



12. – 15. 5. 2019, Brno – Czech Republic

Schedule of attendance preparations at the National Gamekeeping Show

autumn 2018

1/ Decision about participation in the show.

- You shall be sent an e-mail containing information about the show in which you shall find:
 - Show info and important dates;
 - Pricing policies of participation at the show;
 - Show organisation team contact list.

Do not forget to:

- request the Project manager (see [Contacts](#)) to send you show info as you shall need it for your decision.
- ponder the concept of your participation, i.e. what will you present at the show, how will you present your product(s), what surprises can you come up with, how you may set yourself apart from your competition etc.
- stipulate the budget, i.e. costs connected with the rental of the exhibiting space, staff, exhibition itself, advertising and marketing materials and items etc.
- set the goal(s) of your participation, i.e. number of business contacts, number of customers visiting your stand, meetings with current customers of yours, or perhaps to raise awareness about your company among both experts and the widest public
- eventually, decide on participating in the show – involve more people in the decision, get them informed about the possibilities.

January 2019 – December 2018

2/ Filling of an application form to participate in the show.

- easy to apply [ONLINE](#)
- The application form – a .PDF document – can be [downloaded](#) from www.gamekeeping.cz
- It is necessary to decide on the kind of your product and means of its presentation at the show – the size and the look of your stand then must be set accordingly. Do not forget that your stand should make visitors interested in you! Presentation quality speaks significantly of the position of your company on the market.

3/ Applications should be submitted until **January 15, 2019 should more favourable prices for exhibiting space and choice of installation company be requested.**

! In case you submit the application by the due date, exhibiting space price shall be reduced. It is possible to send your applications after this date as well; however, the price for exhibition space rental shall be higher.

- After submitting a properly filled in application documentation, you shall obtain an advance or down payment invoice accompanied by a confirmation of application and an application form for the Catalogue of Exhibitors.
- Choose your installation company that will take care of exhibition installation, or contact Ing. Lukáš Helan, our Manager responsible for installations. Contact: lhelan@bvv.cz, Ph.: + 420 541 152 633).
- Small and middle-sized companies can take advantage of our special offer „Exhibiting through a single signature“ – it is possible to order exhibition space in conjunction with the services and equipment mentioned below.

March

4/ Delivery of your participation confirmation, location and size of your exhibition and Technical instructions.

- We shall send you a confirmation of your participation and a location of your exhibition within the trade fair area – since **March 15, 2019**
- **Order invitations for your customers in advance.**

5/ Dispatch of advertisement and other documents necessary for the Catalogue before the deadline.

- Applications into the [Catalogue](#) and other publications are due – **March 11, 2019**
- Wording of an advertisement that you wish to be published in the Catalogue of Exhibitors – text, logos, pictures.

April

6/ Marketing support of your presence at the show– FREE OF CHARGE!!!

- Web pages of the company – you can place a logo of the show Animal Tech alongside with an invitation to the show (for a free download of the banner and logo, please visit www.gamekeeping.cz).
- Social networking – Facebook, Twitter – add [Animal Tech](#) among your favourites, and invite your fans to come to your stand.
- Advertisement in the media – 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, other products, company etc. that may be used in mediation, PR press releases and web pages of the show should be continuously sent to Mr. Jiří Palupa - the PR Manager of the project on e-mail: jpalupa@bvv.cz.

7/ Propagation of your participation at the show, taking part in accompanying events

- Sending of company invitations or collective codes to your business partners
- Advertisement in specialized periodicals – participation of your company at the show, introduction of the stand location, invitation to the stand etc.
- Prepare the basis for your company presentation, printing of marketing materials for the show etc.
- Consider participation in [Gold Medal](#) – a competition for the best exhibit award

8/ Order of exhibition installation, order of electricity; water [ONLINE](#) – April 15, 2019

- Order of electricity power and water supply.
- Submit technical documentation of the exhibitor to Trade Fairs Management for an approval.
- You shall receive exhibitors' passes; at www.bvv.cz/orderforms order additional number of these if necessary

9/ Installation of expositions and exhibits, a takeover of your stand from the company responsible for installation **May 8– 11, 2019**

! A week before the beginning of installation, payment of invoice covering costs connected with the exhibiting space, power and other services should be checked.

10/ The course of the show, May 12 – 15, 2019

- Prior to the beginning of the show, you should determine the staff for the stand; do not forget to train the staff to service at the stand sufficiently
- **time management** – create time plan of business meetings of company's individual salespersons of the company. This should be planned for the whole duration of the show.
- Prepare special spectacles for visitors at the stand (events, competitions, shows, presence of a VIP, expert lectures, presentations etc.), social events and encounters taking place after the end of a trade day and other events. Create experiences and emotions in visitors. Capture visitors and make them interested in your company.
- Get in contact with visitors – surveys among visitors, enquiries among visitors concerning their interests and comments.
- Get in contact with the media – actively and helpfully communicate with the media, press, reporters and TV or radio staffers. Create a positive image of a company, present achievements of a company.
- Get in contact with other exhibitors.

11/ Dismantling of exhibitions and exhibits: May 15 – 18, 2019

12/ After the show has finished

- Acknowledgements to visitors who visited our exhibition
 - sending of an e-mail or a letter of thanks
 - fulfilment of promises, sending of requested information and materials
- Show assessment
 - both positive and negative impressions
 - assessment of data concerning visits and a term arrangement
 - analyses of the surveys carried out during the show
 - confirmation of the show impact (assessment of goals from the perspective of contacts, communication and information)

...why do I go to the show and what do I expect from it?

When deciding whether to go to a show or not, first of all we need to know what is the actual reason for us to do so, what exactly to we wish to achieve; apart from that, we need to find ways and measures to achieve this goal.

Appropriate motivation of employees to participate on the show is another inseparable part of our managerial decision; it is necessary that employees do not consider their presence at the stand as necessary evil. Quite the contrary – they should understand the importance of their presence and what it means for the company. They should see it as a prestigious event both for the company and themselves.

Upon comparison of internet use and a show we have come to the conclusion that a show is still the only communication channel where visitors have the opportunity to test exhibits directly and may ask qualified staff other specific questions. When it comes to an Internet presentation, this is still not possible.

Why attend at the National gamekeeping show?

• Successful previous edition in year 2015:

- currently held with the National Show of Livestock and ANIMAL TECH International Fair for Animal Production
- exhibition space for exhibits – **7 880 sqm**
- 300 breeders of cattle, horses, goats, sheep and pigs
- almost **40.000 visitors** from 33 countries

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