

automechanika

SHANGHAI

Co-located zone



29 November – 2 December 2017
National Exhibition and Convention Center (Shanghai)
Shanghai, China

Marketing Manual

How to maximise your exhibiting results



messe frankfurt

As an important exhibitor, this Marketing Manual has been designed to help ensure that your participation yields maximum returns at Automechanika Shanghai 2017. It covers important marketing information that will make your participation as effective as possible.

An extensive promotional campaign for Automechanika Shanghai is now under way to increase show awareness and to attract the highest quality visitors. The action you take in the next few months could determine the level of interest shown in your products at the show.

In order to make the most of your presence at Automechanika Shanghai 2017, this manual also provides you with a wide range of sponsorship and advertising opportunities that will help you reach your marketing objectives.

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BEFORE THE SHOW

1. Set your objectives and goals

Before your participation in Automechanika Shanghai:

- Pay attention to **4C** marketing strategies
(Customer, Cost, Convenience, and Communication)
- Establish **SMART** goals
(Specific, Measurable, Attainable, Realistic and Timely)

Some examples of strategic goals:

Strategic goal	Measurement
Generating sales leads	How many A, B and C grade leads did you generate during the show? (a grade can be ranked according to sales volume and length of purchasing time)
Building relationships with current customers	How many customers did you meet at the show?
Test marketing a new product or service	How much feedback did you collect?
Building brand awareness	How many people visited your booth? How much media coverage did you generate before, during and after the show?
Finding new distributors/ partners	How many new or potential partners did you meet at the show? How many orders did they place?
Generating media coverage	How much editorial coverage/ broadcasting time did you receive?

2. Prepare your pre-show public relations and promotional campaigns

You can let people know that you are going to exhibit at Automechanika Shanghai in many different ways. For example you can highlight the important features of your exhibits, special promotions, booth location, booth personnel, even your booth design and souvenirs.

2.1 Advertising opportunities

Various advertising opportunities are offered to exhibitors, such as:

2.1.1 Print Advertising

- Selected exhibitor products and profiles featured in the Chinese show preview will be distributed to more than 120,000 professional buyers before the show opens. For exhibitors who plan to have new product launch at the show, the show preview would be a good channel to highlight the new products to visitors.

(Please email to natasha.godfrey@hongkong.messefrankfurt.com for more details)

- A catalogue entry and advertisement in the official catalogue allows your message to be delivered to visitors directly, making it an efficient promotional channel for exploring potential markets.
- An entry and advertisement in the “Truck Competence” section of the visitor guide aims to help further promote specific industry related exhibitors. The guide will be distributed to visitors on-site for free.
- Onsite advertising options

(For more information, please refer to the Sponsorship & Advertising Opportunities brochure, or contact Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd for details:

Mr Lance Liu / Mr James Deng

Tel: +86 755 8299 4989 Ext 537 / 535

Email: sponsorship@hongkong.messefrankfurt.com)



**Truck
Competence**
产品涉及商用车领域

2.1.2 Media advertising

- Advertise your show participation in relevant media (print, electronic, billboards, mobile, TV, radio), by inviting potential customers to your booth. You can provide newsworthy information such as special products, new product releases, company expansion or investment plans to promote your brand and products.
- You may also provide us with newsworthy information such as new product releases, company expansion or investment plans. Please email your news to cherry.cheung@hongkong.messefrankfurt.com.

2.2 Sponsorship opportunities

Sponsorship is a cost-effective way to highlight your company, and to position it as an industry leader.

Opportunities include sponsorship of the Welcome Dinner, Buyers Welcome Reception, Fringe Programme, Phoenix Lounge, Press Centre, Internet Area, Visitor Admission Badge, Visitor Badge Lanyard, Show Bag and Souvenir.



Show bag in 2016 reference only

Souvenir in 2016 reference only

*(For more information, please refer to the Sponsorship & Advertising Opportunities brochure, or contact Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd for details:
Mr Lance Liu / Mr James Deng, Tel: +86 755 8299 4989 Ext 537 / 535
Email: sponsorship@hongkong.messefrankfurt.com)*

2.3 Digital business

The exhibition digital business services cover a variety of digital media including official website, mobile APP, onsite LED screen.

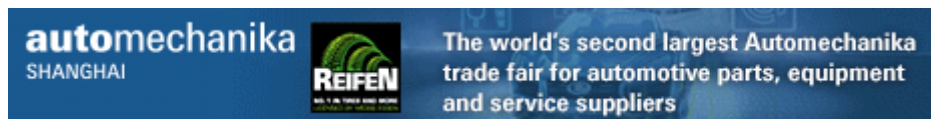
Place your order for banners at Automechanika Shanghai 2017 official website and mobile APP, and utilize various Add-Ons to add value for your participation. With the addition of Add-Ons (Information Add-Ons, Search Add-Ons and Link Add-Ons), exhibitors can visit the *Exhibitor and Products search* page to display and position the company's products and booth information, prioritize themselves in the search results, to enhance the brand while capturing target visitors.

Exhibitors can also use the LED screen ads covering the whole venue and use WeChat Beacon, to participate in exhibitors' brand activities supported by Messe Frankfurt and interactive marketing activities.

*(Please refer to the Exhibitor Application Form for details) or contact the Digital Business Unit directly:
Mr Gino Zhao, Tel: +86 21 6160 8428 / +852 2230 9203, Email: dexperty@hongkong.messefrankfurt.com)*

2.4 Online promotion

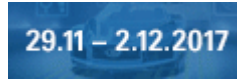
- 2.4.1 Your website is a great channel to promote your show participation and the organisers have created web banners for you to link up with the show official website (www.automechanika-shanghai.com). Three bilingual sizes (English and Simplified Chinese) are available. Please click [here](#) to download the web banners.



Size: 468 (w) x 60 (h) pixels



Size: 125 (w) x125 (h) pixels



Size: 120 (w) x40 (h) pixels

2.4.2 Add an Automechanika Shanghai web banner with your booth number to all your outgoing emails to inform all recipients about your show participation.

2.4.3 Follow the show through the online social media platforms including Facebook (ID: Automechanika Shanghai), LinkedIn (ID: Automechanika Shanghai), WeChat (ID: AutomechanikaSH) and Weibo (ID: Automechanika-SH) as well as mobile application would allow you getting and sharing the first hand show details and updates to attract more target customers to your booth effectively.



2.4.4 Join the business matching portal at www.productpilot.com where potential buyers can find your information easily before and after the show. Your information will be stayed for 12 months.
(For more information, please refer to the Exhibitor Manual)

3. Send personalised invitations

3.1 Direct mail / email / telemarketing

Invite your clients or prospects to your booth by direct mail / email / telemarketing. The organisers also provide complimentary printed invitation cards and customised e-invitation flyers for you to use.
(For more information, please refer to the Exhibitor Manual)

3.2 Online / WeChat pre-registration

You are strongly recommended to invite your clients to enjoy a faster entry onsite* by pre-registering online at the official website or the official WeChat account (only available in Chinese).

Online pre-registration:



Official Wechat:



**Visitors who have successfully pre-registered by 30 September 2017 can receive a free admission badge by post before the show.*

3.3 Meetings Appointments

Make appointments with your clients or prospects for meeting during the show.

4. Prepare souvenirs

2.1 Offer souvenirs to your guests and customers to enhance your relationship. Souvenirs with a logo, website, telephone number, etc. will give your company more publicity.

2.2 Distribute souvenir vouchers with your invitation to attract visitors to your booth.

AT THE SHOW

1. Conduct a product presentation / new product release / distributors meeting

Maximise your exposure at the show by holding a product presentation or distributors annual meeting.

Invite your own audience for optimum results.

(Please email to Mathilda.song@china.messefrankfurt.com for more details).

2. Set up the booth

2.1 Classify your products and build an overall image for your company and products. Key exhibiting products should be given prominence, and enough space should be made for presentation / demonstration.

2.2 Make your stand unique: Show your product under its working condition (if applicable) to target visitors. You can also use pictures, introduction, models, audio equipment, etc. to fully present product features.

2.3 Understand visitor interests and keep in mind what impression you want to give them when designing your booth.

3. Plan and train the staffs

Staff represents an integral part of your image on the show floor.

3.1 Select the right mix of staff such as sales / marketing staff for different markets, technical support, public relations and even staff who speak different languages.

3.2 Before the show, train and brief your onsite staff with a work schedule, product information, target, sales, reporting format, etc.

4. Communicate with target visitors

4.1 Rate your visitors (e.g. A, B or C grade) and convert them into qualified leads by checking their needs for your product and service, time of purchase, budget and purchasing power. Design a system that gives you optimum contact and time with your visitors. Even networking with your competitors can be useful.

4.2 Use an efficient lead-recording system or a form to record prospect details such as their product interests, types of business, purchasing authority and levels of interest.

4.3 Remember to ask for business cards from visitors. The organisers offer a Lead Retrieval Scanner which can be used to retrieve your visitors' details.

(For more information, please refer to the Exhibitor Manual).

5. Get your press kits ready

Prepare your press kits to include press releases, product releases, photos, company brochures and the business cards of main company contacts, as well as having your company spokesperson available.

6. Attend the Fringe Programme

Learn the latest industry trends and meet and network with customers, suppliers, competitors, etc. by attending seminars and networking events during the show.

AFTER THE SHOW

1. Follow up with prospects

- 1.1 Prioritise your leads.
- 1.2 Send thank you letters to those who have visited your stand.
- 1.3 Send personalised promotional gifts.
- 1.4 Reply to all enquiries such as price and technical product details.
- 1.5 Send information such as exhibition programme, post-show report, and new company development to customers who did not attend the show.
- 1.6 Conduct further detailed follow up by telephone, appointments scheduling, etc.

2. Follow up with the media

- 2.1 Send thank you letters to those who visited your stand.
- 2.2 Send press release with photos.

3. Establish an effective sales reporting system

- 3.1 Distribute leads to the relevant person with a reporting form which must be completed at different stages.
- 3.2 Record any sales and anticipate the value of future sales.

4. Measure and evaluate your results

Measure success based on your objectives, e.g. value of sales achieved, number of qualified leads, number of new contacts made and media coverage, together with other non-measurable results such as market awareness, and understanding the marketing strength of your positioning, etc.

- 4.1 Analyse success and failure based on your different marketing efforts and the show itself.
- 4.2 Prepare a post-show report with recommendations for future improvements.
- 4.3 Study the final report and show review report from the organisers.

~~~~~We wish you a successful show!~~~~~