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EXPONOR PORTO INTERNATIONAL FAIR PORTUGAL



ENERH2O

3RD ENERGY AND WATER INNOVATION & TECHNOLOGY TRADE SHOW

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EFFECTIVE PARTICIPATION IN FAIRS



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Trade fairs are one of the most powerful marketing and communication tools.

To better serve our clients and partners, we have developed a set of services that we make available through the marketing manual.

We always consider the three key moments—pre-fair, during the fair, and post-fair—as essential and decisive for maximizing the fair presence in terms of lead generation, increasing brand awareness, and return on investment.

Participating in fairs always involves a set of key prior questions:

What is essential to present? What are the new features?

How will I present my company?

How and when will I communicate?

What type of communication should I invest in?

What kind of stand/decoration will I adopt?

Who will represent the company? (...)



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Pre-Fair

1. Strategic Planning

- Set clear objectives:
 - Generate leads, strengthen the brand, launch a product, or expand networking?
 - Establish measurable goals, such as the number of contacts or sales.
- Select the right fair
- Book space in advance

2. Team Organization

- Define responsibilities
- Uniformity:
 - Provide customized clothing or accessories to identify the team.

3. Logistics and Stand Planning

- Stand design
- Promotional materials
- Transportation
- Equipment checklist

4. Pre-Fair Marketing

- Invitations:
 - Send invitations to clients, partners, and leads via email or social media.
 - Use the fair's channels to promote your participation.
- Online campaigns:
 - Create posts, ads, and hashtags to attract attention.
 - Announce activities at the stand, such as demonstrations or giveaways.
- Landing pages or QR codes:
 - Prepare specific pages to capture interest before the fair.
- Partnerships:
 - Explore possibilities for joint actions with other brands or organizers.

5. Product and Presentation Preparation

- Products:
 - Ensure that the products on display are in perfect condition
- Demonstrations and videos:
 - Prepare live demonstrations or videos that highlight your unique value.
- Short pitches:
 - Have prepared speeches to quickly present the benefits of your products/services.

6. Lead Management

- Capture systems:
 - Use apps, QR code scanners, or digital forms to record contacts.
- Qualification criteria:
 - Define how to prioritize potential leads during and after the fair.

7. Sustainability and Social Responsibility

- Sustainable materials
- Reduce waste

8. Final Review

- Stand checklist
- Simulation
- Confirmation with suppliers

During the Fair

During the fair, the focus should be on maximizing interaction with visitors, promoting your brand, capturing leads, and achieving the established objectives.

Here are some important actions to take during the fair:

1. Audience Engagement

- Active approach
- Present solutions, not just products
- Live demonstrations
- Energize conferences

2. Lead Capture

- Digital tools
- Distribution of giveaways
- Immediate qualification

3. Digital Engagement

- Post on social media
- Live streaming:
 - Conduct live demonstrations or interviews to engage your online audience.
- Direct visitors to landing pages:
 - Use QR codes or links to offer more information or exclusive promotions.

4. Networking

- Visit other stands
- Interact with organizers:
 - Participate in side events, such as talks and workshops, to increase your brand's visibility.
- Engage with competitors

5. Monitor and Adjust

- Reassess strategies throughout the event
- Track stand traffic

6. Attract with Experiences

- Interactive activities
- Welcoming space

7. Team Care

- Rotate tasks
- Consistent service

8. Real-Time Measurement

- Monitor KPIs
- Immediate feedback

9. Sustainability

- Collect waste
- Digital distribution

10. Daily Wrap-Up

- Review results
- Organize for the next day

Post-Fair

The post-fair phase is a crucial step to consolidate the results achieved during the event. This is the moment to convert leads into clients, evaluate your participation's performance, and plan improvements for the future.

Here is a brief guide for post-fair actions:

1. Lead Organization and Analysis

- Centralize information
- Lead classification
- CRM tools

2. Follow-Up

- Personalized contact:
 - Send a personalized email or message to each lead within 48 hours after the event.
- Include:
 - A thank you for their visit.
 - Informational material (digital brochures, links to your website, etc.).
 - A proposal or scheduling of a meeting, if applicable.
- Calls or meetings:
 - Prioritize potential leads for a more direct approach, such as a phone call or in-person/online meeting.
- Exclusive offers:
 - Send promotions or special conditions to the contacts obtained at the fair.

3. Internal Evaluation

- Feedback meeting
- Fair KPIs
- Costs vs. Benefits

4. Competitor and Trend Analysis

- Market observation
- Visitor feedback

5. Post-Fair Communication

- Social media:
 - Post a thank you to visitors and share memorable moments from the fair.
 - Highlight positive results (e.g., number of stand visitors, product launch).
- Newsletter:
 - Send an email marketing campaign to your entire contact base, including news and highlights from the event.

6. Planning for Future Fairs

- Document the experience
- Renew participation:
- If the fair was a success, consider booking space for the next edition in advance.

7. Relationship Maintenance

- Nurture marketing:
 - Send relevant content to "distant" leads to keep them engaged.
- Invitations for visits or demonstrations
- Continuous monitoring

Pós-Feira

8. Post-Fair Sustainability

- Material reuse
- Sustainability feedback

9. Final Measurement

- Results report
- Share with the team

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