

Face to Face Marketing on a Global Scale

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Director - 3D Exhibits International



IFES

sharing knowledge



**INTERNATIONAL FEDERATION
OF EXHIBITION AND EVENT SERVICES**

**“EXHIBITION DESIGN
IS WHAT MY
FATHER TELLS
ALL HIS
FRIENDS
I DO.”**

He has no idea what it is.
I still love you dad!

**North American Tradeshow industry
is \$100 billion USD**

**Ranked # 22 in contribution to the GNP
... yet few, if any, have gone to school
to get into the business.**



**We are all self taught experts-
we learned by doing !**

EXHIBITION DESIGN MASTER'S PROGRAM

School of Graduate Studies

THESIS CAPSTONE EVENT 2013



**Fashion Institute
of Technology**



Components to Marketing

Tradeshows &
Events- 36%

Business To
Business

Direct Mail

■ B to B (magazine ads, etc)

■ Direct mail (Junk mail)

■ Radio /TV

■ Billboards, Buses, etc

■ Internet

■ Direct Sales

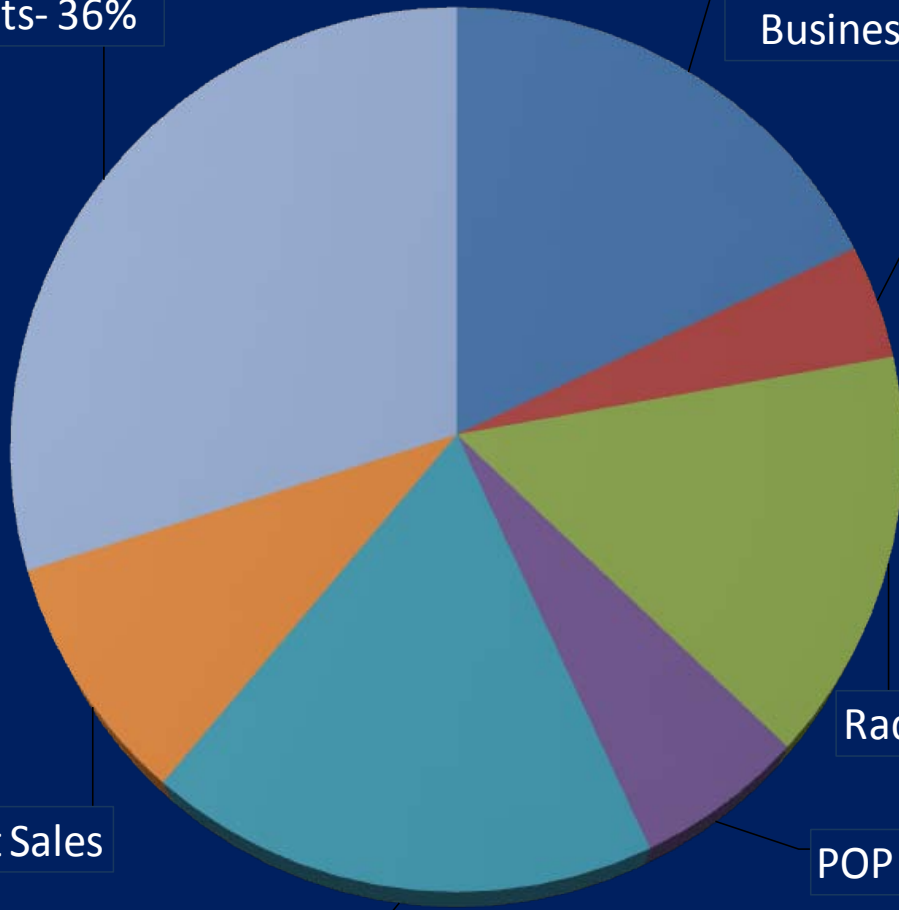
■ Tradeshows/Events

Radio/TV

POP & Billboards

Direct Sales

Internet



Tradeshow Marketing has Changed through the Years!



Tradeshow Marketing

Then... Now...



Tradeshow Marketing



Restaurant Show - Chicago



Premium Incentive Show - NY



Housewares Show - Chicago

Tradeshow Marketing



Tradeshow Marketing

Wood was primary building material



Ideas Begin to Unfold..and are Copied Globally



Theatrical Lighting & Fabric Shapes



Theatrical Lighting & Fabric Shapes



Live Presentations & Attraction Tactics



The Power of Face to Face Marketing



The World of Expositions



Top 10 Exposition Space for Tradeshow

USA	6,129,918 sqm	Spain	1,268,634
Germany	3,122,937	Netherlands	885,703
China	2,516,581	UK	615,447
Italy	2,104,729	Canada	604,291
France	2,005,803	Brazil	470,291

Top 10 Represent 72% of World activity

*Source UFI world map of exposition venues

Connect & Create

NOVEMBER 28-30, 2012

Renaissance Esmeralda Resort | Palm Springs, CA

International Trend Spotters

Larry Kulchawik
Past President- EDPA & IFES

World Venue Growth

2006-2012 venue growth

increased 2.3 % per year

China accounted for **46%** of the
total global increase

UFI study-2011

In the Seven World Regions

Five countries account for 60%
of total indoor Exhibition space
dedicated to trade fairs and public shows

*Germany

*USA

*China

*France

*Italy

Regional Activities

from 23 IFES member countries

<u>Region...</u>	<u>% Activity Outside of their Region</u>
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• Europe	25%
• Asia	23%
• Middle East	67%
• Africa	12%
• Australia	42%
• South America	27%
• North America	5%

How do you **manage** your clients exhibits outside of your Region?

- A. Use a partner to build and install from my design 65%
- B. Use a partner to develop design and install from my specs 23%
- C. Ship exhibit from my home country 12%

When exhibiting outside of your region for an exhibit 3m x 3m or larger.....

Design Solution...

A. System design	20%
B. Custom hardwall with fabric elements	65%
C. Combination – System and Custom	15%

When exhibiting outside of your region for an exhibit 3m x 3m or larger.....

Flooring Solution...

- | | |
|--|-----|
| A. Use a raised floor * | 75% |
| *North American companies here are the exception | |
| B. Use a carpet direct to floor | 18% |
| C. Combination- Raised floor and direct | 7% |

When exhibiting outside of your region for an exhibit 3m x 3m or larger.....

Signage- Identity...

A. Support signage from hall ceiling	83%
B. Support signage from ground floor*	13%
C. Combination — ceiling and ground	4%

*Those who favor system designs tended to support from the ground

When exhibiting outside of your region for an exhibit 3m x 3m or larger.....

Conference/ Hospitality...

- | | |
|---|-----|
| A. Open concept with a bar area* | 45% |
| B. Enclosed conference rooms with kitchen service | 43% |
| C. No bar or kitchen service | 12% |

* Depends on the region- USA/Asia more open- Europe more closed

What are your greatest challenges when managing an exhibit in the USA?

- A. Cost Control 40%
- B. Drayage fees 18%
- C. Labor Issues 26%
- D. Show regulations 3%
- E. Shipping to/from site 10%
- Other 3%

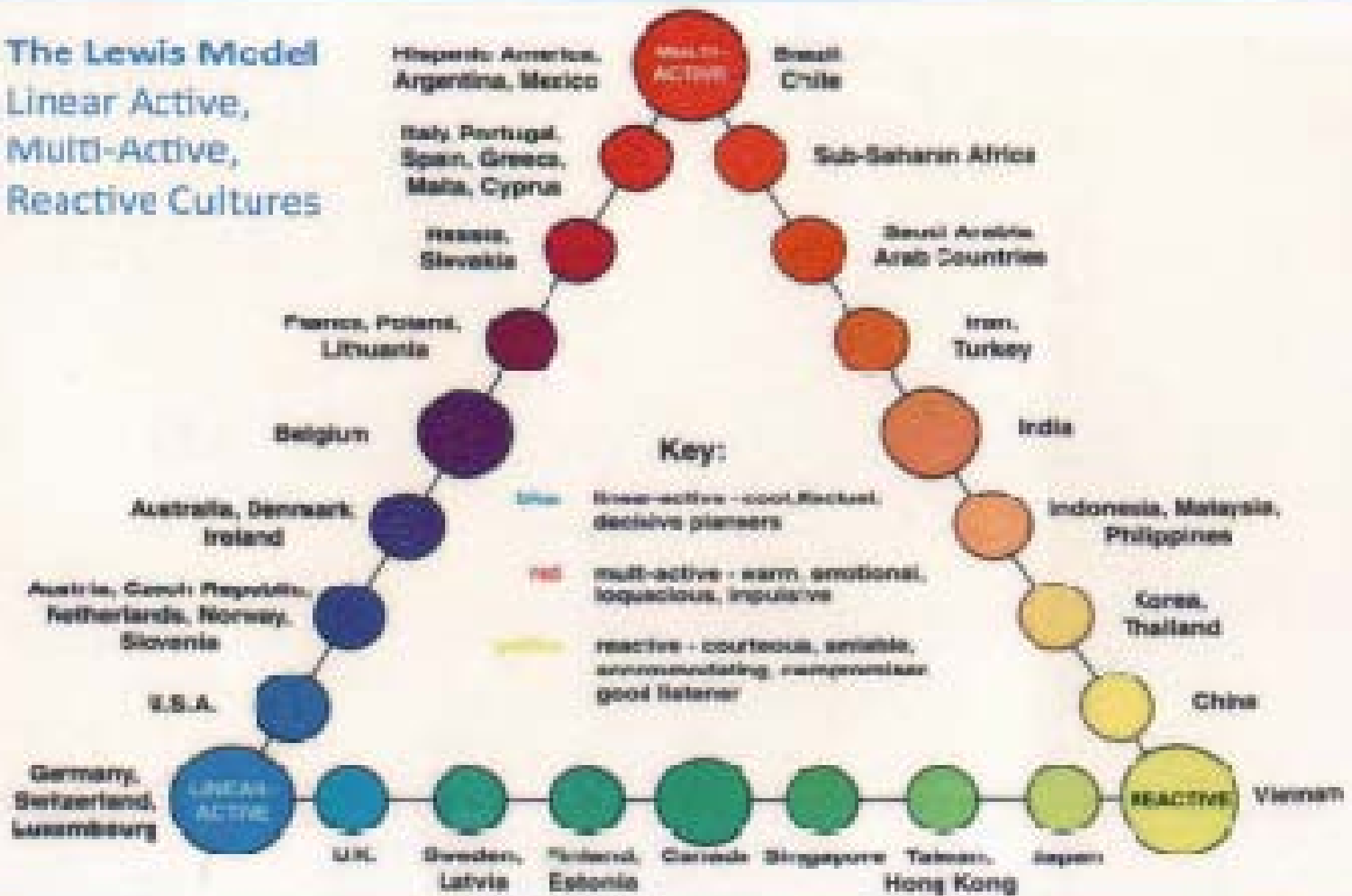
Who's Right?

There is no right way
and there is no wrong way-

There is just a **different** way.

The Lewis Model

Linear Active, Multi-Active, Reactive Cultures



Toreador – Dali

Seeing through
Different eyes



Beyond
the obvious.....



Adjusting your Exhibit for the World marketplace



World Expo - Shanghai 2010



Thailand Pavilion



TOGRAD



Exhibit Layout Differences



Exhibit hall regulation differences



Height Regulations & 2 Story



Hanging Signs



Depth Regulations

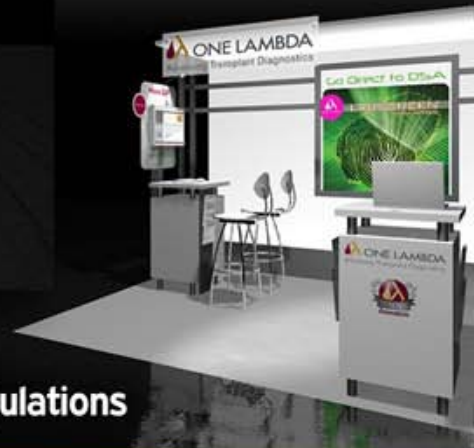


Exhibit hall regulation differences

Dressing right for the party

6m x 3m spaces



Korea



Taiwan



USA

Exhibit pricing differences

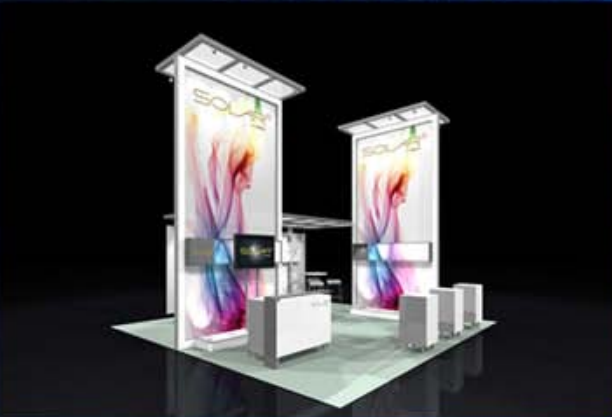
- Labor Charges
- Quotation vs Estimates
- Payment terms – Advance payment, site payment, post show payment
- Taxes, VAT, and hidden fees



Exhibit pricing in the USA



Purchase- 20' x 20' (6m x 6m)
\$198USD per sq ft = \$78,000



Rental- 20'x 20' (6m x 6m)
\$65USD per sq ft = \$26,000



Purchase- In-line exhibit
\$1500USD per linear ft
6m backwall = \$30,000

AV Differences



Cultural Differences at Tradeshows



- Language and Graphics
- Greetings
- Food service, give-aways, attractions
- Dress

Exhibit Design & Trends

Live marketing - Benefits of presentations



- Exhibits are remembered
- Increase leads by 2-4 times
- Influence purchasing intentions



Exhibit Design & Trends

Planning for live marketing

- Set goals and objectives—what do you want your presentation to accomplish?
- Involve the decision-makers
- The presentation should be part of an integrated sales and marketing strategy (pre-show, at-show and post-show)
- Measure, measure, measure to prove value, and make adjustments for future exhibiting opportunities



Exhibit Design & Trends

Creating an Experience



"The Living Vessel"

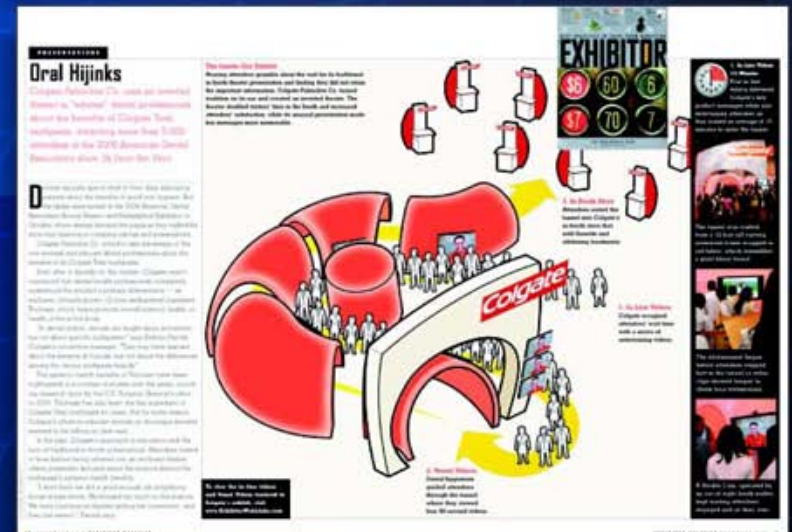
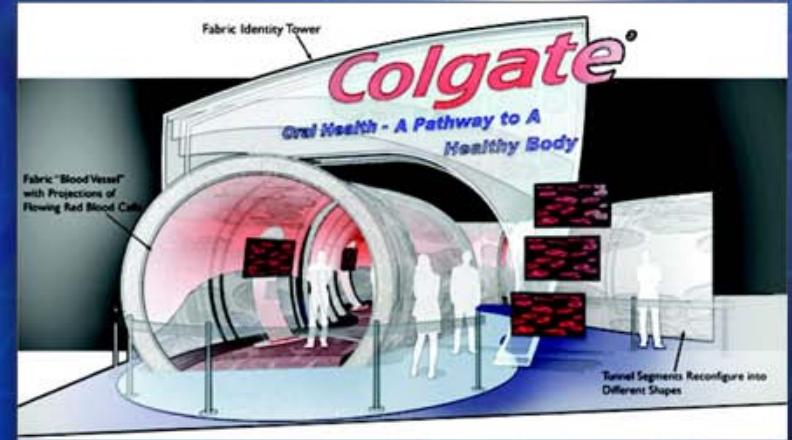


Exhibit Design & Trends

Adjustment with live marketing



- Creative concept—what will the target audience respond to? Does the concept translate across geographic boundaries?
- Style and tone—what is culturally appropriate?
- Language—should it be in English or the native language?
- Media Production—does it need to be translated?
- Equipment—Consider working with a local partner



Exhibit Design & Trends

Ceiling Truss & Fabric



Exhibit Design & Trends

Ceiling Truss and Fabric



Exhibit Design & Trends

Paper & Simple Materials



Exhibit Design & Trends

No Color or Bold Color



Exhibit Design & Trends

Portable Exhibits



Exhibit Design & Trends

Abu Dhabi National Exhibition Center (ADNEC)

Wedding Party...



Exhibit Design & Trends

Saudi Wedding Party...



Exhibit Design & Trends

Retail Store Fixtures and Cabinets



Exhibit Design & Trends

Managing the brand on a global scale



Tokyo



Japan - Bei



Brasil - Sao Paulo

Managing a Global Exhibition Concept



Willing Partner / Client

Managing a Global Exhibition Concept



EMO 07 Hannover Germany

The „Source“

Managing a Global Exhibition Concept



SIMTOS 08, Seoul Korea



JIMTOF 08, Tokyo Japan

Flexibility and Compromise

Managing a Global Exhibition Concept



FIMAQH 08, Buenos Aires
Argentina



FEIMAFE 09, Sao Paulo
Brazil

Flexibility and Compromise

K KENNAMETAL

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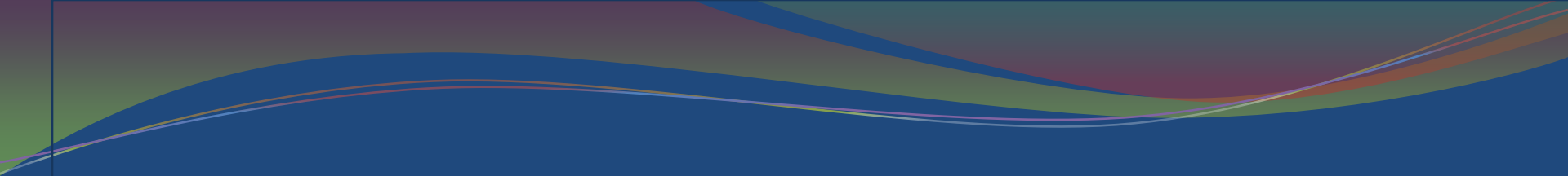
That's **Different Thinking.**

That's **Kennametal.**



World Suppliers through Partnerships

- Finding the right partners
- Asking the right questions to find the right partner
- IFES Membership
- EDPA Membership



No one Company,
and no one Person,
is a tradeshow expert
everywhere in the world.

World Connections through Knowledge and Partnerships



Great Expectations!

IFES

International Federation of Exhibition and Events Services



sharing knowledge

**INTERNATIONAL FEDERATION
OF EXHIBITION AND EVENT SERVICES**



IFES Seminar - Athens

 Austria	 France	 Netherlands
 Belgium	 Germany	 Norway*
 Czech Republic	 Italy	 Portugal
 Denmark	 Japan*	 Romania*
 Egypt*	 Korea*	 Spain
 England*	 Lithuania	 Switzerland
 Greece	 Mexico*	 USA

Our members - Your networks today



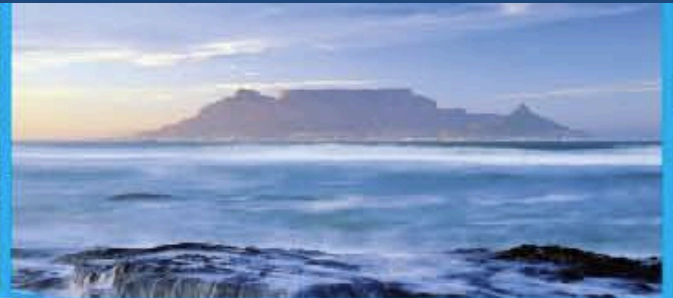
IFES World Summits

The **world's**
exhibition **experts**
are meeting here...

will **you** be **there?**



The Radisson Royal Hotel, Moscow. Official accommodation for IFES 2012



CAPE TOWN
IFES WORLD SUMMIT 2013

CREATING VALUE IN THE GLOBAL EXHIBITION
INDUSTRY TO ENSURE GROWTH AND SUSTAINABILITY

IFES

sharing knowledge
global network
international collaboration

International Federation of Exhibition & Event Services

27-29 June 2013









sharing knowledge
global network
international collaboration

Code of Conduct

As a member of IFES,

and I subscribe voluntarily and commit entirely to the following principles.

Solidarity: Within the IFES community we will take to heart the common interests of the industry of trade fairs and events in order to foster mutual respect and trust amongst individuals and organisations with regard to business dealings as members with other members, clients and the public in general.

Commitment: We will bring credit to the international federation and the exhibition industry by displaying a high standard of professional behaviour to maintain accepted standards and quality of service.

We will as much as possible contribute to the improvement of the image of our industry, economically as well as on the cultural and social scale and make their views known.

We agree that "the IFES Past President's Committee" addresses any questions which may arise from the interpretation of this code. The executive committee may, at its discretion, form an arbitration sub-committee to resolve disputes and will be guided by this code and the professional norms at the time the dispute occurs.

Citizenship: IFES members support the fair treatment of all human beings associated with activities and labour within the exposition industry.

We agree to act in a socially responsible manner, within the laws, customs and traditions of the countries in which we operate, and contribute in a responsible manner to the development of communities.

Respect: We treat our colleagues, clients and others with whom we do business with respect, dignity, fairness and courtesy.

We take pride in the diversity of our workforce and view it as a competitive advantage to be nurtured and expanded.

We are committed to maintaining a work environment that is free from discrimination, harassment and retaliation.

Business Behaviour: We agree to hold ethical business behaviour in an atmosphere of fair play.

We will conduct business in accordance with accepted principles of honesty and shall speak truthfully in all business practices to pursue client's legitimate objectives.

We agree to maintain confidentiality between end customers, exhibit partners, and partner employees.

We will respect patents, copyrights and exclusive trademarks. We will respect required taxes, VAT, and insurance certificates for workers at venues.

Reliability: We agree to pay our fellow suppliers and contractors according to their local requirements for full payment. We agree to respond to requests for proposals promptly.

Safety@work: We agree to respect and uphold national standards in the world regions that we work in.

We will comply with current laws, building regulations as well as safety legislation, and to respect the local labour regulations that are followed from one country to the next.

Environmental Protection: We hold a positive and active attitude towards the environment and agree to act in accordance with the applicable standards regarding environmental protection.

We will minimize environmental pollution and make continuous improvements in environmental protection to the best of our ability.

Promotion: We agree to use our best efforts to promote this Code of Ethics to the whole supply chain: our employees as well as other suppliers we may work with.

Harmony: We aim for a good understanding with all stakeholders in our industry in order to foster healthy competition, fair play, and the creation of value.

"Coming together is a beginning,
keeping together is progress,
working together is success." Henry Ford.

Signature of IFES Member

Date

IFES Projects in the Works

- * Designer Exchange Program
- * RFP Recommendations for Suppliers
- * Local Rules and Regulations Verification
- * Glossary of Exhibit Industry Terms



*sharing knowledge
global network
international collaboration*

This proposed global communication Standard for the Expo industry would ask that three things be done:

- All references to measurement will be noted in **metric**
- All **words** of description (for proposal or drawings) will be noted in **English**
- All **terms** to reference materials and display items will follow a common **glossary of exhibit terms** in English. This glossary of terms would then be translated into several languages for easy reference.



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international collaboration*

Glossary of Exhibit Terms-

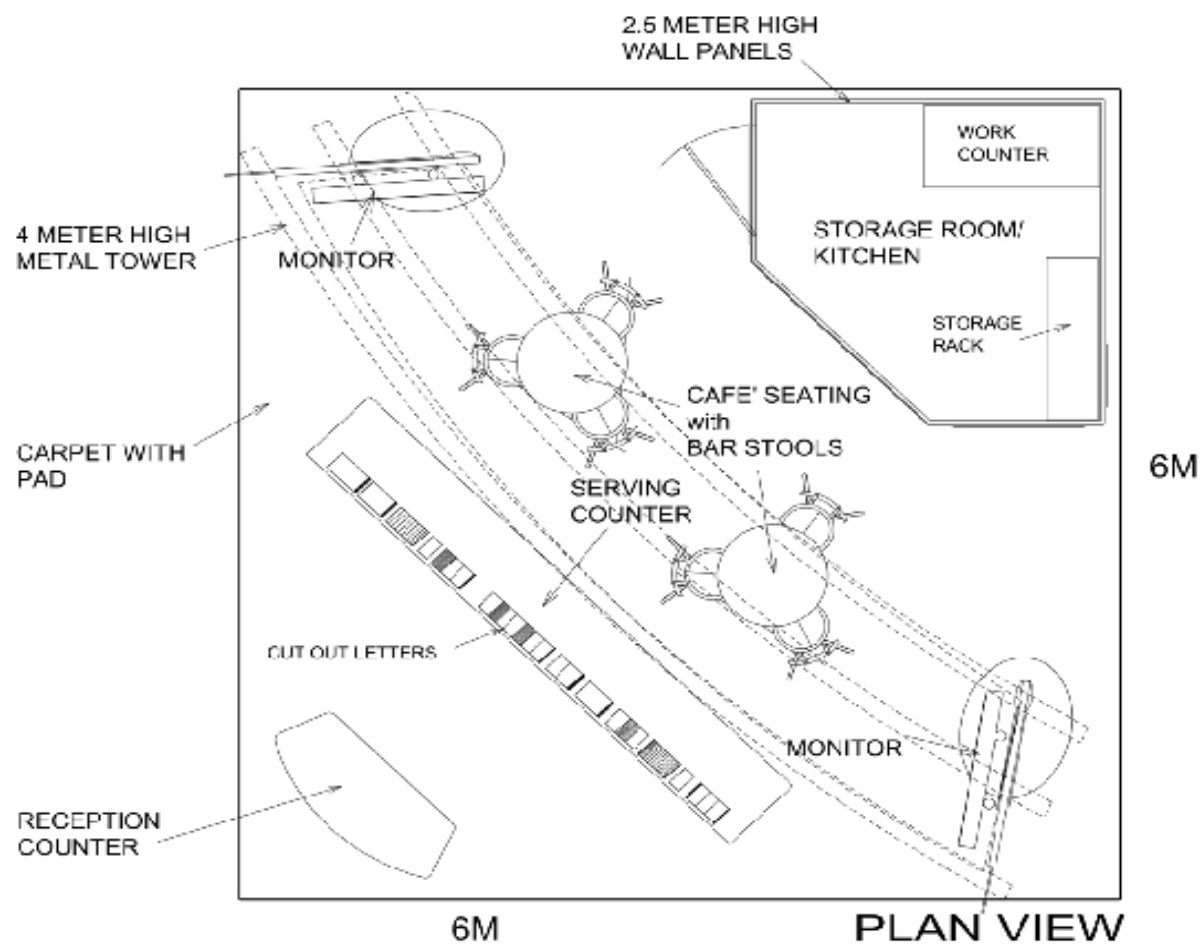




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international collaboration*

Sample Drawing....







*sharing knowledge
global network
international collaboration*

Sample terms used to describe Materials or Display Items:

<u>English</u>	<u>French</u>	<u>Spanish</u>	<u>German</u>	<u>UK</u>
Carpet-	Tapis	Alfombra	Teppich	Carpet
Closet-	Toilette	Amario	Schrank	Cupboard
Trash Can-	Poubelle	Basurero	Mulleimer	Dust Bin
Truck-	Camoin	Camion	LKW-Lastkraftwagen	Lorry

A full glossary of terms would be created and translated into multi languages



*sharing knowledge
global network
international collaboration*

Goals for creating a Communication Standard for Exhibit Drawings & RFP Proposals:

1. When managing an exhibit program used globally, communication issues can be resolved by using a common reference terms for drawings and presentation proposals.
- 2.. Create a drawing and proposal program that will translate dimensions and exhibit reference terms into multi languages
3. Unify venue and suppliers with the seven regions of the world through a common exhibit industry glossary of terms.

Designer Exchange Program-- Kingsmen-- Singapore



World Connections through Knowledge and Partnerships



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sharing knowledge



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Secrets to Successful Exhibiting in the USA

