

GUIDELINE

Stand Managements:

Dear stand manager,

This guideline is to make you feel prepared for the coming show.

This will help you to focus on the most relevant tasks to prepare an exhibition, to be organized on the booth and during the show and it also helps to create even better after show reports.

This Guide is divided into 3 sections:

- 1) [Pre exhibition](#)
- 2) [The exhibition stand – look and content](#)
- 3) [Managing during and after the exhibition](#)

If you need any assistance, ideas how to or input you can contact your local events team or Lukas.parsch@megger.com



Pre exhibition:

- Be clear on the message and key applications to be highlighted at the exhibition.
 - Have pre set goals/ objectives for the exhibition. Number of leads and quality thereof etc.
 - Have commitment from others in the group concerning funding, product and people availability, exhibit materials.
 - Need to ensure we have a consistency in brand. It must be obvious that the stand is Megger.
 - Need to have an extensive promotion (customer invitation via E-mail and post, banners on general e mails, stickers on literature, personalised invitations etc) campaign many weeks (~4 weeks) prior to the exhibition .
 - Press campaigns and PR releases, particularly for new products or unique application solutions.
 - Products or applications being presented need to be understood by all staff on the stand.
 - Support materials (brochures, catalogues, videos, demonstrations) need to be current, available and in the appropriate language.
 - It needs to be ensured that if necessary current, water, stand cleaning is ordered.
 - The specific exhibition / conference needs to be visible on our Megger Homepage
-

The exhibition stand – look and content

- Our customers are looking for solutions to their test needs. We should ensure we have sufficient application content on the stand and not simply a large array of products.
 - Test piece samples (or mock-ups - model transformers or model Circuit breakers or model relays . .or model house wiring etc.) should be visible. As a minimum, quality graphics that convey the end asset/ test situation to which our product relates.
 - Not too many products on display. Of course our site managers and product managers want their specific products displayed, but this is not always possible so we need to be selective.
 - New product, if exhibited, needs to be clearly highlighted.
 - Events on the stand (scheduled demonstrations, prize draws) create activity and attract interest from passers-by.
-

Managing during and after the exhibition

You as the stand leader should ensure the following things:

- A stand manager, leader should be assigned for each and every day.
- Pre stand opening debriefs should be held to ensure all stand manning people know the days plan and which customer visitors are expected. Also valuable to review prior days results and determine ways to improve.
- Goals should be set for enquiries obtained, both quantity and quality.
- Explain to all stand manning people which products and brochures we have on the booth
- Making pictures of the booth and exhibited products
- Watch our competitors on site
- Visit the presentations if possible
- Conduct a value analysis of the event . . . and determine what and how thing scan be improved.
- Share such learning with others in the group

Thank you very much for your efforts on site and we are wishing the best of success!