



TIPS FOR EXHIBITORS

Read the following recommendations carefully; they will be useful to guarantee the success of your participation in the Andean Gaming Fair.

¡¡¡Welcome!!!

Pre-Fair

- Identifying your company objective, expectative and the goals to be achieved in the Andean Gaming Trade Show.
- Select the objective market to which is directed all the information about your participation in the fair.
- Identifying the communication objective to be achieved.
- Choosing the products to be exhibited.
- Select the stand and exhibition space according to your needed.
- Prepare all the promote material.
- Define advertising, press and public relations strategies to promote your participation in the fair.
- **Budget:** costs for rent, assembly and decoration of the stand, pop material, personnel expenses, souvenirs for clients, equipment transporting, others.
- Training personnel in customer services.
- Contracting for the stand assembly and decoration.
- Distribution of invitations

During the Fair

- Excellence in customer services.
- Apply marketing and promotion strategies.
- Knowledge of the competitors.
- Measuring the impact and acceptance of the products from potential customers.
- Presence in the media and official catalog of the fair.

Post-Fair

- Dismantling Supervision.
- Immediate follow up of contacts which were done.
- Measuring immediate results according to the proposed objectives.

- Final analysis of costs and final report on the fair with recommendations for future participations

Security Recommendation for Exhibitors

- Log into the recommendation link for exhibitors elaborated by Corferias by [clicking here](#)