



Suggestion list

BEFORE THE EXHIBITION



Set your targets

- Meeting new companies
 - Shaking hands with existing customers
 - Increasing brand equity
- Make sure you define your goals before the exhibition and the team knows how to measure the exhibition feedback objectively.

Obtain information from ITE Technical Team regarding your booth

- Fill out your technical form.
- Obtain approval regarding stand height and design.
- Ask the team for additional information in order to utilize additional services.

Design your e-mail communication



- You can see the people in your database and manage your marketing communication to achieve your goals.
- Download and sign up the Hosted Buyer/International Buying application. For more information about e-mail communication, please see "E-mail marketing guide for exhibitors".

Add BANNERS to your website!

- By adding Banner to your website, you can announce that you are attending to the exhibition and invite your customers to your booth.

Be active on social media



- Network with your potential customers before the exhibition. You can announce that you will be attending the exhibition on LinkedIn and Twitter.

DURING THE EXHIBITION



Arrange your B2B meetings with ITE Connect / Hosted Buyer Programme

Participate in ITE Connect / Hosted Buyer program where B2B meetings are held and which brings together visitors from abroad and exhibitors based on their target and product groups.

Share in-the-moment posts

It is very important that you share posts on social media during the exhibition. You can keep on inviting visitors to your booth by sharing photos and videos with the hashtags you create.

Turn the exhibition events into opportunities

By participating in the events; you can meet a number of new companies and invite them to your booth.

Have an influence with technology

You can use technology to attract visitors to small (m²) areas where it is difficult to exhibit your products or services. Graphics and videos played on interactive displays will help you to use small areas efficiently.

It is very important to work with your booth team during the event. During the meetings you conduct with your team or a team that you work together, make sure that you are prepared to all kinds of questions you may encounter during the event. Remember that your team reflect your professionalism and is face of your brand.

Be attractive

Please note that the presentations, shows or other activities you have at the exhibition booth have an impact on your potential customers.

Try to be memorable in the events you organize to prove that your products or services are different from other exhibiting companies.



Don't leave the booth early

Keep in mind that many deals are made towards the end of the exhibition.

AFTER THE EXHIBITION



Thank the visitors and stay in touch with companies after the exhibition.

Send e-mails with a message saying "Thank you for attending the exhibition. We will contact you regarding our products and services as soon as possible."

Do not forget to share your thank you messages by adapting them to social media.

Contact Us:
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Don't forget to follow us on social me:



Or call us: **+90 212 291 83 10**