



*Under the auspices of the*  
**PRESIDENCY OF THE**  
**REPUBLIC OF TURKEY**



# HESTOUREX

2-4 April 2020  
ANTALYA

4<sup>th</sup> WORLD HEALTH, SPORT, ALTERNATIVE  
TOURISM CONGRESS & EXHIBITION

## EXHIBITOR GUIDE



# IMPORTANT DATES

## Event Duration

2nd - 4th April 2020

## Hosted Buyer

## Registration Deadline

11th February 2020

## Opening Hours

Daily 10:00 am – 6:00 pm

(Exhibitors: 8:30 am – 7:00 pm)

## Set-up

### Constructive stand construction:

29th March 2020, 7:00 am – 10:00 pm

until 1st April 2020, 7:00 am – 10:00 am

## Dismantling

4th April 2020 after 6:00 pm

until 5th April 2020



# TRADE FAIR GOAL

Take some time to carefully consider exactly what you would like to accomplish at Hestourex and steer your trade show presence in the direction with the best prospects for success.

In addition to your stand construction and activities, your communication measures in the run-up to the trade show should also be oriented towards your trade show goals.

## CONTACTS

- Establishing contacts with sales and cooperation partners
- Acquiring new customers
- Maintaining relationships with regular customers
- Reaching new target groups
- Finding new employees

## IMAGE

- Strengthening your image
- Raising your public profile
- Presenting interesting new products

## BUSINESS

- Fine-tuning your price ranges
- Business initiation
- Closing deals
- Analyzing export opportunities and new markets

## INFORMATION

- Visiting experts' conferences and seminars
- Identifying developments, niche markets and trends
- Analyzing the competition and market situation



# YOUR STAND AT HESTOUREX



## Four Important Questions You Should Answer First

### **1 In which hall would you like to be?**

Hestourex features not only geographical organization but also thematic segments which help visitors and exhibitors quickly find their way through the vast amounts of service offerings the trade show has to offer. Detailed information about the different segments can be found at 2019 Exhibit Hall Layout. Please note that stand allocation is based on availability.

### **2 How much space do you need?**

Allow for enough space to accomplish your trade fair goals. You should take into account the number of potential co-exhibitors and the amount of space your competitors used the previous year. Layout is also important – space for presentations, catering, meetings, image building, receiving visitors and related functions needs to be carefully considered.

### **3 Which type of participation is the most promising?**

You can present your organization with your own trade show stand or in the framework of a shared stand or pavilion. An individual stand can be individually coordinated to express your organization's corporate design and is available in many sizes. Participation in a shared stand costs less and requires less work: as a co-exhibitor of a country or association, or as a sub-exhibitor of a partner organization, you can benefit from the experience of the main exhibitor, and you will have less front end organization work.

### **4 Which type of stand is best?**

There are stands with one, two, three or four open sides. The more open sides you have, the more visible you are to visitors.

# FAST AND EASY STAND REGISTRATION

In order to consider our exhibitors' wishes and to ensure that both the exhibitors and the organizer can plan effectively, we need to receive your stand registration form first. If you have any questions regarding your stand registration, please contact the Hestourex team. You can find our contact information on our official website.

Simply fill out the Exhibitor Pre-Application Form from our official website. After having received and checked your stand registration, we will send you a stand offer as quickly as possible. Please confirm your stand offer as soon as possible – ideally, via email.

Please note that, if you choose Plain Area, we provide the floor space and electricity, you could use your own stand designers and suppliers to construct your stand. If you choose Standard Stand, the frame, walls and ceiling of the stand are built for you- all you need to do is stand decoration.

## Stand Price

**Minimum Stand Area: 25 m2**

**VAT: 18%**

| Stand Size (m2) | Plain Area (Price/m2) | Standard Stand (Price/m2) |
|-----------------|-----------------------|---------------------------|
| 25-50           | 120 € + VAT           | 140 € + VAT               |
| 51-150          | 110 € + VAT           | 130 € + VAT               |
| 151 and over    | 100 € + VAT           | 120 € + VAT               |

## STANDARD STAND DETAIL

- Electricity, Water, Cleaning
- Panel Stand Walls Space Roof Construction
- 1 x100 Watt Spot In Every 3 m2
- 1 x 3 Group Socket In The Stand
- Name Board For Each Open Side
- Carpets
- Aluminum Tables
- Aluminum Chairs
- Counter
- Waste Boxes

# FOUR KEY POSITIONS FOR FAIR OPERATION

In order to ensure the success of your trade show stand, we recommend that you keep four key positions filled. If you have a smaller stand, multiple positions can be carried out by one employee.

## **The Hostess**

Attracts the attention of visitors who are passing by. This can be a friendly hostess with candies or a clown with a rubber microphone; the possibilities are virtually endless.

## **The Seller**

Does what his/her name says: This person is responsible for attending B2B Meeting and optimally trained to answer all questions about your products.

## **The Receptionist**

Personally greets every visitor. He/She clarifies the reason for the visit: Is the visitor only interested in giveaways? Does the visitor want to sell something? Or could this be a potential customer who can be immediately directed to the seller?

## **The Tracker**

Immediately puts the data from the buyers' or visitors' business card into the database after B2B meetings and writes a follow-up email afterwards.

# B2B PLATFORM



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From the concept Business to Business, Hestourex B2B Platform are dedicated to the people in the healthcare, sport, tourism field, with the main scope of creating, maintaining, and developing professional collaborations, and at the same time, of growing the business.

This well-organized platform give businesses the possibility to buy or to sell their products or services to another business.

Hestourex B2B Platform is an opportunity for suppliers to convince potential clients that they provide services of very good quality, and for the clients to get to know new suppliers that reach the desired level of professionalism.

# 5 Steps for Exhibitor



## Appointment

Select buyers from a list of participants and make a schedule via our B2B Matchmaking Program.

## Communication

Face-to-Face discussion with buyers

## Step 1



### Preparation

Determine target markets and needs regarding your strategic plan.



## Step 2

## Step 3



### Presentation

Present your products / services during B2B Meetings.



## Step 4

## Step 5



### Agreement

Build relationships with potential business partners

# TIPS FOR SUCCESSFUL B2B MEETINGS



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It's crucial that your staff recognize the buyer's signals, build confidence in their communication and analyze what sort of products the customer is interested in buying, if any. The advantages of any products being considered for purchase should then be clearly explained to the visitor. At the end of the talk, you need to arrange the course of action that follows – and write notes about all of the important points in a dialogue report. By the way: constructive trade show talks focus on content, so it's good to set time limits.

## Dialogue Reports – The Basis for Successful B2B Meetings:

Successful B2B Meeting talks have a result: an additional appointment, sending samples, offers, etc. Every single outcome and every buyer contact should be documented in a dialogue report. Ready-made dialogue reports will help you gather information quickly and later serve as a basis for follow-up. There should definitely be room for four essential questions:

- WHO? (target group, contact details)
- WHAT? (which product groups were of interest)
- HOW? (what's the next step: send an offer, expect a call, etc.)
- WHEN? (priority – assign a priority level to each contact)



# TIPS FOR SUCCESSFUL B2B MEETINGS



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## Successful Follow-Up

The reliability, speed and content of your reaction give potential customers insight into your company's style of doing business. Use your contact data as a basis for direct follow-up actions. The following actions should be finished no later than a week after the end of Hestourex:

- ✓ Thank-you mailings for buyers
- ✓ Establishing telephone contact and scheduling appointments
- ✓ Submitting detailed business offers
- ✓ Sending promised documents
- ✓ Contacting buyers who didn't come to the B2B Meetings
- ✓ Placing special offers on the website
- ✓ Showing photos from the stand on your website's gallery
- ✓ Report on Hestourex in your customer magazine or newsletter

## In-Depth Evaluation

An evaluation of your presence and a comparison with previous efforts will enable you to assess your Hestourex participation and recognize optimization potential – and enhance future efforts.

- **COMPILE THE CONTACT DATA** in your database and create a solid foundation for goal-oriented and target-group-specific follow-up actions.
- **BE OPEN TO SUGGESTIONS:** Which ideas and suggestions came from buyers, employees, stand staff? Conduct a survey of your personnel and buyers.
- **IDENTIFY THE PEAK TIMES:** Were there enough contacts?
- **RATIO OF INVITED CONTACTS TO ACTUAL NUMBER OF BUYERS**
- **NUMBER OF REGULAR CUSTOMERS** with invitations
- **NUMBER OF INTERESTED BUYERS WITH/WITHOUT INVITATIONS**
- **COMPETITIVE ANALYSIS:** What did you learn from your competitors?

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AKTÜEL EXPO ULUSLARARASI FUARCILIK  
TIC. LTD. ŞTİ  
Mehmetçik Mah. Aspendos Bulvarı Aspendos İş  
Merkezi No.69/C Muratpaşa / ANTALYA



+90 242 248 22 38



[info@hestourex.com](mailto:info@hestourex.com)



[www.hestourex.com](http://www.hestourex.com)



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