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SME company's participation to international trade fair

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Thesis Abstract

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The subject of this thesis took shape from its author's willingness to do write a trade fair-related thesis. The purpose was to collect information about participating in foreign trade fairs and to plan a part of the participation of a company in a security trade fair held from 25 to 28 September 2012 in Essen, Germany. The company which all information was collected for employs few people, and its products are oil and chemical protection equipment, together with different sorts of other protection equipment. The company has been participating trade fairs in Finland but never before with an independent stand abroad.

The main task was to collect information about participating in a foreign fair because it involves differences compared to Finnish fairs. The second part was to plan the company's participation. The planning included participation and its different steps, from the reservation of the stand to the planning of aftercare. Information for the thesis was collected for example from the literature on trade fairs, participating in a seminar, and by using different Internet search engines. Furthermore, the author's own experience of working at different trade fairs gave more information as to which things should be taken care of while working at a fair stand.

The project taught how many different phases participation in a trade fair really includes and that every of these phases should be planned early enough. Stand personnel have an important role for achieving the goals, and they also have to be aware of what the company expects from the trade fair. The personnel should be also aware of the requirements that have been set for working at the stand. Before the trade fair, the personnel should attend a training during which all the things mentioned above should be dealt with. This way, the personnel will able to introduce products and services in a professional way.

Keywords: Trade fair, Security, Internationalization

SEINÄJOEN AMMATTIKORKEAKOULU

Opinnäytetyön tiivistelmä

Koulutusyksikkö: Liiketalouden, yrittäjyyden ja ravitsemisalan yksikkö

Koulutusohjelma: Pienen ja keskisuuren yritystoiminnan liikkeenjohdon ko.

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Opinnäytetyön aihe muotoutui tekijän halukkuudesta tehdä messuihin liittyvä työ. Tarkoituksena oli hakea tietoa ulkomaisille messuille osallistumisesta sekä suunnitella osa osallistumisesta vuoden 2012 syyskuussa (25.–28.9) järjestettäville Security-messuille, jotka pidetään Essenissä, Saksassa. Yritys jolle tietoa kerättiin, on muutaman hengen yritys, joka kaupaa öljy- ja kemikaalisuojaimia sekä erilaisia suojavarusteita. Yritys on osallistunut Suomessa erilaisille ammattimessuille, mutta ulkomaisilla messuille sillä ei ole vielä ollut omaa osastoa. Yrityksen pienuudesta johtuen heillä ei ole ollut resursseja aloittaa tällaista projektia. Vastaan on tullut myös kielitaidon puute.

Päätehtävä oli kerätä osallistumistietoutta, mitä kaikkea tulee ottaa huomioon ulkomaisille messuille osallistumisesta, sillä eroa kotimaisiin messuihin löytyy. Toinen tehtävä oli suunnitella messuille osallistumista. Suunnittelu sisälsi osallistumisen suunnittelun ja sen vaiheet osastopaikan varaamisesta messuosaston suunnitteluun sekä jälkihoidon suunnitteluun. Tietoa opinnäytetyötä varten kerättiin muun muassa alan kirjallisuudesta, osallistumalla seminaariin sekä käyttämällä Internetin erilaisia hakukoneita. Lisäksi tekijän oma kokemus messuilla työskentelystä lisäsi tietoa asioista, jotka täytyy ottaa huomioon messuosastolla työskennellessä.

Projekti opetti, kuinka paljon erilaisia vaiheita messuosallistuminen kaiken kaikkiaan sisältää ja kuinka kaikki nämä vaiheet tulee suunnitella hyvissä ajoin. Messuosaston henkilökunnalla on tärkeä rooli tavoitteiden saavuttamisessa, ja heidän on oltava myös selvillä, mihin yritys pyrkii. Selvillä tulee olla myös vaatimuksista, joita osastolla työskentely asettaa. Ennen messuja tulee henkilökunnalle pitää koulutus, jossa kaikki edellä mainitut asiat käydään läpi, jotta messuilla henkilökunta pystyy ammattimaisesti esittelemään tuotteita sekä palveluja.

Keywords: messut, turva- ala, kansainvälistyminen

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1 INTRODUCTION

The importance of trade fairs as a marketing channel has been growing in last few years. Every year more and more companies are participating to fairs as a part of their marketing plans. Comparing to other marketing options strength of the fairs is to get personal contact for old customers and potential new ones. Participating to trade fair requires significant time and financial investments from the company. Thus received benefit from fair should be as good as possible. Company's intention is to leave positive memory or emotional feeling for the visitor of the company which they would be later remembered. Goal of the thesis is to offer trade fair plan for target Company about phases of participating from before participating to aftercare. Trade fair plan includes everything that company needs to know when it wants to participate for foreign fair for example about products, customers and competitors:

Products. Trade fairs company get good advertisement for their old and new products. Company can also test and collect feedback about their new products. Buyers can explore and possibly try products which make decision of buying easier. It is one part of trade fair when people make round and check coming trends. This check is good while thinking about company's coming product development. Competitor may have released new product which is making big chances in markets and that's why other companies have to respond quickly to keep themselves in markets. Downside is when companies are bringing their new products to trade fairs competitors most likely copy that product if it gets much attention. Company can prevent this down side by developing their products all the time. (Keinonen & Koponen 2003, 13-14.)

Contacts. One of the biggest reasons for companies to take part of trade fairs is contacts. It is Important to get personal client contacts and in trade fairs it's possible face to face. Even nowadays when technology is big part of our everyday life in business and private, face to face contact have more value. When getting face to face contact it is more likely to get good and reliable business relationship, also faster than via technology. (Keinonen & Koponen 2003, 15.) According to book Messukolmio (1994, 10) in professional fairs price of high-grade contact is

low. Next is written calculations which are helping to count price of new contact and customer:

Contact price

Total costs of fair ÷ amount of worthy contacts = contact price/price of contact

Cost of getting new client

Total costs of fair ÷ amount of new clients = price of new customer

When company want to have business abroad contacts collected from foreign fairs can be useful. Fairs also help to find new foreign companies which products Finnish company could start to import or the other way.

Competitors. Reason to participate for trade fair shouldn't be competitors participating. It is easy for company to see new competitors and check new products from old customers (Keinonen & Koponen 2003, 14). Taking part for trade fair on abroad is great opportunity to company meet competitors from different countries and see how their product development.

Trade Fair plan has to be easy to use and it should be suitable in different kind of trade fairs with few changes. Author's goal is to increase theoretical - and practical knowledge as well as learn how to make exact trade fair plan. Information is obtained by studying different kinds of literature and participating to seminar. Theory part of thesis is focused on basics of trade fair participating: Planning, execution and aftercare. Practical part is based on these three fields and intent is to apply theory to practice. This is the participating to Security 2012 trade fair in Germany.

Practise based thesis. This works is practice based thesis which goal is to create operational instruction or guide for practice. Practice based thesis can be for example guide book or instruction for professional usage. Most important thing in practice based thesis is that it implicates practical execution with reports and that it give you real life vision about the subject you are working with. (Vilkkä & Airaksinen 2003, 9.)

Material for the thesis was collected mainly from trade fairs literature. Literature is mainly Finnish books but some amounts of foreign books have been used also in thesis. Supplementary information has been found from internet in different search engines and by participating to a seminar in Germany. Author's own experience from multiple trade fairs help to make work in clear order.

2 THEORY OF PARTICIPATION FOR TRADE FAIR

2.1 From planning to implementation

Second chapter is going through the main points of participating and implementation of trade fair in theory. Trade fairs are usually part of the companies' one year plan. This is why trade fair participation should always be planned correctly. Things that company should take in consideration, while planning the participation are goals, trade fair idea, budget, stand planning and implementation, communication, personnel and after care. So that every section is taken consideration it is best to implement the participation as a project.

2.1.1 Goals

Before taken part to trade fair is important to think why are we taken part to this event. Goals are the ones to motivate personnel and give a direction for time in trade fair (Jansson 2007, 25). Companies usually have more than two goals and all of them have to be treated with care. Goal examples are product sales, meeting new clients, searching for new retailers, presenting new products, taking care of customer relations, improvement of the image and publicity. Like every marketing acts also taking part of trade fair is targeting almost always to get sales growth for short or long term. (Keinonen & Koponen 2003, 21-23.)

Beside of sale growth company can have goal to get new contacts for taking care of old relations. Customers usually doesn't have time to take part of many different events so trade fair is highlighted place to do these acts mentioned above. (Jansson 2007, 23-24.)

Goals in trade fairs can be also so called non-sale ones. These non- sale goals are keeping up good image of the company, collecting information about competitors and make company better known. Like it has been earlier mentioned it is rarely occasions that it is so easy and cheap for company to get publicity like in trade fairs. Many magazines from the field of trade fair are publishing many

times special edition where are actual news and articles from trade fair. (Jansson 2007, 24.)

2.1.2 Trade fair idea

Trade fair stand can be thought as a miniature of the company and its business. Every business needs a business plan also trade fair needs a plan. According to Keinonen & Koponen (2003, 24-25) trade fair idea can be made by answering as precisely as possible to these three questions: What? Who? How?

What?

This question summarizes the reason to take part of trade fair. It could be for example launching a new product or fulfilling the register of customers. Also marketing research is a possible reason.

Who?

It is important for a company to think carefully about its target group. Which kinds of people are coming to their stand, are interested about their products and want more information. It could be that only half of the people who are visiting in trade fair are suitable for the company's target group.

How?

When a company knows its target group they have to think how to get these people to visit their stand.

Trade fair idea should be planned carefully so it can make working in stand easier and more effective. The more you can answer to these questions, the better are the chances to succeed in trade fair.

2.1.3 Budget

Taking part of trade fair is its own kind of project which brings costs to the company. Like usually projects also participation has to have a budget. (Karlsson & Marttala

2001, 69.) Well planned attendance is not necessary expensive but there have to be reasonable amount of money to use so company can reach its goals. (Lehtelä 1996, 19.) Usually budget planning starts from costs that company already knows because other cost like traveling or office equipment's can change, in budget those are usually only first calculations (Karlsson & Marttala 2001,70). Basic costs consist of taking part fees, planning fees, execution fees, traveling fees and personnel fees (Keinonen & Koponen 2003, 12). The additional costs are coming from electricity, water and other not included services like cleaning. It is also good for the company to take insurance if they don't already have one which covers almost everything. (Syrjänen & Uschanoff 2005, 36.) Especially when company is going to trade fair in abroad it is necessarily to have all inclusive insurance

Even budget for trade fair is usually part of company's marketing budget still it is better to do own budget for every taken part case. According to Keinonen & Koponen (2003, 25-27) and Lehtelä (1996, 19-22) Budget for trade fairs consist mainly these following costs:

1. Participation costs

- Stand rent
- participation fee
- Building and dismantling the stand
- Additional costs like cargo for products and storage place,interpreter

2. Personnel costs

- Training
- Salaries
- Over time payments
- Day allowance and travel expenses
- Accommodation costs

3. Planning and executing the stand

- Planning
- Consultant services
- Building and its materials
- Furniture
- Accessories and other small pieces

4. Transportation and handling of materials

- Transportation of materials to trade fair and back
- Insurances
- Storage

5. Services bought from trade fair organization

- Stand structures and furniture's
- Electricity
- Cleaning services
- Internet connection
- Graphic and advertisement space

6. Promotion costs

- Advertisement in fair catalog
- Information material (web page and e-mail)
- Promotional items like pens and candies
- Entertainment expenses

Price of taking part of trade fair usually rises very high and company has to think definite which things it cuts if possible. Even big amounts are small compared all of the advantages that company is getting from trade fair time. (Jansson 2007, 26.)

If company want to make cuts from participation costs it should not be taken from lowest prices. Sometimes even small gifts are making big effort (Keinonen & Koponen 2003, 27). For example a pen where are company's logo with name, phone number and internet address. This small gift is nice to get, it is usefully and later visitor can remind the company and take contact (Keinonen & Koponen 2003, 27).

2.1.4 Financing help for companies going to foreign trade fairs

Trade fairs in abroad Finnish companies can apply founding from different places. Here are few examples of those places: Transport and the Environment, Finpro and TEKES. (Keinonen & Koponen 2003, 27.)

Finpro offers different programs and projects to companies who want to go trying business abroad. Through programme or project company can get finance help for marketing and researches. (Finpro [referred 04.01.2012].) Tekes offers funding for company to develop and grow. Tekes is good choice if company has new product and they are presenting it in fair. SMEs can get 35% or 50% of total cost paid back. Tekes also gives loan which is 70% of projects total costs. Through Tekes is also possible to take part international funding programs for example Eurostar, GAP and EUREKA. (Tekes 2011 [referred 04.01.2012].)

2.1.5 Reservations and permissions

Stand reservation. is have to make six months before starting of trade fair which is minimum but recommended is about year before of start (Lipeles, 2006,112). Company need to be fast on reservation phase so it can get the place it wants because best places are wanted. All the contracts are made with fair organization usually about six months before. Applications and important information's are usually available on fair organizers websites otherwise representatives are the ones who company to contact. (Keinonen & Koponen 2003, 53.)

Contract contains next information's: company information, Reservation of stand, products and/or services which are going to be presented in fair also general rules and acts. Company information includes: official name, contact information, products and services generally, business form, turnover and number of personnel. Stand reservation: how many square meters company wants, type and shape, price of square meter, when to apply?, information how much? and when to pay?. Products and services: when organizer knows what kind of products and/or services company is presenting in fair it is easier them to put company right hall and environment. General rules and acts: in this part are told general information about fair like timetable, insurance requirement, how to cancel the participation et cetera. (Keinonen & Koponen 2003, 54-55.)

2.1.6 Other Reservations and permissions

Other reservation should be reserved early enough. These kinds of reservations are for example water, electricity, air conditioning and cleaning is best to reserve before fair starts (Keinonen & Koponen 2003, 55). Permissions are necessary if company wants to show television, play music or just show video which is not made by the company. Also permission is needed if fair stand is higher than 2, 5 meters (Messe Essen [referred 23.12.2011]).

2.1.7 Insurances

When participation in trade fair it is good to noticed the need of insurance. Company usually present products in their stand and some of them might be really expensive also other stuff like computers et cetera is good to insure. Taking insurance is up to company but it is highly recommended especially for those who come to fair from other countries and need to deliver products to the fair place. Trade organizations are offering insurances to exhibitors (Liability Insurance) but usually companies have already their own insurances or they want to get insurance which covers more damages during fair and delivery (Rocke P, 2004, 177.) From authors experience insurance prices have wide range and this is while different insurance companies have their own terms. For example amount of loading and demolition of delivery are effecting.

2.1.8 Basic elements of stand

Decoration. After Company has been choosing their stand type and size it is time to decorate that area. Good looking stand is making a positive appearance. Stand design is both temporary and permanent which means that stand is there only few days, time of trade fair but the memory of customer it stays much longer. (Morgan 1997, 8.)

Company can use professional stylist or do design decoration by itself. Main idea is to get good frames for products. Basic decoration elements are for example

chairs, tables, sofas and flowers. Those bring colours and fullness to the stand. (Keinonen & Koponen 2003, 61.)

Lights. First things to think when designing lights for stand are which kind of basic lights stand have, amount of light in fair hall and is there any natural light. Usually lights in fair hall are poor so without any extra light stand looks dark and products don't pop-up from background. Furthermore lights not only get people's attention but also create nice atmosphere. (Keinonen & Koponen 2003, 63.)

With a spotlight product can be highlighted but targeting the light have to plan so it is not straight focus on people's eyes. Light should always focus from way where people are coming. Shadows should be avoided it can weaken recognizing of the product. (Jansson 2007,46.)

Colours. are important effect in stands. Colours have effect on people's minds and environment. Fair environment should be used at normal colours and combination as possible.(Keinonen & Koponen 2003, 63.) According to Keinonen & Koponen (2003, 63) associated with Halonen- Suvala, these colours have effects which have been noted, here are the descriptions:

Yellow: This is brightest and luminous colour. It makes space look bigger and rejects depressive disorder. On the other hand using it too much and big surfaces it can cause irritability and restlessness.

White: Alone this colour is cold but it is good for backgrounds. It experienced to be pure and light bringer.

Red: Irritates and shakes mental balance. Give good atmosphere for inventing but not their development.

Black: Colour of pain, suffering and darkness. Used as a background, it pop-up every contrast colours.

Texts. help people to understand content of stand. Most important thing are the products that's why there shouldn't be too much text. Informative texts font should be small for example on word font number 12 is enough. Usually this kind of text is in brochures and catalogs. (Keinonen & Koponen 2003, 64-65.) Bigger texts, like

for example company's sign is made with computer. Every brochure, catalog, business card which are including text should be same style and colour with company stand.

2.1.9 Side activities

Stand in trade fair company can range side activities like competitions, product presentations or giving samples and gifts. Activities style depends on stand size, amount of personnel and type of trade fair. Activities are attracting people to come and when there are people it attracts more people. It is important that there is some kind of activity at stand. (Jansson 2007, 59.)

One example is coming from writer's own experience in trade fair. This example of attractive activity is from Tampere Security fair few years back. One stand had a smoke diving competition. There were container and the inside of container was decorated to look like apartment. Competitor had to smoke dive to the container, get the object and come back. Winner was the one who had best time (fastest). Every time people gave their information to the list and there were hundreds of contacts after three days.

Product presentations. Product demo is one the most convincing way to present the product. It is simple and effective. Presentation which is made right is so exciting that customers stay to see it. This makes easy for stand workers to dramatise how good product is and prove it to be better than competitors product. If you want to stay people's minds explain story of product and prove that it is working. (Jansson 2007, 61.) Other good way if it's possible is let people to try the new product while presenting. This brilliant way for company and their product to stay in people's minds and gives good advertisement for company. (Giglierno & Vitale 2002, 441.)

Giving information. Companies are usually giving brochures to customers that they can get information also later. It is important first to talk customer to clarify which products she/he are interested. If company sells complicated product there is a risk that brochure is obstacle for sales process. Brochure can bring also

misunderstanding in a case that customer don't find needed information and make conclusion based on it. Risk of misunderstanding goes smaller when customer gets opportunity to discuss with specialist instead of only seeing brochure. (Jansson 2007,63.)

Many times long lecturing about the product can be really tiring for customers. If company wants to give wider information they should arrange separate briefing info. Briefing info means different kinds of seminars and lectures which are operate in separate place for example conference room. (Keinonen & Koponen 2003,58.)

Sample and gifts. giving is profitable if it is well planned and executed. Visitors want to collect gifts from stands and they also assume that there is always something to take with to home. (Jansson 2007, 63). Gifts or samples which are distributed primary purpose are to get visitors attention and stop people to stand. Moreover gift or sample need to be easy to carry and it can't make any harm for its carrier. (Keinonen & Koponen 2003, 57-58.)

2.2 Working in stand

2.2.1 Working in stand generally

There are several routine tasks at stand which are good to plan in advance. Clear task distribution and working timetable are ones to make effective stand. There have to be enough personnel working all the time that's why it is best for personnel to know before participation when they are working. (Miller 1999, 52.) This guarantees that everyone is on the scene at the right time. In timetable there have to be noted times for lunch and coffee brakes. Personnel should maintain a meeting together every day before fairs open. (Lehtelä 1996, 34.)

Clear instruction of how to wear in stand have to be informed early enough so personnel have time to get specific clothes if company doesn't take care of the clothes. Usually clothes are designed to fit company's stand and colour world. Besides all of routine tasks mentioned before also checking and giving the

brochures together with client registration are part of stand work. Anticipating the routines, problem situations can be avoided like samples or gifts would end before end of the fair. Splitting the tasks between personnel helps tasks to be done correctly. (Keinonen & Koponen 2003, 86-87.)

Foreign fairs there are people visiting from all over the world and this should be remembered in different acts. Some positive habits or colours in Finland could be opposite meaning in other country. For example punctuality is one of the things that usually pose problems. Finland and Germany is much on same line to be exactly on time when countries in southern Europe punctuality means being "late" 10-20 minutes and also handshake when meeting people Finland and Germany are thinking same way. (Luoto 2000, 56-57.) Company should encourage workers to find out about different cultures before going to fair so there could be avoided uncomfortable situation.

2.2.2 Personnel

Personnel and their acts are one of the keys to succeed in trade fair because customers are making decisions through information and the service they get (Jansson 2007, 73). Personnel have to know company and its products well. They have to work effectively through a long fair days, get along with different types of people also remember to behave and act in accordance to company's imago. (Keinonen & Koponen 2003, 83.)

Personnel's clothes are as well one thing which is getting customers' attention. First impression about company and its imago customer gets while seeing personnel standing in stand. This is the reason why personnel's clothes have to be clean and appropriate. While choosing right shoes should consider not high heels because standing whole day is exhausting and heavy for legs. (Keinonen & Koponen 2003, 84.)

Personnel must show smiley face for customer and be polite these are two basic rules when working with customers. Before start of trade fair is good to have few days training about the products and little bit also about how to act with a

customer. Face expression are important but also when having conversation with customer speaking should be slow and clear. (Keinonen & Koponen 2003, 84.)

Personnel's functions. Personnel need to know everybody's tasks or better way their roles in trade fair. Without roles people doesn't accomplish well their task which leads to bad results. Some people have clear vision what to do without having any giving task or role but some others are just flowing and trying to look like they are doing something. (Keinonen & Koponen 2003,83.)

Person in charge. Depending on stand size see does it need one or more persons who are responsible of motivating personnel and answering questions which are not clear for other personnel. He or she is part of stand planning and building in it also knows technic in stand perfectly. Other liability tasks are informing personnel about their lunch and coffee brakes as well taking care invited guests. Person in charge is the one who comes first in a morning and leaves last in the evening. When one person is on charge disorders can be avoided. (Keinonen & Koponen 2003, 84.)

Expert. Experts are the ones to answer difficult questions regarding to product or service. Expert knows everything about own branch and company. Best way to use expert in fairs is to make meetings with new and old clients so they can discuss more properly. (Vashisht 2006, 73.)

Salesperson. must be able to answer customers every objections and assumptions. Every sales situation is special and different. In fairs salespersons are talking with customer who they don't know forehand and it makes situation different from normal. Competition about customers brings pressures. (Jansson 2007, 67.)

In trade fairs company gets many contacts that's why salespersons should be ready to act. Many of selling situations fails in fairs because it not been understood that normal sales acts doesn't work on fairs. Normal situation presenting yourself and company takes about ten minutes when in fairs whole speech should take same time. Challenge for salespersons is to give enough information about company short period of time. (Jansson 2007, 67.)

Registration of customer. One of the goals in fairs for company is to get many new contacts from potential new customers. These potential customers are good to put in registration system what company has. Customer registration is important act for future marketing. It is important to get contact information as precise as possible. This makes it easier to take contact after the fairs. Needed information's are customer's information, presented company's backgrounds, objects of interest and future plans. Even some contacts wouldn't be potential ones they can be used for marketing. (Keinonen & Koponen 2003, 87-88.)

2.3 Communication

Communication plan for trade fairs includes advertising, internal and external informing, invitations, collecting information and taking care of customer contact trough aftercare. Fair communication should be line with company's general communication. That's why communication plan can be design around company's imago.(Keinonen & Koponen 2003, 69.)

Communication before trade fair. Main purpose for communication before trade fair is to get attention and also pop-up your company from others. Making announcement for magazine of right branch is possible to get right persons to visit company's stand. Company's own internet pages are also good way to note people that they are taking part of specific trade fair and it is possible to come and see them there. (Harju 2003,56.)

Communication before trade fair can be divided internal and external communication. Internal includes informing personnel and external includes taking care of customers, press and other advertisement.

Internal communication. When company plans its internal communication well everybody knows what is happening. When giving any internal message it has to reach everyone whose are working in company not only marketing and sales persons. When everybody know what is happening it is easier everyone to advertise company's participation to fairs. In fairs it could be anyone from stand that press is going to ask questions. The ways to communicate internal are

intranet, email, briefing session, info board and possible company's own magazine. Company need to choose the best and suitable way for giving information. (Keinonen & Koponen 2003, 70-71.)

External communication. Goal of direct marketing and communication is to let interest group know that company is participating to fair and welcoming them for a visit (Holland, 2001,13.) External communications is good to give forehand information about company's new products, services and other interesting happenings in fair. Ad can be send via email or send paper one by post. One of the most important external communication target is press. Media wants to know about company's participation, possible new products and other interesting subject from fair. Media publicity is desirable because this is one way for company to get free publicity for its new products or services. Good relation for press people can be kept when co-operating with press. Company can send their release written in news form for press as a news tip. (Keinonen & Koponen 2003, 71-72.)

Communication during trade fair. Stand persons of charge have to keep contact with personnel also during the fair. It is good to make with personnel reports and discuss about good and bad things which has been happening in fair days. Fair personnel also could have some questions that they didn't know answer on an earlier day for example about contracts, deliveries or production. All these things should be solved before next fair day and then problems can be avoided to happen again. Everyone needs to know about changes also those who aren't working on that day. (Keinonen & Koponen 2003, 75.)

The most important and most usefully informing is fair guide. In that book there is much information about participate companies and also about trade fair like area map, basic information and list about companies. Company has to take care and send own information early enough to fair organization that information is in fair guide. All the material visitor is getting from stand like price list or information about products are telling to the person what kind of company this is. If material is giving enough information and it has been made in line with company imago and colours it impress people more. (Keinonen & Koponen 2003, 77.)

Communication after trade fair. Fair communication doesn't end at the same time than trade fair ends otherwise company can't take good advantage about new contacts. It is important for company's reliability and image that communication is taken from begin until the very end. (Keinonen & Koponen 2003, 79.)

After fair communication results can be seen better. It is up to company's own activity how they use all the contacts they got from fair. Usually after fair company send "thank you" cards to the customers, visitors and partners. Company should also remind all those people who couldn't visit their stand in fair. If company gets orders or product information requests they should execute those wishes as soon as possible. (Keinonen & Koponen 2003, 80.)

2.4 Aftercare

Aftercare means answering all the promises made during trade fair. If company make aftercare fast it shows to possible customer how trustworthy they are as a business partner. It makes also profits to company because offers made during fair become an order. Slow acts make situation bad for company and it loose contracts. Important is to plan aftercare before participating to the fair. It is good to name person to take care of this aftercare like there is for person in charge at stand. (Jansson 2007, 78.) Aftercare doesn't have to be expensive and take much of resources. Only "thank you" card with sample or brochure is enough for taking contact (Keinonen & Koponen 2003, 91).

2.4.1 Aftercare at short-term

After trade fair starts answering for orders, quotations and customers questions. Company send order confirmation where is information about delivery time, amount of products and other terms of order. These are all good to confirm before sending any product because in fair everything is so hectic and there could be misunderstandings. In quotation are offers about products that customer was interested. For new customer it's good to attach brochures where they get more

detailed information about company and products. (Keinonen & Koponen 2003,91.)

Every letter exchange, offer sending and taking care of orders have to happen as soon as possible after fair. This way customer feels to be noticed. Sometimes customer has rushed to get product and if company can't deliver it soon enough, customer could go and try competitor. If company loose customer it is hard get them back. (Keinonen & Koponen 2003, 92.)

2.4.2 Aftercare at long- term

When company have made effort on fair aftercare it is easier to take contact to customer for long- term so company could get best sales achievement. If company has been sending letter to customer they can ask feedback about delivery and services so those things could be taken care for next time. Feedback should put somewhere to everyone in company to see and together discuss if there is some parts need to be fixed. Long- term care is also inviting customer to next trade fair where company is participating. (Keinonen & Koponen 2003, 92-93.)

3 OPERATIONAL ENVIRONMENT

3.1 Business to business markets in trade fairs

Trade fair is good opportunity for company to expand its international business. While professional trade fairs are usually only for Business to Business markets because of its specific product to different branches it is good to introduce this market type. Business to Business can be defined as follows: transaction between businesses, for example between a wholesaler and a manufacturer or between wholesaler and a retailer. Almost every company is doing business to business actions even company would sell straight to consume while needed services and goods are rented, sold or supplied form another company. (Koetler & Pfoertsch 2006, 20-21). The Association of the German Trade Fair Industry (AUMA) published results of survey held on autumn 2011 about exhibitors marketing tools. From survey results can be seen that Business to business is still the main form of communication while marketing in own web pages or fair magazine. (AUMA [referred 08.07.2012].)

Business to business markets differs from the business to consumer by having structure which is more geographically concentrated (Ellis, Fitchett, Higgins, Jack, Lim, Saren & Tadjewski 2011, 115.) Business to business also has fewer buyers and the competition is more oligopolistic. In these markets the products are usually more complex and customized to match particular user preferences. (Gillin & Schwartzman 2011, 5). The service, availability and delivery plays big role in product purchasing. Behaving is different in business to business while buyers are more professional and have involvement in the purchasing in many different organization levels. They purchase because of tasks that need to be completed and not like consumers who purchase with more social or psychological motives. (Vitale & Giglierano 2002, 2-25.)

3.2 Generally trade fair, professional fair and Messe Essen

Every year are held thousands of trade fairs world-wide. Biggest fairs are gathering over million visitors. Examples of biggest established fairs are CeBit-technology fair in Hannover and IAA-car fairs in Frankfurt. Traditionally trade fairs has been consisted of exhibition- and presenting halls where exhibitor present their services and products for the visitors. Now days it has coming more common that fairs are directed for special groups like gardening or boat owners. Also different professional fairs like subcontract- and industry fairs popularity has grown in last few years. For example Messe Essen's fair calendar for year 2012 80 per cent of the 28 fairs are professional ones (Messe Essen: Fair calendar, [referred 23.11.2011]). In addition to there has been come some side events like seminars, panel discussions and free form cocktail events. Example of cocktail event is from Security fair in Finland where one big company arranges every time this kind of free form event where you can chat with people from different fields.

Professional trade fairs are popular in Germany like other market economy countries. This reason best option experience trade fair abroad is in Germany and also Finland have close contacts to its fair organizations which is creating easiness to attend. Professional trade fair visitors are more likely to make offers than visitors who are visiting general trade fairs. 70 per cent of buyers have a buying plan before going to trade fair. Based on plan buyers know are they looking for something new or other version from product already exist. (Lehtelä 1996, 16-17)

Messe Essen is located in West Germany, North Rhine-Westphalia region, 4, 3 kilometers from city of Essen. Messe Essen have 18 hall and Galleria those altogether make area of 110 000 square meters. Outdoor area is circa 20 000 square meters (Messe Essen, [referred 23.11.2011]). With its 110 000 square meters of fairground Essen is number eight from the twelve biggest fair cities. Before Essen is for example Hannover, Frankfurt and Düsseldorf. (Deutsche-Finnische Handelskammer, [referred 01.06.2012])

3.3 Security

Concept of the word “security” is meaning overall carefree, trouble free and undamaged state of mind. Security can be defined as an emotion or state of mind which associate with action of individual and community. Security is usually taken for granted and lack of it is shown after something bad or unpredictable is happening. Every individual have their own opinion about security and it is taking form from own experiences and learned things. Feeling secure is coming from familiar routines, trust and predictable time passing. Individual can define security as a feeling when have no worries. Community’s or company’s point of view about security is feeling that there are no uncontrollable, unpredictable and sudden losses or risk causing events. Definition of security usually changes depending on which context it is spoken to. Security is always presence in individuals actions, was it studies, work, hobbies or free time. (Tikkanen 2008,15-17.)

Organizations security is general concept which includes different areas and those areas influences security of organization. Areas of organization security are personal security, work security, premises security, fire and rescue service, information security, production and operational security, environment security and foreign operations security.(Elinkeinoelämän keskusliitto, [referred 19.01.2012].) Here are two example pictures which kinds of products are showed in security fairs.



Figure 1. Type 1 A: Gas tight protection suit. (Tesimax [referred 01.06.2012])



Figure 2. Oil protection barrier. (Kurikka yhtiöt [referred 01.06.2012])

4 TRADE FAIR PARTICIPATION IN PRACTISE

4.1 Description of the work

4.1.1 Context

Small size company from Finland wanted to find out steps which would be needed to attend trade fair in abroad. Company has been many fairs in Finland and few in abroad but never independently only with big company. Task was to help the company get knowledge about participating to the foreign fair.

Planning and execution of trade fair participation includes many different phases. That is the reason why this kind of work best way to execute as a project. As a project the work have best controlling tools. It was easy to choose to make this work as a project due it has many same elements.

Project- word origin is coming from Latin and it means plan or suggestion. According to Rissanen (2002, 5) Project can be defined next way: "Project has timetable, defined resources and own project organization. It has a goal and it is well planned to reach it. Project should also give more value for its setter and benefit for its object through the implementation of the goal. Every project is unique and has beginnings and endings". Projects six main phrases are shown in following figure.



Figure 3. Six main phases of project.

Trade fair participation should be done as a project this way it is easier to control and make sure that every task has been made on time. Beginning of project I made small scale project plan so it is easier for everyone to see progress of the project.

4.1.2 Goals and defining

Main goal for the company while participating to the foreign fair is to know which kind of benefits, company can receive by participating. Other important goals are: can company strengthen their imago, what fair guests are thinking about company's image, are they creating new business relations. It is important for the company's participate that company has been choosing its goals early enough. It is easier for everyone to engage these goals and working in fair can be effortless. Next step can be then planning stand area. According to (Keinonen & Koponen 2003, 25) non-sales goals are for example keeping and improving image among customers, competitors, press and public. Collecting information about competitors, testing the products or launching new product, creating new connection are also included non-sales category. Instead sales goals are getting

orders and sell products in fair and get new key customers. Moreover beside these goals is company to find out if it is worthwhile to go again this type of trade fair.

4.2 Participation to Security 2012 fair

4.2.1 Goal of trade fair

Participation to the trade fair should have goal or goals this is first step what company needs to think about. This case goal is to get visibility for the company, its products and this way to grow sales. Company's products are a safety product that is why security fair is good option for them. These kind of professional fairs are good because most of visitors have interest for safety products.

4.2.2 Budget

Budget for trade fair is about 10 000 euro. Budget is based on experience of fairs but real valuation is hard to make because participating international fair bring extra expenses compared national ones. Participation costs of the budget consist of 505,00 euro registration and 2,390 euro stand rent. Amounts mentioned before are the ones that company knows in early stage. Insurances are about 312, 50 euro and it is covering product transportation to and from fair. Traveling (flights Helsinki-Düsseldorf back and forth also trains for four persons) and cargo (fair products) costs are in total 1602, 68 euro. Flight back to Finland is in the night of 28.9 after the fair has been ended. Hotel for four nights (24.-28.9) for four persons is 1,538 euro. Hotel is near centrum and with tram 15 minutes from trade fair center. Personnel can use the fair passes for public local travel in the area of Essen. Personnel costs are 2200 euro. Outfits for fair personnel (blouses that personnel can wear with business wear) and eating (10e/day) are reserved from the budget. Amount which left from budget after costs mentioned before are extra for sudden costs. See every amounts sorted in table.

Table 1. Budget plan.

Last Updated: 08.05.2012		
Total Budget 10 000 €		
	Sep	Total
Personnel		
Salaries, wages	2200	2200
Benefits (Lunch)	160	160
Work clothes (4x blouse)	153	153
Personnel Total	€ 2 513,00	€ 2 513,00
Travelling		
Train (4 persons)	200	200
Plane(4 persons)	673	673
Hotel (4 nights/4 persons)	1538	1538
Travelling Total	€ 2 411,00	€ 2 411,00
Stand		
Registration	505	505
Stand rent 25 m ² (95e/m ² + 0,6e/m ²)	2310	2310
Cleaning (0,8 e/per m ² per day)	80	80
Cargo	730	730
product insurance	313	313
Stand Total	€ 3 938,00	€ 3 938,00
Total	€ 8 862,00	€ 8 862,00

Full time insurance and personnel insurance have been left out from budget while those are annually paid and are effective in abroad and during the fairs. Only product insurance is added to the budget while this is one that has been taken from fair organization.

4.2.3 Planning and execution of stand

Messe Essen has reserved for Security fair, halls from one to seven, nine to twelve and galleria. Every hall has different themes like fire prevention and access control. First plan was to design the stand size by the prices get from fair organization but there is option which is good for exhibitors coming from other

countries. The option is full package service which includes space, stand, building and some details. Every season (spring, summer, autumn and winter) have its own packages and Security fair case it is autumn package. Autumn package is shown in figure 5.

Autumn package smallest stand size is 25 square meters and per square meter the cost is 95 euro. Stand includes carpet which colour can company choose from four different options which are red, green, blue or grey. Also waste paper basket colour can company choose from colours black or white. These colour options are good for the company because main colour is blue. Optional as an additional costs company can order logo work, shelves or extra walls. Company have own logo placate and it fits to the cargo with all presented equipment's and other necessary stuff so it is no necessary to pay extra. (Messe Essen [referred])

Company choose to take stand as size of 25 square meter and it come to cost 2,375 euro without tax which is 0,60 euro per square meter. After tax stand price with full package service 2,390 euro. This size is enough for the company alone and its products. Picture below shows example of the stand from autumn and after is table of the services that includes for autumn full service package. (Messe Essen [referred]) Example of the stand looks is shown in figure 4.



Figure 4. Stand example of full package service- autumn. (Messe Essen [referred 01.06.2012])

Ausstattung des Komplettangebotes / Fitting of the complete offer:

AUTUMN je m ² /per sq.m. €95,00 (Mindestgröße 25 m ² Minimum size 25 sq.m.)	m ² /sq.m.: 25
Systembauweise Syma, eloxierte Aluminiumprofile Syma System, Aluminium profiles coated	<input checked="" type="checkbox"/>
Gitterträger 300mm hoch/Lattice support 300mm	<input checked="" type="checkbox"/>
Wandfüllung Forex 6mm weiß/Panels Forex 6mm white	<input checked="" type="checkbox"/>
Kabine 2 m ² , Blendenrahmentür, abschließbar Storage 2 sq.m., with shamdoor, lockable	<input checked="" type="checkbox"/>
Zusätzliche Wand für größere Kabine €33,00 Stück Additional wall for amplification storage €33.00 each	Anzahl/Number:
2 Stromschienen 2 m mit 2 Adapterstrahlern 2 busbars 2 m with 2 spotlights	<input checked="" type="checkbox"/>
1 Stromanschluss 2,8kw mit einer Schuko Steckdose, inklusive Stromverbrauch für die Messelaufzeit + 1 Aufbautag 1 electrical connection 2.8kw with one socket including power consumption during the fair + last day of construction	<input checked="" type="checkbox"/>
1 Infotheke Olbia mit oder ohne Aufsatz 1 infocounter Olbia with or without top	<input checked="" type="checkbox"/>
2 Prospektständer Cori/2 literatureholder Cori	<input checked="" type="checkbox"/>
1 Garderobenleiste/1 coatrack	<input checked="" type="checkbox"/>
2 Tablarablagen, 990x 300x 16 mm/2 shelves, 990x300x16 mm	<input checked="" type="checkbox"/>
Zusätzliche Tablarablagen €20,00 Stück Additional shelves €20.00 each	Anzahl/Number: 1
1 Tisch Fermo Ø 70, Buche/1 table Fermo Ø 70, beech	<input checked="" type="checkbox"/>
4 Stühle Bunny Buche/4 Chairs Bunny beech	<input checked="" type="checkbox"/>
1 Barhocker Hansen, Buche/1 barstool Hansen, beech	<input checked="" type="checkbox"/>
1 Abfallbeutelset klein/1 wastebag set small	<input checked="" type="checkbox"/>
Grund- und Laufzeitreinigung Basic cleaning and cleaning during operation	<input checked="" type="checkbox"/>
1 Blende je offene Gangseite, 2.000x 300x 16 mm, Firmen- beschriftung in Helvetica (bis 15 Buchstaben im Grundpreis enthalten), jeder weitere Buchstabe €2,70/1 fascia panel per open stand side, 2,000x300x16 mm, incl. company name in Helvetica sign writing, (15 letters are inclusive) per additional letter €2.70	Bitte Text hier eintragen: Please fill in text here: <input type="text"/>
Firmenlogo nach Vorlage (zusätzliche Kosten €69,00 pro Logo)/Logo reproduced from artwork (additional costs €69.00 per logo)	Bitte ankreuzen/ Please tick: <input type="checkbox"/>
Logo wird selbst erstellt/Logo handled by exhibitor	<input type="checkbox"/>
Beschriftung wird selbst erstellt/Lettering handled by exhibitor	<input type="checkbox"/>
Bitte nur leere Blende liefern/Please deliver only the blank panel	<input type="checkbox"/>
Teppichboden, Qualität Top Velours Standard, rauch, klee, royal, koralle Carpet, quality Top Velours Standard, smoke, clover, royal, coral	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
1 Papierkorb Abano, schwarz, weiß 1 waste paper basket Abano, black, white	<input type="checkbox"/> <input type="checkbox"/>

Figure 5. Autumn full package service. (Messe Essen [referred 01.06.2012])

In order to get that customer friendly and tempting general appearance of the stand must be clean. Structures and decorations have to be clean through the fair. All the waste which comes during the day has to bring end of the day to collection point. Because company is from abroad and it is hard to bring cleaning stuff with in airplane, orders the company cleaning services from fair organization. During the trade fair costs of cleaning are 0,80 euro per square meter per day so together for four days it is 80 euro. Cleaning includes: Wiping countertops and tables, vacuuming the carpeting and mopping hard floors, removing fingerprints for example from furniture and exhibit wall. (Messe Essen, stand cleaning [referred 25.09.2012].)

4.2.4 Working in fair

From the company in fair would work two owners and two workers who are sell and interpreters area. Those two workers which can be students or near persons of owners get training before fairs. Stand have all the time two workers and one owner. Work shifts are going to be flexible so all persons working at stand have change to get lunch break and few smaller breaks. Clothing depends on person own choice except shirt which is coming from company. Shoes should be considered carefully while there are not many changes to get sit down during the day.

4.3 Communication

Before trade fair company announced its participation in their website and also by sending emails for the partners in abroad. Company also thought of putting advertisement to the fair catalogue but because of its high costs they decide to leave this option. In fair there are presses but before fair company is not taking contact to any but during the fair it is possible that there are some interviews to be held.

During the fair evening stand personnel are eating dinner together and having meeting about how was day going in everyone's opinion and if someone has any questions which came during the day. Main owner is going to make round with interpreter to get know other companies and making business contacts. Fair guide is good help for this because owner can see before little bit range of foreign companies and which are possible new partners, competitors or customers.

Meaning of communication is big after the trade fair. It is important for company's reliability and image that they treat the customer well until the end. If communication ends at the same time with trade fair, company can't get benefit from contacts got during fair. Most important thing that company can give to the visitor is information material. For example through brochures, pictures, catalogue with prices and samples is company able to present its products and services. Appearance of the brochure should be simple and same line with company's other material. This way company stays visitors mind. (Keinonen & Koponen 2003,78-80.)

For the fair company makes new brochure where is told shortly about company and its products and services. Also few product pictures are added. Text and pictures are coming from company. Company sends these to the brochure maker which they have been used before. Making costs are not put in fair budget because company is going to use these everywhere and needed new ones anyway. In brochure are used same colours and style that their website. Company also order some catalogues from its partners in English and German.

4.4 Aftercare

Company takes care of short term aftercare by updating customer registration with contacts got from trade fair. After fair company take contact to those new possible customers by answering contact requests and – for quotations. Company also send samples of products if possible and react of orders. Company is sending thank you letter for visitors who left their information via email. Owner and workers have summary meeting after the fair where they go through requests, did company reach it goals in fair and see if there is some things to do better for next time. In a

long term aftercare company's intention is to ask feedback from new customers about company's services and products also maybe ask them if possible to see them in offices or other fairs.

Aftercare which has been started as soon as possible after the fair is most effective one. The basic premise is that company plan aftercare before the trade fair and not after the fair. (Jansson 2007,78.)

5 CONCLUSION

This thesis was functional and focused on planning participation to year 2012 Security fair in Germany. Participating to trade fair requires significant time and financial investments from the company. Thus received benefit from fair should be as good as possible. Company's intention is to leave positive memory or emotional feeling for the visitor of the company which they would be later remembered. Goal of the thesis was to offer trade fair plan for target Company about phases of participating from before participating to aftercare. Trade fair plan includes everything that company needs to know when it wants to participate for foreign fair. Plan has to be easy to use and it should be suitable in different kind of trade fairs with few changes.

While reading literature related to trade fairs, author realized that since year 2000 basically nothing has been changed in those books. Preparation, Stand planning and communication hasn't been changing. Source books which are used in this thesis are almost all published or renewed after year 2005. Newest books are starting to give more point of views and new ideas like stand design, how to stand out from the ocean of the companies and how personnel should be behaving or analyze potential customer. All this is because of today's world is changing so much all the time and that is why people have to start be more innovated and figure out something new instead of all the old styles.

While organizing the stand I realized that there are many things to do at the same time. Even while writing the theory, there were things that were suitable many different chapters. Organizing stand you need to make many decisions and know how to do two things at the same time. While writing I had the feeling that I should write two different things at the same time because they were so strongly related.

Own opinion is that author succeeded to create all inclusive content about participating to trade fair. Instructions structure is clear because of plentiful subtitles to make it easy to read. Content page is comprehensive and from there reader can find easily what he/she is looking for. Participating to trade fair and organizing the stand are very wide subjects. Author limits the thesis to give instructions for organizing the stand.

There are lot of literature and other material about overall participation to fair and planning the stand which is standing out. Most of the material is good quality and those are written really clearly and understandable. Purpose would be that company could use this manual and find help from it over and over again.

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APPENDICES

APPENDIX 1. Timetable for planning, implementation and thesis

Date	Registration	Stand	Aftercare	Thesis
End of 2011	Registration and first payment			subject of thesis, two seminars and collecting information. Starting the writing
spring 2012	second payment (stand rent)	reservation of stand and choosing the place from few options		introduction to stand design and insurances
week 16		sending information to build the stand		Half of the <u>theorie</u> part ready
week 23				<u>theorie part</u> <u>complited</u>
week 26	ordering <u>katalogues</u>			
week 33	order of fair clothing			Trade fair plan <u>complited</u>
week 39	TRADE FAIR: Security 25-28.9.2012			
week 40			having meeting about the fair	Abstract and end analyze
week 41			Sending thank you letters, offers, catalogues etc.	

APPENDIX 2. Checklist (Finnish and English)

Muistilista (Checklist)

Ennen messuja (Before the fair):

- Päätös osallistua messuille (decision to participate to the fair)
- messujen valinta (choosing the fair)
- varataan messupaikka (place reservation)
- ilmoittautuminen (registration)
- lennot ja hotelli (flights and hotel)
- laaditaan budjetti ja aikataulu (make budget and timetable)
- somisteiden ja kalusteiden hankinta (get decoration and furnitures)
- Hankitaan esitteitä ja kuvastoja (get flyers and catalogues)
- infotaan henkilökuntaa (prep the staff for the fair)

Pakkaa (Pack):

- käynti kortit (business cards)
- tietokone (computer)
- muistitikku jossa on kaikki tarvittavat kansiot (Usb stick where all needed files)
- kuvastot ja flyerit (catalogues and flyers)
- Paperia, kyniä ja muita toimisto tarvikkeita (paper, pens and other office materials)

Messujen jälkeen (after the trade fair):

- palaute palaveri messuista (feedback meeting about trade fair)
- Otetaan yhteyttä kiinnostuneisiin mahdollisiin uusiin asiakkaisiin (taking contact to possible new customers)
 - tarjouspyyntö (offer request)
 - tilaus (order)
 - Lisäinfo (more info)
- päivitetään asiakasrekisteri (updating customer register)