



Guide to Attending and Benefiting from International Trade Shows

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Guide to Attending and Benefiting From International Trade Shows

Author: Marc Germain, Trade Facilitation Office (TFO) Canada

About the TPSA Project

The Canada–Indonesia Trade and Private Sector Assistance (TPSA) Project is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Indonesian Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector (particularly small- and medium-sized enterprises, or SMEs), academics, and civil-society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support greater sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

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Overview: The Purpose and Function of an International Trade Show

There are hundreds of trade shows happening in different countries around the world, every month of the year. Whether you go to visit or to exhibit, trade shows are a major investment. That is why it is crucial to identify and select a show that suits your company's specific needs.

Understanding the Different Types of Trade Shows

Trade shows can be categorized into three major types: **trade-only** shows, **consumer** shows, and **trade and consumer** shows. Trade-only shows cater exclusively to an industry sector and target players within that industry. These shows usually do not allow consumers to attend, restricting participation to businesses within that sector. At the other end of the spectrum are shows that cater specifically to consumers and allow them to purchase the products being showcased. A third type combines trade-only and consumer shows: Usually, a number of days are trade-only and the remainder of the show is open to the general public. This guide will focus on trade-only shows and does not address consumer or combined shows.

Some trade shows are regional, attended by businesses in the immediate region and neighbouring countries, while others are international, attracting buyers and sellers from all over the world.

Some shows cover multiple subsectors within an industry, while others focus on specific products or groups of products. Some examples:

- The **SIAL** shows in France, China, and Canada include manufactured foods, food equipment, and packaging, as well as a broad range of services related to the food industry.
- **SOURCING at MAGIC** (in Las Vegas, New York, and Tokyo) focuses on a broad range of products in the apparel and footwear industries.
- The **Anuga Show** in Cologne, Germany has 10 exhibition halls, each focusing on very specific subsectors: one hall for fine foods, one for drinks, one for bread and bakery items, and so on.
- The **Global Specialty Coffee Expo** has a narrower focus, targeting the coffee industry, but is international in scope, attracting industry players from around the world.

When deciding whether to exhibit at or visit an international trade show, it is important for companies to do their homework and choose a show that is as tightly focused as possible on their product of interest. For example, coffee exporters attend the Global Specialty Coffee Expo to gain exposure to the most buyers in the world coffee market, rather than attending an international food show.

The following tools can provide some preliminary background information on international trade shows:

- www.tsn.com (probably the most complete listing of all shows taking place globally)
- www.eventseye.com (shows around the world)
- www.eventsinamerica.com (shows in the U.S.)

A list of major trade shows can be found in Appendix A.



Outside of Asia, countries in the EU (Germany and France, for example) and the U.S. have traditionally held major international trade shows that are renowned for attracting players from all over the globe.

It's important to do your homework to determine whether an international trade show is the right fit for your company and its product offerings.

More importantly, you must determine whether the show focuses on the actual segments of interest to your company. Does the show's audience correspond to the client base you are targeting? Answering the following questions will help you determine whether participating in a show is worthwhile:

- Who is the main audience for the show? Are visitors mostly retailers, manufacturers, wholesalers, distributors, or a combination? (Note that the actual breakdown by type of visitor may not always be available.)
- What kinds of products are exhibited?
- How many exhibitors were there in previous years? Of these exhibitors, how many were from different countries? Which countries were they from?
- Is there an exhibit (country stand) for all of Indonesia? Could you be one of the exhibitors under the Indonesian banner?

Objectives of Attending an International Trade Show

There are several reasons you should consider attending an international trade show. Your objectives, which should be in line with your overall export strategy, might include the following:

- **Gain visibility.** By attending an international trade show, you enhance your company and product visibility and establish a presence in the global marketplace.
- **Expand your export market.** One of your major objectives should be to develop your share of the world market for your product line.
- **Enrich your company.** Participating in an international show will enrich the experience of your company's representatives, as well as the company overall, allowing you to evolve and add that experience to your track record (and highlight it in future promotional materials), thereby demonstrating a strong commitment to developing your export market.
- **Enhance your networking.** By attending an international trade show, you can improve your networking skills and make new contacts in the industry.
- **Access market intelligence and innovation.** Attending a show will raise your awareness of new developments in your sector, including new technology, packaging, styling, materials, or other components in the supply chain. It will also provide you with market intelligence, allowing you to undertake a competitive review and see what you are competing with in international markets.

For these objectives to translate into increased business, you must consider attending trade shows on a medium-term basis. In other words, you must allow sufficient time for results to materialize, which probably means you will have to attend more than once. Sales rarely happen instantly.

Determine your priority countries ahead of time and develop a specific strategy for each one. If, while exhibiting at a show, you meet a buyer from a country to which you have not yet exported, your strategy will be different than if you have already exported to that country but are looking for new clients there.

It is also important to conduct market research, both before and during the show. Exhibiting offers an opportunity to study the market and the supply chain, and to look at the raw-material components of your product and determine if they are ideal.





Costs and Benefits of Attending an International Trade Show

Attending an international trade show is a costly undertaking. Before you finalize your decision to attend a show, determine whether your participation is worthwhile by calculating the costs, estimating the potential benefits, and determining whether the benefits outweigh the costs. To determine the total price of participation, cost out the different components related to the show and come up with an overall figure. These components include the following:

Booth Rental

Booths are normally priced on a per-square-metre or square-foot basis, depending on where the show is held. Standard booth size in North America is 10 feet by 10 feet (or 100 square feet); in the EU, it is three metres by three metres (or nine square metres).



Typical booth configuration. *Photo source: Shutterstock*

Show organizers normally offer a lower rate for booth rentals, and sometimes also for furnishings and registration, before a certain date (often referred to as early-bird specials). Therefore, the earlier you reserve the space, the better the price and the better your location options. You want maximum exposure: Try to avoid end-of-alley booths or ones that are not situated at an intersection. You may not actually get the space you want, but it does not hurt to ask for specific spots.

Turnkey packages, including standard booth furnishings, are often available as an alternative to renting booth space and then having to customize your booth.

Booth Design

Your booth's design should reflect your company's image. You have many options for assistance, including hiring a company that specializes in booth design. Many shows have one or more affiliated companies with whom you can work, but you can also select a company not on the official list.

If you choose to customize your booth, it can be created specifically for that show and be designed and constructed on-site, or it can be done (in whole or in part) in Indonesia and either brought to the show or shipped along with samples and promotional materials. In the latter case, the booth is usually designed as a pop-up.





Booth design, pop-up display style. *Photo source: Shutterstock*

Booth Furnishings

Furnishings are items you will need in the booth to showcase your products to potential buyers. These include carpeting, storage cabinets, lighting, display shelving or cabinets, a waste basket, and any services related to the booth, such as electricity and Wi-Fi.

If you do not choose a turnkey package, you will be able to pre-order your furnishings from an official show supplier. Once again, the earlier you pre-order, the cheaper the price. If you wait to order on-site at the show, you will be unpleasantly surprised by how much more expensive your furnishings will be (sometimes upwards of 50 per cent more, compared with pre-show prices). There is usually a fixed deadline for pre-ordering booth furnishings. It is important to become familiar with this type of information about the show, which is usually available on its website.

Items for apparel shows, such as hangers and mannequins, and standard items such as waste baskets are expensive when rented from an official show supplier. It may be cheaper to purchase or rent these items in the city where the show is held. The internet can help you identify local suppliers for such furnishings. If it is feasible to do so, and space permitting, you can bring some of these with you; if not, you can ship them ahead with your samples. Remember that if you are carrying some of your furnishings as part of your luggage, you are usually limited by the airlines in terms of volume.

Also make sure to bring along power adapters, your PC, a writing pad (to take notes about each visitor to your booth), and a stapler (to attach visitors' business cards to your notes). This will make it easier for you to remember the details of each discussion.

Promotional Materials

Decide whether to create material specifically for the show or to use material you already have on hand that describes your export offerings. Companies usually do both, depending on the information needed. The material to be given out to visitors must be in English at least, and in other languages if you are targeting specific countries or groups of countries. You may decide, for instance, to do a smaller leaflet printed in different languages, which you can give to potential customers or send as part of your follow-up plan. There is additional information on developing promotional material later in this guide.

Samples

Samples are an integral part of trade shows, so you will need to estimate the number of samples that you need to either ship ahead of the show or bring with you. This number will depend on both the show and on the nature and extent of your product line. Your samples should accurately represent the products you offer. You want your booth to have a crisp look, with enough samples to fill three or four small shelves in the booth. Don't overcrowd your booth or overwhelm potential customers with too many samples. This



may prevent them from getting a clear idea of your product offerings. At the same time, you do not want your booth to look empty.

To achieve a good balance, streamline your choice of samples. For instance, if you are in the apparel sector, there is no need to bring a jacket in every colour and size you offer, but rather a single sample of the design, along with the different colour swatches (and technical specifications) available. The same applies to footwear: no need to bring every colour and size to the show, but rather showcase models that represent your line. There is no right or wrong number of samples to bring; it will depend on your product line and booth design.

Shipping samples and furnishings can be very costly, so if a group of people from your area are all exhibiting at the same show, it may make sense financially to ship all of your samples together. Contact a freight forwarder in your city to obtain a cost estimate.

To save on shipping costs, you can bring your samples and any easily transportable booth furnishings with you when you travel to the show. Remember, though, you will be limited in terms of volume, as airlines are usually strict in this regard, and you may have to pay excess baggage fees. Contact the airline ahead of time to determine these extra costs and decide whether it makes more sense to carry samples with you or ship them separately. Also, be sure you can handle your bags and all samples easily upon your arrival.

Add any shipping or excess baggage fees to your overall show budget.

Travel Expenses

When determining travel expenses, the first decision to be made is how many people will attend the show on behalf of your company. While it is fine to have one representative attend, two is ideal, budget permitting. You can also send one person from your company and hire someone at the show location to assist your representative.

You will need to budget for:

- a **round-trip ticket** (preferably purchased well in advance to obtain the best price);
- on-site **accommodations** (either a hotel or private accommodation, such as Airbnb, which may be cheaper. Generally, the closer to the show location, the more expensive the hotel. As an alternative, seek out a hotel convenient to local public transportation and commute to the show daily, but take those transportation costs into account. Show organizers often work with specific hotels or hotel chains to offer preferential rates for show participants; this information will usually be posted on the show's website);
- **meals** (staying in an apartment-style hotel furnished with a kitchenette or private accommodation with kitchen will allow your representatives to prepare their own breakfast and dinner, which can reduce costs; lunch will be eaten on-site at the show);
- **transportation** to and from the airport, as well as to and from the show daily, if commuting from accommodations;
- **entry visas:** representatives may need a visa to enter the country where the show is taking place. If so, factor this cost into your expenses, and ensure you obtain visas well in advance of your travel. Contact the Embassy of the host country as soon as your attendance is confirmed, as visas can sometimes take a long time to get. Some trade shows will issue visa letters for registered exhibitors.

The above are basic expenses related to attending an international trade show. You may decide to spend more on promotion or participation in show events to enhance your networking activities. These extra activities can be expensive and are not considered essential. Some company representatives prefer not to





participate in show events (such as dinners or dances) and instead use those times to meet with potential buyers as a follow-up to a visit at the booth.

Benefits Versus Time

Realistically, it is sensible to expect any quantifiable benefits of attending a trade show to manifest over a two-to-three-year period, so you should apply these against the cost of attending over the same period of time. Quantifiable benefits might include:

- new or incremental sales made at the show;
- new contracts with agents for a predefined geographical area;
- number of serious contacts made;
- estimates of potential sales following the show (over the following six and 12 months).

Exercise caution when estimating expected results to make sure they reflect reality. It is best to be conservative in your estimates.

Other benefits that may be more difficult to measure and relate to your objectives for attending the show include visibility, networking, and new ideas.

Other Considerations

- If you are attending a food show, consider allowing potential customers to sample your products. You will need to bring sufficient samples for this purpose. Also, make a list of items to purchase once you arrive in the city where the show is being held, such as plates, spoons, glasses, etc. You may also need a chef and appliances to prepare the food.
- If you are in the apparel industry, you may require the services of a model to showcase your clothing line.
- If only one representative from your company is attending the show, you may need to hire someone to help them at the booth.

These extra expenses can be significant, so look carefully at your budget and determine whether the costs are within reason and reach before deciding to add these options.

More information regarding specific show requirements is provided later in this guide. Additionally, Appendix B provides technical guidance on organizing coffee cupping sessions.

Profile of an International Trade Show: SOURCING at MAGIC¹



SOURCING at MAGIC focuses on apparel, footwear, accessories, and sourcing resources. It is divided into 13 distinct sections in two separate locations: six at the Las Vegas Convention Center (LVCC) and seven at Mandalay Bay Convention Centre (MBCC). Product lines exhibited at the LVCC include women's apparel and accessories, textiles, and footwear, while the MBCC exhibitions include women's lingerie and swimwear, men's and women's wear and accessories, children's wear, home goods, and stationery.

¹ Information is current to November 8, 2018.





Separate sections like the Children's Club, Footwear SOURCING at MAGIC, and Project Womens help buyers target their sectors of focus. Other sections are designed to draw attention to smaller and independent brands, as well as luxury brands and specific types of apparel and accessories.

SOURCING at MAGIC features hundreds of suppliers, ranging from well-known brand names such as Levi's, Nike, and Tommy Hilfiger to sole proprietors showcasing smaller brands. This dynamic annual show attracts top international talent, uniting them with influential buyers and helping to keep the engines of global industry running.

Footwear SOURCING at MAGIC is the only show where brands and retailers can source their footwear production directly from factories around the world. Conveniently located alongside the international footwear section of the show (FN PLATFORM), Footwear SOURCING at MAGIC allows designers, product-development teams, and private-label marketers to connect, shop, and expand their businesses on a global scale.

The apparel sector at SOURCING at MAGIC encompasses the entire global supply chain. The show attracts designers, brands, and retailers alike to discover what they need to move their business forward.

The shows are held twice a year, in February (focusing on spring collections) and August (summer collections). They connect 1,500 exhibitors and buyers from apparel, footwear, and accessories manufacturers, fabric and trim suppliers, print design studios, service and technology providers from around the globe with over 6,500 brands, 64,000 visitors from over 80 countries, and on-site orders totaling over US\$600 million.

- Website: www.ubmfashion.com
- Number of exhibitors: *Footwear SOURCING at MAGIC*: 250+, *SOURCING at MAGIC*: 750+
- Audience: Buyers representing retailers and importers/distributors from around the world.
- List of Exhibitors: Available by looking at the show floor plans. *Footwear SOURCING at MAGIC*: https://srcfeb18.mapyourshow.com/7_0/floorplan/?hallID=L, *SOURCING at MAGIC*: https://srcfeb18.mapyourshow.com/7_0/floorplan/?hallID=SS. In both cases, the interactive floor plan provides specific details about each exhibitor. You can also view the plan by product category.
- Organizers: UBM Fashion serves the global fashion industry through comprehensive marketplaces in New York (NY Men's and NY Women's), Las Vegas (MAGIC), and Japan (MAGIC Japan). Their events cover all major fashion categories from men's, women's, and children's apparel, accessories, and footwear to manufacturing resources and service providers. UBM Fashion is also the producer of world-renowned fashion trade shows such as COTERIE, PROJECT and FN PLATFORM, bringing together brands and retailers.



Profile of an International Trade Show: Specialty Coffee Expo²



The Specialty Coffee Expo draws the world's leading coffee professionals and companies, from CEOs and corporate leaders to specialized local and regional chains, start-up manufacturers and retailers, producers from around the globe representing every growing region, and devoted, passionate individuals from every walk of life within the industry. If your company has a connection to the specialty coffee industry in any way, the Specialty Coffee Expo is the best place to maximize your investment and reach your target customer demographic. The U.S. arm of the Specialty Coffee Association holds the show every year in April in different cities in the United States.

Relevant Facts:³ 9,700 visitors only + 3,900 exhibitors/attendees = 13,600 total attendees

Attendee-Only Statistics: 6,000+ U.S. attendees and 3,000+ international attendees. 76 per cent of all attendees either authorize or recommend purchasing decisions.

Website: www.coffeexpo.org

SCAA 2018 Digital Expo Guide: <https://specialtycoffeexpoguide.epubxp.com/i/962382-2018/25?m4>

List of Exhibitors: <http://coffeexpo.org/whos-exhibiting/>

Organizers: the American arm of the Specialty Coffee Association (SCA), <https://sca.coffee>. The SCA is a not-for-profit, membership-based association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, its membership is global, encompassing all elements of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, SCA draws on years of insights and inspiration from the global specialty coffee community.

² Information is current to November 8, 2018.

³ Based on the 2018 Specialty Coffee Expo held in Seattle, Washington.



Is Your Company Ready to Attend an International Trade Show?

Attending an international trade show is not something you can plan in a week or two. It requires advance planning and preparation, not only in terms of sales and marketing, but in many other areas. It also calls for serious coordination among the different departments of your company, as well as research outside of your company, to ensure that your participation is a success.

Setting Company Objectives

While your visibility and international presence will be enhanced by participating in an international trade show, you need to have clear, measurable objectives in anticipation of your attendance. As part of your overall export strategy, your objectives should reflect the current parameters of your production capabilities.

If, for example, your company is currently producing at 80 per cent capacity, it means that you still have room to produce more, so ask yourself what your bottom line would be if you were to produce at full capacity. Will this increased production, if achieved through attending a trade show, make the investment in attending the show worthwhile? You must also determine whether it is in fact possible for you to increase your company's current capacity.

On a strategic level, make a list of the priority countries you want to sell to. You will need to do some advance research in order to present an export offer that will appeal to buyers from these countries.

Which countries should you focus on? With regard to North America, exporters frequently target the United States, but the reality is that the U.S. market is huge and comes with a high level of difficulty for exporters to meet the requirements that large companies demand. You may want to look at smaller markets to start with and use them as a stepping stone to entering larger markets. Canada could represent one such market-entry strategy.

Once you decide on your priority countries, examine the different options available to you as a supplier. Will you be targeting retailers, distributors, wholesalers, brokers, or agents? It is essential that you have a clear idea of who your target buyers will be when you exhibit your product line.

While it is necessary to have well-defined objectives for attending an international trade show, you will likely encounter surprises during the show and find opportunities with unexpected countries or buyers. Therefore, if your objectives are set conservatively, then any additional potential (assuming you can meet the capacity requirements) will be over and above your expectations.



Identify your company's objectives by asking the following questions:

- Can our production capacity be expanded?
- What are our priority countries?
- Whom should we target within these countries?

Requirements

There will be specific requirements directly related to the trade shows themselves. These can be found on the respective shows' websites, and generally concern booth construction and design, materials used, booth hazard requirements, and more. However, to become a player on the international scene, your company must meet certain other requirements in addition to those directly related to the show.

Although not an official requirement, it is desirable for your company to have **export experience** prior to attending the show—ideally, at least one year of experience exporting your products. Your company must be familiar with all the logistics and other intricacies involved in the export process; when you meet potential buyers, you should be fully prepared for any questions related to getting your products to market.

Also consider **international certifications** when thinking about participating in an international trade show. Globally recognized certifications such as GFSI⁴ in the food industry, ASTM⁵ in the textile industry, and ISO⁶ in the food, apparel, and footwear industries are quickly becoming standard practice. Similarly, investigate country- or area-specific certifications, as having them may represent more sales opportunities for your company. For instance, if you produce organic products and are contemplating exporting to the European Union, consider becoming ECOCERT⁷ certified.

Establishing Company Expectations: Sales and Buyers

Attending an international trade show should be viewed as a long-term activity. You should not expect to succeed instantly. Rather, set realistic objectives and manageable expectations of those working with you on attending the show. It is better to be pleasantly surprised than to expect results that may not materialize for some time.

Sales may not necessarily occur the first time around, but happen later as relationships are built. When forecasting anticipated sales, be realistic in your estimates. Anticipated sales should be a percentage of your annual sales, in the range of 10 to 15 per cent. You want to plan for production capacity as much as possible, so as not to be overwhelmed by new orders. Look at your new venture incrementally and develop it “slowly but surely,” as the saying goes.

When discussing sales with prospective buyers, you must be able to deliver what is promised and honour all commitments. If you are unable to do so, both your company's reputation as a reliable supplier and your country's reputation are put at risk.

Evaluating Company Capacity and Resources

Ensure you have adequate production capacity in place to deal with any new orders that may result from attending an international trade show before you commit to attending. For example: Can your production line be expanded? Is it feasible to add an eight-hour shift to expand it?

⁴ <https://www.mygfsi.com/>

⁵ <https://www.astm.org/Standards/textile-standards.html>

⁶ <https://www.iso.org/home.html>

⁷ <http://www.ecocert.com/en/european-regulation-ec>



More specifically, you should:

- Conduct a capacity-enhancement cost/benefit analysis or a P/L (profit and loss) analysis for this incremental production line or additional eight-hour work shift.
- Estimate whether you currently have sufficient staff to handle this increased capacity. If not, how many new staff are needed and what are the associated training costs?

As companies start showcasing their products at international trade shows, it becomes important to have staff dedicated to export activities. A company engaged in exporting will typically have, at minimum, an export manager and one administrative staff member dedicated to export activities. Do you have such resources in place? If not, do you plan on obtaining these resources? Your efforts to expand your sales internationally must be backed up with a strong team of individuals focused on export-related activities.

Your company's marketing team must also possess sufficient resources to handle export marketing activities, such as producing promotional materials and a website. Marketing team members ought to be sufficiently fluent in English to create good-quality materials, and company representatives should also be able to communicate comfortably in English.





Planning and Preparing for International Trade Shows

Selection of Company Representatives

First impressions are important and will make a lasting impact on any buyer visiting your booth. Therefore, it is essential that you carefully choose who will represent your company.

Representatives must be able to:

- communicate comfortably in English, which is the common language at most international trade shows;
- make decisions on the spot, not rely on someone who is not at the show to make decisions;
- have a sales-oriented personality to entice new buyers to deal with your company;
- confidently discuss your export offering, including products, manufacturing, models, sizing, packaging, labels, logistics, etc.;
- present a professional image by being well-groomed and appropriately dressed. Normally, business casual attire is acceptable (for men, jacket and button-down shirt with or without a tie, no jeans; for women, no T-shirts or jeans).

Ideally, you should have two representatives staffing your booth during a trade show. This will allow the representatives to alternate (for lunch breaks and so forth), ensuring a constant presence at the booth. **Your booth should never be unattended during show hours.** It will also allow one representative to investigate other booths and products while the other staffs your booth. Visiting other booths at the show allows you to get a feel for the marketplace, an essential part of the learning that can be gleaned from attending an international trade show.

You may also assign one of your representatives to attend short seminars often held during a show. These can provide insight into the industry sector and markets you are targeting. You may also want to take part in buyer programmes offered at some trade shows (either free or for a fee). If only one representative attends the show, you will not be able to take advantage of these activities, as you cannot under any circumstances leave your booth unattended.

If you have the resources to do so, it would also be valuable to have your production manager attend the show. They can provide useful information about timing, capacity, or product requirements. If there is a need to negotiate on the spot, they can assist. Be aware that often, negotiations will continue beyond the trade show before they are concluded and an agreement is reached.

Understanding Cultural Differences

Indonesian business culture is based on the Asian value of respect for hierarchy, with decision-making coming from the boss or, in peer-to-peer situations, arrived at through lengthy consensus-seeking discussions. Business discussions may not even happen during the first meetings. The focus at the outset is on relationship-building before any discussion of developing new business opportunities will take



place. Any pressure tactics for brokering a new business deal are usually frowned upon. Furthermore, Indonesians usually avoid expressing negative emotions or creating confrontational situations that could result in loss of face for Indonesian counterparts. The “Bapak⁸ culture” wherein men’s views or decisions are given priority over those of women is still observed in Indonesia. Thus, in the case of a family-owned business, it is important to deal with both male and female owners, even when the female owner actually runs the business. Time sensitivity is less of an issue in Indonesia as meetings often start late and finish late. Business casual attire is typical when meeting potential clients.

Indonesians will encounter several cultural differences when doing business in Western countries. Their success will depend, in part, on how well they are able to manage and adapt to these differences. For instance, business communication in Western economies can be quite direct, with no need to decipher or read into messages. It is also common for companies from western countries to be represented at trade shows by a direct or assertive woman or women who has decision-making authority, and Indonesian business owners should take care to regard them as such. Punctuality is often a priority, so meetings usually start and end on time, with participants attending in business attire (or business casual in North America). Business discussions begin immediately during the first meeting, often ending with a request for follow-up proposals for new business. Over time, the relationship will develop; however, this is not the immediate priority. Since business discussions normally do take place during the first meeting, it is critical that you arrive prepared to showcase your product and bring handouts such as price lists, brochures, and samples to leave with the client. Thoroughness is appreciated and directness is valued. If you promise something, be sure to follow up and make good on that promise.

Understanding the Exhibitors

In addition to serving as sources of information for market research and a competitive review, other exhibitors may represent potential buyers for your products. Review the official show guide as soon as it becomes available and make a short list of booths to visit. Show guides are normally organized in alphabetical order and by product sector, so you can easily draw up a list of companies and conduct web research. You can also review previous show guides to find exhibitors that may be a fit with your product offering. If you like, you can contact those exhibitors prior to the show to set up a tentative meeting at their booth.

You may also want to look for other companies involved in sectors that are not in direct competition with your own product line, but who could be potential strategic partners. While not selling the same products, these companies might target the same client base as you. Resource-sharing would then be a viable strategy to explore. By talking to representatives from other booths and walking around the exhibition, you can create a network of potential partners.

Remember that, just like you, representatives in other booths are trying to sell their products. They may not be the right people to make your sales pitch to. You can always ask for the name and contact details of the person in charge of buying activities, and contact them once you are back in Indonesia.

Creating a Checklist

One of the keys to success when attending an international trade show is to be well-organized and have an efficient plan of action for preparation, participation, and follow-up. The sample checklist below illustrates the process involved in planning your participation. Depending on the show you decide to attend, you may start working on your preparations up to 12 months before the actual show dates. Some shows, like SOURCING at MAGIC and Footwear SOURCING at MAGIC, only reveal their dates six to 12 months prior to the shows. However, if you plan on attending, there is a lot you can do to prepare before the dates are released, especially in terms of creating the products you intend to showcase.

⁸ Literally means either father or Sir or Mister.





All activities related to securing your booth should be done as far in advance as possible. Many exhibitors secure their booth (and location) for the following year during the current year's show. The longer you wait, the more you risk not obtaining a location to your liking. Similarly, if you do not own your booth furnishings (such as shelving, display cabinets, etc.), you should rent them and other services (electricity, carpet, Wi-Fi) well in advance of the show to avoid the higher prices charged on-site.

You should also develop a promotional plan and budget that will determine what activities and materials you need to prepare in order to enhance public awareness before and during the show. Depending on your budget and available resources, these may take some time to develop. You can also look at promotional options associated directly with the show (such as advertising in the official show guide), although these tend to be costly.

Logistics include getting you and your samples to the show. This should be arranged as soon as you confirm your attendance. Booking your plane ticket and accommodations early will ensure lower price options and greater availability. As mentioned above, you may decide to travel with your samples as opposed to sending them separately. This decision is normally based on how many samples you are taking and whether it makes physical sense for you to carry them as part of your luggage. Information on shipping is provided later in this guide.

Pre-Show Preparation Checklist*

The Booth (six to 12 months ahead)**

- ✓ secure booth space (make down payment)
- ✓ secure booth location and determine booth requirements (staffing, furnishings, etc.)
- ✓ obtain exhibitor kit
- ✓ select type of booth and design; secure booth furnishings and other requirements (electricity, Wi-Fi, etc.)

Promotion Planning (four to six months ahead)

- ✓ develop a marketing budget
- ✓ determine types of promotion for show guide and for exhibit
- ✓ plan and develop marketing tool kit (and decide what it will entail)
- ✓ decide on shortlist of products to exhibit and work on pricing

Logistics (two to four months ahead)

- ✓ book accommodations and airfare
- ✓ apply for entry visa (if applicable)
- ✓ determine the samples you will bring (and plan sampling for food shows)
- ✓ make arrangements for freight forwarding to ship samples (if sending separately)

Research and Promotion (one to two months ahead)

- ✓ organize promotion to be done with existing client base
- ✓ undertake research to better understand your priority countries
- ✓ make short list of buyers (current and potential) and set up appointments with these buyers (either at your booth or theirs)
- ✓ make a list of exhibitors to visit during the show
- ✓ make appointments with potential buyers to have them visit you at the show
- ✓ finalize promotion with show organizers (if applicable)

* Excludes product development and production considerations.

** For the SOURCING at MAGIC Shows, this timeline is shorter, as show dates are usually only confirmed six months prior.



Market Research

Market research plays a central role in developing your overall strategy to maximize your trade show attendance. Two types of research should be carried out: broad research on the market in the priority countries you are targeting, and detailed research to identify target companies.

Excellent tools exist to help you to get an overview of the global market. The following are examples of tools that will allow you to put your specific parameters into context. This list is by no means exhaustive and has been compiled to provide a strong starting point for your research.

Trade statistics and trade-related information:

- United Nations Comtrade database: www.comtrade.un.org
- International Trade Centre: www.intracen.org
- World Atlas: www.worldatlas.com
- Centre for the Promotion of Imports from Developing Countries: www.cbi.eu
- International Organization for Standardization: www.iso.org
- Global Food Safety Initiative: www.mygfsi.com

Coffee-related information:

- International Coffee Organization: www.ico.org
- European Coffee Federation: www.ecf-coffee.org
- Global Coffee Platform: www.globalcoffeeplatform.org
- Specialty Coffee Association (U.S., EU): www.sca-coffee.com

Fair trade information:

- Fair Trade International: www.fairtrade.net
- Fair Factories Clearinghouse: www.fairfactories.org

Footwear-related information:

- World Footwear: www.worldfootwear.com
- American Apparel and Footwear Association: www.wewear.org

Apparel-related information:

- American Apparel and Footwear Association: www.wewear.org
- Fibre2Fashion: www.fibre2fashion.com

Environment, sustainability, corporate social responsibility, and compliance information:

- International Institute for Sustainable Development: www.iisd.org
- Ecovadis: www.ecovadis.com
- International Finance Corporation: www.ifc.org
- Business Social Compliance Initiative: www.bsci-intl.org

To research the markets in your priority target countries, you will need to obtain country-specific information from government websites. Tools will vary from country to country, but you should be able to access information related to:

- import statistics
- import requirements
- tariff information
- government department websites
- trade and industry associations



Table 1 provides an example of the different country-specific tools available for the Canadian market.

TABLE 1

TOOLS FOR RESEARCH ON THE CANADIAN MARKET

Category	Description	Tools
Trade statistics	<p>You can find import statistics by country using the International Trade Centre's (ITC) Market Information & Tools website.</p> <p>Trade Data Online provides the ability to generate customized reports on Canada and U.S. trade in goods with over 200 countries.</p> <p>Statistics Canada also has import statistics available, but the site is harder to manipulate than Trade Data Online.</p>	<p>ITC Market Information & Tools: https://www.trademap.org/Index.aspx</p> <p>Trade Data Online: www.ic.gc.ca/tdo</p> <p>Statistics Canada: www.statcan.gc.ca</p>
Import requirement products	<p>The Canadian Food Inspection Agency has a searchable database that provides entry requirements for food products.</p> <p>The agency also provides information on Canadian packaging and labelling regulations for food products.</p>	<p>Automated Import Reference System (AIRS): http://airs-sari.inspection.gc.ca/AIRS_External/english/decisions-eng.aspx</p> <p>Canadian Food Inspection Agency: www.inspection.gc.ca</p>
General importing into Canada and tariff treatment	<p>Canada Border Services Agency provides information on general importing (including a guide intended for Canadian importers but of value to Indonesian officials and SMEs) as well as tariff information and rates.</p>	<p>Canada Border Services Agency: www.cbsa-asfc.gc.ca</p>
TFO Canada	<p>Trade Facilitation Office (TFO) Canada provides valuable market intelligence tools to help officials and SMEs better understand the Canadian market for their products and services. Studies include the <i>Access Canada Guide on Exporting to Canada</i> and market-specific studies for a number of sectors, including apparel and textiles, beverages, dried foods, nuts and spices, home décor, housewares and handicrafts, manufactured foods, organic, ethnic, and fair-trade foods, furniture, and footwear. TFO Canada also provides a wealth of trade information related to the Canadian market.</p>	<p>TFO Canada: www.tfocanada.ca</p>
The Competition Bureau of Canada	<p>The Competition Bureau of Canada is an independent law-enforcement agency providing guidelines, including those on the labelling of non-food products.</p>	<p>Competition Bureau of Canada: www.competitionbureau.gc.ca</p>
Global Affairs Canada	<p>This government department provides useful information on bilateral and multilateral trade agreements in which Canada participates, as well as current trade restrictions related to countries and products.</p>	<p>Global Affairs Canada: www.international.gc.ca</p>





Industry or trade associations and publications

These websites contain industry information that is useful for officials to better understand the specific industry sector of interest.

Some examples of trade association websites:

Canadian Organic Trade Association:
www.ota.com/canada-ota

Canadian Apparel Federation:
www.apparel.ca

Canadian Coffee Association:
www.coffeeassoc.com

Source: Compiled by author.

Trade Show Registration

If you intend on visiting a show only, without exhibiting, registration is a simple procedure and can be done online. Registration for exhibitors is a lengthier procedure and includes many steps, including signing a contract to assure show officials of your commitment to exhibit and providing a partial down payment for your booth rental. An example of a contract (used for the SOURCING at MAGIC shows) can be found in Appendix C.

Below are examples of registration information for our case-study shows, the SOURCING shows in Las Vegas and the Specialty Coffee Expo.

SOURCING at MAGIC (Footwear and Apparel)

- First, determine the size of booth you intend to secure. As mentioned earlier, the standard size is 10 feet by 10 feet (or nine square metres). You can also rent other booth sizes, as described in the following section.
- To register as an exhibitor, you must complete the show agreement/contract.
- Registration and down payment: Normally, 50 per cent of the booth cost should be provided along with the signed contract.
- Payment instructions are on the first page of the show agreement. To avoid paying bank transfer charges twice, some exhibitors choose to send the full payment when returning the signed contract.

Specialty Coffee Expo

Exhibition registration for the Specialty Coffee Expo can be found online at the show's exhibitor portal:
<https://www.coffeeexpo.info/sca2019/public/mainhall.aspx?ID=2709&sortMenu=101000>

In this portal, you will find information related to:

- 2019 prices for different booth options
- an interactive floor plan providing current booth availability
- exhibition dates and schedule
- show contact details

Registration packages are also available for this show. You can obtain this information by visiting
<http://coffeeexpo.org/registration-information/>

Trade Show Booths

At most trade shows, several booth options will be available to you, depending on how much money you want to spend. Below are examples of the booth options at SOURCING at MAGIC and the Specialty Coffee Expo.



SOURCING at MAGIC (Footwear and Apparel)

Renting space only: a 10-by-10-foot (nine square metres) space.⁹ This includes electricity (500 watts). You must build your own customized booth and either rent or bring booth furnishings.

Studio booth package: a 10-by-10-foot (nine square metres) booth,¹⁰ including one table with three chairs, a booth sign, carpet, two lights, and one waste basket. You can choose one of the following: six shelves, six hanging bars, or three of each.

Booth configuration options:

- 10 feet by 10 feet (nine square metres)
- two booths (configuration of 10 feet by 20 feet/three by six metres)
- four booths (configuration of 20 feet by 20 feet/six by six metres)
- six booths (configuration of 20 feet by 30 feet/six by nine metres)

You can also obtain bigger booth sizes, such as 20 feet by 40 feet or 30 feet by 30 feet.

Booth assignment is determined once all registrations are received (usually two months before show dates). Countries are usually grouped together.

Specialty Coffee Expo

You can rent a tabletop,¹¹ a standard 10-by-10-foot (nine square metres) booth,¹² a corner booth,¹³ or a larger island-type booth. Members of the Specialty Coffee Association receive special booth prices.¹⁴

Standard booths can be purchased in multiples that are connected to make longer booths; for example, three standard booths making a 10-by-30-foot space. A corner booth is any 10-by-10-foot space that is open to two sides at the end of an aisle and can be purchased alone or in addition to adjoining regular spaces.

Assignment of space is initially by seniority, with remaining spaces allotted on a first-come, first-served basis. The organizers' assignment of space is final and constitutes an acceptance of your commitment to occupy the space as per the contract.¹⁵

Regular and corner booths include carpet and eight-foot back and three-foot side drapes. Island booths include carpet only. Tabletop spaces consist of one skirted table (six feet by two and a half feet/1.8 metres by 76 centimetres) supplied with two chairs.

Administration and Logistics

A number of administrative and logistical tasks need to be handled prior to participation in an international trade show. Principally, shipping your samples and booth must be planned well ahead of time. There are several shipping methods available:¹⁶

- **Ocean freight:** most appropriate for shipments with a weight over 500 kilograms. Transit time from overseas warehouse to the show should be calculated to be at least one month.
- **Air freight:** more expensive than ocean freight, but faster. Transit times from your warehouse to the show are approximately 10 to 12 days. Air freight is the best method to use for shipments over 75 kilograms.

⁹ August 2018 show costs for renting this space were US\$4895.00. 2019 show costs may differ.

¹⁰ August 2018 show costs for this package were US\$6400.00. 2019 show costs may differ.

¹¹ 2019 rates are US\$2,200.

¹² 2019 rates are US\$2,925.

¹³ 2019 rates are US\$3,550.

¹⁴ Member rates are available on the Specialty Coffee Expo website: www.coffeexpo.org

¹⁵ www.coffeexpo.org

¹⁶ <https://home.kuehne-nagel.com/>



- **Courier service:** Couriers such as UPS or FedEx are best to use for low-value shipments and for shipments weighing less than 75 kilograms.

Customs clearance is generally required for all three types of shipping. Guidelines for customs requirements are found in the Exhibitor Services Manual. Courier companies will also usually provide customs clearance services for the packages they ship. It is important to ensure you have prepared all documents correctly before the freight is picked up and, once in transit, track your shipment daily. When using a courier company, you can seek their guidance about document requirements. Examples of a commercial invoice and a materials invoice are provided in Appendices D and E, respectively.

If you plan to hand-carry goods as baggage, be aware that exhibitors arriving at an airport in the United States with commercial goods as baggage are subject to U.S. customs regulations. A pro forma invoice should be prepared and carried in the event that U.S. customs requests information about and value of the goods. This method is most appropriate for low-value shipments normally carried in baggage.

Independent of the method you use for sending goods and furnishings, you will need a commercial invoice as well as a packing list.

Other administrative and logistical tasks may include completing your registration and payment, ordering booth furnishings, and obtaining your show badges. Below are examples of administrative and logistical tasks to be completed when attending SOURCING at MAGIC or the Specialty Coffee Expo.

SOURCING at MAGIC (Footwear and Apparel)

Contract and payment: Registration opens six months prior to the shows (in March for August shows and in September for February shows). The deadline for returning a contract is two months prior to a show. A 50 per cent down payment must be provided along with the contract. If exhibit space is rented within two months of the show, the full amount is due in order to secure your participation.

Booth fees reflect a 3 per cent discount from standard prices and apply only to payments made by cheque or wire transfer. Wire transfers are subject to a US\$50 transfer fee. Online payments by credit card are also accepted. There is an early-bird discount for payments made in full three months before the show, representing approximately US\$100 for a standard booth. Details for the 2018 discount structure can be found in Appendix C, as well as full payment and bank details.

Booth assignments and badges will usually not be provided until payment has been received in full.

To do:

- Register to list your company in the show directory. This can be done online and must be done one month before the shows.
- Make remaining payment to exhibit.
- If you need booth furnishings (or if you ordered a booth package but require additional furnishings), you can order them from the show supplier.
- Register online to obtain your show badges.





- Make arrangements to send your samples (and booth displays if applicable) as per the shipping instructions above. Both MAGIC shows' official freight forwarder/customs broker is Kuehne + Nagel,¹⁷ but exhibitors are free to use the company of their choice. The show's official designers and furnishings providers are GES.¹⁸ There are certain services that you must obtain from GES, such as electrical. Similarly, if you purchase a turnkey booth package, you will be dealing with GES exclusively. Otherwise, you are free to deal with the supplier of your choice.

Specialty Coffee Expo

Contract and payment: 25 per cent of the payment is due prior to October 31 for the show in April of the following year, with the remainder due on October 31. There are usually early-bird specials to entice exhibitors to register early.

The show organizers use an official booth designer and furnishings company called Freeman.¹⁹ However, exhibitors are free to choose whatever company they want. Exhibitors can, for instance, go to stores such as IKEA and get furnishings for cheaper, and then give them away at the end of the show.

The same applies to freight forwarders and customs brokers. The Specialty Coffee Expo uses Agility Logistics,²⁰ but exhibitors can choose the company they prefer.

Each 10-by-10-foot booth receives four exhibitor staff badges and 10 free two-day show invitations that can be used to invite customers to visit them at their booth. Each tabletop receives two exhibitor staff badges and five free two-day show invitations.

A sample checklist is provided in Appendix F. This checklist was developed by the show organizers for the 2018 Specialty Coffee Expo and should only be used as a to-do guide in preparation for the show, as actual dates will change from year to year and show to show.

Marketing Tool Kit

Preparing your marketing material is an essential part of planning to participate in an international trade show. It is the vehicle through which you will convey your product offerings to potential clients. Your tool kit does not have to be large, but it should be clear, to the point, and provide all information that potential buyers need to have about your product line.

Brochure

Your kit should include a small brochure or leaflet introducing your company and products. This should be attractive, clean, and simple in design, and should use clear, brief text in point form, supported by graphics and good-quality photos, to make it easy for the reader to absorb the information quickly. Provide a brief description of your company and products, preferably using a storyline: for example, that you support women's employment in the community. Telling the story behind a product always supports sales. Photos should show your product labels and logos.

Information your brochure should contain:

- company name
- address
- website, social media, SMS number, e-mail address
- company profile and general information

¹⁷ <https://home.kuehne-nagel.com/>

¹⁸ www.ges.com

¹⁹ www.freeman.com

²⁰ www.agility.com



- product information (list, variety, technical specifications, brands, etc.)
- export markets
- certifications
- any other pertinent information

Make sure that all names (including your company name) and contact addresses in the brochure are easy to use, short, and simple. Addresses such as john@abc.com are easier to remember than johnnavarrasan@indonesiasbestfruitsfactory.com. Also, ensure you create a PDF version of your brochure so it can easily be e-mailed to potential buyers.

Appendices G and H provide good examples of Indonesian group brochures for SOURCING at MAGIC. Appendix I provides an example of an Indonesian brochure for the Specialty Coffee Expo. These brochures are to the point and provide the necessary information without being cluttered.

Technical Information Sheets

You will also need technical information sheets for each product group you are presenting. These should provide the potential buyer with detailed information concerning the products. Also create PDF versions of these sheets.

Price List

Prepare a price list that is specific to the show where you are exhibiting. If it is the SOURCING at MAGIC show in 2019, for example, then title your price list "SOURCING at MAGIC 2019." While buyers often deal in U.S. currency on a Free on Board (F.O.B.) basis, some may want prices in Indonesian currency and in other bases, such as Ex Works.²¹ Be prepared to have these prices available. It is important for you to capitalize on the buyer's visit to your booth and supply the information quickly and efficiently.

Website

Your website should also be up-to-date and easy to navigate. On your home page, promote your participation at the trade show and invite potential buyers to visit you there, identifying the show and the booth number where you will be exhibiting your products. Your social media pages should also reflect your presence at the show.

Certifications

Bring along proof of process or product certifications, such as ISO or Fair Trade, to show prospective buyers.

Giveaways

A good way to promote your products and leave your company name top of mind once the show is over is to give away small branded promotional items. Pens, notepads, and USB drives with your company name are examples of items that can be given away to attendees.

Business Cards

Be sure to have sufficient business cards on hand. Plan to give out approximately 100 cards per day. It is better to have too many than to run out. Your business card should contain your address, e-mail, website, social media addresses, and title. Make sure the text is easy to read, and avoid having too many colours on the card, which makes reading difficult. Also ensure the font is large enough that the characters are clear.

²¹ [Ex Works](#) (EXW) and [Free on Board](#) (FOB) are international trade terms that outline the obligations of buyers and sellers. With an EXW trade agreement, the buyer is responsible for the whole shipment from door to door. An FOB arrangement splits responsibility and cost between the buyer and the seller.



Overview Video

Although not part of the kit per se, a short video overview of your company could also be shown at your booth (on your PC or a screen). This provides the buyer with a good visual representation of your production facilities.

You have two options for handing out your marketing kit: You can either provide it during the show, handing it to the buyer at the end of your discussion, or send a PDF version electronically immediately following the buyer's visit to your booth. The latter option is better, as it is a good way to follow up on the visit and show you are interested in doing business with the buyer. It also avoids making the buyer carry your material in addition to all the other materials they have collected from other booths.

Over and above your personalized marketing kit, by exhibiting at an international trade show, you have access to the show portal for maximum exposure as one of the exhibitors. Take full advantage of this opportunity by going through the show's website to get a complete listing of the tools available to you.

You should also promote your participation well before the show takes place. A short blurb in the signature block of your outgoing e-mails is a good way to make all your customers aware that you will exhibit at the show. Also, if you have exhibited in the past, contact all potential customers you met at the previous shows to let them know that you will be there again this year, and invite them to visit your booth.



Conduct at an International Trade Show

Greeting and Communicating with Visitors

First impressions say it all, including when exhibiting at a trade show. While at your booth waiting for potential clients, never sit down or speak on your cell phone. Instead, stand and move around your booth, making buyers feel welcome to enter the space.

Your initial greeting to a potential client is often what they will remember throughout the course of your business relationship. The way you introduce yourself, your company, and your products needs to be well-rehearsed and polished. This is particularly important if English is not your mother tongue. It is crucial that your introductory message be inviting and pave the way for an open-ended discussion.

Begin a conversation by welcoming potential clients. If you are providing samples, this is also an easy way to open a dialogue. A firm handshake is always a nice way to introduce yourself, whether the potential client is male or female. As mentioned earlier in this guide, appropriate clothing is essential to making a good first impression.

"Never forget that you only have one opportunity to make a first impression—with investors, with customers, with PR, and with marketing."²²

—Natalie Massenet, *fashion entrepreneur*

The way you approach potential clients should be natural and welcoming. Do not display aggressive or competitive behaviour, and make the potential client feel comfortable walking around your booth. You should not follow the client around; however, do ask them a question or two. Those questions should not require a "yes" or "no" answer but rather be open-ended to stimulate conversation. Examples of engaging questions:

- How long have you been in the business?
- What is your line of work?
- Where is your company located?
- What do you know about Indonesian [product X]?
- What do you know about Indonesia as a supplier of quality products (as opposed to other countries who produce quantity as opposed to quality)?

Once you have established an initial rapport, invite them to look at your products and, if you determine there is interest, ask the client to sit down so you may offer them a more complete description of your company and export offerings.

²² WeAreThe City, "3 Unusual Tips for Making a Good First Impression," accessed October 19, 2018, <https://wearethecity.com/3-unusual-tips-making-good-first-impression/>.



TPSA sponsored SME discussion with potential buyers at 2018 Footwear SOURCING at MAGIC trade show.

The client will want to see as much of the trade show as possible in a relatively short period of time. Therefore, your pitch should be short and to the point. If you believe that follow-up may be required, you can take short notes, either on a PC or handwritten in a notebook, to which you should staple the potential client's business card once they have left.

Maintaining Your Booth Environment

First impressions relate not only to people, but also to their environment. Your booth's appearance conveys information to a potential client. As a rule, your booth should be maintained as follows:

- tidy and uncluttered
- vacuumed every day (take advantage of the show's vacuuming services if available)
- boxes of samples stowed away (in cabinets or in the storage space assigned by show organizers)
- waste basket hidden from sight
- brochures neatly stacked
- clean table and booth furnishings (buy cleaning supplies at a local grocery store if needed)

The overall image should be of a well-organized booth with an attractive layout. A cluttered booth does not make a good impression, whereas a tidy, well-organized booth, is more appealing for clients to visit.



A tidy, well-organized booth at the 2018 Apparel Textile Sourcing Canada trade show.

Options are limited with a standard booth; however, the use of nice panels and photos can often produce an environment that effectively represents your company's image. Good-quality pictures can tell the story of your company's successful endeavours.

Observing and Visiting Other Booths at the Show

Observing and visiting other booths is a good way for you to obtain market intelligence. As mentioned earlier in this guide, there are three main reasons to walk around the show:

- to conduct a competitive analysis to determine what other players in the industry are doing in terms of new products, packaging, colours, and materials;
- to meet with other exhibitors and potential clients who may be interested in your product lines;
- to meet potential partners who might want to work together to penetrate a particular market.

The show guide, often provided electronically, can be a valuable tool to help you make a shortlist of companies and people to visit. You can also send an e-mail to those people and companies (with the exception of your competitors) to introduce yourself and mention that you will stop by their booth at some point during the show. As noted earlier, bear in mind that, more often than not, the representatives staffing a booth will usually be salespeople, so you will need to seek out contact details for the buyer. When you get in touch with them, mention that you were referred by the person you met at the trade show.

It's important that your booth be staffed by at least two individuals. One person must always stay at the booth to meet potential clients, so the other may attend industry-related workshops or visit other booths to obtain leads or gain market intelligence.

A word of caution when you approach competitors: While some may welcome you, others may not be as friendly, so you may have to look at their products from afar.



Follow-up Actions After an International Trade Show

Often, the real work begins as soon as the show ends! Your follow-up action plan is an essential part of the work to be done after your booth is dismantled. One of the mistakes exhibitors make is not following up with the contacts they have made at a show, but it is the only way to develop your business. Create a well-organized action plan that highlights the specific activities you will undertake with each potential client you met during the show. Do so with a sense of urgency: You are competing with many suppliers from many other countries, so stay ahead of the competition by conducting your follow-up as quickly and efficiently as possible.

Determining Success at an International Trade Show

Remember, success from an international trade show may not happen overnight. Realistically, you may need to exhibit several times before your sales take off. Be diligent with your follow-up action plan. Your ultimate goal is to appoint a representative (importer, wholesaler, agent, or retailer, according to your specific needs and targets) to carry your products nationwide in the countries you hope to penetrate.

Carefully review any agreement before signing anything that binds your company for a long period of time. You should also require a test period before engaging in such an agreement. If, for instance, a potential client asks for exclusivity, examine the situation carefully and ensure the volumes and other variables are in line with what you want and what your pre-show research has indicated.

You can use other parameters to measure the success of your show participation. One of the best measures of success is feedback from potential clients about your product line. Use the opportunities presented to you during the show to seek out as many comments about your offerings as you can, and see how you might incorporate them into your products. These can relate to different aspects of your offerings, such as:

- Packaging: Is it adequate? Does it suit the client? What changes would they recommend?
- Colour schemes: Are there colours that would be more suited to your market? Which colours sell more? Which do not sell?
- Product composition: Are the components of my products suitable for your market?
- Price: Potential buyers often think prices are too high, so be sure to seek out proper feedback regarding how competitive your prices are with other supplying countries.

You may want to create a feedback spreadsheet that incorporates all the comments you receive, both positive and negative, and share it with your entire team once you return home.

Developing a Tracking Table for Potential Clients

Creating a database is one of the best ways to keep a record of all contacts made at a show. If resources allow, you may also want to use a Customer Relationship Management (CRM) software tool such as Salesforce. Such tools allow you to track and manage each of your customers as soon as you establish a link with them. You can also use an Excel spreadsheet to perform this task, allowing you to keep all the



information together and monitor what steps are needed for each client. Excel has many easy-to-use sales lead tracker forms available.

The information to be entered in a client tracking table should include the following:

- company name
- contact person and details
- estimated sales potential and time frame
- specific actions to be taken to reach estimated sales level
- probability of sales materializing (per cent)
- action plan by month

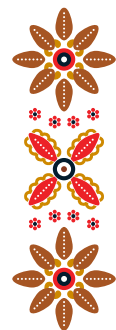
Communicating With Contacts Made at the Show

It's important to contact each potential client as quickly as possible once the show has ended, but the information you communicate to them must also be personalized and reflect exactly what they asked for in terms of specifics regarding potential business. For example, interested buyers will often ask about prices for specific products. When a client shows this level of interest, you should provide the information as soon as possible. By doing so, you are starting to build a business relationship. Sending the information in a timely fashion will capitalize on the momentum created by the show. If you wait too long to respond, the potential client may have already received other offers.

Put together a package focusing specifically on the products the potential client showed interest in, and personalize your message as much as possible. That's why it is so important to take good notes, either when the client is with you at the show or just after their departure. This is one of the key elements of follow-up after the trade show, and it should be executed with diligence to ensure success with potential clients.

Conclusion

The information found in this guide should give potential exhibitors at international trade shows a great variety of tools to enable them to be well prepared to showcase their products or export offer. Focusing on pre-show preparation, show attendance, and post-show plan and evaluation, these tools and action plan should enable participants to be ready to conquer international visitors while making the best in maximizing their efforts to find new buyers in new markets.



Appendix A



Select Trade Shows for Footwear, Apparel and Textiles, and Specialty Foods (Including Coffee)

For your reference, below is a list of select trade shows for footwear, apparel and textiles, and specialty foods (including coffee) and their associated websites.

Footwear

- MICAM, Italy: www.themicam.com
- MOMAD, Spain: http://www.ifema.es/momad_06/
- International Footwear Conference (IFC): http://lfmeab.org/images/report/CIFA_Briefings_IFC_2017_LFMEAB.pdf

Apparel and Textile

- Indonesia International Textile & Garment Machinery & Accessories Exhibition: <http://indointertex.com/indo-intertex/>
- Intertex Milano, Italy: www.intertex-milano.it

Specialty Foods Including Coffee

- World Specialty Coffee Conference & Exhibition Expo, Japan: www.scajconference.jp/eng
- Café Show Seoul, South Korea: www.cafeshow.com/eng
- International Coffee & Tea Festival, United Arab Emirates: www.coffeeteafest.com
- The Canadian Coffee and Tea Show: www.coffeeteashow.ca
- COTECA (Coffee, Tea, and Cocoa Global Industry Expo), Germany: www.coteca-hamburg.com
- World Tea & Coffee Expo, India: www.worldteacoffeeexpo.com

Appendix B



Tips for Organizing Coffee Cupping Sessions

In addition to having samples of green coffee available, organizing scheduled or improvised cupping sessions during a trade show is a valuable way to attract customer interest and highlight the unique qualities of your coffee.



Cupping session at the 2018 Specialty Coffee Expo in Seattle.

The following points provide technical guidance on how to prepare and organize a successful cupping session at a coffee show:

- Book potential and actual buyers in advance, either contacts made at previous trade shows or persons selected from your network of potential customers.
- Organize scheduled cupping sessions for a minimum of five attendees.
- Schedule no more than two or three sessions per day.
- Post a sign at your booth advertising when cupping sessions are scheduled for each show day.
- Roast the green beans to a cupping roast grade as close as possible to the trade show dates.
- Do a test cupping of the roasted coffee before packing. You want to make sure it is representative of your current available supply.
- Pack whole beans (not ground) in a valve bag (used to keep contents secure) and place it inside a second valve bag. Pressure in airplanes can push the air out of packaging; this will ensure the safety of the contents in case the first valve breaks.



- As a last resort, you can roast in the country of destination, but be aware that access to a sample roaster can be challenging. A friendly importer or roaster might give you a hand.
- You should fully understand the roasted profile of your coffee. SCA standards should be applied. (You can find them at <https://sca.coffee/research/coffee-standards/>.)
- Green beans must also be safely packed and sealed. Use a sealer to close the bag; do not use staples. Place the label on the outside of the bag.
- The necessary cupping equipment consists of a grinder, boiler, scale, cups, spoons, tissue paper, water bottles, and electrical adapters.
- A grinder may be borrowed for use on show premises (especially if a manufacturer is exhibiting at the trade show). Good grinding equipment manufacturers include Mahlkonig and Ditting.
- If you are hiring staff for these sessions, ensure they are qualified to do cupping.
- Always ask for feedback from visitors and potential buyers after a cupping session, and take good notes of the feedback you receive for future use.



Appendix C

Sample Contract

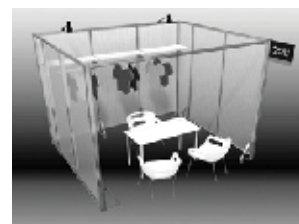


SOURCING at MAGIC		CONTRACT RETURN DEADLINE FOR FIRST-ROUND BOOTH ASSIGNMENT: JUNE 13, 2018																				
		AUGUST 12 - 15, 2018 LAS VEGAS CONVENTION CENTER																				
AREA REQUESTED: <input type="checkbox"/> ACCESSORIES <input type="checkbox"/> FABRIC/TRIM/PRINT DESIGN <input type="checkbox"/> IMPORTER (US Office Required) <input type="checkbox"/> MANUFACTURER <input type="checkbox"/> SERVICES		SHOW MANAGEMENT USE ONLY: SALES REP: _____																				
EXHIBITING COMPANY INFORMATION																						
EXHIBITING COMPANY NAME _____		BRAND NAME _____																				
STREET _____																						
CITY _____		STATE _____	ZIP _____ COUNTRY _____																			
WEBSITE _____		SOCIAL MEDIA _____																				
SHOW CONTACT _____		TITLE _____																				
EMAIL _____		PHONE _____	FAX _____																			
ON-SITE EMERGENCY CONTACT _____		CELL _____																				
BILLING INFORMATION (IF DIFFERENT THAN EXHIBITING COMPANY INFORMATION)																						
BILLING COMPANY NAME _____		WEBSITE _____																				
IF BILLED UNDER SHOWROOM NAME (LIST HERE) _____																						
STREET _____																						
CITY _____		STATE _____	ZIP _____ COUNTRY _____																			
BILLING CONTACT _____		TITLE _____																				
EMAIL _____		PHONE _____	FAX _____																			
<table border="1"><thead><tr><th>OPTIONS</th><th>RATE</th><th>QTY</th><th>TOTAL</th><th>NOTES / REQUESTS</th></tr></thead><tbody><tr><td>STUDIO BOOTH PACKAGE (10'X10')</td><td>\$ 6,400</td><td></td><td></td><td rowspan="2">The following details can only be taken into account where feasible and cannot be regarded as a condition of participation.</td></tr><tr><td>RAW SPACE (10'X10')</td><td>\$ 4,895</td><td></td><td></td></tr><tr><td colspan="4">TOTAL ORDER DUE NOW</td><td>EARLY PAY DISCOUNT: Pay in full by May 14, 2018 to enjoy a discount of \$1 per square foot.</td></tr></tbody></table>				OPTIONS	RATE	QTY	TOTAL	NOTES / REQUESTS	STUDIO BOOTH PACKAGE (10'X10')	\$ 6,400			The following details can only be taken into account where feasible and cannot be regarded as a condition of participation.	RAW SPACE (10'X10')	\$ 4,895			TOTAL ORDER DUE NOW				EARLY PAY DISCOUNT: Pay in full by May 14, 2018 to enjoy a discount of \$1 per square foot.
OPTIONS	RATE	QTY	TOTAL	NOTES / REQUESTS																		
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RAW SPACE (10'X10')	\$ 4,895																					
TOTAL ORDER DUE NOW				EARLY PAY DISCOUNT: Pay in full by May 14, 2018 to enjoy a discount of \$1 per square foot.																		
PAYMENT SCHEDULE: A payment must be returned along with this signed Application & License Agreement. If exhibit space is licensed after any of the listed dates, the full amount corresponding to the most recently passed date is due at this time to secure participation. Failure to meet payment requirements will result in enforcement of Breach clause of agreement.																						
PLEASE NOTE: The fees above reflect a 3% discount from standard prices and apply only to payments made by check or wire transfer. Wire transfers are subject to a \$50 transfer fee.																						
PAYMENT INFORMATION																						
With all payments, please include your company name, show name, and invoice number.		ONLINE/CREDIT CARD PAYMENTS: at epay.advantstar.com Make checks payable to: Advantstar/SOURCING Attn.: Accounts Receivable 1983 Marcus Avenue, Suite 250 Lake Success, NY 11042 Tel. (212) 600-3255																				
Booth assignments will not be released nor exhibitor badges distributed until 100% of the booth fee has been paid.		WIRE TRANSFER INSTRUCTIONS: Bank: Wells Fargo Bank Address: 420 Montgomery Street San Francisco, CA 94104 121000248 ABA Number: 4121100705 Account Number: WFBUS6S (International Only) SWIFT BIC Number: Advantstar/SOURCING Beneficiary:																				
AGREEMENT																						
We understand that our Company will not participate in other concurrently held trade shows in the United States; if it is determined by UBM, LLC, in its sole discretion, that an Exhibitor is participating in such a show, including by the use of a separate trade name, UBM, LLC reserves the right to prevent an Exhibitor from setting up their Booth, to close a Booth during the Event and to cancel this Participation/Exhibit Space Contract without any liability to the Indemnitees as defined in this Participation/Exhibit Space Contract, and retain the full Participation Fee and Exhibit Space Fee as liquidated damages. Breach of this provision may result in your exclusion from future UBM, LLC Events.																						
Please sign and date this Agreement and send to UBM to secure your space. Required non-refundable 50% deposit MUST accompany Agreement.																						
EXHIBITING COMPANY SIGNATURE (Authorized by Exhibiting Company)		DATE																				
By signing this Agreement the Exhibiting Company agrees to the Show Agreement Terms and Conditions found in this Agreement. Any change in the Exhibiting Company's mailing address, show directory information, brand names or product listings must be requested in writing. By signing above the Exhibiting Company hereby affirmatively consents and agrees to receive (i) facsimile advertisements sent by or on behalf of UBM, LLC to the facsimile number above; (ii) telephone solicitations initiated by or on behalf of UBM, LLC and directed to the telephone number provided above; and (iii) commercial electronic mail messages sent by or on behalf of UBM, LLC, its affiliates, lines of business and divisions.																						
PLEASE EMAIL ENTIRE SIGNED AGREEMENT TO YOUR REP, OR FAX TO: (310) 943-2720		SRC 020918 PAGE 1																				



STUDIO BOOTH PACKAGE

- EXHIBIT SPACE
- STANDARD CARPET
- 1 TABLE
- 3 CHAIRS
- 6 FIXTURES (COMBINATION OF HANG BARS/ SHELVES)
- 1 WASTE BASKET
- 1 BOOTH SIGN
- 2 ARM LIGHTS
- 500 WATTS ELECTRICAL
- 300 LBS COMPLIMENTARY PRODUCT DRAYAGE
- COMPLETE SETUP & DISMANTLE LABOR



* Image is an approximation only. Details may vary.

RAW SPACE

- FLOOR SPACE ONLY
- 500 WATTS ELECTRICAL

NOTE: HARDWALLS AND DISPLAY FIXTURES ARE NOT INCLUDED BUT ARE REQUIRED FOR PARTICIPATION.

PLEASE SEE YOUR SALES REP FOR BOOTH HEIGHT REQUIREMENTS.

PLEASE NOTE:

- Booth Packages: Actual working space may vary due to hardwall thickness (where applicable), electrical requirements, or other fire marshal/building regulations. See your building contractor for a more detailed approximation.
- Raw Space: Please refer to your Exhibitor Service Manual for working space details and guidelines.

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PAGE 2





Please complete the following information EXACTLY as you would like it to appear in the show directory and website. Information MUST be complete in order to process your application, and for the opportunity to participate in our Matchmaking program.

SHOW DIRECTORY / WEBSITE INFORMATION

1. EXHIBITING COMPANY INFORMATION:

EXHIBITING COMPANY NAME _____
EXHIBITING COMPANY ADDRESS _____
ADDRESS (CONTINUED) _____
CITY _____
STATE / PROVINCE _____
ZIP/POST CODE _____ COUNTRY _____

2. SALES CONTACT INFORMATION:

SALES CONTACT NAME _____
SALES CONTACT POSITION/JOB TITLE _____
SALES CONTACT PHONE _____
SALES CONTACT FAX _____
SALES CONTACT EMAIL _____
3. COMPANY WEBSITE _____

MATCHMAKING INFORMATION

1. COUNTRY(S) OF ORIGIN (COUNTRY OF PRODUCTION ONLY):

PRIMARY: _____
OTHER: _____

2. U.S. OFFICE / DISTRIBUTION CENTER INFORMATION (IF APPLICABLE):

COMPANY NAME _____
SALES CONTACT NAME _____
SALES CONTACT PHONE _____
SALES CONTACT EMAIL _____

COMPANY PROFILE

1. YEAR BUSINESS LAUNCHED _____
2. TOTAL EXPORT VOLUME TO THE USA (IN DOLLARS) \$ _____
3. NUMBER OF EMPLOYEES _____
4. PRODUCTION CAPACITY PER MONTH: (IN UNITS) _____ (IN YARDS) _____
5. MINIMUMS: ☐ SMALL (UP TO 600 PCS) ☐ MEDIUM (601 - 3,600 PCS) ☐ LARGE (3,601 PCS OR MORE)
6. TURNAROUND TIME IN DAYS _____
7. DO YOU OWN THE FACTORY? ☐ YES ☐ NO

8. SAMPLING.....YES ☐NO ☐
- VERTICAL OPERATION.....YES ☐NO ☐
- DESIGN CAPABILITIES.....YES ☐NO ☐
- FABRIC QUALITY CONTROL.....YES ☐NO ☐
- EMBROIDERY CAPABILITIES.....YES ☐NO ☐
- PRINTING CAPABILITIES.....YES ☐NO ☐
- STORAGE FACILITIES.....YES ☐NO ☐
- ISO 9000 CERTIFIED.....YES ☐NO ☐
- WRAP CERTIFIED.....YES ☐NO ☐
- WRAP CERTIFICATE#: _____
- OTHER CERTIFICATION: _____

FINISHED GOODS MANUFACTURER / SERVICE PROVIDER / MATERIAL SUPPLIER (FIBER, FABRICS, TRIMMINGS, COMPONENTS, PRINT DESIGN)
PLEASE LIST CUSTOMERS YOU ARE DOING BUSINESS WITH IN THE U.S. AND/OR EUROPE IN THE PAST 1 YEAR

BRANDED MANUFACTURERS:

1. _____
2. _____

RETAIL STORES:

1. _____
2. _____

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For Matchmaking purposes, what is the PRIMARY product your company produces?

PRODUCT CLASSIFICATION: What kind of products or services does your company offer? (Select from either A, B, or C)

A. FINISHED GOODS (SELECT TOP 3 ONLY) NOTE: SELECTIONS MUST MATCH SAMPLES THAT WILL BE DISPLAYED AT THE SHOW

ACCESSORIES	APPAREL	
<input type="checkbox"/> Backpacks <input type="checkbox"/> Belts <input type="checkbox"/> Gloves <input type="checkbox"/> Handbags/Totes/Wallets <input type="checkbox"/> Hats/Headwear/Millinery <input type="checkbox"/> Hosiery/Legwear/Socks <input type="checkbox"/> Jewelry <input type="checkbox"/> Personal Leather Goods <input type="checkbox"/> Scarves <input type="checkbox"/> Ties/Ascots <input type="checkbox"/> Sunglasses/Eyewear	<input type="checkbox"/> Athletic/Fitness <input type="checkbox"/> Blouses <input type="checkbox"/> Bottoms/Pants/Trousers <input type="checkbox"/> Cashmere <input type="checkbox"/> Children's Apparel <input type="checkbox"/> Denim <input type="checkbox"/> Dresses/Skirts <input type="checkbox"/> Eco-Friendly/Organic <input type="checkbox"/> Evening Wear/Special Occasion/Bridal <input type="checkbox"/> Knits/Tops <input type="checkbox"/> Leather	<input type="checkbox"/> Loungewear/Sleepwear/Intimates <input type="checkbox"/> Outerwear/Coats <input type="checkbox"/> Polo Shirts <input type="checkbox"/> Special Sizes (Big & Tall/Petite/Plus) <input type="checkbox"/> Sweaters <input type="checkbox"/> Swimwear/Resortwear <input type="checkbox"/> Suits <input type="checkbox"/> T-Shirts <input type="checkbox"/> Uniforms/Workwear <input type="checkbox"/> Wearable Tech. Garments <input type="checkbox"/> Woven Shirts/Dress Shirts

B. MATERIAL COMPONENTS (SELECT TOP 5 ONLY)

FABRIC			SKINS & HIDES	TRIM
<input type="checkbox"/> Bamboo <input type="checkbox"/> Blends <input type="checkbox"/> Cotton <input type="checkbox"/> Denim (Fabric) <input type="checkbox"/> Faux Fur <input type="checkbox"/> Fiber/Yarn <input type="checkbox"/> Fleece <input type="checkbox"/> Formal Wear (Fabric) <input type="checkbox"/> High Performance <input type="checkbox"/> Home Textiles <input type="checkbox"/> Jacquards <input type="checkbox"/> Knits (Fabric)	<input type="checkbox"/> Lace <input type="checkbox"/> Linen <input type="checkbox"/> Linings <input type="checkbox"/> Natural Fibers <input type="checkbox"/> Neoprene/Scuba <input type="checkbox"/> Novelties <input type="checkbox"/> Organic Fibers <input type="checkbox"/> Polyester <input type="checkbox"/> Print Design <input type="checkbox"/> Prints <input type="checkbox"/> Rayon/Synthetics <input type="checkbox"/> Silk	<input type="checkbox"/> Stretch <input type="checkbox"/> Swimwear (Fabric) <input type="checkbox"/> Technical <input type="checkbox"/> Twill <input type="checkbox"/> Velvet/Velour <input type="checkbox"/> Wool <input type="checkbox"/> Wearable Tech. Fabric <input type="checkbox"/> Wovens (Fabric)	<input type="checkbox"/> Exotic Skins <input type="checkbox"/> Fur (Fabric) <input type="checkbox"/> Leather/Suede	<input type="checkbox"/> Beads/Sequins <input type="checkbox"/> Buckles/Clips Hooks <input type="checkbox"/> Buttons/Snaps <input type="checkbox"/> Elastics <input type="checkbox"/> Embroidery/Appliqué <input type="checkbox"/> Findings/Components <input type="checkbox"/> Heat Transfers <input type="checkbox"/> Labels <input type="checkbox"/> Notions <input type="checkbox"/> Packaging/Shopping Bags/Boxes <input type="checkbox"/> Ribbons <input type="checkbox"/> Zippers

C. SERVICE PROVIDERS/TECHNOLOGY

<input type="checkbox"/> 3D/4D Printing <input type="checkbox"/> Associations / Educational Institutions <input type="checkbox"/> CAD / CAM <input type="checkbox"/> Color & Trend Services <input type="checkbox"/> Displays & Fixtures <input type="checkbox"/> Finance	<input type="checkbox"/> Logistics: Freight/Carriers/Consolidators/Forwarders <input type="checkbox"/> Machinery <input type="checkbox"/> POS - Point of Sale <input type="checkbox"/> Publications <input type="checkbox"/> Screen Printing	<input type="checkbox"/> Software Solutions (ERP, MRP, PLM) <input type="checkbox"/> Sourcing Agency <input type="checkbox"/> Sublimation / Digital Printing <input type="checkbox"/> Wearable Technology / Software <input type="checkbox"/> Testing Service / Quality Control
--	---	---

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SOURCING atMAGIC

CONTRACT RETURN DEADLINE FOR FIRST-ROUND
BOOTH ASSIGNMENT: JUNE 13, 2018

AUGUST 12 - 15, 2018
LAS VEGAS CONVENTION CENTER

All Exhibitors and their representatives participating in the Show identified on the front page of this Exhibit Space Agreement (this "Agreement") agree to be bound by and are required to comply with the terms and conditions ("Terms and Conditions") stated in this Agreement, as well as the Show Rules and Regulations or Show Guidelines and the Exhibitor Services Manual or Service Kit (hereinafter collectively referred to as the "Show Rules and Regulations"), which are integral to and fully incorporated by reference into this Agreement. In consideration of the promises and the mutual covenants contained in this Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Exhibitor agrees as follows:

1. Defined Terms: "Show" means the specific expositions or conferences identified on the front page of this Agreement. "Exhibition Facilities" means all venues or facilities in which or where the Show is conducted. "Show Dates" mean the dates over which the Show is conducted including move-in, show days and move-out days at the "Exhibition Facilities". "Show Management" means UBM, LLC, a Delaware Limited Liability Company and its owners, directors, officers, members, agents, affiliates, representatives, employees, service contractors, successors and assigns, unless the context requires otherwise. "Facility Management" means the owner or manager of the Exhibition Facilities in which the Show is conducted, and its employees and agents. "Exhibitor" means the applicant identified on the front hereof. Exhibit space ("Exhibit Space" or "Booth Space") means the space applied for herein. "Exhibit Space Fee" means the required Participation/Exhibit Space fee, including all deposits and other fees to be paid to Show Management as set forth on the front of this Agreement. Show Management and Exhibitor are collectively referred to in this Agreement as the "Parties" and "Party" in the singular.

2. Show Rules and Regulations: Show Management will have the right, in its sole and absolute discretion, to establish and/or modify the Show Rules and Regulations and the use of Exhibit Space covered by this Agreement, as deemed appropriate by Show Management. Show Rules and Regulations shall be made available to each Exhibitor prior to the Show, if requested in writing by Exhibitor. Show Management may post the Show Rules and Regulations on-line. Show Management will endeavor to provide Exhibitor with changes or modifications to the Show Rules and Regulations, however, failure to provide or non-receipt of such changes will not invalidate or nullify such changes or modifications.

3. Effective Date of Agreement: Upon Exhibitor's execution and delivery of this Agreement to Show Management, this Agreement becomes a binding contract between Show Management and Exhibitor (the "Effective Date"), subject to each party's respective rights set forth in this Agreement. A non-refundable and non-transferable payment in accordance with this Agreement is required upon Exhibitor's return of this executed Agreement to Show Management. The Participation/Exhibit Space Fee set forth in this Agreement and on Exhibitor's invoice reflect a 3% discount (the "Preferred Form of Payment Discount") from Show Management's standard prices (the "Standard Prices") for the applicable services and apply only to payments made via Show Management's preferred form of payment: check and wire transfer. Payments for services made using credit cards are based upon Show Management's standard Prices (determined by dividing the prices set forth in this Agreement and on Exhibitor's invoice by .97) and are not entitled to the Preferred Discount. The wire service fee is \$50 and is non-refundable. There will be a \$100 charge for refunded checks; replacement payment must be made by money order or certified check. Late fees may be assessed on balance due after deadline at the rate of 5% of the balance due. As of the Effective Date Exhibitor agrees to use the Exhibit Space assigned by Show Management in accordance with the Terms and Conditions and the Show Rules and Regulations. No Exhibitor shall be permitted to exhibit or participate in the Show or gain access to the Exhibition Facilities unless and until Exhibitor has paid the full Participation/Exhibit Space Fee and any other fee(s), if acceptable.

4. Qualified Exhibitor: Eligibility is generally limited to companies, firms or entities actively and legitimately engaged in the business of manufacturing, distributing or selling at wholesale, merchandise, materials, services or supplies related to the Show. Qualified Exhibitors must either be the manufacturer, licensed dealer, distributor or representative of the goods, products or services displayed. Exhibitor shall not make any promotional efforts, nor supply any transportation, or engage directly or indirectly in any activity that has the effect of drawing attendees away from the Event to a hospitality suite or any non-event exhibit area or competing trade show concurrent or otherwise.

5. Products & Services Displayed: Exhibitor may display or exhibit only products and services comprising materials, equipment, apparatus, systems and other component products or services as set forth on the first page of this Agreement and/or deemed by Show Management, in its sole discretion, to be relevant to industry/s or field/s which are the primary focus of the Show. Show Management, in its sole and absolute discretion, will determine whether a prospective Exhibitor is eligible to participate in the Show, the suitability any merchandise or service for exhibit or display, the amount of Exhibit Space provided an Exhibitor, and Exhibit Space assignment and placement. Show Management reserves the right of final approval as to which publications Exhibitor is allowed to display within its Exhibit Space. The design of Exhibit Booths will be controlled and approved by Show Management exclusively, in its sole and absolute discretion.

6. Retail Sales Prohibited: Retail sales are absolutely prohibited during the Show. Exhibitors must not complete sales by receiving payment or delivering their products in the Exhibition Facilities during the Show. Violation of this rule may result in Exhibitor's Exhibit Space being repossessed by Show Management. Subject to the foregoing, the distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Exhibitor only from within its Exhibit Space only. However, consumer (public) shows will not be subjected to the foregoing restriction on retail sales. Selling, as opposed to order taking, may require the payment of state sales tax and could subject Exhibitor to civil or criminal liability for failure to register with State authorities or failure to pay sales tax. Exhibitor agrees to indemnify and hold harmless Show Management of and from any liability, cost, damages and expense arising from retail sales conducted by Exhibitor during the Show.

7. Exhibit Space Refusal or Modification by Show Management: The execution of this Agreement and the payment of the Participation/Exhibit Space Fee, does not guarantee that Exhibitor will be (i) permitted to exhibit at the Show; (ii) assigned to a particular exhibit hall, section or location within the Exhibition Facilities; or (iii) provided with the actual amount of Exhibit Space requested. Exhibitor acknowledges and agrees that (i) due to certain circumstances beyond Show Management's control, including without limitations, state and venue construction and electrical minimum code requirements and local fire marshal rules and regulations, the Exhibit Space dimensions described herein are approximate and may not be exact (ii) actual working space may vary due to hardwall/softwall thickness (where applicable), electrical requirements, or other fire marshal/building regulations and (iii) Exhibitor is not entitled to a refund. Notwithstanding anything herein to the contrary, Show Management, in its sole and absolute discretion, retains the right to refuse to provide or assign, to modify or to cancel Exhibitor's Exhibit Space assignment, and/or terminate this Agreement, without cause, for any or no reason whatsoever, at any time, without liability or further obligation to Exhibitor. Show Management shall not be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by Exhibitor or any other party as a result of any Exhibit Space rejection, cancellation, modification, or change in Exhibit Space assignment.

If Exhibitor's Exhibit Space application is rejected or cancelled by Show Management prior to the Show, the Exhibit Space Fees paid by Exhibitor may be refunded, except if the rejection or cancellation is due to Exhibitor's breach of this Agreement or as otherwise stated herein.

8. Compliance Requirements: Exhibitor agrees to abide by, adhere to and be bound by all applicable federal, state and local laws, codes, ordinances, rules and regulations, including without limitation fire, utility and building codes and regulations, and any rules or regulations of the Exhibition Facilities, including any union labor work rules.

9. Show Related Commercial Messages: To the extent Exhibitor provides any information to Show Management, including contact information and other personally identifiable information, Exhibitor hereby grants to Show Management the right to use or release such information for all lawful Show Management and Show related business purposes.

10. Restrictions on Assignment and Subleasing Exhibit Space: Exhibitor cannot sell, assign, transfer, or convey this Agreement, or assign, share, sublet its Exhibit Space, or any part thereof, without the prior written approval of Show Management, which approval may be withheld in Show Management's sole and absolute discretion. This Agreement, the Terms and Conditions and the Show Rules and Regulations will be binding upon and inure to the benefit of the Show Management's approved successors, assigns, and personal representatives of Exhibitor. Any attempted sale, sharing, subletting, assignment, transfer, conveyance of this Agreement or any portion of the Exhibit Space in violation of this Section shall constitute a breach of this Agreement and such action will be voidable at the option of Show Management.

11. Withdrawal or Reduction in Exhibit Space: Exhibitor acknowledges and agrees that (a) each of the following shall constitute a material breach by Exhibitor of its obligations under this Agreement: (i) any cancellation or termination of this Agreement by Exhibitor; (ii) Exhibitor's withdrawal from the Show or Exhibitor's failure to participate in the Show in the manner described herein; or (iii) any reduction by Exhibitor of its Exhibit Space; and (b) Show Management will suffer damages based upon and arising from such breaches. Exhibitor further acknowledges that the damages suffered by Show Management from the breaches described in the preceding sentence will be substantial and that the parties may not be capable of determining the extent of such damages with mathematical precision. Therefore, if Exhibitor breaches this Agreement by cancellation or termination of this Agreement, withdrawing from the Show or by notifying Show Management that it is reducing the number or size of its Exhibit Space(s) as set forth on the front side of this Agreement for any reason or no reason, Exhibitor shall automatically forfeit the Participation/Exhibit Space Fee(s) and any other fees paid to Show Management and Show Management shall retain all such amounts as liquidated damages arising from Exhibitor's breach of this Agreement. Upon Exhibitor's execution of this Agreement, Exhibitor acknowledges and agrees to pay the non-refundable, non-transferable Participation/Exhibit Space Fee(s) or any other fees to Show Management regardless of whether or not Exhibitor cancels or terminates this Agreement or actually participates in the Show. Notices advising Show Management that Exhibitor is canceling or terminating this Agreement, withdrawing from the Show or that Exhibitor is reducing its Exhibit Space must be made in writing by overnight courier or by certified mail, return receipt requested and shall be deemed delivered to Show Management on the date such notice is actually received by Show Management. Notices communicated to Show Management in electronic form will not be considered to be written. Liquidated damages cannot be applied toward Exhibit Space at other shows or advertisements. Show Management assumes no responsibility for having included the name of the withdrawn Exhibitor or description of its products in Show directories, brochures, news releases or other material relating to the Show.

12. Scheduling or Location Changes: Exhibitor acknowledges and agrees that Show Management reserves the right to change, increase or decrease Show hours, number of days, Show dates, Show location or Show name. Notwithstanding anything to the contrary in this Agreement, Exhibitor acknowledges and agrees that if Show Management elects to re-name, change, increase or decrease Show hours, days, Show dates or Show location, Exhibitor shall not be entitled to and expressly disclaims any right or claim to the return of any portion of the Participation/Exhibition Space Fees paid to Show Management. Additionally, if Show Management re-locates the Show to a different city than originally scheduled over dates which are not more than 60 days earlier or 60 days later than the original Show dates, no refund will be due to Exhibitor, but Show Management shall assign to Exhibitor, in lieu of the original Exhibit Space, such other Exhibit Space as Show Management deems appropriate and Exhibitor agrees to use such space under the terms of this Agreement. However, if Show Management elects to terminate the Show other than for a reason previously described in this Section, Show Management may refund to Exhibitor the Exhibit Space fees previously paid, in full satisfaction of all liabilities and obligations of Show Management to Exhibitor and Exhibitor waives all claims it might have against Show Management for damages or expenses and discharges all claims against Show Management in exchange for such refund.

13. Condition of Exhibition Facilities: Show Management makes no representations or warranties, express or implied, to Exhibitor regarding the condition of the Exhibition Facilities or the utilities provided by the Exhibition Facilities, or the success of Exhibitor's efforts for which the exhibit space will be used or to the number of Show attendees or the demographic nature of such attendees.

14. Breach: If Exhibitor fails to make any payments on time as stated herein or breaches or defaults in any of its obligations under this Agreement, Exhibitor shall be deemed in material breach of this Agreement. In the event of breach by Exhibitor of its obligations under this Agreement, Show Management will have the right to immediately terminate this Agreement, retain the Participation/Exhibit Space Fee and all other monies, if any, paid to Show Management prior to the breach, and withhold from Exhibitor possession and occupancy of the Exhibit Space or direct Exhibitor to vacate the Exhibition Facilities, as applicable, and Exhibitor expressly agrees to (i) waive its rights to receive any payment discounts, and (ii) pay Show Management the full Exhibit Space Fee set forth on the front of this Agreement, together with all costs of collection incurred by Show Management including but not limited to all reasonable attorneys' fees, court costs and interest. Show Management's rights under this Section are non-exclusive remedies and Show Management expressly reserves any and all of its rights and remedies under applicable law. Additionally, Show Management shall have the right, but not the obligation, to license the subject Exhibit Space to another party prior to the Show without any refund, rebate or allowance whatsoever to Exhibitor and without in any way releasing Exhibitor from any liability hereunder.

Show Management is expressly authorized (but has no obligation) to occupy or dispose of any Exhibit Space vacated or made available by reason of any action taken under this Section in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. Exhibitor's right to obtain and use exhibitor personnel badges shall immediately be revoked and forfeited in the event Exhibitor breaches this Agreement by cancelling or terminating this Agreement or withdrawing or failing to participate in the Show. A breach by Exhibitor of its obligation under this Agreement (including breaches described in Section 11 above) shall jeopardize Exhibitor's ability to exhibit at future Show Management shows.

15. Right to Off-set: Exhibitor expressly acknowledges that Show Management reserves the right to apply any Participation/Exhibit Space Fee **Initial Here:**

PLEASE EMAIL ENTIRE SIGNED AGREEMENT TO YOUR REP, OR FAX TO: (310) 943-2720

PAGE 5

SOURCING atMAGIC

CONTRACT RETURN DEADLINE FOR FIRST-ROUND
BOOTH ASSIGNMENT: JUNE 13, 2018

AUGUST 12 - 15, 2018

LAS VEGAS CONVENTION CENTER

paid pursuant to this Agreement (i) to remedy any breach by Exhibitor under this Agreement; (ii) to remedy any breach of Exhibitor or its affiliates under any other agreement(s) between Exhibitors or its affiliates and Show Management or its affiliates; and (iii) for payment of any checks returned for NSF (including any bank fees related to the NSF check. Exhibitor agrees to pay to Show Management the amount offset against a past due amount within 10 days of the date of Show Management's notice or, if the deadline for the applicable payment is more than 10 days from the date of the notice, by the applicable deadline. If Exhibitor fails to pay the offset amount within the required period, Exhibitor shall be considered to be in default of its payment obligations under this Agreement and Show Management shall have the right to terminate or change Exhibitor's Exhibit Space and exercise its other rights under this Agreement.

16. Force Majeure: If the Show is terminated for any reason beyond the reasonable control of Show Management, including without limitation acts of God, war, mob, riot or civil commotion, strikes, labor disputes, accidents, governmental laws, ordinances, regulations, requisitions or restrictions, unavailability of facilities, lack of utilities, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism, disruption to transportation, disaster, fire, earthquakes, severe weather, epidemic or pandemic, or any other comparable calamity or casualty, Show Management may terminate this Agreement without liability, and Show Management may retain the earned portion of the Exhibit Space Fee required to recompense it for expenses and commitments incurred up to the time of terminating the Show. Any remaining unearned Exhibit Space Fee may be refunded to Exhibitor.

If any part of an Exhibition Facility is damaged or if circumstances beyond Show Management's reasonable control make it impossible, impractical or inadvisable for Show Management to permit Exhibitor to occupy or continue to occupy its assigned Exhibit Space location during any part of or the entire Show, Show Management will retain the right to relocate Exhibitor. If, Show Management, in its sole and absolute discretion, determines that relocation is not feasible, Exhibitor will be charged a pro rata Exhibit Space Fee for the period that the Exhibit Space was or could have been occupied by Exhibitor, and Show Management will refund the remaining portion of the Exhibit Space Fee paid, minus a share of costs, expenses and commitments required to recompense Show Management up to the time of termination, in full satisfaction of all liabilities to Exhibitor, and Exhibitor agrees to waive all claims it might have against Show Management for damages or expenses discharge of all claims against Show Management in exchange for such refund.

17. Indemnification: To the maximum extent permitted by law Exhibitor agrees to protect, indemnify, defend (with legal counsel satisfactory to Show Management), and hold harmless, Show Management, the Exhibition Facilities, and City where the Show is held and their respective owners, directors, officers, members, employees, affiliates, service contractors, agents and representatives, as applicable, from any and all claims, actions, demands, damages, liability, or expenses of any kind or nature, including without limitation judgments, interest, reasonable attorneys' fees and all other costs and charges in connection with or arising out of (i) Exhibitor's use of any of the Exhibition Facilities or Show services, (ii) Exhibitor's noncompliance with or breach of this Agreement or any statutory, regulatory or common law obligation, (iii) Exhibitor's failure or alleged failure to obtain any necessary third party licenses (ASCAP, BMI, SESAC, etc.) to stage, produce and/or perform any copyright musical or other works in connection with Exhibitor's activities at the Show; (iv) Exhibitor's direct or indirect infringement of any copyright, trademark or other intellectual, proprietary, publicity or privacy rights of any third party in connection with Exhibitor's activities at the Show or any public relations, promotional or other material furnished by or on behalf of Exhibitor; and (v) any claims of property damage or personal injury including death, caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise on the part of Exhibitor or its products or any of its directors, officers, employees, agents, representatives, guests or invitees, except to the extent due to the sole negligence or willful misconduct of Show Management or its owners, directors, officers, employees, representatives and agents.

18. Insurance: Exhibitor has full responsibility for its product, equipment, displays and Exhibit Space personnel. As a condition for Exhibitor's right to exhibit at the Show, Exhibitor, at its own expense, agrees to maintain adequate insurance to fully protect and indemnify Show Management and its affiliates, co-sponsors, service contractors and the Exhibition Facilities from any and all claims, arising from Exhibitor's presence or activities at the Show. Show Management, the Exhibition Facilities and the City where the Show is held and their respective owners, directors, officers, members, employees, affiliates, service contractors, agents and representatives, as applicable, do not accept responsibility, nor is a bailment created for merchandise or equipment delivered by or to the Exhibitor at any time. Show Management will not be responsible for the loss of any property from any cause and urges Exhibitor to exercise reasonable precautions to discourage loss due to theft or any other cause, including but not limited to, the removal of all small and valuable items from Exhibitor's exhibit space each evening at the close of the Show.

The following insurance coverage is required: (i) Worker's Compensation Insurance to the statutory limits; (ii) Employer's Liability Insurance with limits not less than \$1,000,000 each accident; (iii) Comprehensive General Liability Insurance with limits not less than \$1,000,000 each occurrence combined Single Limit for bodily injury to any one person in any one occurrence, \$2,000,000 with respect to injuries to more than one person in any occurrence, and \$1,000,000 with respect to damage of property and coverage for contractual, copyright infringement, operation of mobile equipment, products and host liquor liability; (iv) Automobile Liability Insurance coverage for owned, non-owned and hired vehicles, including loading and unloading operations with minimum limits of \$1,000,000 per occurrence for \$1,000,000 combined single limit and (v) coverage in an amount sufficient to protect Exhibitor and Exhibitor's property, goods, wares, merchandise, chattels and any other property (i.e., transit from factory or warehouse to the Exhibition Facilities while stored or exhibited, and returned to Exhibitor's premises) against loss, damage, theft or injury of any nature, and any claims arising from any activities conducted through the duration of the Show, including move-in, Show days and move-out days. The above required policies must name as "Additional Insured" by endorsement: Show Management (UBM, LLC), the Exhibition Facilities and the City where the Exhibition is held and their respective members, officers, directors, agents, representatives and employees (the "Insured Entities"). Exhibitor shall deliver a Certificate of Insurance to Show Management upon Show Management's request.

19. Limitation Of Liability: EXHIBITOR EXPRESSLY ASSUMES ALL RESPONSIBILITY, LIABILITY AND RISK ASSOCIATED WITH, RESULTING FROM OR ARISING IN CONNECTION WITH EXHIBITOR'S PARTICIPATION OR PRESENCE AT THE SHOW, INCLUDING WITHOUT LIMITATION, ALL RISKS OF THEFT, HARM, LOSS, DAMAGE OR INJURY TO OR OF ANY PERSON (INCLUDING DEATH), ITS OWN PROPERTY OR THE PROPERTY OF OTHERS, BUSINESS OR PROFITS OF EXHIBITOR, TORTIOUS ACTIVITY OF ANY KIND (INCLUDING LIBEL, SLANDER OR INJURIES CAUSED BY SOUND LEVELS IN OR AROUND EXHIBITOR'S EXHIBIT) WHETHER CAUSED BY NEGLIGENCE, INTENTIONAL ACT, ACCIDENT, ACTS OF GOD OR OTHERWISE PRIOR TO, DURING OR SUBSEQUENT TO THE PERIOD COVERED BY THIS AGREEMENT.

IN NO EVENT WILL SHOW MANAGEMENT, SHOW MANAGEMENT'S SERVICE CONTRACTORS, THE EXHIBITION FACILITIES OR THE CITY WHERE THE EXHIBITION FACILITIES ARE LOCATED OR THEIR RESPECTIVE OWNERS, DIRECTORS, OFFICERS, EMPLOYEES, AGENTS AND REPRESENTATIVES BE LIABLE FOR ANY

CONSEQUENTIAL, INDIRECT, SPECIAL, PUNITIVE OR INCIDENTAL DAMAGES OF ANY NATURE OR FOR ANY REASON WHATSOEVER WHETHER OR NOT APPRISED OF THE POSSIBILITY OF ANY SUCH LOST PROFITS OR DAMAGES. SHOW MANAGEMENT MAKES NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE NUMBER OF PERSONS WHO WILL ATTEND THE SHOW OR REGARDING ANY OTHER MATTERS. EXHIBITOR EXPRESSLY ACKNOWLEDGES AND AGREES THAT TO THE MAXIMUM EXTENT PROVIDED UNDER APPLICABLE LAW SHOW MANAGEMENT'S MAXIMUM LIABILITY TO THE EXHIBITOR IN ANY WAY RELATED TO, IN CONJUNCTION WITH OR ARISING FROM THIS AGREEMENT, THE USE, REFUSAL, REJECTION OF EXHIBIT SPACE, OR JUDICIAL DETERMINATION OF SHOW MANAGEMENT'S WRONGFUL CANCELLATION OF EXHIBIT SPACE WILL BE LIMITED SOLELY TO THE RETURN OF ALL OR A PRORATED PORTION OF ANY EXHIBIT SPACE FEE PAYMENT PREVIOUSLY PAID TO SHOW MANAGEMENT BY EXHIBITOR.

20. Americans with Disabilities Act: Exhibitor shall have the sole responsibility for ensuring that its Exhibit Space is in full compliance with the Americans with Disabilities Act (ADA) and any regulations under that Act. Exhibitor acknowledges and agrees that, in connection with the Show, it will be a public accommodation as defined under Title III of the Americans with Disabilities Act ("ADA").

21. Intellectual Property, Music Licensing and Use of Copyrighted Works: By executing this Agreement, Exhibitor represents and warrants to Show Management that Exhibitor owns or validly possesses the right to make, use, perform, sell and display any patented products, copyrighted works, trademarks, service marks and trade names (collectively, "Intellectual Property"), as the case may be, used by Exhibitor at or to promote its activities at the Show and all affiliated events. To the extent necessary to fulfill Show Management's express obligations hereunder, including without limitation, to advertise, promote and market the Show, ShopTheFloor website or any other website owned by Show Management or to use in connection therewith, Exhibitor hereby grants Show Management a non-exclusive, royalty-free, revocable, non-transferable worldwide license (without the right to sublicense) to use Exhibitor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images. Exhibitor will be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others at the Show.

22. Photographs and Recording: From time to time, photographs, motion pictures and/or video recordings (collectively the "Recordings") may be made in the Exhibition Facilities, which Recordings may include images of Exhibitor, its employees, agents, representatives, spokespeople and related merchandise and displays. Exhibitors may not hinder, obstruct or interfere in any way with such Recordings whether by Show Management, its agents, attendees or other exhibitors. By signing the Exhibit Space Agreement, Exhibitor, on its own behalf and on behalf of its principals, employees, officers, directors, agents, representatives, and spokespeople, hereby licenses and authorizes Show Management to use the names trademarks, tradenames and logos and likenesses of Exhibitor and of any of Exhibitor's principals, employees, officers, directors, agents, representatives, and spokespeople participating in the Show or any associated events and depicted in any of the Recordings for commercial purposes, including, without limitation, to advertise, promote and market the Show.

23. Show Management Decisions: Any and all matters, compliance issues or questions not specifically covered or addressed in this Agreement, the Rules & Regulations will be subject solely to the decision and determination of Show Management. Exhibitor agrees that Show Management will have full power in any matter of interpretation, amendment and enforcement of all Terms and Conditions and Show Rules and Regulations, Sponsorship Materials and in the Facility Management contract, to which Show Management is or will be a party as it deems necessary for the general success of the Show, and in all instances Show Management's rulings will be final.

During the Show, Exhibitor agrees not to participate in any event or show that is similar to or competes with the Show. If, in Show Management's sole discretion, Exhibitor is in breach of this paragraph, Show Management reserves the right to prohibit Exhibitor from attending and exhibiting at the Show and shall retain any fees as liquidated damages.

24. Governing Law/Arbitration: This Agreement and these terms and conditions shall be construed as a whole in accordance with their fair meaning and the laws of the State of New York. The Exhibitor and Show Management agree that any and all disputes in any way relating to, or arising out of this Agreement or the assignment, use, denial, change, or cancellation of exhibit space, shall be submitted to the American Arbitration Association (AAA) for arbitration before a single arbitrator in accordance with the rules of AAA then in force and effect as the sole and exclusive remedy for resolving such controversies. The parties agree that the decision of the arbitrator shall be final and binding and that a judgment may be entered on such arbitration award in any court of competent jurisdiction. The parties agree that any such arbitration shall take place in New York, NY. The prevailing party in any such arbitration shall be entitled to recover its costs and expenses, including reasonable attorneys' fees, incurred in connection with such arbitration. THE PARTIES ACKNOWLEDGE AND AGREE THAT BY SELECTING ARBITRATION AS THE SOLE AND EXCLUSIVE REMEDY FOR RESOLVING ALL DISPUTES AMONG THEM, THEY ARE WAIVING THEIR RIGHT TO A TRIAL TO WHICH THEY MAY BE OTHERWISE ENTITLED.

25. Miscellaneous: This Agreement shall not constitute nor be considered to create a partnership, employer-employee relationship, joint venture or agency between Show Management and Exhibitor. The headings to the various sections of this Agreement are inserted only for convenience of reference and are not intended nor will they be construed to modify, define, limit or expand the intent of the parties as expressed in this Agreement. If any portion of this Agreement becomes or is declared by a court of competent jurisdiction to be illegal, unenforceable, void or invalid, then that portion will be considered severed from this Agreement and all remaining portions will remain in full force and effect as long as the essential terms of this Agreement remain valid, legal and binding. No waiver of any breach, failure, right, or remedy will be considered as a waiver of any other breach, failure, right, or remedy, whether or not similar, nor will any waiver constitute a continuing waiver unless made in writing and signed by Show Management. Termination of this Agreement will not affect or modify those obligations of the Parties under this Agreement that by their terms are to survive the termination of this Agreement. Upon Exhibitor's execution of the Agreement Exhibitor acknowledges that it has read and understands the Terms and Conditions and the Show Rules and Regulations, and expressly agrees to accept the same extent as if set forth in full in the Agreement.

26. Entire Agreement: This Agreement, the Show Rules and Regulations and any amendments and schedules referred to herein constitute the complete and exclusive statement of the terms of the agreement between Show Management and Exhibitor pertaining to the Show and supersede any and all prior oral or written understandings, quotations, communications and agreements. No person is authorized to make any changes, amendments or modifications to this Agreement without the written consent of a duly authorized representative of Show Management.

FAS 0717

Initial Here:

PLEASE EMAIL ENTIRE SIGNED AGREEMENT TO YOUR REP, OR FAX TO: (310) 943-2720

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Appendix D

Sample Commercial Invoice



COMMERCIAL INVOICE

DATE

15-8-2018

Ship from : Indonesia

COMPANY NAME

ADDRESS

PHONE

Ship to :

The Apparel Textile Sourcing Canada Show

International Center Toronto

6900 Airport Rd, Mississauga, ON L4V 1E8

Canada

company logo

NO	CODE	PRODUCT DESCRIPTION	SIZE	QTY	MATERIAL	COLOUR	WEIGHT		UNIT VALUE	SUB TOTAL
							NETT	GROSS		
1	SP.10001	short blouse	M	1	viscose	orange			1.00	1.00
2	SP.10002	print blouse	M	1	cotton	red			1.00	1.00
3	SP.10003	print blouse	M	1	cotton	salmon pink			1.00	1.00
4	SP.10004	long sleeve blouse	M	1	cotton	salmon pink			1.00	1.00
5	SP.10005	long sleeve blouse	M	1	cotton	navy			1.00	1.00
6	SP.10006	gita top	M	1	cotton	brown			1.00	1.00
7	SP.10007	pistia top	M	1	cotton	black			1.00	1.00
8	SP.10008	kimmy top	M	1	cotton	combo			1.00	1.00
9	SP.10009	sophia blouse	M	1	100% polyester chiffon	combo			1.00	1.00
10	SP.10010	venera blouse	M	1	100% polyester chiffon	grey			1.00	1.00
11	SP.10011	viola short sleeve	M	1	100% polyester chiffon	blue			1.00	1.00
12	SP.10012	elsa top	M	1	100% polyester	light blue			1.00	1.00
13	SP.10013	lauren top	M	1	100% polyester	brick			1.00	1.00
14	SP.10014	mona blouse	M	1	100% polyester	navy			1.00	1.00
15	SP.10015	lucy top	M	1	cotton	black			1.00	1.00
16	SP.10016	minimal 1 top	M	1	100% polyester	black			1.00	1.00
17	SP.10017	minimal 2 top	M	1	100% polyester	print			1.00	1.00
18	SP.10018	minimal 3 top embro	M	1	100% polyester	print			1.00	1.00
19	SP.10019	selvia blouse	M	1	100% polyester	green			1.00	1.00
20	SP.10020	merci top	M	1	100% polyester chiffon	light blue			1.00	1.00
21	SP.10021	isabel blouse	M	1	cotton	tosca			1.00	1.00
22	KI WVN	blouse snap pocket	M	1	rayon	combo			1.00	1.00
23	KI connexion	blouse half placket	M	1	rayon	combo			1.00	1.00
24	DRS001	dress neck stone	M	1	100% polyester	black			1.00	1.00
25	DRS002	dress full print lining	M	1	100% polyester	off white			1.00	1.00
26	DRS003	long dress	M	1	100% polyester	maroon			1.00	1.00
27	jckt101	jacket mala	M	1	cotton	grey combo			1.00	1.00
28	jckt102	jacket lily	M	1	cotton	green			1.00	1.00
29	jckt103	jacket isabel	M	1	cotton	white			1.00	1.00
30	SP pts1	long pants	M	1	100% polyester	green			1.00	1.00
31	SP pts2	long pants elastic	M	1	cotton	black			1.00	1.00
32	SP pts3	long pants combo	M	1	cotton	white			1.00	1.00
33	SP pts4	long pants	M	1	100% polyester	tosca			1.00	1.00
34	SP pts5	long pants	M	1	100% polyester	navy			1.00	1.00
35	SP pts6	long pants	M	1	100% polyester	black			1.00	1.00
36	SP pts7	long pants	M	1	cotton	grey			1.00	1.00
37	drs004	dress mexico	M	1	100% polyester	navy			1.00	1.00
38	drs005	long dress	M	1	100% polyester	blue			1.00	1.00
39	drs006	long dress	M	1	100% polyester	white			1.00	1.00
40	cjckt104	semi blazer	M	1	cotton	green			1.00	1.00
41	cjckt105	coat	M	1	cotton	navy			1.00	1.00
42	SP.10025	blouse zipper	M	1	100% polyester	marron			1.00	1.00
43	SP.10026	print blouse	M	1	100% polyester	combo			1.00	1.00
44	SP.10027	blouse disney embro	M	1	cotton	white			1.00	1.00
45	SP.10028	blouse disney combo	M	1	cotton	black stripe			1.00	1.00
46	SP.10029	blouse stripe	M	1	cotton	red			1.00	1.00
47	SP.10030	blouse check	M	1	cotton	red			1.00	1.00
48	SP.10031	t-shirt	M	1	combed cotton	white			1.00	1.00
QUANTITY				48			20kg	22kg		
TOTAL INVOICE VALUE										48.00

Tariff Item - 9993.00.00 - for the purposes of temporary import for display use only.

NO COMMERCIAL VALUE

NOT FOR SALE

Appendix E

Sample Materials Invoice



MARKETING MATERIALS

NAME of COMPANY
LOGO COMPANY Address

NO		DESCRIPTION	Qty	DECLARATION	WEIGHT		UNIT VALUE	SUB TOTAL
					NET	GROSS		
1		SIGNAGE	1				0.50	0.50
2		SIGNAGE	1				0.50	0.50
3		COMPANY PROFILE 1	1				0.50	0.50
4		COMPANY PROFILE 2	1				0.50	0.50
5		CATALOG 1	10				0.40	4.00
6		CATALOG 2	10				0.40	4.00
7		GUEST BOOK	1				0.40	0.40
8		TABLE CLOTH	1				0.50	0.50
9		SCARF 1	6				0.50	3.00
10		SCARF 2	6				0.50	3.00
11		MINI MANNEQUIN	2				0.50	1.00
12		NECKLACE	6				0.50	3.00
13		PEN BOX	1				0.50	0.50
14		BUSINESS CARD	4				0.50	2.00
15		BANTEX-SWATCH FABRIC	1				0.50	0.50
16		PAPER BAG 1	20				0.15	3.00
17		PAPER BAG 2	20				0.15	3.00
18		TOTE BAG 1	5				0.50	2.50
19		TOTE BAG 2	5				0.50	2.50
20		PENCIL CASE 2	5				0.50	2.50
21		RATTAN BOWL	1				0.50	0.50
22		RATTAN SQUARE	1				0.50	0.50
23		SCISSORS	1				0.50	0.50
24		CUTTER KNIFE	1				0.25	0.25
25		STRING ROLLS	2				0.25	0.50
26		HANDOUT BROCHURES	200				0.18	36.00
TOTAL INVOICE VALUE								75.65

NO COMMERCIAL VALUE

NOT FOR SALE

9830.00.00.00 DUTY FREE

Appendix F

Sample Checklist

SPECIALTY COFFEE EXPO

Exhibitor Action Checklist for April 2018 Show

Now

- ☐ Make your hotel reservations
- ☐ Make your transportation reservations
- ☐ Read and review the Exhibitor Service Kit
- ☐ Incorporate social media into your SCA Expo promotional plan

January 2018

- ☐ Create list of required services, noting deadlines for “early-bird” discounts
- ☐ Do you need a meeting room in addition to your booth? Make your reservation now! Section 1
- ☐ Select catering menus (for hospitality events, etc.)
- ☐ Plan pre-show meeting
- ☐ Order staff badges
- ☐ Prepare orders for drayage, electrical, cleaning, floral, etc.
- ☐ Follow up on all promotions, making sure everything is ready to ship by target date
- ☐ Prepare electronic press kits
- ☐ Promote the show by inviting your best customers. You receive 10 free 2-day tradeshow passes per 10x10 booth. Use INVITE A CUSTOMER on the dashboard of the registration portal
- ☐ Want to hold a cupping session? The Cupping Exchange is totally equipped with everything you need. You supply the coffee and the attendees

February 2018

- ☐ 9th—Submit Expo Guide Listing, Section 1
- ☐ 19th—Lead Retrieval Device **Early Bird Deadline**, Section 7
- ☐ 26th—Finalize Advertising in the Expo Guide, Section 8

March 2018

- ☐ 1st—Best New Product Competition, Section 1
- ☐ 1st—Insurance Certificate due to exhibit@sca.coffee
- ☐ Please name the following as additional insureds: *Specialty Coffee Association, Washington State Convention Center, & Aramark*
- ☐ 1st—Changing the color of your carpet? Standard carpet color is **BLACK**. Submit waiver, Section 1
- ☐ 1st—Backdrop taller than 8' high? Submit waiver, Section 1
- ☐ 1st—Using your own EAC? Waiver due & EAC Certificate of Insurance, Section 1
- ☐ 19th—April 2nd—**International shipments** arrive @ airport
- ☐ 19th—First day of **ADVANCE shipments** to the warehouse
- ☐ 19th—Hanging Signs to the Advanced Warehouse
- ☐ 20th—Booth staffing & security **Discount Deadline**
- ☐ 29th—Freeman **Early Bird Deadline**, Sections 3 & 4





- ☐ 29th—Utility/Internet/Phone **Early Bird Deadline**, Section 7, order through Exhibitor Portal
- ☐ 30th—Call to reconfirm airline, hotel and car reservations
- ☐ 30th—Follow up on target dates with all vendors
- ☐ 30th—Set up and hold pre-show briefing meeting in office
- ☐ 30th—Ensure that you have the following items before leaving for the show: traveler's checks, credit cards, copies of all orders and checks for services paid in advance, phone numbers and addresses of all vendors, engineering certificate for exhibit, shipping manifest, return shipping labels, and additional badge forms

April 2018

- ☐ 1st—Order milk, water, ice, etc. through Exhibitor Portal, Section 7
- ☐ 1st—Sampling form due to Aramark, Section 7
- ☐ 9th—Order audio/visual equipment, Section 7
- ☐ 9th—**LAST DAY** for deliveries to Advanced Warehouse
- ☐ 9th—**LAST DAY** for hanging signs to Advanced Warehouse
- ☐ 18th—**DIRECT shipments** to begin arriving at WSCC
- ☐ 18th—Booth set-up for companies who shipped to Advanced Warehouse, 8 a.m.–7 p.m.
- ☐ 19th—Booth set-up 7 a.m.–7 p.m.
- ☐ 20th—Booth set-up 7 a.m.–10:30 a.m.
- ☐ 20th—Expo floor opens at 10:30 a.m.
- ☐ 22nd—Show closes at 4 p.m./Move-out 4 p.m.–10 p.m.
- ☐ 23rd—Move-out 7 a.m.–3 p.m.

Upon Arrival

- ☐ Pick up badges in Registration
- ☐ Check on freight arrival, any meeting rooms & catering orders
- ☐ Supervise booth setup
- ☐ Hold pre-show briefing and training for staff the day before the show

During Show

- ☐ Reserve next year's space (*in Boston 2019!*)
- ☐ Conduct daily meetings with staff
- ☐ Have fun!!!

After Show

- ☐ Handle leads
- ☐ Debrief staff
- ☐ Send thank-you notes

Appendix G

Sample TPSA Apparel Brochure





OWNERSHIP/SHOW CONTACT:
Mr. Wahyu Janawi Jaya (Owner)

MOBILE PHONE/WHATSAPP:
+62 896 1300 6517

EMAIL:
bulebule.solo@yahoo.com

MAIN PRODUCT CATEGORY:
Women's dresses, skirts, pants, blouses

PRODUCTION CAPACITY:
1 thousand pieces per month

INITIAL MINIMUM ORDER:
50 pieces per model

WEBSITE:
www.bulebulefashiongarment.com

ADDRESS:
Bibis Wetan RT 01 RW 19
Solo 57134
Jawa Tengah, Indonesia

FOLLOW US ON SOCIAL MEDIA:
f Bule Bule Garment
@bulebule.official

Bule Bule Garment has more than 23 years of experience in the garment and textile industries. With prior experience exporting to North American stores, Bule Bule is a dynamic supplier producing cutting-edge designs incorporating recycled fabrics. The products are all uniquely designed by the owner, Mr. Wahyu Janawi Jaya, using batik fabrics produced in Solo, Indonesia.





Appendix H



Sample TPSA Footwear Brochure

Company: Venamon	Booth Number: 92206—Indonesian Pavilion
 <p>PT. VENAMON</p>	<h1>VENAMON</h1>
	<p>OWNERSHIP/ATTENDING: Henny Setiadi (Director), Lenny Setiadi (Director)</p> <p>YEAR ESTABLISHED: 1976</p> <p>CERTIFICATIONS: ISO 9001, SGS</p> <p>MAIN PRODUCT CATEGORY: Men's and women's military and duty footwear</p> <p>SPECIALIZATION: Makes for Indonesian military, police, cement and direct vulcanized</p> <p>PRODUCTION CAPACITY: 3,000 pr. per day</p> <p>CURRENT INTERNATIONAL BUYERS/EXPORT DESTINATIONS: None</p> <p>INITIAL MINIMUM ORDER: 2,000 pr.</p> <p>MINIMUM PRODUCTION REQUIREMENT: 2,000 pr. color/style</p> <p>Local contact: Trade Facilitation Office Canada, Phil Zwibel 1-416-828-0877 At MAGIC: 215-459-5084 phil.zwibel@tfcocanada.ca</p>
<p>ADDRESS: Jl. Terusan Kopo Km: 11.5 No. 127, Bandung, West Jawa 40971, Indonesia</p>	<p><i>This is an extremely well-managed and efficient factory that meets the high standards demanded by the local military and police. The scale of this factory is perfect for testing as an alternative supplier.</i></p>
<p>WEBSITE: www.venamon.co.id</p>	<p>Attending Footwear Sourcing at Magic for the second time</p>
<p>BOOTH NUMBER: 92206—Indonesian Pavilion</p>	<p>Henny and Lenny are names not usually associated with military or police footwear. Yet, the two sisters run one of Indonesia's premier footwear makers for the Indonesian army as well as the local police forces in this tropical island country of 255 million inhabitants.</p>
<p>LOOKING FOR: Agents or distributors to sell military or other services.</p>	<p>Starting as a family business by their father in 1976, the transition of Venamon to the second generation has gone smoothly and the company is now run by the two daughters and a son, Eric, who serves as President Director and is responsible for marketing. Eric looks after the complicated process of responding to government tenders.</p>
<p>COMPANY CONTACT: 62-22-5893551 lenny.setiadi@venamon.co.id henny.setiadi@venamon.co.id</p>	<p>Producing for any military organization is challenging: it involves spot inspections, rigorous quality standards for the finished products, and compliance with local employment and health and safety legislation. The final inspection required before any goods are shipped out requires that at least 10% of any shipment is inspected pair by pair. Venamon meets the challenges of building products for endurance and comfort in one of the wettest climates in the world.</p>
	<p>The company is ISO 9001 certified and is now on a program of continuous improvement and quality management that is showing</p>
	<p>amazing results. Efficiency is improving, and worker satisfaction is being measured and is increasing beyond expectations. Company departments compete to work more quickly and efficiently. The <i>esprit de corps</i> is palpable in all areas of the production, administration, and even in the warehouse.</p>
	<p>The company is looking for long-term business partnerships that may start small, but have the potential to match Venamon's strengths and scale. They produce both cement and direct vulcanized footwear for men and women and are ready to export to North America through the support of the Trade Facilitation Office Canada.</p>
	<p>Due to its current local customer base, Venamon is accustomed to accommodating each customer's unique technical and physical requirements. The level of commitment from Venamon is matched by their level of production and quality. Sisters Henny and Lenny and their brother Eric are a family making a strong statement in military and uniform footwear.</p>

Appendix I

Sample TPSA Coffee Brochure




ARINAGATA COOPERATIVE is a Gayo Arabica Coffee producer and exporter specializing in organic coffee. The cooperative has 2,168 select coffee farmers on 2,436 hectares of coffee plantations covering 39 villages in Aceh Tengah district of Aceh Province, Indonesia. The Cooperative was founded in 2006 and has an average production capacity of 87 containers per year.

CONTACT PERSON:
Mr. Ara Siberani

EMAIL:
ara.siberani@arinagata.com

MOBILE PHONE/WHATSAPP:
+62 811-507-7007

OFFICE EMAIL:
info@arinagata.com

ADDRESS:
Jl. Lebe Kader, Kampung Paya Tumpi-1 Nomor 206, Kecamatan Kebayakan, Kota Takengon Kabupaten Aceh Tengah – Provinsi Aceh – Indonesia (24519)

SOCIAL MEDIA:
@arinagata_coop | Arinagata Cooperative
www.arinagata.com | Arinagata Cooperative

CUSTOMERS:
Paragon Trading Company (USA)
Intercontinental Coffee (USA)
Zephyr Green Coffee (USA)
InterAmerican Coffee (Germany)
Darnhouwer & Co. B. V (Netherlands)
Efico (UK)
Nusa Coffee Company (Canada)

GAYO ARABICA COFFEE SUMATRA INDONESIA

Photo credit: s/baabud, 2017

 Source of coffee: Aceh Tengah District, Aceh Province, Sumatra Island of Indonesia	 Altitude: 1200-1800 meters above sea level	 Variety: Mostly Timtim (Gayo 1)
 Process: Semi-Washed	 Cupping notes: Spices, Medium Acidity, Velvet/Long Ends	 Typical aromatic notes: White grape, vanilla, floral
 Production capacity: 87 containers per year	 Harvest periods: September-November and May-June	 Certifications: Organic, Control Union (No CU 807170) and Fairtrade International (Flo Id 18296)

COFFEE TRADE SHOW PARTICIPATION:

- Specialty Coffee Expo SCA, USA (2014-2018)
- Singapore Coffee Festival, Singapore (2016)
- World of Coffee Show, SCAE, Dublin, Ireland (2016)
- World of Coffee Show SCAE, Hamburg, Germany (2014)