



## International Exhibiting

When there's a global demand for your products and you want the best exposure, exhibiting in the country where you're targeting your products is the best way to meet potential distributors or customers. This might be the best time for you to investigate tradeshows on another continent, using the current worldwide economic situation to your advantage.

Increased business interaction and intercontinental trade along with strong economic growth over the past twenty years mean a multitude of opportunities at overseas tradeshows. Due to heightened security measures, many potential show attendees face difficulties obtaining travel visas to and from certain countries, so it becomes critical for you to exhibit there rather than hoping those buyers will find you at home.

With increased airfares, expensive hotels, and high shipping costs, tradeshows in your target countries are expensive propositions, but they still can be worth the cost. Start with a realistic assessment of every opportunity, focusing on long-term gains. New tradeshows are currently being launched for 2009 in Europe, China, and the U.S.

Find the show that best targets your ideal customer, then work with show management to take advantage of the promotional opportunities they provide.

Overseas hotels discount prices for American travelers, and U.S. hotels are a good value for European visitors, so look for bargain housing. In most countries and even within or between major U.S. cities, rail transportation is economical and convenient. It's a good green option too. And for a small booth you can send a minimal number of staffers; just make sure they're prepared to deal with local customs and any language differences.

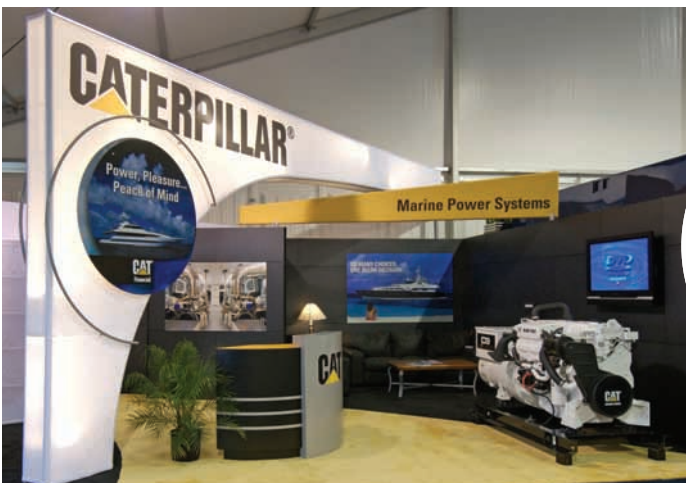
Look for an exhibit provider like CEP International who can make all your arrangements. One multi-lingual point-of-contact with international experience will make your job much easier, so you can concentrate on developing the relationships that make international tradeshows worthwhile.

*For a no-cost evaluation of your overseas show plan, contact CEP International at 630-378-4848.*

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Vacon's bold look at WEFTEC in October



Attendees at the Ft. Lauderdale International Boat Show saw Caterpillar's Marine Power Systems in their new exhibit.



Several companies exhibited within the Portugal Pavilion at BIO '08

Greetings!  
And Happy New Year.

In spite of a roller coaster 2008, our clients saw many success stories over the past year. CEP had a very good 2008, and we have a number of substantial projects and contracts in place for 2009. While certain industries may down size and become more budget driven, there are opportunities out there for our clients.

CEP International had a record-breaking year in 2008 with enormous growth, and we are optimistic going into the New Year. We continue to aggressively market our services internationally. Our International Division recently released an international "Exhibiting Tips" handbook, and is involved in the IAEE (International Association of Exhibitions & Events). Our active membership in OSPI (Octanorm Service Partners International) with its network of partners on every continent, continues to benefit our customers.

The long-term effect of the economy on tradeshows and meetings remains to be seen, but we work hard to ensure that CEP and our clients have a successful 2009. CEP still offers the solid product and outstanding service that we're known for, and we think this is a good time for our customers involved in global trade to take a fresh look at international exhibiting to maintain their presence on the world stage. You can read more about it in this issue of our newsletter.

Best wishes.

Werner J. Koos  
President / CEO



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**U.S. Tradeshows 2009**



Success Factors at the HR Tech Show, October '08

Experts predict that show square footage and numbers of exhibitors will remain steady, but attendance rates will fall. However, convention and visitors' bureaus recognize tradeshows' contributions, so they'll work hard to keep exhibitors and attendees coming to their cities. The shows that do the best job of targeting key attendees will maintain high quality attendance. And the exhibitors that do the best job of promoting their show participation will draw the best leads.

**Attendee stats, according to the Center for Exhibition Research (CEIR):**

- 77% of attendees are new or "hidden" prospects
- 2% of attendees have some influence over purchasing decisions
- More than 1/3 attend only one show
- 1/3 are attending a show for the first time

Expect more shows to "go green" – with recycling programs, waste monitoring, an emphasis on renewable materials and other environmental trends.

More cautious business decisions may mean buyers making smaller orders, but the real effects won't be seen till 6 months after a show when exhibitors have all the data from leads follow-up.

The lessons learned from the 2001 downturn – better promotions on a more frequent basis, utilizing show promotions, diligently following up on leads, and making use of best business practices – are critical now. Focus, creativity, and hard work are always needed to pull through a recession.



Hardinge shows off their best manufacturing technology at IMTS in Chicago

**FastCompany names Chicago U.S. City of the Year for 2008**

Chicago has shed its Al Capone gangster image. FastCompany named it "the creative capital of the universe," an American city with soul! The magazine and online article cite the Windy City's population growth rate, the number of Fortune 500 companies

calling Chicago home, the high number of downtown residents with college degrees, skyscrapers, house music, green roofs, Wilco, and of course Barak Obama. The Global City of the Year? London.  
www.fastcompany.com

## The Budget

There are more questions than answers these days as we try to make the best of a bad economy. These questions apply to tradeshow programs too. Let's look at one of the burning issues: How can I best meet my tradeshow budget?

Tradeshows are still the best real-time environments for obtaining solutions. But corporate downsizing has broadened the responsibilities of busy professionals – greater workloads and more hats to wear mean when they attend tradeshows, they want to make sure the experience is well worth it.

Communications technologies like e-mail and voice mail have significantly reduced the opportunities for face-to-face meetings, which are critical in establishing sound business relationships. Tradeshows provide the ideal setting for buyers to communicate with suppliers.

The preparation skills of exhibit managers will be put to the test in the coming year.

A company like CEP can help you meet budgets and assist you in targeting the most desirable buyers while insuring a high return on your exhibit investment. Make sure those buyers know you're at the show – use pre-show promotions to let your hottest prospects and current customers know you want to see them.

Cutting down the size of your booth space might save money on a show. But what to do with your existing exhibit that was constructed for the larger space? CEP's experienced engineers can reconfigure your old components for a new look, and add new graphics or updated finishes to breathe new life into a tired exhibit.

Is your existing booth killing your budgets with freight, drayage, and assembly costs? Here's where you might find that it's more cost-effective to rent a lightweight, turnkey exhibit from CEP. With system components like our Octanorm® product, you could save on nearly every show-related service.

Use electronics to your advantage. Digital signage is one of the greenest and most economical ways to spruce up your exhibit. A plasma screen can show videos or static images, and can be reprogrammed for frequent changes. Long-term, it costs less than producing new signage for every show.

You might also economize on booth staffing. You may not need as many sales reps as you did in the past. But make sure you have the right people on the show floor – the buyers you do see will likely be your company's hottest prospects.

A tradeshow is still the only way to effectively see 1000 buyers in 3 days, and it provides endless networking and business opportunities. The exhibit manager's job is to turn anxiety about the present into opportunity for the future – while carefully managing budgets. A full-service exhibit house like CEP can help ease the pain.



CEP's design and installation for the new Bobby Jones retail store, Naples, Florida



SigSauer hits the target in 2008 with a top-notch marketing plan at the SHOT Show.

## Be Nice!

The globe gets smaller all the time. The ability to speak several languages is a must for international business, but familiarity with other people's customs is every bit as important.



*Sumitomo shows off a new brand initiative at McCormick Place's semi-annual IMTS.*

### A few resources

- Book:** **Gestures: The Do's and Taboos of Body Language Around the World** by Roger E. Axtell, Mike Fornwald
- Book:** **Behave Yourself! The Essential Guide to International Etiquette** by Michael Powell
- Consultants:** The AML Group, Etiquette and Protocol information from Lisa Mirza Grotts. [amlgroup.com](http://amlgroup.com)
- Handbook:** International Exhibiting Tips – contact CEP International for this booklet of valuable information, "how-tos", and innovative exhibiting solutions. [www.cepexhibits.com](http://www.cepexhibits.com)

### E-mail etiquette

Forget the scams offering millions in unclaimed dollars; don't you wish senders of legitimate marketing messages would heed the following advice?

**Personalize:** From the greeting to the body, there's no excuse for not addressing the reader. Be specific in the subject field, and don't show the entire list of recipients in the To: or Cc: field.

**Simplify:** Don't hide the message in fancy fonts and graphics. Get right to the point, and design your message for people pressed for time.

**Determine ideal frequency:** Don't pester your customers and prospects with too-frequent messages. But don't let them forget about you either.

**Provide Opt-Out:** It's not just polite to let recipients opt out; it's illegal to omit the option.

**Test, test, test:** Send the message to yourself and several objective parties before you risk sending a message that none of your prospects will receive or read.

