



How to Exhibit Stress-Free

Packages from The Reference Point

The key to experiencing a successful trade fair is to be there – on the ground, in your own country and internationally – whether you are visiting or exhibiting.

Trade Fairs, exhibitions 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.

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.

Based on this experience, which we are happy to share, we are offering the following services that take away the pressure and hassle of organising it all on time and the cost of your own staff being distracted from core business while organising an event.



1

STARTER KIT

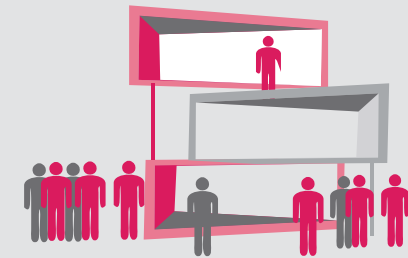
The “starter kit” is for companies that want to start attending exhibition events and need advice on the ones that are best suited to their business. It is ideal for companies that would like to explore an event in a cost-effective way, who may wish to visit first and then start their activities with a small stand, or, where suitable, take part in a group stand. Match-making options could be explored, too.



2

MOVING ON UP

The “Moving on Up” package is aimed at companies that would like to start with a small presence as an exhibitor or might wish to increase their previous activities. They would benefit from outsourcing the whole process - from booking stand space to organising all the necessary bits and pieces that are so time-consuming to keep an eye on, through to setting up business opportunities at the event, increasing their return on investment.



3

ALL ROUNDER

The “all Rounder” package is for those who have exhibited before and may wish to step up their presence and really want to take advantage of our skills to further improve their experience. This can include everything from making the right choice of location and stand type, to stand design and construction topics, to advise on marketing strategies for the event and liaise with all the contractors involved.

We will responsibly handle all the paperwork before, during and after the event and watch the deadlines. We will navigate you safely through all the vital things to track.

Realising your worldwide business opportunities

Visit: the-reference-point.com

Our services allow your team to have time enough to prepare for business at the event and enjoy the success of your exhibition participation.

Please do get in touch to discuss our packages and obtain a tailor-made suggestion of what is included in these packages based on your specific requirements.

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