



GUIDE FOR BUSINESS MEMBER ORGANIZATIONS (BMOs)

BMO SERVICES RELATED TO TRADE FAIR PARTICIPATION

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Introduction

Associations do not provide their services for an anonymous market, but for their members. The members have joined or founded the association because they expect the association to fulfill certain needs that they would not be able to realize on their own or only to a lesser extent. At the same time, it is the members who, through their membership fees and contributions as well as their voluntary work, should provide the association with resources and thus establish its capacity. The members are therefore both supporters and customers of the association. This context determines the goals of the association's management. The aim is not to maximize profits, but to provide services to members so that they can maintain their membership or attract new members. At the same time, the provision of economic services serves as a source of income to ensure the association's existence in the long term.

This document shall provide BMOs with information on services related to trade fair participation that could be added to their service portfolio.

Advantages of Trade Fair Participation for BMOs

BMOs can participate in trade fairs

- as visitors
- as an exhibitor with stand to present the BMO itself
- together with their members in form of a delegation
- together with their members as exhibitors

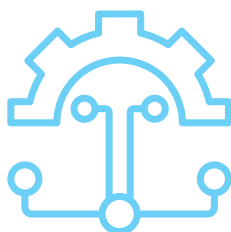
BMOs can benefit through participation in trade fairs by

- Collecting information related to innovation, technical and technological development trends within the sector
- Gathering information on local and international market trends for the respective sector
- Building cooperations and partnerships with similar organizations from other countries
- Presenting BMO's own products or services
- Membership expansion
- Gaining inspiration and ideas how to improve own services for their members
- Increasing revenues and sustainability of the organization through expansion and advancement of services

Trade Fair Participation Services

Trade Fair Participation Services can be divided into 3 blocks

1 Trade Fair Intelligence Services



Three different types of Trade Fair Intelligence Services can be distinguished. Service a), b) and c) are of general nature and comprise the provision and collection of sector information, market data and trade fair details as well as the transfer of knowledge around trade fair participation – from the decision to participate to the start of the show. These services can either be included in the annual membership fee or they could be charged as separate fee only to those members interested in trade fair participation. The Consultation Service under d) is a customized service and is offered to member companies who need special support and advice in a personal and tailor-made form.



a) Information

- Sector specific market information
- Information on trade exhibitions and events in the sector (e.g., national/international, type, exhibitor/visitor profiles/numbers, participation fees, conditions)



b) Knowledge Transfer

- Trade fair participation guide
- Trainings + Workshops (e.g., trade fair organization, preparation, unique selling proposition (USP), sales pitch, data gathering, follow-up, evaluation)



c) Trade Fair Study Tours

- Organization and accompaniment of study tours for groups of members to visit specific trade fairs
- Collection and evaluation of in-field information

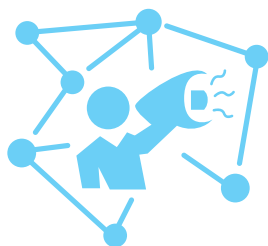


d) Preparation Consultation

- Analysis and interpretation of market information for specific member company
- Support in selecting trade fair suitable for member's profile/product
- Help with planning of trade fair project
- Supply of contacts for trade fair services
- Information on potential trade show funding
- Guidance on organization: from applying for space to final participation

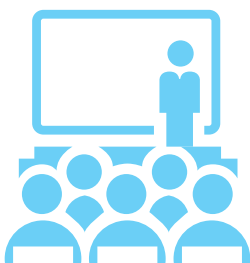
2 Trade Fair Participation Service – Group Participation

Joint trade fair booths (e.g., BMO- or country-pavilion) enable MSMEs to access to new markets. With low investment costs, companies can analyze the competition and make new contacts. Offering Trade Fair Participation Services can be a source for revenue generation and information gathering (e.g., market data, contacts) for BMOs, but the organization of successful trade fair participation with a joint stand requires know-how, experience, and stamina. The activities related to participation services were divided into the three service categories 'organization', 'facilitation', and 'follow-up', which could be charged for individually or together as complete trade fair package. These services would not be included in the membership fee but would be billed as a project-based fee.



a) Organizational Service

- Trade fair analysis and selection of exhibition
- Deciding on collective participation
- Exhibitor selection and acquisition
- Compiling project documentation
- Provision of information
- Cooperation and contracting with trade fair organizer
- Arrangement of stands for participants
- Registration of co-exhibitors
- Budget planning and management
- Investigation of funding opportunities
- Project planning and management
- Administration (e.g., taxes, insurance)
- Pavilion strategy, concept, and communication
- Pavilion design and construction
- Transport and logistics
- Joint marketing material
- Pre-exhibit promotion campaign



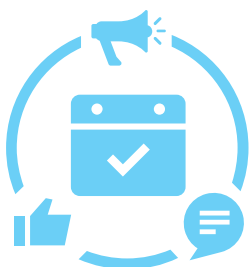
b) Facilitation Service

- Assistance in goal setting
- Help with budget preparation
- Provision of information and contacts network (e.g., stand builder, graphic design and marketing agencies, transport companies, customs)
- Assistance with outbound lists (visits to other stands)
- Assistance in travel and hotel bookings
- Assistance with visa applications
- Help with preparation of invitations and mailing lists
- Help with preparation of promotion material
- Advice on transport of exhibits
- Tips for equipping stand space
- Advice on selection of products
- Tips on presentation of exhibits
- Information on location (city, sightseeing, trade fair grounds, etc.)
- Provision of trade fair tools (e.g., checklists, contact sheets/digital templates, videos)
- Exhibitor pre-fair training (all staff that is at the fair)
- Stand management
- Advertising and press relations (e.g., organization of press conferences)
- Organization of delegation visits with accompanying programme
- Organization of matchmaking and B2B events with buyers

c) Follow-up Service

- Information gathering and data collection
- Digitalization of information (i.e., contact sheets)
- 'On-the-spot' response to stand visitors
- Screening and evaluation of contacts
- Advice
- Results report/ROI
- Monitoring of activities and budgets

3 Organization of sector related events by BMOs itself



There are many ways for BMOs to organise sector-related events, as listed below. Organising a trade fair is the most demanding, complex, and costly undertaking. Purpose and capacity are the factors that should guide the decision on the type and scale of an event.

Among various motivations for a trade fair project, including generating revenue, promoting membership, raising an association's international profile, enhancing its network for joint initiatives, and positioning itself as an interlocutor with international technical cooperation agencies for project financing, a trade fair is primarily a tool for trade promotion and economic development for the host country.

Given the complexity of its organisation and the substantial investment required, it is worth considering whether the same results cannot be achieved by other means. What all events have in common is the objective of making the sector's supply capacity known to the outside world and facilitating the development of business relationships.

Before making a decision about organising a fair, it is important to understand what determines exhibitors' and visitors' decision to participate, their needs and expectations. The success or failure of the event depends on this. A trade fair can be a very profitable venture, at least in the medium and long term, provided it is able to position itself firmly in the global exhibition market and generate a surplus of revenue that covers the investment and brings a profit. Hosting a trade fair means bringing a service to the market that is already widely available. Hence the question is what makes a new trade fair attractive, i.e., what features distinguish it from others and attract the interest of participants who know that participation can be quite costly and who naturally expect a return on their investment.¹

Types of events which BMOs could organize for the sectors they represent

- a) Roundtables, conferences, sector days
- b) Road shows / selling missions
- c) Conference fair (small trade show accompanying conferences and seminars)
- d) Local fairs (inviting visitors from abroad)
- e) International trade fair

¹ Text (amended) taken from publication 'Basics for organizing trade fairs' on website of Exhibition Center and Market Development Enterprise (ECMDE) of Addis Ababa, visited 27.10.22
<https://aaexhibitioncenter.com/sites/default/files/pdf/BASICS-FOR-ORGANIZING-TRADE-FAIRS.pdf>



Revenue generation from providing services around trade fair participation

Generally, all services offered by the BMO to member companies should be valorized and remunerated. The more the BMO invests in offering a detailed service such as information or practical assistance at the trade fair through workshops and training, the more a need arises for sufficient resources to be paid for. A model with modular prices for different service packages and a discounted full-service offer is conceivable.

Evaluation check for BMO's

A short self-evaluation for the BMOs is added in the following table. BMOs should answer the questions to evaluate their specific capacities referring to trade fair participation and organization

Please indicate your knowledge/service level by placing an 'X' in on of the 9 fields.	I know very well	Knowledge exists	I could do with some external help									
I know the relevant sectors of my industry very well, the European/international players, the events, and the sector specific drivers. I can provide essential and beneficial information to my member companies	<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>				<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>				<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>			
I have participated in many and organized participation in some international trade fairs and can guide my member companies in their own or joint exhibition plans	<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>				<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>				<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>			
I have knowledge and material to conduct preparation workshops for trade fair participations	<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>				<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>				<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> </table>			

One possibility for the fee structure would be to divide the members into two groups, e.g.,

- Basic membership, where members only receive the basic services at a low contribution rate (without the trade fair information as a benefit), and
- Premium membership, where members in this category receive additional benefits, in this case also the trade fair services, in addition to other benefits, and pay higher contribution rates for this.

It should be mentioned that with an increased offer of services, the quality of the services must also increase.

Please indicate your knowledge/service level by placing an 'X' in on of the 9 fields.	I know very well	Knowledge exists	I could do with some external help									
I have a European network. I am well connected to the relevant trade fair organizations and can offer my member companies a full-service package for trade fair participations	<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>			
I have experience in international trade fairs and can support exhibiting companies with their presentations as well as with the lead generation and follow up	<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>			
I have the knowledge and experience to organize local trade fairs in my industry or road show presentations together with member companies in international / European markets	<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>			
I have built up a database of international / European contacts that I will invite to join the events that I organize	<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>				<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>			

