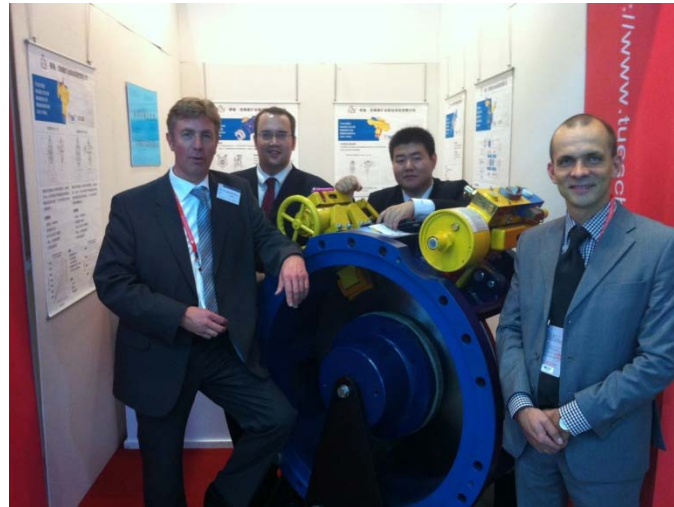


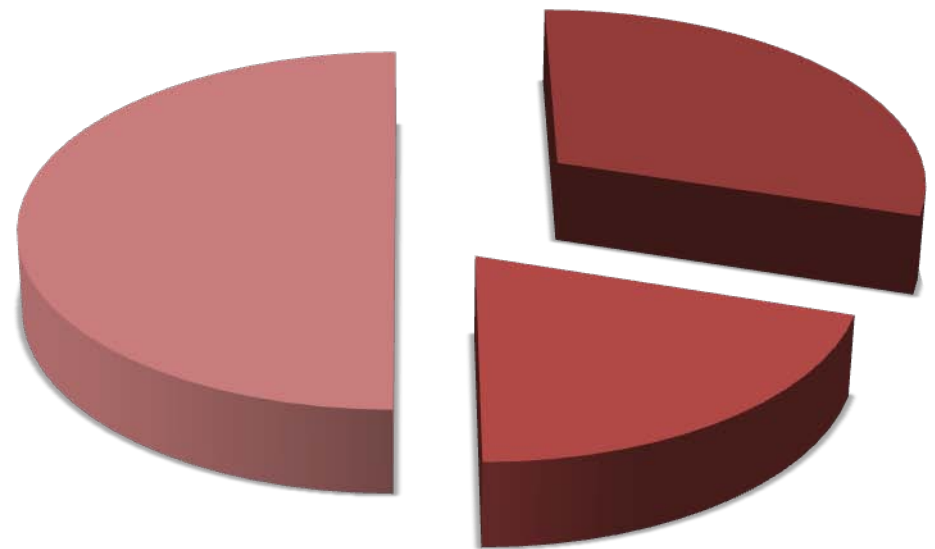


Sample project: Tradeshaw marketing: Tradeshaw CIEI Expo in Taiyuan



Tradeshow marketing in the sense of the three-phases model:

1. Tradeshow-preparation: 30 %
2. Tradeshow-execution: 20%
3. Tradeshow-postprocessing: 50%



- Tradeshow-preparation
- Tradeshow-execution
- Tradeshow-postprocessing

Tradeshow-preparation

- Familiarization with the content and industrial language of our customer Tüschen & Zimmermann
- Identification of key tradeshows in the coal mining industry
- Organisation of tradeshow participation, booth personnel and logistics of tradeshow models
- Preparation, translation and printing of tradeshow materials (business cards, brochures, etc.)
- Invitation of customers to our booth



Identification of key tradeshows



Tradeshow organisation



Transport tradeshow model

Tradeshow-execution I

- Booth-setup (including tradeshow furnishings, tradeshow posters, etc.)
- Companionship of executive managers of the German parent company by multilingual employees
- Attendance with conversations during the tradeshow
- Creation of conversation notes and memos at the booth
- Deal-initiating with other tradeshow exhibitors
- Organisation of appointments with customers and partners
- Attendance with external appointments outside of the tradeshow center
- Daily evaluation of the tradeshow



Booth-setup CIEI 2012

Tradeshow-execution II



Booth-setup CIEI 2011



Booth-setup CIEI 2011




Companionship of German executive managers

Tradeshow-execution III



Business talks CIEI 2012

	展会来访接待表	展会
2012第四届中国（太原）国际能源产业博览会		
日期: __.09.2012		展览日 1 2 3
来访人 (先生/女士): 高级经理		
一称呼: 高级经理		
(Title)		
一姓名: 柏仁睿		
(Name/Initials)		
一公司/单位: 帕萨尔格公司		
(Company)		
一街道: / /		
(Street)		
一邮编/地点: / /		
(Postal Code)		
一国家: 中国		
(Country)		
一电话: 13810370436		
(Telephone)		
一传真: / /		
(Fax)		
一邮箱: beijing@passarge-china.com		
(E-mail)		
谈话记录: 对展会市场营销有兴趣!		

活动:		
(Action)		
<input checked="" type="checkbox"/> 发出目录		
<input type="checkbox"/> 其他事项: _____		
<input checked="" type="checkbox"/> 有意互访		
(send catalog) (other) (visit)		
<input type="checkbox"/> 发送信息		
(send letter)		
<input type="checkbox"/> 转发		
(forward to)		

Sample memo CIEI 2012



Organisation of appointments
CIEI 2012

Tradeshow-postprocessing

- Evaluation of the tradeshow and the tradeshow contacts
- Creation of contact lists and follow-up processing of tradeshow contacts
- Creation of a written tradeshow report (including daily reports, customer potential, tradeshow photos and recommended action steps)



Tradeshow evaluation CIEI 2012

 Tüschchen & Zimmermann
蒂施-次姆曼矿业制动系统有限公司

Messebericht
CIEI 2012

Ein Bericht der
POSS Operational Service
and Support Ltd.

Tradeshow report CIEI 2012



Creation of contact lists

POSS Ltd.

Your on-site partner in China for:

- Tradeshow marketing:
 - Tradeshow-preparation
 - Tradeshow-execution
 - Tradeshow-postprocessing
- 100% tradeshow success in China



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