

# BalticBusiness Quarterly

SUMMER 2021



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BAVARIA - PARTNER STATE 2021



## FAIR TO SHARE Vineta Šķērīte

Representative of Messe  
Düsseldorf GmbH and Messe  
München GmbH in Latvia

Photo: Messe München



## How to recreate a physical trade fair experience online

### Booth design

At a traditional trade fair, you spend a lot of time preparing your booth to look fantastic. If you want your virtual booth to stand out from the crowd too, you will need to plan your strategy carefully and use different booth equipment, such as videos and downloadable information packs. Make sure that any material you offer is consistent with your business branding, as this will help you look professional.

### Promotional freebies

Even at an online trade fair, you will likely experience that people are keen on getting some free goodies. Try to find some creative ways to incentivize attendees into visiting your booth. For example, you could offer discounts or access to educational booklets when attendees sign up to your mailing list. Though the costs are a bit higher, you could send out some physical freebies, like a branded tote bag filled with print media. In this way, you can turn those casual visitors into valuable leads.

### Networking

Many trade fair hosting platforms offer exhibitors different features and tools to help recreate the face-to-face networking encounters. Research the features listed on the host's website in good time. For instance: will you be able to video chat with

attendees who visit your booth, or can you schedule educational sessions, or one-on-one meetings with potential leads in advance? Check out all the features the hosting platform has to offer and then design a strategy allowing you to use them effectively.

### Booth promotion

Make a concerted effort to drum up interest in your brand and your booth before the trade fair starts. Because it is impossible to recreate physical eye contact, it is especially important to pique people's interest and offer them incentives to visit your booth ahead of time.

There are many ways to do this. You can create a blog post offering a preview of your trade fair content and share it via social media. The aim is to spread your brand and the booth's details. You can also look at avenues the trade fair organizer might offer for promoting your booth. For example, you might be able to promote your logo and booth on the trade fair website?

It may also be worth trying to secure some coverage on their social media channels, too. If you have the budget, look at sponsoring an ad on their mailing list or blog to sufficiently advertise your booth. Online trade fairs can provide you with valuable opportunities for networking and securing new leads.

## TRADE FAIR NEWS

### IMOT moves for 2022 to the Munich fairground

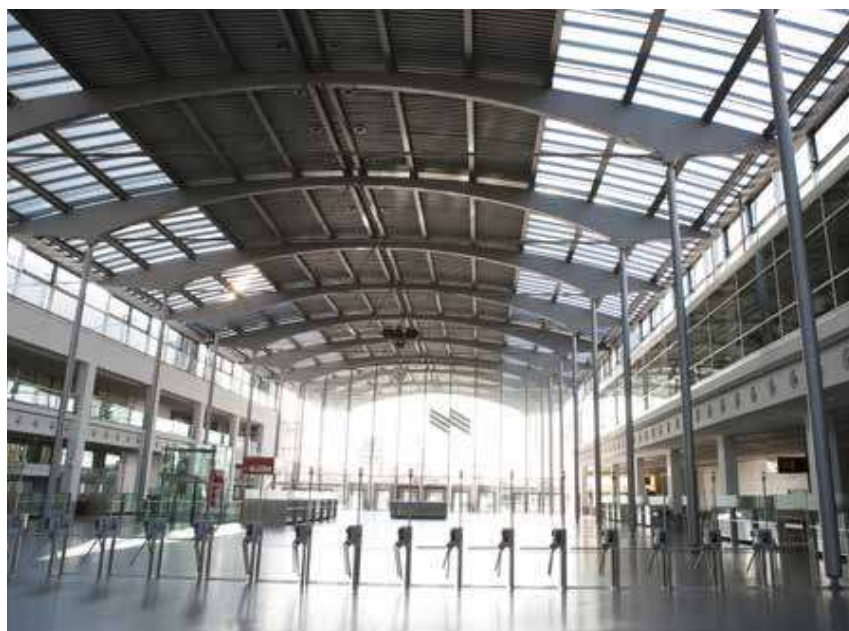
In 2022, the International Motorcycle Exhibition IMOT will move to the Munich exhibition grounds in Riem. The new location offers the organizer various possibilities to expand the event spatially and make it even more attractive. In the future, IMOT will be able to display more than 20,000 square meters of exhibition space in two large halls on the exhibition ground of Messe München for the presentation of new products in the areas of motorcycle, scooter and quad, as well as accessories and tuning.

The range of products at IMOT is not limited to motorbikes, but accessories and tuning parts are also on display. In addition, tour operators who specialize in bike tours will be exhibiting their products as well. The program is completed by the possibility of test drives on motorcycles or quads as well as various show events. In 2020, IMOT welcomed around 300 exhibitors and more than 60,000 visitors. The 2021 fair was canceled due to the coronavirus outbreak.

In 2022, the IMOT will run in parallel with the Bavaria's largest trade fair for travel and leisure f.r.e.e., which welcomed around 1,300 exhibitors from 70 countries and more than 130,000 visitors in an area 87,000-square meters large. Visitors will be able to find out about the latest trends and highlights from the motorcycle industry, to enjoy the travel area, caravanning & camping, outdoor & sport, the bicycle zone, the Munich AutoDays and the Munich Golf Days.

The first IMOT will be held at the Munich fairground in Riem from February 18 to 20, 2022.

**IMOT 18-20 FEBRUARY 2022, MUNICH**  
imot.de



# 368

TRADE FAIRS 2020 IN GERMANY WERE CANCELLED OR POSTPONED

# 22 BILLION €

ECONOMIC CONSEQUENCES OF CANCELLING TRADE FAIRS 2020

According to the organisers' plans, around 380 trade fairs should be held in Germany 2021. Already about 110 fairs have been cancelled or postponed to 2022, 2023 due to the ongoing pandemic.

The cancellation of trade fairs not only results in losses for the directly involved players such as exhibitors, visitors, service providers and organisers, but also has serious macroeconomic consequences. The sectors affected include the hotel and catering industry, the transport sector etc. According to calculations by the Institute of the German Trade Fair Industry, the overall economic consequences of cancelling trade fairs amounted to 22 billion euros for 2020.

## The year of no trade fairs ar

**a** large number of the 2020 German trade fairs had to be cancelled because the uncertain general conditions did not offer any planning security for exhibitors and organisers. For a number of trade fairs, the organisers have decided to postpone dates to 2021 and 2022. More than 70% of all trade fairs planned for 2020 in Germany (a total of 368) were cancelled

or postponed. However, in many cases the trade fair organisers have developed substitute formats, in particular digital events with company presentations incl. interaction possibilities and a digital congress programme. Around 50 such events took place in 2020. Exhibitors were thus able to maintain customer contacts and inform them about innovations.

JULY – SEPTEMBER 2021	TRADE FAIR	INDUSTRY	NEXT DATE 2022-2023
AUGUST 28 - SEPTEMBER 05 DÜSSELDORF	<b>CARAVAN SALON</b> World's Largest Show for Motor Homes and Caravans <a href="http://CARAVAN-SALON.COM">CARAVAN-SALON.COM</a>	VEHICLES, LEISURE	AUGUST / SEPTEMBER, 2022
AUGUST 28 - SEPTEMBER 05 DÜSSELDORF	<b>TOURNATUR</b> Hiking and Trekking Exhibition <a href="http://TOURNATUR.COM">TOURNATUR.COM</a>	TOURISM	AUGUST / SEPTEMBER, 2022
SEPTEMBER 03 - 07 BERLIN	<b>IFA</b> Consumer Electronics Unlimited & IFA Global Markets <a href="http://IFA-BERLIN.COM">IFA-BERLIN.COM</a>	CONSUMER ELECTRONICS, MULTIMEDIA	SEPTEMBER, 2022
SEPTEMBER 07 - 09 HANOVER, DIGITAL	<b>LABVOLUTION</b> European Trade Fair for Innovative Laboratory Equipment and the Optimization of Laboratory Workflow <a href="http://LABVOLUTION.DE">LABVOLUTION.DE</a>	LABORATORY TECHNOLOGY, BIOTECHNOLOGY, MEDICAL ENGINEERING	SEPTEMBER, 2023
SEPTEMBER 07 - 12 MUNICH	<b>IAA MOBILITY</b> World's Leading Trade Show for the Automotive Sector <a href="http://IAA.DE">IAA.DE</a>	AUTOMOTIVE, SMART MOBILITY	SEPTEMBER, 2023
SEPTEMBER 08 - 10 HAMBURG	<b>MARITIME INTERIORS CRUISE &amp; FERRY GLOBAL EXPO</b> Interior Design, Equipment and Technology for the Cruise & Ferry Industry <a href="http://MARINEINTERIORS-EXPO.COM">MARINEINTERIORS-EXPO.COM</a>	SHIPBUILDING, PORT MACHINERY, OFFSHORE ENGINEERING	SEPTEMBER, 2023
SEPTEMBER 08 - 10 HAMBURG	<b>SEATRADE EUROPE CRUISE &amp; RIVER CRUISE CONVENTION</b> <a href="http://SEATRADE-EUROPE.COM">SEATRADE-EUROPE.COM</a>	CRUISE SHIPS, SHIP EQUIPMENT, TOURISM	SEPTEMBER, 2023