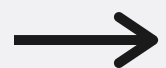


# Success factor trade fair

Meety UG  
Daniel Gundelach  
16.07.2025



Thanks for joining!



## meety DNA

Trade fair participations generate enormous business potential if they are properly prepared, implemented and followed up.

## Daniel Gundelach

- Founder of *meety* - *rethinking trade fairs*
- 20+ years active in the trade fair industry
- Trade fair insider (organizer, service provider, exhibitor)
- Lecturer for international trade fair management at colleges & universities

## Consulting focus:

- Trade fair strategy
- Trade fair training & preparation of trade fair personnel for trade fairs
- Impulses & lectures on the topic of "successful exhibiting"
- Strategy activation for trade fair participation
- On-site coaching
- Competition & trend analyses at trade fairs
- Mystery visits at trade fairs
- Exhibitor enabling programs for trade fair organizers



# Topics to discuss:

01

Importance of trade fairs

Facts & Figures

02

Success factors for trade fair participation

Successful trade fair planning

03

Best Practices of trade fair participations

Examples of successful trade fair projects



01 Importance of trade fairs

# trade fair developments

99,5%

of all exhibitors want to keep trade fairs in their marketing mix in the future.

80%

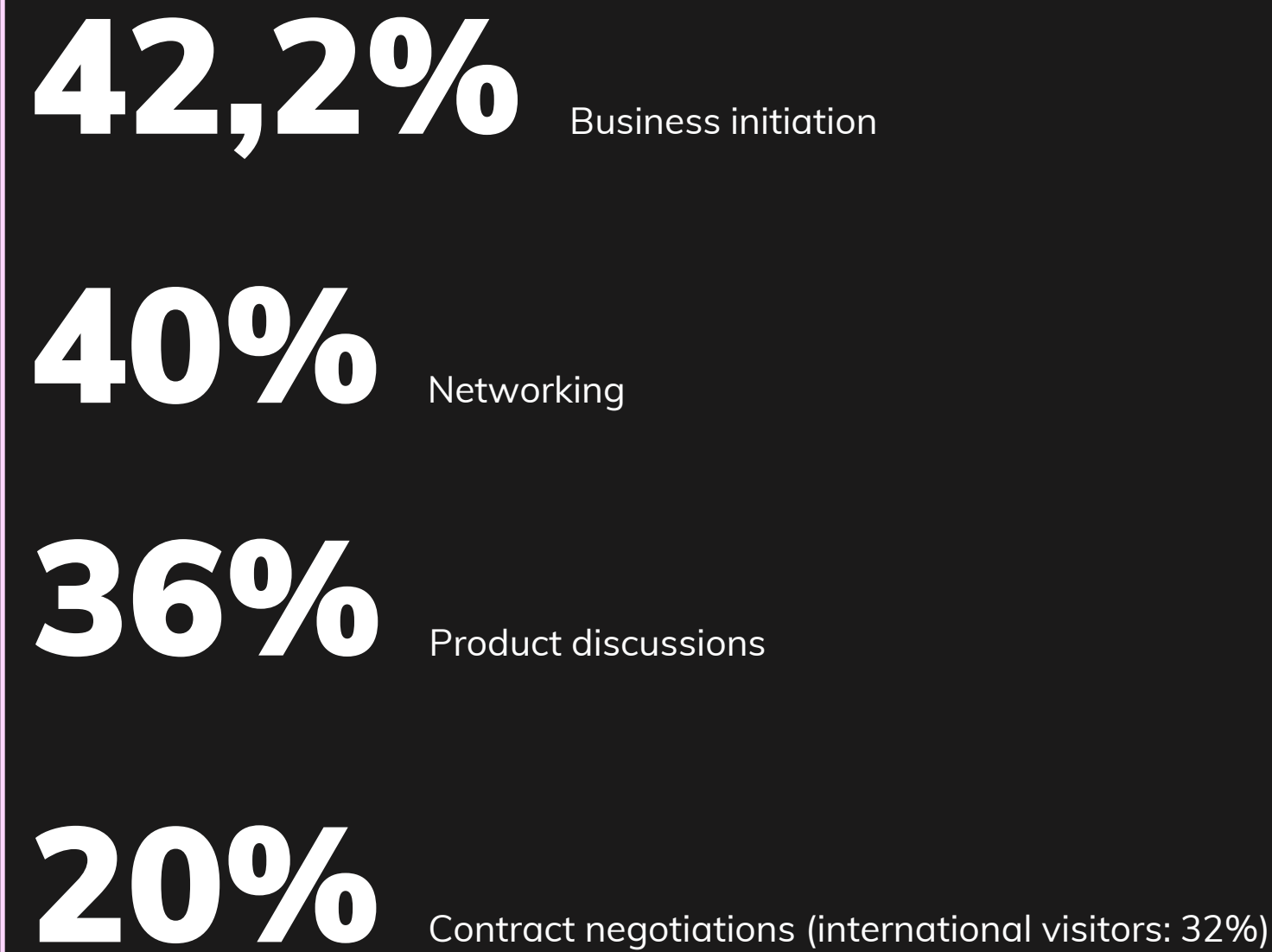
of companies keep their trade fair budget stable or increase it in the B2B sector.

GenZ

Digital natives have similar trade fair goals as other generations but a stronger need for personal interaction



# What kind of conversations are held at trade fairs?



## 01 Importance of trade fairs

# Can't it be done digitally?

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## 61%

of business contacts could not have taken place digitally in the same quality.

## Guideline value

2-3 promising conversations per person and hour.





## 02 Success factors for trade fair participation

# Successful trade fair planning

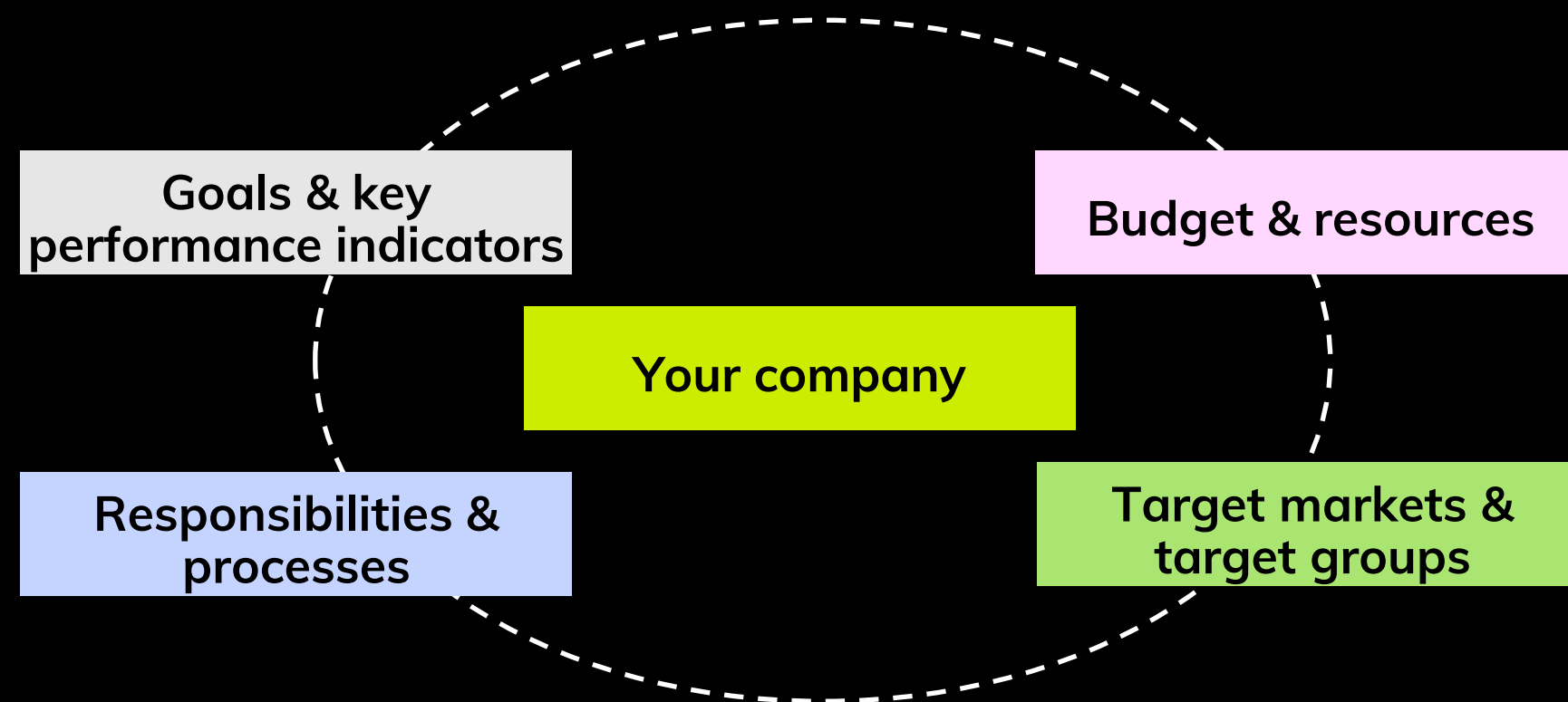
What do we as a company need to bear in mind when planning so that we can exploit the full potential of a trade fair participation?



## 02 Success factors for trade fair participation

**Tip:** AUMA\*

What internal aspects need to be clarified in order for a trade fair participation to be successful?



\* <https://www.auma.de/en/latest-news/publications/>



## 02 Success factors for trade fair participation

**Tip:** **TBC\***

### Quantitative trade fair objectives

Contact targets  
Communication targets  
Presentation targets  
Sales targets  
...

### Qualitative trade fair objectives

Industry presence  
Networking  
Brand impact  
Team building  
...

## 02 Success factors for trade fair participation

# Trade fair stand planning made easy

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### Modular systems & rental solutions

Many stand builders today offer modular stand solutions that are customizable, quickly available and cost-effective - without months of planning or building them yourself.

### Complete service & package stands

Exhibition stand incl. EVERYTHING. Many things can now be booked directly as a bundle in the trade fair's online exhibitor portal.

### Digital planning tools

Stand builders provide online configurators or 3D planners. This allows size, equipment and layout to be visualized at an early stage.

### Industry expertise

The stand building partners of the organizers serve many hundreds of customers in one industry - and know what the exhibitors need.



**“I don't care whether  
300,000 or 100,000  
visitors come to the  
trade fair”**

### Trade fair as a content event

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The trade fair is the occasion  
for communication between  
suppliers and target groups.

It is also the perfect event for  
creating relevant content.



# Maximize your visibility

**“Think  
beyond the  
trade fair  
stand”**

Inform  
target  
groups

Secondary  
placement  
of the  
messages

Content  
creation





# Visitor experience

1. Visibility of the exhibitor before the trade fair

2. Transition from organizer website to exhibitor website

3. Contacting exhibitors before the trade fair

4. Activity of the stand personnel at the trade fair

5. Focus in conversation at the trade fair stand

6. Response quality after the trade fair





## 02 Success factors for trade fair participation

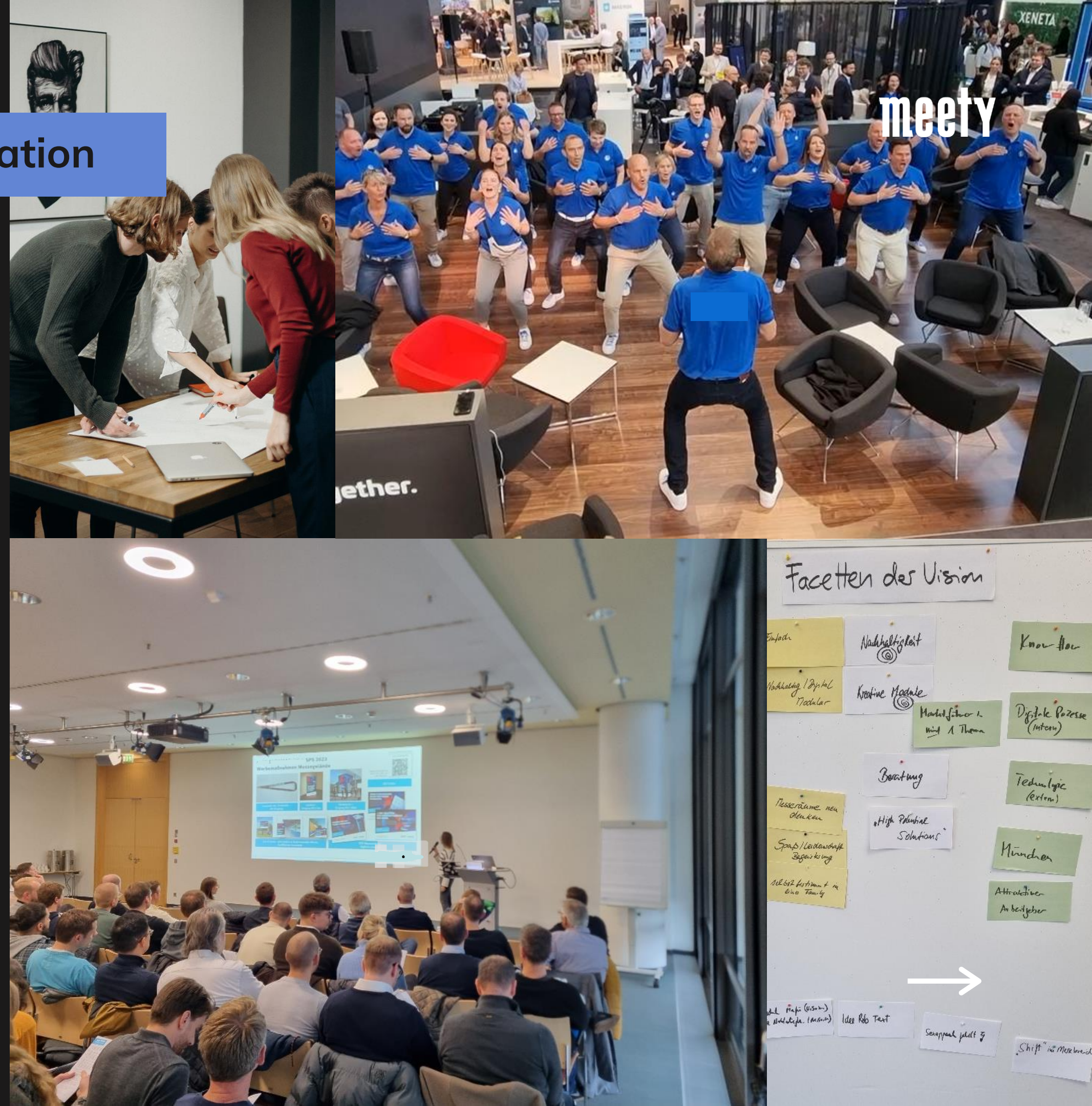
# Prepare your team!

The communication situation on the trade fair stand is challenging for many employees.  
How can we prepare our team so that visitors experience exactly what we want to convey as a company?

### FORMATS FOR TRADE FAIR TRAINING

Keynote speech / workshop / webinar / on-site coaching / live feedback

→ [meety.de](https://www.meety.de)





# The 6 trade fair success killers

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1. Stand design does not look professional
2. Stand staff waiting for visitors to start conversation
3. USP of the company does not come across clearly
4. Exhibitors only concentrate on the stand
5. The stand is overloaded with exhibits
6. The visitor waits too long for a reaction from the exhibitor



## 03 Best Practices of trade fair participations

# The 6 keys to success for (first-time) exhibitors

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1. Understanding trade fairs as a marketing tool
2. Clear goals & clear messages
3. Staging innovations
4. Use the trade fair holistically
5. Prepare team for stage communication
6. Plan resources for trade fair follow-up



# Tips for the trade fair budget

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1. Allocation of trade fair budget
2. Be early - many things become more expensive later or are fully booked
3. Invest in attention
4. Make it easy for visitors to find you
5. Reduce your appearance to the essentials
6. Be faster than your competition





## 03 Best Practices of trade fair participations

### Eye-catching trade fair stand design



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## 03 Best Practices of trade fair participations

### Eye-catching trade fair stand design



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Discussion

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# Time for questions

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# Good luck at your trade fairs!

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**“Your trade fair participation  
can do even more”**



- Daniel Gundelach, meety -



hello@meety.de



+49 89 74 079 224



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