

Exhibit Marketing Canvas



1. Exhibition Objectives

What do you primarily want to achieve by exhibiting at Rematec?

Consider:

- Generate new business leads
- Introduce a new product, solution or practice
- Meet potential customers and partners
- Increase brand awareness within the remanufacturing industry
- Explore new markets
- Gather new information, best practices etc. from fellow exhibitors

Our main objective:



2. Target Audience

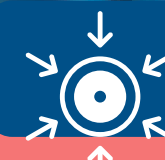
What kind of visitors do you primarily want to meet at Rematec?

Consider:

- Remanufacturers
- Automotive parts manufacturers and suppliers
- Distributors and wholesalers
- Electric vehicle specialists
- Engineers and Technical specialists

Primary Target Audience:

Secondary Target Audience:



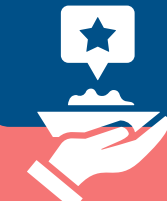
3. Core Message

What should a visitor remember after speaking with your company?

For example:

- We help firms smoothline their remanufacturing processes
- Our practices help extend the service life of automobile components
- We provide new solutions for testing, cleaning or restoring components
- We specialise in the electric vehicle market

Our core message:



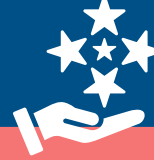
4. Our Offering

What will visitors actually see, learn or experience at your exhibit?

Consider:

- Live product or equipment demonstrations
- New product or technology presentations
- Components, tools on display
- One-to-one consultations
- Case studies, presentations and knowledge sessions

Our exhibit's activities



5. Exhibit Experience

Why should a visitor stop at your exhibit? What makes your exhibit interesting?

Consider:

- Clear good-looking exhibit layout
- Visible and tangible products, innovations designs etc.
- Business professionals and consultants
- The general atmosphere at the stand
- Ammenities, snacks, drinks etc.

What makes our exhibit distinctive?



6. Exhibit participation PR

How will relevant visitors know that your company is exhibiting at Rematec?

Possible channels:

- LinkedIn or other social media
- Paid advertisements
- Company Website
- E-mails and Newsletters
- Direct communications

Our promotional activities:



7. Lead Generation

How to collect contact details from interested visitors?

Consider:

- Business cards
- QR codes to a registration form
- Enquiries and consultation requests via word of mouth or trough E-mail
- Our very own lead generation app visit connect

Our lead strategy:



8. Follow-up

What happens to your leads after Rematec?

Consider:

- Follow up E-mails
- Follow up meetings
- Company visits
- Messaging apps
- (Technical) Consultations

Our follow-up plan:



9. Succes Measurement

How will you determine whether your participation at Rematec was succesful?

For Example:

- Total number of qualified leads
- Total number of stand visitors
- Total of succesful followed up Leads
- Total B2B communications such as quotations, meetings and emails.
- Measuring total social media reach and engagement before and after Rematec

Our most important KPI'S

Rematec checklist

Participation to Rematec.

To ensure a fruitful experience, it is advised to prepare months beforehand. Use this checklist as a framework.

6 months before Rematec

- define your objectives for participating
- identify your primary and secondary target audiences
- establish your exhibition budget
- reserve and confirm your exhibit space
- identify what you want to showcase
- begin planning demonstrations and presentations

3 weeks before Rematec

- Check logistics, transport and delivery arrangements
- arrange exhibit builders
- Test every piece of equipment tool and decoration before transporting

During the event

- actively approach and welcome relevant visitors
- focus conversations on the visitor's needs and challenges
- capture and qualify leads consistently
- record important conversation points and agreed next steps
- conduct scheduled demonstrations and presentations
- attend relevant networking opportunities

Immediately after the event

- send personalised follow-up messages to priority leads
- distribute leads to the responsible sales or technical team members
- schedule agreed follow-up meetings
- Register your company for next year's Rematec

4 months before Rematec

- finalise your exhibit's design
- determine which products or solutions take the main stage
- Materialize planned presentations, demonstrations and stand activities
- Begin your preshow content and communication plan
- Inform sales and account teams about your participation.
- Arrange relevant exhibit branding and signage

3 months before Rematec

- Schedule meetings with important contacts
- Prepare brochures, flyers, business cards
- Finalize the group of employees visiting Rematec
- Decide how leads will be captured and qualified.

1-2 months before Rematec

- Brief and train your stand team
- Decide what you want to communicate and how
- Finalize lead mechanisms and assign staff responsible for recording them
- Finalise presentations and Exhibit setup
- Invite your own customers to visit Rematec trough your communication channels.



Want to know more?



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www.rematec.com

Organised by:



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