

natexpo PARIS 2021

THE INTERNATIONAL TRADE
SHOW FOR ORGANIC PRODUCTS



Where it all
begins

24-26 October 2021 / Paris Nord Villepinte - Hall 6

A SHOW BY **NATEXBIO**
Produit par les professionnels de l'agriculture bio

ORGANIZED BY **Spas**
Organisation

www.natexpo.com



**Tips for a successful
exhibition**

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Welcome to Natexpo 2021



You have decided to exhibit at Natexpo.

Good choice, congratulations!

Here are a few tips to help you get the most out of your participation.



What is the point of a trade show?



Every year in France

 **370** trade shows

 **4.5** million visitors

 **99 000** exhibitors

 **23.5** billion euros in transaction

Sources : UNIMEV – Event Data Book 2018

An essential tool for exhibitors

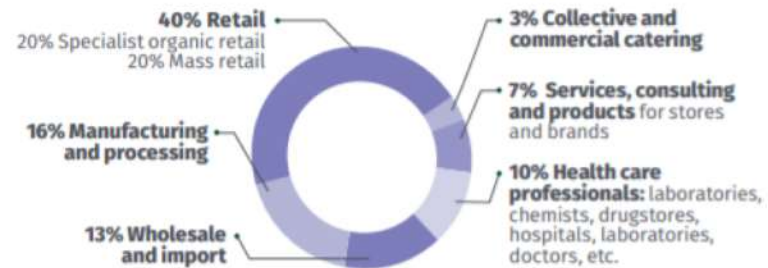
- €23.5 billion generated by trade show exhibitors in 2018
- Tenfold return on investment: one euro invested generates an average €10 of turnover
- With the world becoming increasingly virtual, **tradeshows are a place to physically test and sell products directly**, where the target audience makes a specific effort to visit and actively source information
- **The tradeshow media is considered to be the best promotional vector in terms of cost/efficiency**

PLAN AND GET THE MOST OUT OF YOUR PARTICIPATION AT NATEXPO!

Plan your show

20,000 trade visitors

Company executives, decision-makers, purchasing and sourcing departments, R&D, influencers, etc.



How well do you know Natexpo?

Analyse the **profile of the visitors**

➔ age, geographical origin, reason for visiting, etc.

Study the exhibition product categories

➔ competitors, innovation, positioning, etc.

Consult the content

➔ talks, workshops, special features, award ceremonies, etc.

All this information is available on www.natexpo.com

Follow the **exhibition's communications plan**

Get organised in advance



You should take a range of factors into account when planning your participation at Natexpo.

Date of the show: 24 to 26 October 2021

- ➔ With regard to the period and the company/organisation's activity (very intense, busy, quiet, etc.)
- ➔ How much time do you have to plan and communicate?

The budgetary envelope to allocate

- ➔ A rough amount that can be adjusted according to options

Team involvement

- ➔ The number of employees involved will partly determine the budget to allocate to your participation.

Define your budget and time schedule



A budget with different cost headings

- ➔ Stand space rental
- ➔ Stand space fittings
- ➔ Communication opportunities and production of materials
- ➔ Advertising (social media, Adwords, TV or radio adverts, etc.)
- ➔ Team and involvement (travel, accommodation, food and drink)

Time schedule: essential to plan your tasks and commitments

- ➔ When and how to communicate?
- ➔ Production of your communications materials
- ➔ Production of your prototypes or goods exhibited at the show
- ➔ Involvement of teams: brief: action plan and mobilisation
- ➔ Follow-up of deposit payments, balance payments and other expenses relating to your participation/communication.

Clarify your goals for your Natexpo attendance



Sales

- ➔ Expand into new markets
- ➔ Analyse the market situation and competition
- ➔ Make new contacts
- ➔ Meet new partners
- ➔ Increase your sales

Communication

- ➔ Increase your brand awareness
- ➔ Keep in touch with your clients
- ➔ Motivate and stimulate your teams

Product

- ➔ Test product impact
- ➔ Present prototypes
- ➔ Promote your innovations

Identify exhibitors or visitors to meet at the show

- ➔ Journalists, official bodies, potential partners, visitors, project sponsors

Plan your Natexpo tools



Tools and materials to promote your brand/organisation

- ➔ Sales brochure and price list
- ➔ Presentation leaflet
- ➔ Promotional gifts / freebies
- ➔ Business cards

Tools to capture visitors and record their data

- ➔ Prize draw entry forms
- ➔ Satisfaction questionnaires
- ➔ Contact book/list
- ➔ Promotional film

Define your Natexpo action plan



For each goal, draw up an action plan for before, during and after the show

- ➔ Publicise your presence at the show
- ➔ Create visibility and promote your brand
- ➔ Plan your stand
- ➔ Estimate the human resources necessary.

Allow for an area to receive people on your stand

- ➔ Use all the tools at your disposal: stand staff, badge readers, etc.
- ➔ Do not underestimate the gestures and tokens of attention that visitors will be sensitive to.

Hold special features or talks/workshops to attract visitors

Become familiar with the **technical aspects of a stand**

- ➔ Storage cupboard, types of partition, display and lighting possibilities, stand layout with or without an open corner, etc.

Create your Natexpo space and bring it to life



Make it look good!

- ➔ Decorated by a fitter or using a turnkey pack
- ➔ Product display and optimised lighting
- ➔ Convey a clear message

Be professional

- ➔ With an efficient team and a well-rehearsed sales pitch
- ➔ Draw up a provisional appointment schedule and a defined number of contacts

Make it friendly!

- ➔ A welcoming and business-like atmosphere, drinks, sustainable and useful freebies (bags, thumb drives, mugs, etc.)

Make it attractive!

- ➔ Demonstrations, short talks, culinary features, prize draws, drinks receptions, etc.

Plan the construction and layout of your space according to your goals

Because sales prospects and customers are in the aisles, but also on stands.

On an eco-aware show, be eco-friendly



Natexpo is proud to uphold several essential values: protecting the environment and reducing our ecological footprint.

- Waste management: cardboard, wood and glass sorted during stand assembly, **waste sorting during and after the show**
- **No carpeting** in the aisles
- Environmentally aware stand fittings: **low energy** lighting, **recyclable** carpet, PEFC and reusable partition materials
- Use of badge holders from the **circular economy, recycled close to Paris**
- **Carpooling** encouraged

Like us, adopt an eco-friendly attitude

- Opt for **eco-materials**
- **Go paperless** and send out your information after the show by PDF: this will additionally enable you to **compile sales lists**
- Invest in **reusable communications tools** (posters, rollup banners) on your different events and consider how they can be adapted to different stand formats
- Promote your company's initiatives when communicating about the show
- Make use of the solutions offered by our team:
 - **Use PDF invitations** and the **digital invitation mailshot engine**
 - **Sort your waste** as appropriate at the exhibition centre
 - **Contribute any unsold food to the Red Cross** at the end of the show
 - Use the visitor **badge reader application**



Plan your communication!



Invitations: email, mailshot or telephone

- ➔ 3-4 months before the show + reminders.
- ➔ Include your stand number!

Special features: to boost stand traffic and attract the attention of visitors

- ➔ Promotional gifts, prize draws, drinks receptions, etc.

Communications tools

- ➔ Brochures, mock-ups, videos, promotional goods, advertisement in exhibition catalogue, etc.

Media relations:

- ➔ 2 months before the show: press releases and press kit to be produced

Online

- ➔ Publicise your participation as of now on social media (using #Natexpo2021)
- ➔ On your website
- ➔ Google Adwords

Tools at your disposal

Stand out from the crowd before and during the show by using the tools at your disposal

Offered by the organiser

• Invitations

FREE

- ✓ Invite your customers and sales prospects
- ✓ Offer your partners exclusive conditions with a VIP invitation

• At the show

- ✓ Sponsor an exhibition zone
- ✓ Organise or take part in a special feature: we will mention I
- ✓ Exhibit your innovations in the New Product Gallery

• Advertising & Visibility

- ✓ Highlight your brand in the catalogue distributed to visitors
- ✓ Capitalize upon your presence through **Natexpo Digital**
- ✓ Visitor trails: sign up for a theme trail
- ✓ Use **Natexpo's social medias and its community**

FREE

[-> follow the guide!](#)

And your own tools!

• Press

FREE

- ✓ Give journalists a reason to contact you: find an editorial angle
- ✓ Write a press release and send it out to the trade press
- ✓ Drop your press kits off at the press lounge
- ✓ Fill in the press survey, the information collected will be passed on in press briefings and promoted on Natexpo's social media accounts

• Corporate communication tools

- ✓ Sales brochures, mock-ups to display
- ✓ Videos to broadcast
- ✓ Promotional goods to hand out

• Internet

FREE

- ✓ Communicate on your own website
- ✓ Customise your e-mail signatures with a banner
- ✓ Use social media to tell people you're exhibiting



Be proactive throughout the show



Approach the visitors

Take notes of your conversations and **appointments**

Synchronise your **social media** communication plan with that of the show

Meet the other exhibitors to build your network and convert your contacts into **partnerships/business relationships**

Stay attentive to what's happening around you, be patient, and most of all... keep smiling!

You are the ambassador of your brand/organisation, a positive attitude will leave an impression on visitors!



Review your show



It's not over!

Now take a look back on your show:

- ➔ Compare results with goals
- ➔ Debrief with your teams and write up some areas for improvement for the next show.

Answer the organiser's questionnaire, submit your comments.

- ➔ Every year, Natexpo innovates to fulfil your expectations!

Measure the profitability of your show, action by action:

- ➔ Immediate return on investment (order intake, etc.)
- ➔ Return over time (number of qualified contacts, value of "leads"),
- ➔ Return in medium-term (brand awareness, image, etc.).



Follow-up your contacts



Record the contacts you make in your database, keeping note of origin (“met at exhibition”) and qualifying them.

Send out a “Thanks for visiting” mailshot a few days after the exhibition.

Contact sales prospects again by e-mail or phone, sending them an individually tailored message.

Develop your commercial activity by **arranging new meetings or discussions** with these contacts. The post-exhibition return on investment is highly dependent on following up your leads!

Keep communicating on social media, even after the show.

Contact us

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