

Fair Format trade-agency Benelux

Professional trade-fair representation - every trade fair is a gain

Fair • **Format**
MICE is more



The challenge of exhibition centres

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To realise maximum occupancy - that is the challenge for you as the trade-fair organisation. It is essential to recruit sufficient and the right exhibitors in this competitive international market. You have modern facilities, a wonderful organisation, excellent access, and space for large-scale events. You made conscious investments in these facilities to strengthen your market position; they are prerequisites for success.

Partner of international trade-fair organisations

Fair Format understands the challenge you are facing like no one else. As a team we have personal experience in organising and running international trade fairs. Now we are a trade-fair agent for leading exhibition centres who wish to professionalise their representation in the Benelux. For example, we are the partner of

- Hamburg Messe und Congress
- Leipziger Messe
- Bilbao Exhibition Centre
- MCH Messe Schweiz
- Westfalenhallen Dortmund
(trade fairs: Creativa, Jagd & Hund, Intermodellbau, Elektrotechnik)



For these exhibition centres, the co-operation with Fair Format is a competitive advantage. They experience our commercial strength when it comes to selling square metres. In times when a profitable occupancy is no longer a given, the efforts of your trade-fair agent can determine the result. That is why we believe that we would both benefit from meeting each other.

For many years, many different players were responsible for representing international trade-fair organisations in the Benelux. They were players who generally had quite a different core business. Now the commercial playing field has become more complex and increasingly international, recruiting exhibitors has become a profession in its own right. The days when providing information about a trade fair equalled recruitment are long gone. Fair Format is one of the first players to specialise as a trade-fair agency at high level. We stand out, because of our

- Thorough market and sector knowledge
- Effective communication, sales, and account management
- Professional facilities and look
- Unique sector-related databases

Thorough market and sector knowledge

Fair Format has a thorough market and sector knowledge. That applies to your market and your business which we know inside out, and it also applies to the Dutch and Belgian markets. We have a large network of relevant market players. For example, sector organisations that are multipliers when it comes to access to relevant exhibitors and visitors' groups. We also know the national, regional, and local media. We have a large network of specialists who provide us with support. This knowledge is required to reach the relevant target groups effectively. It is with good reason that we only work with experienced employees who are specialised in trade-fair representation.



**Distinctive through
specialisation**

Effective communication, sales, and account management



Effective communication, sales, and account management are our core competencies. Communication is required to bring international trade fairs in the Benelux closer to home. Communication is part of the sales plan we prepare for every trade fair, in which we think beyond market segments and target groups. We chart potential exhibitors and approach the important prospects in person - one to one. That is the most effective way of selling square metres. We add active account management, which means we can make our long-term contacts with exhibitors work for you. In communication around your trade fairs we benefit from the specialisations of the Commix group, of which we are a member. The Commix group includes our sister companies advertising agency Zeylmaker & Partners, SPPR magazinemakers, internet agency Strawberry, speaker's agency Sprekersplatform and TV One, developers of television formats.

Professional facilities and look

As a professional trade-fair agency, Fair Format has set up a top-quality organisation. We have representative offices in Apeldoorn (NL) and Brussels (BE). The Brussels office is staffed by a bilingual team. With our professional facilities and our representative look, we are a worthy agent for your trade fairs.

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Fair Format Apeldoorn, The Netherlands



Fair Format Brussels, Belgium



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