



-12	<ul style="list-style-type: none"> ▪ New products or services ready for use at beginning of fair? ▪ Check economic situation, sales opportunities and distribution ▪ Expected costs, return on investment ▪ Company decision on participation at trade fair ▪ Budget approval ▪ Appoint project management/company team
-9	<ul style="list-style-type: none"> ▪ Internal coordination
-8	<ul style="list-style-type: none"> ▪ Request trade fair documentation ▪ Determine stand size ▪ Registration/allocation
-7	<ul style="list-style-type: none"> ▪ Selection of exhibits ▪ Stand planning
-6	<ul style="list-style-type: none"> ▪ Selection of stand construction company ▪ Advertising/gifts
-5	<ul style="list-style-type: none"> ▪ Briefing of stand construction company ▪ Order
-4	<ul style="list-style-type: none"> ▪ Trade fair catalogue entry ▪ Supporting advertising measures ▪ Presentation by stand construction company ▪ External staff, hostesses ▪ Dress code, uniforms
-3	<ul style="list-style-type: none"> ▪ Commission catalogues/brochures ▪ Request communication lines/electricity/water supplies ▪ Determine stand personnel ▪ Graphics ▪ Press activities
-2	<ul style="list-style-type: none"> ▪ Mailings to customers/invitations ▪ Begin briefing stand team ▪ Name badges ▪ Hostess briefing ▪ Exhibitor passes
-1	<ul style="list-style-type: none"> ▪ Hand-over by stand construction company
At Interzoo	<ul style="list-style-type: none"> ▪ Visitor survey ▪ Monitoring success ▪ Observation of competitors
+1	<ul style="list-style-type: none"> ▪ Orderly dismantling and return transport ▪ Analysis of the participation ▪ Corporate objectives achieved? ▪ Follow-up/customer contacts
+2	<ul style="list-style-type: none"> ▪ Cost recording ▪ Consequences for the future ▪ Determine return on investment
+3	<ul style="list-style-type: none"> ▪ Decision on next trade fair, stand size ▪ Final report/documentation