



**Soliton**  
Trade show

**Solutions**  
Exhibition specialists

## **A solution for all of your event marketing needs**

**Let us take care of everything from planning to execution and follow-up. We will make sure you are the center of attention at the most relevant trade-show events.**

Why do you need our help?

page 2-4

What makes us different?

page 5-6

What does our process look like?

page 7-10

Why are exhibitions worthwhile?

page 11-13

Contact information

page 14

Why do you need our help?

While the amount of benefits of visiting an exhibition can be huge, **it is not enough to merely be there**. You have to be the center of attention, steal the spotlight from the competition, present newsworthy content to journalists and value to investors and potential partners.



**What we present is a full service package where we take care of everything.** From finding the most relevant trade show, writing a cohesive strategy and designing marketing material to building the booth and helping you man it.

**We can be the only contact you need to interact with** and our duty is to make sure that you don't overspend on unnecessary measures and invest in measures that will make you stand out above the crowd.

Our strategy focuses on cost and effect. First we identify what your unique goals and needs are and then depending on that, we find the most cost effective actions for your business.

**We help you answer questions like:**

- *What events are the most effective ones to visit?*
- *Do you really need a gigantic booth?*
- *How do you stand out among your competitors?*
- *How are you going to be more relevant to your customers, press and investors than your competition?*
- *How are you going to attract people to your booth?*
- *How are you going to keep them there?*
- *How do you make sure they remember you afterwards?*
- *How will you calculate your return of investment? etc...*



## What makes us different?

- We are fully specialized on exhibitions, trade-shows and conferences. Our experience of the entire process enables us to be the only actor you need to deal with for the whole project.

---

- Big, small, national or international? We do them all. We have for example exhibited a client at Chinas largest tech-event: “China High-Tech Fair” in Shenzhen.

---

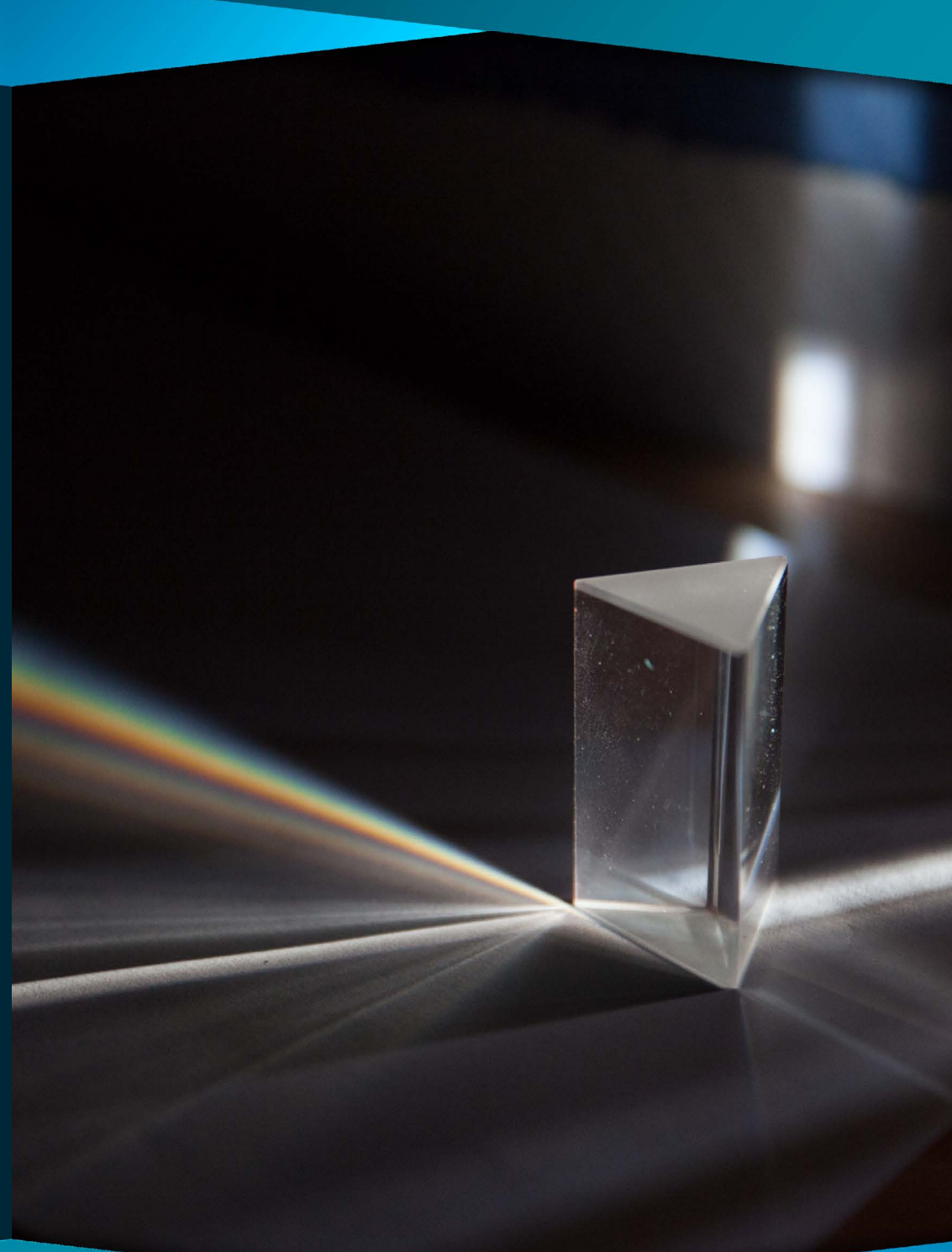
- No mumbo jumbo. Instead of chasing trends our focus is on maximizing the relevance to your customers as well as differentiating you from your competitors.

---

- Our vast experience of tech journalism also gives us valuable insight into what makes press write.

---

- Big focus on documenting and following-up leads after a finished exhibition.



# What does our process look like?



Exhibiting at a tradeshow takes lots of time and effort. Maximize your results and minimize the hassle. Let us take care of everything from start to finish.

We will design a booth for you that stands out from the others. In case of smaller designs we will ourselves handle the production and in case of larger designs we will find the best booth construction partner for the job.

Either way we will design a booth according to your custom needs and you will see and approve a preview 3D model of the booth design before it is produced.



We can staff the booth personally or we can coach your representatives. Usually we recommend a mixture, as it is very valuable to have people at the exhibition who can directly speak and make decisions for your company. Either way the strategy document will outline what actions and activities the exhibition staff should be doing to be effective.

**We also design marketing materials based on the strategic analysis.**

**The primary goals of these marketing materials are:**

- 1. To catch the visitors attention with a clear and relevant message as well as unique visuals that match your booth and pops out against the competitors.**
- 2. To give them something to jog their memory when the event is over. It can for example be a brochure, flyer or press kit with the most important information on that they can take their time with after the event and reconnect to the visit.**



**The event visitors meet huge amounts of people at these events. And even if you have a valuable conversation where you feel like you make a connection you still have to reach out to them afterwards to seal the deal. Otherwise the most likely scenario is that they forget you or move on to someone else out of the hundreds of people they spoke to.**

**To alleviate this it is important to both differentiate yourself as much as possible and do what you can to help them remember you. As a part of the strategy document we will list your unique aspects and how you can exhibit them.**

**We will also collect and archive your leads throughout the event to make the follow up procedure as effective as possible.**

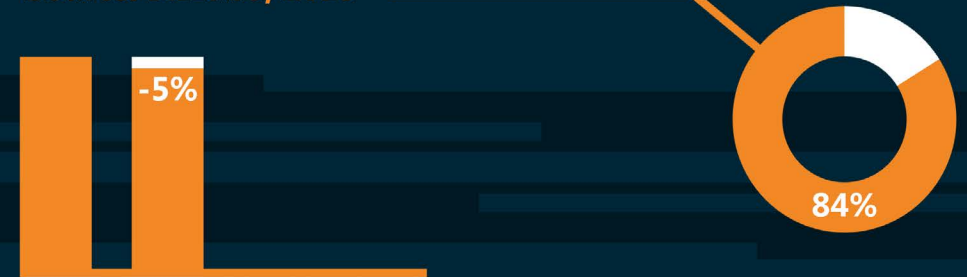


# Why are exhibitions worthwhile?

Trade shows and other relevant events are an integral part of marketing. It is your way to meet customers, investors, industry contacts and press face to face. Planning and executing an exhibition is very cost effective as there are no other means to meet a similar quantity of important contacts in such a short time, all while strengthening your brand, checking out the competition and basking in the attention of the press.

84% of leadership believe in-person events are a critical component of their company's success.

Source: Bizzabo, 2018



The perception of a brand that is not represented at an event falls by 5%.

This is true even for global brands. Not attending the key events in your industry can be more damaging than you think. Source: Facetime.org "The Power of Live Events"



99% of marketers said they found unique value from trade shows they did not get from other marketing mediums.

The 3 most valued aspects of trade shows were:

60% of exhibitors said they value the ability to see lots of prospects and customers at the same time,

51% of exhibitors said they value face-to-face meetings with prospects and customers,

47% said they value the ability to meet with a variety of players face to face, such as customers, suppliers, resellers, etc. **Source: CEIR: The Changing Environment of Exhibitions**



13.



**Johny Krahbichler**  
Project Manager  
johny@solitonsolutions.com  
+46 732011932



**Alexander Schach**  
Content Manager  
alexander@solitonsolutions.com  
+46 709466903



**Solitonsolutions.com**



14.



