



International Fair of  
Agricultural Technology



International Forestry and  
Hunting Fair



Trade Fair of Renewable  
Sources of Energy  
in Agriculture and Forestry

8. – 12. 4. 2018 BRNO – EXHIBITION CENTRE

## PARTICIPATION AT A TRADE FAIR – Schedule

July

August

September

October

November

December

### 1. Decision concerning your participation at the trade fair

- You will receive an e-mail containing general information about the trade fair, in particular:
  - important dates;
  - contacts of the fair's organizational team.

### DO NOT FORGET :

- To ask the project manager (see Contacts) to provide you with basic information about the trade fair, so that you could make a proper decision.
- To think of an appropriate concept of your participation, i.e. **WHAT** you will present at the show, **HOW** you will present your product(s), **WHAT** surprises you can come up with, **HOW** you can set yourself apart from your competition, etc.
- To set the budget, i.e. overall costs in terms of space rent, stand construction, staff, advertising and promotion materials (brochures, leaflets. etc.), ...
- To set primary goal(s) of your participation, i.e. number of acquired business contacts, number of visitors attending your stand, meeting current customers, raising awareness of your company among both experts and public, ...
- To make final decision about your participation at the fair – try involving more people in this issue, get them acquainted with possible options, ...

### 2. Filling in the application for participation

- We will send you an e-mail with link to the filled in **online application** (if have earlier exhibited by the trade fair)
- Empty online order form you can also find on the website: [www.bvv.cz/e-application](http://www.bvv.cz/e-application) → **please find here your favourite trade fair**. The application form can also be downloaded in .pdf format from [www.techagro.cz](http://www.techagro.cz), section FOR EXHIBITORS, subsection Online Application & Forms.
- It is convenient to decide on proper presentation of your product(s) at the trade fair – stand size as well as its visual aspects should conform with all such issues. **Do not forget that your stand should be intriguing!** Level of presentation speaks significantly of the position of your company on the market.

### 3. Submit the application **before the deadline September 30, 2017 and get advantaged prices for space rent**

**!It is possible to register after the deadline, but advantaged prices can no longer be made use of!**

- After sending a properly filled in application off, you will receive an advance payment invoice with a confirmation of the application being databased. Along with these documents, you will be provided with an application for the Catalogue of Exhibitors.
- Contact our stand construction manager Mr. **Lukáš Helan** ([lhelan@bvv.cz](mailto:lhelan@bvv.cz), phone: +420 725 820 900) ask for proposal and cost quotation of your exhibition stand.
- A special „**package offer**“ has been prepared for small and middle-sized businesses – by means of this offer you can order exhibition space, a typified stand including services and equipment under an advantaged price. Contact: Mr. Martin Mikša ([mmiksa@bvv.cz](mailto:mmiksa@bvv.cz))

### 4. Marketing support of your trade fair participation – FREE OF CHARGE!!!

- Web sites of your company – you can place there banners of Techagro, Silva Regina, Biomass together with an invitation for the fair (banner is downloadable free of charge at [www.techagro.cz](http://www.techagro.cz), [www.silva-regina.cz](http://www.silva-regina.cz)).
- Social networks – Facebook, Twitter – add the above given fairs to your favorites and invite your fans to see you at this event.
- Media advertising – let readers know that they will have an opportunity to see all innovations for the upcoming season at your stand.
- As much information as possible (about innovations, exhibits, your company and products) can be continuously sent to the PR manager of the fairs (**Mr. Jiří Palupa**, e-mail: [jpalupa@bvv.cz](mailto:jpalupa@bvv.cz)) All contributions will be used for media purposes, PR articles, web sites of the fairs, etc.

### 5. Promotion of your participation at the fair, involvement in supporting programs

- Distribution of company invitations or a universal registration code to your business partners.
- Advertisements in specialized periodicals – participation of your company, particular location of your stand, invitation for a visit, etc.
- Get all materials for company presentation ready (printing advertising and promotion materials, ...).
- Consider taking part in **Grand Prix** competition for ‚the best exhibit/ technology‘ award.

### 6. Your participation confirmation, location, stand size, and Organizational Instructions for Exhibitors

- From **January 15, 2018** you will receive a confirmation of your participation at the trade fair and hall plan with location of your stand.

### 7. Send us your advertisements and other promotion materials for the Catalogue before the deadline

- Applications for **the Catalogue** and other publications are due **February 1, 2018**
- Place an advertisement, which you would like to have in the Catalogue of Exhibitors – texts, logos, images, ...

- March
8. **Order stand construction, technical leads (power, water) via electronic Order Form at [www.bvv.cz/orderforms](http://www.bvv.cz/orderforms) - until March 1, 2018**
- Order power, water, and phone connections in time.
  - Hand in technical documentation of the exhibitor to the Trade Fairs Administration for an approval.
  - You will receive assembly/ dismantling passes and exhibitor's passes; if necessary, order additional pieces.
9. **Assembly period: March 28 – April 7, 2018 (stand construction, exhibits placement, a takeover of your booth)**  
**At least a week before the assembly period, remittance of all invoices (space rent, power, and other ordered services) should be checked!**
- April
- The course of the trade fair: April 8 - 12, 2018**
- Prior to the beginning of the trade fair, select staff for your stand; do not forget to provide them with sufficient training.
  - **Time management** – create a plan of business meetings for individual salesperson with your clients and customers for whole duration of the trade fair.
  - Prepare special attractions for your customers (events, competitions, shows, VIP visits, expert lectures, presentations, ...), social get-togethers, etc. Turn their stay at your stand into an experience full of emotions, which will help you catch their attention and strengthen their interest in your company, or product/ service you market.
  - Keep contact with visitors – ask questions, survey people, try to discover their intentions, get their assessments, comments, etc.
  - Keep contact with media – be active and helpful in terms of communication with media, press, journalists, TV and radio reporters. Create a positive image of your company, present your achievements and successful business activities.
  - Keep contact with other exhibitors.
10. **Dismantling period: April 13 – 17, 2018**
- April
11. **After the trade fair is finished, it is advisable**
- to send acknowledgement to visitors who have stopped by at your stand
  - to send a letter/ e-mail of thanks
    - fulfil your promises, send requested information and materials
  - Assess your participation at the trade fair
    - think of both positive and negative impressions;
    - assess data related to visits and arrangement of upcoming negotiations;
    - analyze surveys carried out during the trade fair;
    - check the effect of the trade fair (by assessing contact, communication, and information objectives).
- May

### Marketing research by the visitors and exhibitors tell us, that:

- **37% visitors plan to invest** in new machinery (purchase of both big and small agricultural machines)
- **76% visitors** have **established significant business contacts** at this trade fair
- **59% visitors get a general overview** in particular subject area - the ultimate reason for all groups of visitors to attend the fair → this trade fair presents itself as a **bearer of „know how“** for individual subject fields.
- **20% visitors** saw the trade **for the first time** → potential of the new market
- **54% exhibitors** have established significant **business contacts** there
- **73% exhibitors** stated, that the **right clientele** came to see them at the fair
- **83% exhibitors** were **satisfied** with the fair and **expect to attend the next year** in 2018

## Contacts:

### Project director

Mr. Jan Kuběna  
 Phone: +420 541 152 767  
 E-mail: techagro@bvv.cz

### Techagro

#### Project manager

Mrs. Lucie Vymazalová  
 Phone.: +420 541 152 529  
 Cell phone: +420 602 564 347  
 E-mail: lvyamazalova@bvv.cz

### Silva Regina, Biomass

#### Project manager

Mrs. Berta Směkalová  
 Phone.: +420 541 152 404  
 Cell phone: +420 724 556 767  
 E-mail: bsmekalova@bvv.cz

### Stand construction and services

Mr. Lukáš Helan  
 Phone.: +420 541 152 633  
 Cell phone: +420 725 820 900  
 Fax: +420 541 152 361  
 E-mail: lhelan@bvv.cz

### PR and Advertising

Mr. Jiří Palupa  
 Phone: +420 541 152 817  
 Cell phone: +420 602 713 538  
 E-mail: jpalupa@bvv.cz

### Exhibition projects approval

Mrs. Věra Staneva  
 Phone: +420 541 152 607  
 Fax: +420 541 153 081  
 E-mail: vstaneva@bvv.cz

### Catalogue entry

Mrs. Yvona Čechová  
 Phone: +420 541 152 552  
 E-mail: ycechova@bvv.cz

### Mrs. Ivana Kumrová

Phone: +420 541 152 834  
 E-mail: ikumrova@bvv.cz

### Accommodation

Mrs. Jana Hirlíková  
 Phone: +420 541 152 775  
 Fax: +420 541 152 757  
 E-mail: jhirlikova@bvv.cz