

Transports 2010 **Publics**

LE SALON EUROPÉEN DE LA MOBILITÉ
THE EUROPEAN MOBILITY EXHIBITION

PRACTICAL COMMUNICATIONS GUIDE FOR EXHIBITORS

This guide is being made available to help exhibitors plan their communications initiatives before, during and after Transports Publics 2010, the European mobility exhibition.

It brings together ideas for initiatives which you can easily implement to increase the impact of your communications relating to your presence at the exhibition, with a number of ensuing advantages:

- making your organisation known and highlighting your presence at the exhibition to prospects and media alike - across the whole of Europe;
- raising the profile of your innovations;
- promoting your involvement in various events taking place during the course of the exhibition: the Exhibitor Platform, the Innovation Awards, the Innovation Track and the "Talent in Mobility" awards.

The various stages proposed for each type of action (directed at the media, your prospects, your guests, etc.) are directly coordinated with the marketing, media and advertising actions undertaken by the exhibition organisers. Coordinating your initiatives with ours in this way will greatly increase their impact.

This document is not designed to tell you what to do or when; your own communication teams are of course best placed to decide which actions are the most appropriate to enhancing your presence at the exhibition. It is designed rather to serve as a checklist which we trust will facilitate this aspect of your work.

The exhibition organisers

January - February - March

- "Talent in Mobility" awards:

- Complete the nomination form, to be returned to the organisers by **February 26, 2010**.
- If your nominees are shortlisted, promote online voting for the special Web User Award on www.transportspublics-expo.com.

Two months beforehand: April

- **Innovation awards:** If you are an industrial company or service company, return the completed submission to the organisers by April 23, 2010.

- **Stand:** Produce the communications resources to be handed out on your stand.

- Exhibition website:

- Fill in the information requested by the organisers in the exhibitor database on the exhibition website (you should have received an access code for this with your exhibitor communication kit).
- Present your innovation in your exhibitor space, with a photograph and a description in French and English.

- **Your website:** Promote your presence at the Exhibition by including your stand number on your website (banner, page, logo available on www.transportspublics-expo.com, etc).

- **Events:** Reserve dates for your events at the exhibition: press conferences, special events, contributions, etc. Send the relevant details (date, press release, people taking part) to the organisers so that your events can feature in our media and in the programme.

- **Contacts:** Dispatch of complimentary invitations to your key contacts (VIPs, guests, prospects, etc.).

- Media relations:

- Draw up a list of journalists you wish to have a particular impact on (in liaison with your media relations department).
- Supply the organisers with details of the innovations which you will be presenting at the exhibition to enable previews to be given to the media and European professionals (salon@objectiftransportpublic.com).

One month beforehand: May

- **Stand:** Finalise details for communications and your stand.
- **Events:** Prepare your Exhibitor Platform (if you are organising one).
- **Contacts:**
 - Organise the business appointments and working meetings which will be taking place during the exhibition.
 - Feature your presence at the Exhibition in your e-mail signature (up until the opening date).
- **Media relations:**
 - Prepare your media documents in French and English (press kit, photo archive, logos, press releases, etc.).
 - Inform the media if someone from your organisation has been nominated for the "Talent in Mobility" awards.
 - Inform the Exhibition organisers of the date and topic of your press conference during the exhibition where applicable.

Two weeks beforehand

- **Contacts:** Send an e-mail to your guests to confirm your presence at the exhibition - including your stand number - and promote your programme on site (demonstrations, special events, Exhibitor Platform, Innovation Track, etc).
- **Media relations:** Send a press release to selected journalists announcing your presence at the exhibition, the innovations you are presenting and any nominations for the Innovation Awards and the "Talent in Mobility" awards.

Three days beforehand

- **Contacts:** Send out a final reminder by e-mail.
- **Stand:**
 - Finalise logistics details and last-minute requirements.
 - Start of stand set-up.
 - Brief the team who will be present on the stand (make sure you have English speakers available).

One day beforehand

- **Stand:**

- Review of final technical details (electricity, collecting badges, furniture, etc.).
- Set out communications documentation on the stand.

- **Media relations:** Drop off press releases and press kits at the media room (no company brochures).

Afterwards

- **Media relations:** follow-up with journalists.

- **Contacts:** Send an e-mail or letter thanking the guests who came to visit you.

- **Review:** Review your presence at the Exhibition and feed back to the organisers if you wish.

EXHIBITOR COMMUNICATIONS SCHEDULE

	January / February / March	April	May		June		
				Two weeks beforehand May 24-30, 2010	Three days beforehand June 1-4, 2010	One day beforehand 7 June 2010	After the exhibition
Exhibition website		* Complete details in the database * Present your innovation					
Your website		* Promote your presence at the exhibition					
Events		* Reserve dates to hold your events	* Prepare your Exhibitor Platform				
"Talent in Mobility" awards	* Fill in the nomination form * Promote online voting						
Innovation awards		* Return your submission to the organisers					
Stand		* Produce de communication resources to be handed out on your stand	* Finalise communications resources and your stand		* Finalise logistics details * Start of stand set-up * Brief the team	* Final review of technical details * Set out communications documentation on the stand	
Contacts		* Dispatch of complimentary invitations to your contacts	* Organise your business appointments * Note your presence at the Exhibition in your e-mail signature	* Send an e-mail to your guests to confirm to them that you will be at the Exhibition	* Send out a final reminder by e-mail		* Send an e-mail or a letter thanking guests
Media relations		* Draw up a list of journalists * Provide information about any innovations you will be presenting	* Prepare your media resources (in French and English) * Inform the media if somebody from your company has been nominated for the "Talent in Mobility" awards	* Issue a press release announcing your presence at the Exhibition		* Drop off press releases and press kits	* Follow up journalists
Review							* Carry out a review of your presence at the Exhibition