

India's Biggest Travel Show Network



24 25 26 February 2023

Chennai Trade Centre (Nandambakkam)
CHENNAI

EXHIBITOR'S INFORMATION & ORDER BOOK

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**INDIA'S BIGGEST TRAVEL
SHOW NETWORK**

**BENGALURU • CHENNAI • KOLKATA • HYDERABAD
AHMEDABAD • DELHI**

A. THE EXHIBITION

TTF CHENNAI 2022

Venue

Chennai Trade Centre

Nandambakkam

Chennai 600 089

Tel : (91) (44) 22262640

Registration & Booth Set-up

23 February (Thurs) 16.00 – 20.00 hrs

Day 1

Registration & Booth Set-up

24 February (Fri) 8:00 – 10:00 hrs

Inauguration

24 February (Fri) 11:30 hrs

Travel Trade

24 February (Fri) 11:30 – 18:00 hrs

Day 2

Travel Trade

25 February (Sat) 11:00 – 14:00 hrs

Open for All

25 February (Sat) 14:00 – 18:00 hrs

Day 3

Open for All

26 February (Sun) 11:00 – 18:00 hrs

Dismantling of booths & removal of exhibits

26 February (Sun) 18:00 – 21:00 hrs

Fairfest Contact Person:

R Mahesh - (91) 98806 76884

Email : mahesh@fairfest.in

Kiran - (91) 98806 00946

Email : kiran@fairfest.in

Ramesh - (91) 99040 82304

Email : ramesh@fairfest.in

Recommended Air Cargo:

BLUE DART EXPRESS LTD

Web : www.bluedart.com

Toll Free No. 1860 233 1234

Recommended Surface / Air Cargo:

GATI LIMITED

Web : www.gati.com

Toll Free No. 1860 123 4284

Note : Participants will not be allowed to leave their stall before the official closing time everyday.

SHOW SECRETARIAT / ORGANISER

FAIRFEST MEDIA LIMITED

Bengaluru : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage, Bengaluru 560 070
Tel : (91) (80) 2676 1598

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road Andheri (East), Mumbai 400 093, India Tel: (91) (22) 4555 8555

New Delhi : U-1 Basement, Green Park Main, New Delhi 110 016
Tel : (91) (11) 2686 6874, 2686 6875

Kolkata - Registered Office : 25 C/1 Belvedere Road, Alipur, Calcutta 700 027
Tel : (91) (33) 4028 4028

Kolkata : 74/2 AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 016
Tel : (91) (33) 4028 4028

Ahmedabad : Room No. 204, Eternia Complex, Behind City Center, Swastik Cross Road, C G Road, Navrangpura, Ahmedabad 380 009

E-mail : contact@fairfest.in **URL :** www.ttfotm.com, www.fairfest.com

B. EXHIBITION HALL

Construction of Booth

Exhibitors must ensure that all parts of their work are self supporting and secure.

Exhibitors who have ordered bare space may begin/complete building their booths at-

	CHENNAI 2023
Begin	16:00 hrs on 23 Februray (Thurs)
Complete	10:00 hrs on 24 February (Fri)

- * The hall shall be open overnight for construction.
- * Exhibitors who have ordered space and shell may move in their exhibits within the timings mentioned above
- * Exhibitors must arrange for an authorized representative to be present at the site to receive and position goods as the organiser is unable to accept delivery.

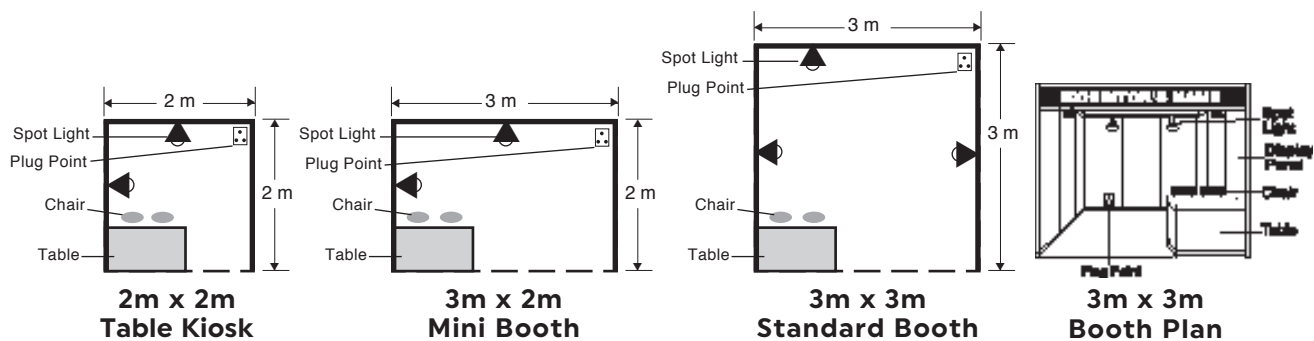
Dismantling and Removal of Exhibits

Exhibits must be moved between –

CHENNAI 2023
18:00 – 21:00 hrs on 26 February

- * Dismantling of booths is prohibited before the close of the exhibition
- * Removal, delivery or replenishment of stock may only be carried out before the opening hours of the exhibition in the morning or after closing time in the evening.
- * If the removal of any valuable item or display from the hall is necessary, exhibitors must obtain permission from the organiser.

B4. Standard Shell Scheme Booth



Note:

1. No nailing, stickers or painting allowed on aluminium frames.
2. No nailing or painting allowed on panels.
3. Double-sided tape, stickers, placed by Exhibitors on panels must be removed by Exhibitors at the end of the exhibition.
4. Exhibitors can request for coloured panels at extra cost from the Official Contractor.

I. Standard Shell Scheme Booth Includes

The Official Contractors will provide the following items for each shell scheme booth (2m x 2m) / (3m x 2m) and (3m x 3m)

Fascia : Blue / Red background with Exhibitor's name in English (max. 25 letters) using white cut out letterings.

Wall Panelling : Three side walls (white painted plywood panels) held by prefabricated aluminium system. In the case of corner booths it will be two side walls and two fascia boards.

	Kiosk (2m x 2m)	Mini Booth (3m x 2m)	Standard Booth (3m x 3m)
Furniture :	<ul style="list-style-type: none"> a. One information counter b. Two chairs c. One waste paper basket 	<ul style="list-style-type: none"> a. One information counter b. Two chairs c. One waste paper basket 	<ul style="list-style-type: none"> a. One information counter b. Two chairs c. One waste paper basket
Lighting :	Two Spot-lights (100 W)	Two Spot-lights (100 W)	Three Spot-lights (100 W)
Power :	1 Power socket (5 Amp)	1 Power socket (5 Amp)	1 Power socket (5 Amp)

II. Additional Rental Furniture & Electrical Fittings

In addition to items provided in the basic Standard Shell Scheme Booth, Exhibitors may require additional furniture/electrical items, which can be supplied on a rental basis by the Official Contractor. Please complete the attached Form 2 and return to the Official Contractor by the deadline given.

Note : The organiser prohibits any change of colour scheme or attachment of logo or other lettering or alteration to the standard fascia.

B5. Exhibitor Sound Level

TTF maintains an 80 decibel sound level for all exhibitors. This level has been identified as being a safe level for trade show demonstrations. To ensure a successful Trade Show for all exhibiting companies and their guests, Fairfest Media, as Show Management, reserves the right to closely monitor sound usage and, where necessary, restrict and possibly eliminate the music / musical instruments and other audio demonstrations in an exhibitor's booth at its discretion. Show Management's actions can include, but are not limited to, reviewing and adjusting all sound system and loud-speaker placements within an exhibit, restricting sound levels within a booth, and restricting demonstrations within a booth.

B6. Cautionary Note:

Please go through the following rules carefully as not adhering to it will attract penalties.

- Any Exhibitor appointing Contractor to build customised booth shall get the booth design approved from the organiser, at least 15 days prior to the event. The Exhibitor / Booth Contractor shall also get the Electrical Work inspected and No Objection Certificate (NOC) issued from the Official Electrical Contractor appointed by the organiser.
- Use of public address systems, audio-visual systems and height of displays in the space booked is subject to no inconvenience to other participants and the organisers decisions in this regard shall be final.
- Maximum stall structure height permissible is 12 feet (including the platform height) on open side and 8 feet on common wall / backwall.
- Stalls constructed in contravention of the rules or not as per approved drawing are liable to be dismantled, and, in addition, will attract penalties.
- No flammable welding / cutting / sawing is allowed inside the hall.
- Do not draw extra electricity load without written approval from the organisers.
- Do not store materials, boxes, cartons behind the booths / pavilions.
- Do not block the emergency exits in any way.
- Exhibits must not be placed beyond the stand booked by the Exhibitor from the Organiser in which case, the Organiser reserves the right to charge @ 200% of the rate contracted, for the additional stand charges, over and above the charges for the actual stand booked. The distribution of brochures from the gangways is strictly forbidden. Equipment presentations, artistic shows and other promotional activities of the Exhibitor must be consulted with the Organiser in advance and cannot hinder or make impossible the operation of other stands or the free movement of participants and public.
- Removing furniture and electrical equipments from another booth will tantamount to snatching and strict action will be taken in such cases. On the spot requisitions will be serviced one by one till the stocks are available, at a premium of 10% on usual rates. Participants are advised to make this extra requisition well in advance.
- The exhibitor indemnifies the organisers against all actions, expenses, costs, charges, or claims which the organisers or any of their contractors may be liable for any consequence or damage or injury to any person or property occasioned by or arising out of the act, default or negligence of the exhibitor, his representatives, servants or workmen or any person or persons or persons under his direction or any independent contractor engaged by him.

C. RECORD OF ORDERS

(Put a ✓ if submitted)		Amount Rs / US\$	Last Date of Submission
			Chennai
FORM 1	Registration of outside Contractor		15.02.2023
FORM 2	Fascia Board / Furniture / Electrical		15.02.2023
FORM 3	Temporary Staff		15.02.2023
FORM 4	Preferred Customer Pass	N A	15.02.2023
FORM 5	Award Forms	N A	17.02.2023

Total payment committed : _____

Date : _____

- Note : 1) Prices are quoted in Indian Rupees (INR), Current rate of US\$ 1 = INR 82 approximately.
- 2) Exhibitors are advised to make payment to and deal directly with individual suppliers/contractors concerned.
- 3) This is for your record. Please retain it for future reference.

Deadline for Submission : 15th February, 2023

CHENNAI FORM 1

For official use :
Exhibitor :
Received :

Fairfest Media Ltd.
2454, 17th 'E' Cross, 9th Main, Ground Floor,
Banashankari, 2nd Stage, Bengaluru 560 070
Tel : (91) (80) 26761598
E-mail : contact@fairfest.in

Return within 15th February 2023

APPLICATION FOR OUTSIDE CONTRACTOR - DAMAGE & PERFORMANCE BOND

(Please fill in this form if you plan to engage your own contractor instead of the Official Contractor for any booth design, decoration or construction work.)

Exhibitor's Name

Sq. mtr. booked

This upper portion of the application form should be completed by the contractor appointed by the individual Exhibitor, and must be accompanied by a demand draft (issued by the contractor) made payable to "Fairfest Media Ltd." which will be held against possible damages to the Exhibition Hall, and/or the disposal of extra waste left on site after the event (if any).

BOOTH HEIGHT LIMIT : The maximum height of construction in Chennai is as per floor plan.

Damage & Performance Bond

(1) A Damage & Performance Bond of **INR 25,000 for booths below 100sqm** or **INR 50,000 for booths above 100sqm** must be paid in cash or by demand draft by the booth contractor to the Organisers when they register at the exhibition site for booth possession. This will be held against damages to the venue, and / or the disposal of booth construction waste left on-site after the event. Any breach of the organisers / venue's regulations may also cause the deposit to be forfeited.

(2) It is the individual booth contractor's responsibility to remove all packing and waste materials from the exhibition hall during both move-in and move-out. Garbage & waste materials from decoration work must not be discarded into the aisles & must be cleared. All material used must be removed during move-out and this must be done safely (no pushing over high pieces of booth, no smashing of glass panels etc). Failure to comply will result in the Damage & Performance Bond being totally forfeited.

(3) The Damage & Performance Bond will be refunded by showing the receipt after the exhibition subject to the clearance of the site by the contractors and no damage or garbage being recorded by the exhibition centre management and the organisers.

(4) **Organisers reserve the right to deduct an actual and appropriate amount for damages to the hall structures/ venue, made by the exhibitor or their design & handling agencies' staff during build-up, show days and dismantling time, from the Damage & Performance Bond paid by the exhibitor.** This is to ensure all the rules & regulations are abided by and to cover any damage arising directly or indirectly from infringement. This is without prejudice to any additional claims the organisers may have on the exhibitor if the damages exceed the bond amount. Balance amount if any, will be returned if no damage is found.

On receipt of this Form and the deposit payment CONTRACTOR PASSES will be issued. Only holders of CONTRACTOR PASSES will be allowed access to the site.

Please supply CONTRACTOR PASSES : No. required : _____

The deposit will be refunded after the exhibition subject to the clearance of the site by the contractors and no damage being recorded.

Contractor's Name : _____

Address : _____

Contact Person : _____ Designation : _____

Tel : _____ Fax : _____

Signee's Name : _____

Exhibitor's signature / company stamp _____ Date : _____

N.B. : Electrical installations must be carried out by the Official Contractor only.

Approval of plan and elevation of the booth design is required to be taken from organizers by submitting the same 10 days prior to the show. Stalls constructed in contravention of the rules (see point nos. B1 to B6 on page 6, specially the cautionary note) or not as per approved drawing, are liable to be dismantled, and, in addition, will attract penalties.

Please make copy for your own reference

CHENNAI FORM 2

For official use :
 Exhibitor :
 Recieved :

Deadline for Submission : 15th February 2023

Fax or Mail To : Fairfest Media Ltd.
 2454, 17th 'E' Cross, 9th Main, Ground Floor,
 Banashankari, 2nd Stage, Bengaluru 560 070
 Tel : (91) (80) 2676 1598
 E-mail : contact@fairfest.in

ORDER FORM / INVOICE (FASCIA BOARD / FURNITURE / ELECTRICAL)

FASCIA BOARD : Fascia Board as it should appear : (4" white sticker letterings on coloured fascia. A maximum of 25 English letterings).

English Letterings :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

FURNITURE	:	Unit Cost (Rs.)	Extra nos. required*	Amount (Rs.)
Table		900.00 ⁺	_____	_____
Round Table		1200.00 ⁺	_____	_____
Chair		300.00 ⁺	_____	_____
Alteration of Name on Fascia		1000.00 ⁺	_____	_____

Total Amount :

ELECTRICAL	:	Unit Cost (Rs.)	Extra nos. required*	Amount (Rs.)
Spotlights		400.00 ⁺	_____	_____
Plug Point (5/15A)		400.00 ⁺	_____	_____
LCD TV + DVD		1500.00 ⁺ Per Day	_____	_____
Laptop		1000.00 ⁺ Per Day	_____	_____
Electricity charges		3,500 Per KW	_____	_____

Total Amount :

Exhibitor: _____

Contact Person: _____

Address : _____

Tel: _____ Fax: _____

Signature: _____

Note : All prices are current and subject to change without prior notice.

Add GST @ 18%
 On spot requisitions will be serviced @ 25 % extra.
 Additional furniture will be provided on first come first serve basis and till stock last

* over & above those provided for each Standard Shell Scheme Booth on page 4

Please make copy for your reference.

CHENNAI FORM 3

For Official use : Exhibitor : Recieved :

Deadline for Submission : 15th February 2023

Fax or Mail To : **Fairfest Media Ltd.**
2454, 17th 'E' Cross, 9th Main, Ground Floor,
Banashankari, 2nd Stage, Bengaluru 560 070
Tel : (91) (80) 2676 1598
E-mail : contact@fairfest.in

TEMPORARY STAFF

Temporary staff may be hired through a manpower agency on daily basis. If you are not requiring staff through the whole period, please indicate the dates that temporary staff will be needed.

We require :

Service : Information counter personnel

(a) Daily rate per person : Rs. 2000.00

(b) For the following dates (February 2023)

Put a ✓ :

(c) Number of persons required on the above dates :

24	25	26	all 3 days

(d) Total amount payable (@ Rs.2000.00 per person per day) :

Rs.

AUTHORISATION FROM HIRER/USER

Exhibitor: _____

Contact Person: _____

Address: _____

Tel: _____ Fax: _____

Signature: _____

Please make copy for your reference.

FORM 4

For Official use :
Exhibitor :
Received :

Fax or Mail To : **Fairfest Media Ltd.**

2454, 17th 'E' Cross, 9th Main, Ground Floor,
Banashankari, 2nd Stage, Bengaluru 560 070
Tel : (91) (80) 2676 1598

25C/1 Belvedere Road, Alipur, Kolkata 700 027
Tel : (91) (33) 4028 4028

305, 3rd Floor, The Summit Business Bay, Near WEH Metro
Station, Off Andheri Kurla Road, Andheri (East)
Mumbai 400 093, India Tel: (91) (22) 4555 8555
E-mail : contact@fairfest.in
URL : www.fairfest.com

PREFERRED CUSTOMER PASS

DEADLINE : FEBRUARY 15, 2023

Improve Your Response by Sending Free Invitations to Your Most Important Customers and Prospects !

Distributing Preferred Customer Passes has proven to be one of the easiest, most effective methods of increasing booth traffic - yet many exhibitors simply do token mailings or even worse, don't use them at all! An effective Preferred Customer Pass campaign is the most important step to exceeding your goals at **TTF**. Research conducted by the Center for Exhibition Industry Research confirms that exhibitors who use Preferred Customer Passes attract better, more qualified traffic at their booths than exhibitors rank as the number one incentive for show attendance.

YES! I want to maximise my booth traffic at TTF with preferred Customer Passes

Chennai

Quantity Requested * : _____ Date Ordered : _____

SHIP PASSES TO :

Name: _____

Company: _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____

* You will automatically receive 50 passes. Show management must receive this completed order form to process your request for additional passes.

Please make copy for your reference.

Deadline for Submission : 15th February, 2023

D. EXHIBITOR AWARD PROGRAMME

Deadline for submission is 7 days before the opening day.

Dear participant :

Thank you for participating in TTF. This year's event promises to be a resounding success due to your support!

Entry for all awards are on the following five pages. There is no entry fee but entry forms **must be completed and received before 7 days from the opening date of the Exhibition**. This is to ensure all entries receive proper consideration. Fax or mail the completed forms to Fairfest. Winners will be notified at the exhibition. All decisions made by the Judging Panel are final.

Award Categories (also see attached Entry Forms)

C1. Best Print Promotional Material (two categories : NTO or Tour Operator, Airline, Car Rental Company or Hotel) - judging committee will judge all categories of printed material including posters, leaflets, brochures, pamphlets etc. as part of overall print campaign. Consideration will be made for design concept/creativity as well as print quality. Promotional material must be submitted with completed entry form.

C2. Most Promising New Destination (two categories: India, International)—Candidates will provide brief description of new destination on entry form. Consideration will be made for construction of new facilities, offerings of surrounding local environment, and wealth of local features (entertainment or other).

C3. Most Innovative Product - judged with respect to providing an overall educational service, whether educating visitors on an indigenous population/ cultural heritage or promotion of local environmental awareness.

C4. Most Exclusive Leisure Product - targeted to upscale clientele, where cost is no bounds. Judged with respect to comprehensiveness and uniqueness of overall package.

C5. Best Value Leisure Product - product should be comprehensive but maintain cost-effectiveness and be intriguing to general populace (not targeted to select upscale market).

We have in addition Stall Awards. These awards shall be judged on site. No entry forms are required in advance for these.

Thank you again for your time and participation. We look forward to see you at TTF

Fairfest Media Ltd.

FORM 5A

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

Chennai

BEST PRINT PROMOTIONAL MATERIAL AWARD

Details

Name of entrant : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Category (check one)

Govt.-Sector/NTO

Private Sector Participant

Rules and Procedures

1. Please attach three copies of all print and promotional material you will use at TTF (including brochures, posters, leaflets, pamphlets, etc.)
2. Please attach separate form on company letterhead which details target audience, objectives of print campaign, results or expected results.
3. Completed entry forms must be received before 7 days of the fair :

Awards Programme

Fairfest Media Ltd.

Bengaluru : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage
Bengaluru 560 070 Tel : (91) (80) 2676 1598

Kolkata : 25C/1 Belvedere Road, Alipur, Kolkata 700027

Tel : (91) (33) 4028 4028

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off
Andheri Kurla Road Andheri (East), Mumbai 400 093, India Tel: (91) (22) 4555 8555

4. All decisions made by Judging Panel are final.

FORM 5B

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

Chennai

MOST PROMISING NEW DESTINATION AWARD

Details

Name of entrant: _____

Designation: _____

Name of company: _____

Address: _____

Telephone : _____ Fax : _____

Region (check one)

India

International

Rules and Procedures

1. Please attach separate form on company letterhead which gives brief description of new destination on entry form. Details should include:
 - description of new facilities constructed, offerings of surrounding locale environment and wealth of local features (entertainment or other).
 - target market
 - statistics on tourism to the destination in recent years, as well as statistics on expected tourism to the region if available.

2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

Fairfest Media Ltd.

Bengaluru : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage
Bengaluru 560 070 Tel : (91) (80) 2676 1598

Kolkata : 25C/1 Belvedere Road, Alipur, Kolkata 700027
Tel : (91) (33) 4028 4028

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road
Andheri (East), Mumbai 400 093, India Tel: (91) (22) 4555 8555

3. All decisions made by Judging Panel are final.

FORM 5C

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

Chennai

MOST INNOVATIVE PRODUCT AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Rules and Procedures

1. Please attach separate form on company letterhead which gives brief description of your product and how it provides overall educational service, such as educating visitors on an indigenous population / cultural heritage or promotion of local environmental awareness. Details should include:
 - historical development of programme or project
 - source of funding for project or programme
 - target market
 - results achieved in increasing awareness of programme or project's cause
2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

Fairfest Media Ltd.

Bengaluru : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage
Bengaluru 560 070 Tel : (91) (80) 2676 1598

Kolkata : 25C/1 Belvedere Road, Alipur, Kolkata 700027
Tel : (91) (33) 4028 4028

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road
Andheri (East), Mumbai 400 093, India Tel: (91) (22) 4555 8555

3. All decisions made by Judging Panel are final.

FORM 5D

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

Chennai

MOST EXCLUSIVE LEISURE PRODUCT AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Rules and Procedures

1. Please attach separate form on company letterhead which details:
 - brief description of product
 - target market (should be geared towards upscale, select market)
 - reasons why this product offers the most comprehensive or unique way to access destination

Please also attach brochures, pamphlets, or other supporting documentation if available.

2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

Fairfest Media Ltd.

Bengaluru : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage
Bengaluru 560 070 Tel : (91) (80) 2676 1598

Kolkata : 25C/1 Belvedere Road, Alipur, Kolkata 700027
Tel : (91) (33) 4028 4028

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road
Andheri (East), Mumbai 400 093, India Tel: (91) (22) 4555 8555

3. All decisions made by Judging Panel are final.

FORM 5E

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

Chennai

BEST VALUE LEISURE PRODUCT AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Rules and Procedures

1. Please attach separate form on company letterhead which details:
 - brief description of product
 - cost of product to various markets (product should be targetted to large market)
 - reasons why this product is the best value of its kind

Please also attach brochures, pamphlets, or other supporting documentation if available.

2. Completed entry forms must be recieved before 7 days of the fair :

Awards Programme

Fairfest Media Ltd.

Bengaluru : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage
Bengaluru 560 070 Tel : (91) (80) 2676 1598

Kolkata : 25C/1 Belvedere Road, Alipur, Kolkata 700027
Tel : (91) (33) 4028 4028

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road
Andheri (East), Mumbai 400 093, India Tel: (91) (22) 4555 8555

3. All decisions made by Judging Panel are final.

F. FINAL CHECKLIST & SHOW IMPLEMENTATION

FINAL CHECKLIST

- Furniture ordered for exhibition booth and/or trade show contractor hired?
- Hotel accommodation and travel bookings made?
- Informational materials prepared for the general public?
- Business cards printed?
- How will the packaged material be brought to the booth?
- Arrangement for temporary staff made?
- What invoices are still outstanding?

SHOW IMPLEMENTATION

During TTF it is important that your stand personnel converse professionally with customers. These interactions must be documented properly to collect information for professional trade show follow-up.

1. Conversation with customers

- Every opportunity to make contact is priceless and must be converted to dialogue with a great deal of attention and willingness.
- Even seemingly disinterested customers present a window of opportunity for fruitful communication.
- Understand the visitor's busy schedule and compress your sales pitch accordingly.
- Leave room for the visitors to explore, instead of overwhelming them with attention.
- Recognize the interests of the visitor and build your conversation around it.

2. Documentation

Each conversation forms the basis for your trade show follow-up and hence must be documented by stand personnel if a visitor shows genuine interest.

- When a business card is available do not ask for information already mentioned there.
- Only begin taking notes after a short warm-up phrase.
- Because your notes are not secret, allow the person concerned to see what you writing down.
- Use copies of the enclosed "Conversation Record" for evaluating significant contacts.

3. Follow-up

In no later than 10 days after TTF, the following activities when efficiently handled directly influence the business decisions of important contacts:

- Thank-You mailings
- Phone calls to initiate contacts
- Business proposals
- Live up to the promises made

**WE WISH YOU SUCCESS IN THE UPCOMING EVENTS
&
HOPE YOU FIND THESE GUIDELINES USEFUL**

YOUR TTF TEAM

CONVERSATION RECORD

Visitor's Name : _____

Address : _____

Phone No. : _____

Company : _____

Designation : _____

Business Card Attached?

Customer Category

New

Old

Potential

Other

Interests : _____

Results : _____

Special Note : _____

Staff Member :

Date :