



Targeted Responsive Professional

Trade fair representation and services around the world

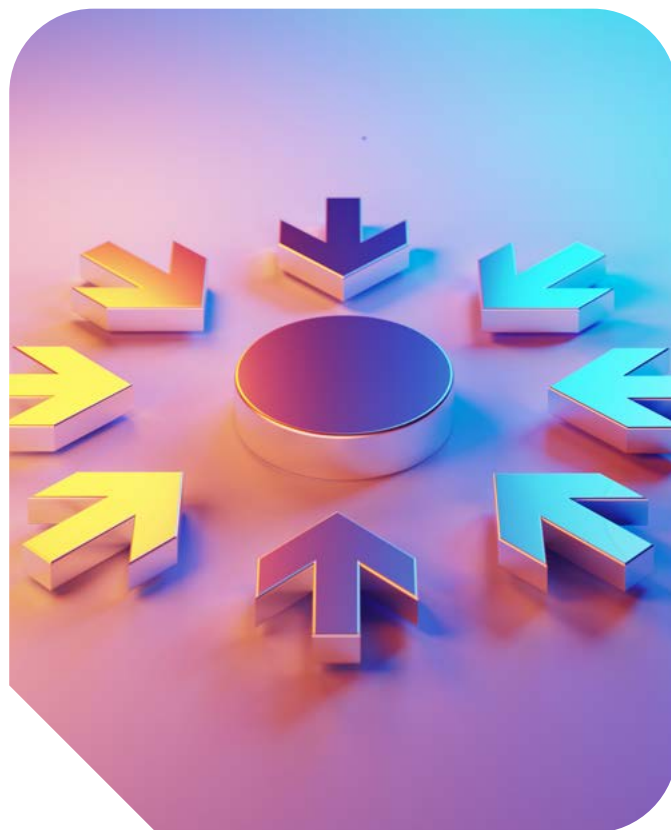


Who we are

As an experienced service agency we stand firmly by your side and look after your projects from inception to completion.

Trade Fairs, exhibitions, conferences and congresses offer fantastic opportunities to increase your brand equity, market presence, sales and contact base. They provide an excellent opportunity to meet prospective partners, source new business, host clients, evaluate the competition and discover state-of-the-art products, trends and new services in your field.

You can trust our expertise, experience and insight which we have built over 25 years of working with our clients' requirements.



What we can do for you

Our experience for your success.

Whether it is creating awareness for your goods and services at industry events or promoting your business abroad: The Reference Point is your ideal partner.

We know our way around the world of trade fairs. For years we have successfully placed clients at the right industry events for their company's objectives and we have come to know where our assistance is valued the most. Our services are intended to take the administrative strain out of your exhibition participation.

Communicating with transparency and listening to your requirements ensures the success of all the work we undertake.

Our services include Identifying events relevant to your business, administrative and advisory support, review of marketing and sponsorship options, budget control, staff coaching, suggestion and supervision of contractors and much more.

An extended list of services is available on request.

Please contact us on +44 (0)1243 884 389 to discuss your plans and how we can support you.

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What you really want to know about trade shows...

We will give you these answers. Our services include a whole host of answers, guides coaching activities, guidance and services.

As a taster we have put together some Qs & As and solutions that we are often discussing with our clients. We are more than happy to personally speak with you about how these matters influence your plans and how we can help.

Q: How do I select the right show for my sector?

A: Whom would you like to contact? What are your goals?
We can help you with research based on your briefings.

Q: What will I get from it?

A: Brand recognition, lead generation, market intelligence, visibility, sales.
We can work with you identifying your goals.

Q: How much will it really cost in total?

A: Costs vary and need to meet your budget.
Budget control is part of our service.

This is not the answer:

"Oh God it's all too much, let's walk the show."

Wrong idea. Stands are 'sellers' and you don't bump in to 'buyers' walking a show - which means you won't be recognised.

Experience matters to event organisers

We know our way around the world of trade shows. The organisers of world-leading events trust us, we have been their representatives in the UK and Ireland for many years.

We are focussing on global technology events and their international subsidiaries such as SMM (shipbuilding, machinery, marine technology) and WindEnergy (on- and offshore) in Hamburg and ACHEMA, the World Forum for the chemical engineering and process industry, in Frankfurt. These events count between 43,000 and 106,000 participants and 1,700 and 2,800 exhibitors.

We also work with several smaller events in these sectors as well as in leisure marine.

If you would like to work with us, please get in touch:
+44 (0)1243 884 389.

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@ DECHEMA / Markus Pittmann



2,842

exhibiting companies



106,001

participants from
100+ countries

233,000

sq m exhibition space

Major international events that we exclusively represent on behalf of the organisers

ACHEMA World Forum for the Process Industries

Triannual event. 14 – 18 June 2027.

ACHEMA serves as the preeminent catalyst and innovator for the international process industries and their suppliers, with the presence of manufacturers and service providers from more than 56 countries showcasing their offerings for chemical, pharmaceutical, and biotech research and production, as well as energy and environmental services.

Modern, interactive and always up to date: With a unique range of topics, exciting innovations and new event

formats, ACHEMA brings together chemists, engineers and process technicians as well as biotechnologists, energy and environmental experts, IT specialists and skilled experts from many other disciplines.

ACHEMA provides a comprehensive demonstration of the process industry's potential and capabilities, serving as the ideal venue to highlight new opportunities and stimulate synergy effects.

ACHEMA
WORLDWIDE

For more information visit:

the-reference-point.com/trade-shows-and-services/achema/



@ Hamburg Messe und Congress / Rene Ziegler

SMM The Leading International Maritime Trade Fair

Biannual event. 1 – 4 September 2026

SMM provides a platform for more than 2,200 exhibitors from all sectors of the maritime industry, including shipbuilding, machinery, and marine technology, to convene in Hamburg and engage in discussions surrounding industry challenges, unveil pioneering innovations, and transact business.

The entirety of the international maritime industry's expertise is encapsulated at SMM. Exhibitors encompass large-scale industrial ship and shipyard engineering, prime movers

and propulsion systems, navigation & communication, ship fittings and equipment, cargo handling systems, maritime services, the whole supply chain for shipbuilding and more. Maritime Security & Defence is also a represented sector.

The trade fair, with its conferences, serves as an ideal venue for procuring insights, forging connections, solidifying business agreements, and engaging in debates with the foremost thought leaders within this sector.



2,200

exhibiting companies



48,000

participants from
100+ countries

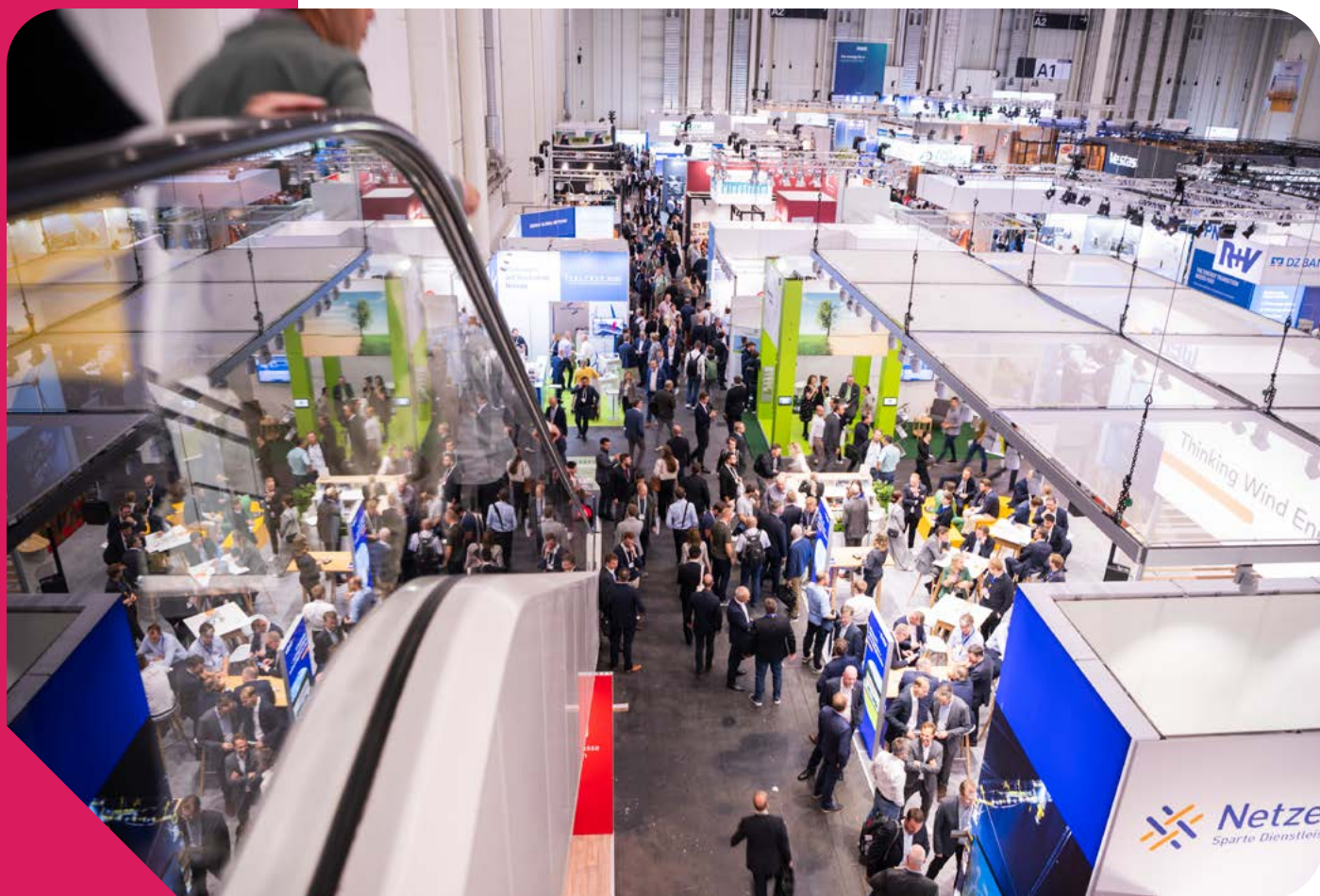
90,000+

sq m exhibition space



For more information visit:

the-reference-point.com/trade-shows-and-services/smm-hamburg/



@ Hamburg Messe und Congress / Rene Ziegler



1,644

exhibiting companies



43,000

participants from
100+ countries

71,500

sq m exhibition space

WindEnergy Hamburg The Global On- and Offshore Event

Biannual event. 22 – 25 September 2026

WindEnergy Hamburg serves as the world's premier and most significant commercial forum for the on- and offshore wind energy industry. Conducting business and concluding deals, exchanging pertinent information, and forming connections are the primary activities that drive participants to this global marketplace for the wind energy sector. Several conference streams are being held over four days.

For the duration of the trade fair, the Who's Who of the international wind energy industry is gathering at

WindEnergy Hamburg, showcasing the latest technologies for onshore and offshore wind energy. Exhibiting companies deliver proof that the world's leading wind industry event is not only a marketplace and networking platform for current developments but also an indispensable innovation driver for energy transition.

National and international wind energy industry associations collaborate with WindEnergy Hamburg and endorse the participation of their members.



For more information visit:

the-reference-point.com/trade-shows-and-services/windenergy-hamburg/

Additional events in our portfolio include...



INMEX SMM India

South Asia's largest maritime exhibition and conference. Biannual trade show in September (2025) in Mumbai.

ACHEMASIA 2025

AchemAsia

International Expo and Innovation Forum for Sustainable Chemical Production. Triannual event in October (2025) in Shanghai, China.



ACHEMA Middle East

Industry meeting place for the process industry in the region. Triannual trade show (2026) in Riyadh.



Ancora Yachtfestival

Germany's largest in-water boat show. Annual event in May (2026) at the Baltic Sea.



Process Innovation Asia Pacific

Inspiring Sustainable Growth across Pharma, Biotech and Chemical Industries. Biannual event in November (2026) in Shanghai.

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Please take a look at our website for events, updates, FAQs, and insights. You will find the most up-to date information there.

the-reference-point.com

EXPERIENCE OUR EXPERIENCE



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