

# SOLUTRANS

19 - 23 NOV 2019 LYON · EUREXPO

INTERNATIONAL SHOW OF ROAD  
AND URBAN TRANSPORT SOLUTIONS



## MAKE YOUR SHOW A SUCCESS!

**ACTIVE**  
COMMUNICATION

**HOSPITABLE**  
STAND SOLUTIONS

**EXCLUSIVE**  
SPECIAL EVENTS



An exhibition by



Fédération Française de Carrosserie  
Industries et Services

Organisation

COMEXPOSIUM

Under the aegis of



Partners



# 1 MAKE SOME NOISE: TELL EVERYONE YOU'RE EXHIBITING

MAKE YOUR  
PARTICIPATION  
AT SOLUTRANS  
A SUCCESS!

## BEFORE THE SHOW

USE ALL THE AVAILABLE MARKETING CHANNELS TO **COMMUNICATE**:



### ANNOUNCE YOUR PARTICIPATION:

on all the online and offline communications solutions available to you: your website, your social media accounts, newsletters advertising campaigns, and of course your correspondence (postal and electronic) and your press releases.

### ATTRACT THE INTEREST OF YOUR CUSTOMERS, SALES LEADS AND JOURNALISTS:



by announcing the launch of your new products, a new version, a service, or demonstrations taking place on your stand.

These messages will create a buzz before the show and raise visitor and media awareness.

### INVITE YOUR CUSTOMERS, SALES CONTACTS, TRADE PARTNERS, ETC.



Receiving an invitation is like receiving a gift. It is a token of consideration that your contacts will particularly appreciate. The exhibition provides you with printed invitations or electronic versions which can be inserted in your e-mail campaigns.

## DURING THE SHOW

### MAKE USE OF THE SERVICES OF THE SOLUTRANS PRESS OFFICE:

- Increase your communication towards the 300 international journalists who will be visiting the exhibition.
- Capitalise on this audience and organise a press conference on your stand.
- Drop off your press kits or press releases (digital version, with print ready photos and texte) in the press lounge (between Place des Lumières and Hall 4). **Important:** make sure you have versions in English and French.

## AFTER THE SHOW

Back at the office, send a "Thank you" e-mail or letter to the people who visited you and who you identified thanks to a badge reader (*further information in your [Exhibitor Area](#)*). And follow up your sales prospects promptly!

## Your assets:

**Join the SOLUTRANS Communications Club free of charge:** for easy dialogue with the press office and to help you get the most out of your show and publicise your activity.

**Your sales force:** inform your sales reps of the dates of the show so that they can invite customers and sales prospects.

**Your communications materials:** stay in contact with the market and send out press releases and e-mail campaigns.

**A phone call and SMS reminder campaign:** contact your key sales prospects a few days before the show.

**Use the communications pack provided to you free of charge by the exhibition:**

- **The "We'll be there" banner** with your logo.
- The SOLUTRANS YouTube channel: upload your videos and they will be broadcast there ([communication@solutrans.eu](mailto:communication@solutrans.eu)).
- The exhibition's social media accounts.
- The #SOLUTRANS: post regularly about the event to tell the world you'll be there.
- Make a stand on Facebook and invite your sales contacts, clients and partners!

**FREE**

Add more information to your company details page in **the online catalogue**.

- with your press release (digital format with print-ready text and photos. Make sure you produce French and English versions).
- with your latest product or solution (description + photo).

## UNLIMITED INNOVATION

TELL THE PRESS  
ABOUT YOUR ENTRY  
IN THE SOLUTRANS  
I-NNOVATION AWARDS



# 2 EQUIP AND BRIGHTEN UP YOUR STAND: WELCOME YOUR CUSTOMERS

MAKE YOUR PARTICIPATION AT SOLUTRANS A SUCCESS!



## AIM TO MAKE YOUR STAND OPEN, WELCOMING AND WELL-IT, AND EASY TO MOVE AROUND IN.



Visitors will be more inclined to stop and ask for information.

## PLAN ONE OR SEVERAL SPACES WHERE YOU CAN TALK WITH CUSTOMERS AND SALES PROSPECTS



Visitors appreciate the chance to discuss the products and services in a comfortable setting, or simply to take a brochure offered to them.

## TAKE CARE WITH YOUR GRAPHIC COMMUNICATION AND DISPLAY YOUR KEY MESSAGES



so that visitors can quickly understand your business.

**Display your expertise and know-how clearly on drop banners or posters which present your activity:**

### Missions / Solutions / Benefits

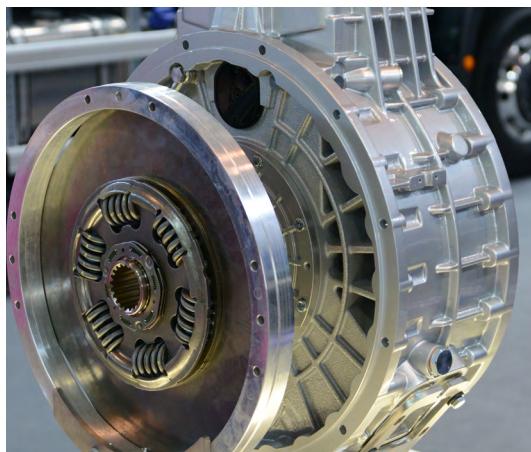
- Indicate your customer references
- Your website address or a QR code
- Your social media accounts

## Important:

**Plan to have an exhibition or demonstration space in which to show your new solutions, products or services.**

Visitors come to the show to discover what you have to offer.

A stand with one or several demonstrations attracts the interest of visitors



## WELCOME ATTITUDE



Place emphasis on customer relations: get your employees involved or hire and brief a stand hostess.

# 3 CREATE SPECIAL EVENTS: CAPTURE YOUR FUTURE CLIENTS

MAKE YOUR  
PARTICIPATION  
AT SOLUTRANS  
A SUCCESS!

## STAND OUT FROM THE COMPETITION, ORGANISE SPECIAL EVENTS ON YOUR STAND.



- ③ Special events and features should be announced in advance and should be mentioned in e-mail and SMS campaigns sent to your clients and sales prospects.
- ③ Publicise your events on the exhibition website (through your **Exhibitor Area** from September 2019). Your features will be published in the SOLUTRANS programme and communicated to visitors before and during the show.
- ③ You could also enlist the services of a professional presenter, artists or celebrities to attract visitors.

## SPOIL YOUR GUESTS!



By offering people coffee, lunch or an aperitif, an exhibition is an excellent opportunity to roll out the red carpet for your visitors, who will appreciate the hospitality.

**Celebrate specific special occasions:** anniversaries, product launches, special offers, etc.

**Complimentary gifts:** don't forget to hand out some branded merchandise!

## SOLUTRANS Gala evening:

Invite your VIP clients to the SOLUTRANS **Gala evening** on Wednesday 20 November! Book your table for 10 people or individual seats! (in your **Exhibitor Area**)



## Your assets:

**Your new solutions:** invite your customers, sales prospects and the media to come and discover them.

**Theme workshops and demonstrations:** promote your expertise to attract qualified sales prospects.

**Prize draws, competitions:** substantially increase footfall on your stand.

**Special offers:** offer price reductions, special payment terms or free services for any orders written at the show.

**Take advantage of the Solutrans Demo Zone** (located behind hall 4).

This outdoor zone is dedicated to testing vehicles or deploying on-board handling solutions (free of charge, on registration).



## TELL VISITORS ABOUT YOUR EVENTS

with a poster or board placed at your stand entrance.

## MENTION THE TIMES OF YOUR FEATURES



To help you promote your company, the exhibition offers a range of communication and sponsorship opportunities.

**Don't waste any time – be the first to book your visibility!**

(Solutions accessible via your **Exhibitor Area**)

## Customer service:

+33 1 76 77 11 63

[contact.solutrans@comexposium.com](mailto:contact.solutrans@comexposium.com)