - Events Manager  
emmanuelle.darsonval@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 18

Maïlyz MARCHALAND  
Communication Officer  
mailyz.marchaland@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 10

Camille BERTHO  
Communication Officer  
camille.bertho@pgpromotion.fr  
Tel: +33 (0)1 73 28 72 28

Loïc LABILLE  
Technical Director  
ioic.labille@2lconcept.fr  
Mob: +33 (0)6 60 62 43 70

Corentin VIEUX  
Technical Manager  
corentin.vieux@2lconcept.fr  
Mob: +33 (0)6 24 96 96 47

PG PROMOTION  
21, rue Camille Desmoulins  
92789 Issy-les-Moulineaux Cedex 9 - FRANCE

PARIS HEALTHCARE WEEK  
16 - 18 MAY 2017  
PORT DE VERSAILLES - PAVILION 1

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