

Tips for enterprises joining exhibitions in Shanghai for the first time

1. Expense Budget: the enterprise shall make the expense budget in advance. The expense for exhibition covers the fees for the stall, the decoration, transfer of the exhibits, plane or train ticket, transportation in the city, hotel and dining, advertising, printing, gifts, rental fee of conference room.
2. Decoration of the stall: the overall layout (including the color, mark design, and arrangement of the exhibits)of the stall counts a lot for the success of the exhibition of the enterprise. The enterprise shall light out the features of the enterprise through the decoration and design of the stall to make it standing out of other stalls, promote the products and upgrade the enterprise image. However, enterprise shall never try to make the stall a holy place with solemnity. Instead, novel and interesting stalls are the most attractive places in the exhibition. Therefore, the decoration of the stall as well as the arrangement of the surroundings does worth the attention of exhibitors.
3. Materials for exhibition: The enterprise brochure is the basic tool for advertising as it shows the level and ability of the enterprise. Enterprises may put their name on the enterprise list of the exhibition or on the professional periodicals. The advertisement on the local professional periodical may include the website link of the exhibition or your company for visitors.
4. Personnel at the stall: appropriate personnel at the exhibition may bring better effects of the exhibition as well as better sales achievement. The personnel at the stall shall comply with the following conditions:
 - a. good command of professional knowledge about the product or technology of your company
 - b. confidence and adaptability
 - c. outgoing, good communicative skillsIt is necessary for you to organize a special team for the exhibition. The team members are:
 - a. technical or business staff to show the advantages of the products
 - b. one or two guides to ensure the communication between the visitors and staff
 - c. an interpreterUsually a special team with 3 to 5 people is the best scale for exhibition. Be sure that there are always more than 2 staff at the stall.
5. Uniform: the first image is the most influential thing in exhibition. As the spokesmen of the enterprise, the working staff at the stall shall wear unified formal clothes to show the image of the company as well as the respect to visitors. Elegant and formal clothes will give impression to visitors.

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