

# Table of Contents

Preface .....	V
Introduction .....	IX
List of Authors .....	XXI

## **Part I: Origins, history and future challenges of the trade show industry**

### **Chapter 1: History and development of the trade show industry**

<i>Volker Rodekamp</i>	
On the history of trade fairs in Germany and Europe.....	5
<i>Kurt Schoop</i>	
History and evolution of trade show models.....	15

### **Chapter 2: Characteristics and types of trade shows and their economic impact**

<i>Manfred Kirchgeorg</i>	
Characteristics and forms of trade shows .....	33
<i>Christian Brühe</i>	
Trade shows as a live communication tool.....	57
<i>Klaus E. Goehrmann</i>	
Trade shows as tools of regional and global marketing in politics.....	71
<i>Wolfgang Clement</i>	
Fairs as an instrument of economic and foreign policy .....	81

## Table of Contents

<i>Hermann Kresse</i>	
<b>The importance of associations and institutions in the trade fair industry.....</b>	<b>85</b>
<i>Manfred Busche</i>	
<b>Role of state and economy in trade fair activities.....</b>	<b>99</b>
<i>Petra Hedorfer and Norbert Tödter</i>	
<b>The importance of trade fairs and conferences to the German venue .....</b>	<b>117</b>
<i>Uwe Christian Täger and Horst Penzkofer</i>	
<b>Production and employment effects of trade fairs and exhibitions.....</b>	<b>127</b>
 <b>Chapter 3: Locations, infrastructure and facilities of trade show companies</b>	
<i>Ulrich Bauer</i>	
<b>Functions of trade fair centres – the Stuttgart model.....</b>	<b>143</b>
<i>Wilfried E. Moog</i>	
<b>Facility management in the trade show industry .....</b>	<b>159</b>
<i>Norbert Dahmen and Herbert Vogt</i>	
<b>Minimum taxation: a competitive disadvantage for German trade shows? .....</b>	<b>173</b>
 <b>Chapter 4: Future challenges to the trade show industry</b>	
<i>Sepp D. Heckmann</i>	
<b>Trade shows in transition.....</b>	<b>191</b>
<i>Norbert Stoeck and Kurt Schraudy</i>	
<b>From trade show company to integrated communication service provider.....</b>	<b>199</b>
<i>Raimund Hosch</i>	
<b>Privatising trade fair companies using various business models.....</b>	<b>211</b>
<i>Michael von Zitzewitz</i>	
<b>Structural adaptation – splitting business functions .....</b>	<b>225</b>
<i>Flavio Cattaneo</i>	
<b>IPO of a trade fair organiser – case study of Fiera Milano.....</b>	<b>237</b>

## **Part II: Strategic management of trade show companies**

### **Chapter 1: Situation analysis and market research**

*Alex Ulrich*

- Strategic market analysis as a trade fair organisation task ..... 251

*Lothar Müller-Hagedorn*

- Benchmarking in trade fair companies ..... 273

*Hermann Fuchslocher*

- Analysis of exhibitors – an instrument of fair controlling ..... 287

### **Chapter 2: Objectives and strategies of trade show companies**

*Werner M. Dornscheidt*

- Corporate principles as a strategic management tool ..... 303

*Manfred Kirchgeorg and Oliver Klante*

- Strategic trade show marketing ..... 313

*Dietmar Aulich*

- Quality – an underrated success factor for trade fair companies ..... 339

*Bernd A. Diederichs*

- Efficiency and cost management for exhibitors, visitors and exhibitions ..... 353

*Ulrich Esser*

- Trade fair companies' public relations and communication strategies ..... 365

*Hans Werner Reinhard*

- How trade show companies can manage multipliers ..... 373

*Manfred Kirchgeorg and Oliver Klante*

- Managing advisory councils for trade show company success ..... 401

## **Chapter 3: Product development and marketing strategies**

*Jochen Witt*

- The significance of non-space products in the trade fair industry..... 419**

*Urs A. Ingold*

- Re-launching a trade fair..... 431**

*Marc Sasserath, Christiane Wenhart and Nina Daly*

- The impact of brand management on trade fairs..... 445**

*Michael Peters and Sabine Scharrer*

- Product development in the fair and exhibition sector..... 463**

## **Chapter 4: Strategic alliances and joint ventures**

*Gerd Robertz*

- Coalitions as challenges for strategic trade fair management..... 475**

*Josef Rahmen*

- Exhibition centres as operators of service networks .....** 489

*Werner M. Dornscheidt*

- Strategic collaboration with associations..... 499**

*Claus Röttich*

- Strategic co-operations in cross-selling..... 511**

*Karlheinz Wismer and Clemens Schütte*

- Representation networks as foreign sales channels..... 521**

## **Chapter 5: Strategies for international and global markets**

*Wilhelm Giese*

- Global players – strategies for internationalising .....** 543

*Ernst Raue*

- The exportation of premium trade show brands .....** 555

*Manfred Wutzlhofer*

- Success factors for internationalising trade fair organisations .....** 563

<i>Bernd Jablonowski</i>	
<b>Russia's trade show industry – central planning and perestroika.....</b>	<b>575</b>
<i>Wolfgang Schellkes</i>	
<b>Development of the trade fair industry in the Triad .....</b>	<b>587</b>
<i>Wolfgang Marzin</i>	
<b>Trade fairs in the USA.....</b>	<b>597</b>
<i>Joachim Erwin</i>	
<b>Messe Düsseldorf as a pioneer in China's growth market .....</b>	<b>607</b>
<i>Thomas Khoo</i>	
<b>Trade fair trends in Asian countries .....</b>	<b>615</b>
<i>Matthias Winter</i>	
<b>Special aspects of trade fair management in India .....</b>	<b>629</b>
<i>Clemens Schütte</i>	
<b>Strategic dialogue – a tool for managing international investments.....</b>	<b>639</b>

## **Part III: Operational management of trade show companies**

### **Chapter 1: Project planning and project implementation**

<i>Walter Hufnagel</i>	
<b>Efficient project and process management as a success factor.....</b>	<b>655</b>
<i>Norbert Stoeck</i>	
<b>Acquiring exhibitors – tools of the trade show organiser.....</b>	<b>667</b>
<i>Ulrich Kromer von Baerle and Bernhard Müller</i>	
<b>Visitor acquisition instruments .....</b>	<b>679</b>
<i>Ernst Kick</i>	
<b>Focus on the fair visitor.....</b>	<b>691</b>
<i>Anna Holzner</i>	
<b>Pricing of trade fair services.....</b>	<b>699</b>

## *Table of Contents*

<i>Ulrich Kromer von Baerle</i>	
<b>The Internet as a trade fair sales and communication tool .....</b>	<b>717</b>
<i>Bernhard Wagner</i>	
<b>What makes trade show portals unique? .....</b>	<b>731</b>
<i>Claus Bühnert</i>	
<b>Value-added for trade fairs and exhibitions through event combinations .....</b>	<b>751</b>
<i>Norbert Stoeck and Dirk Weiss</i>	
<b>CRM — managing post-trade show relationships .....</b>	<b>765</b>

## **Chapter 2: Project Controlling and Quality Management**

<i>Gerhard Gerritzen and Markus Marschalek</i>	
<b>General data on project management and controlling corporations.....</b>	<b>777</b>
<i>Manfred Bruhn and Karsten Hadwich</i>	
<b>Managing the service quality of trade fairs.....</b>	<b>787</b>

## **Chapter 3: Organisational aspects and human resource management**

<i>Michael Degen</i>	
<b>Organisation of trade fair companies .....</b>	<b>821</b>
<i>Peter Neven</i>	
<b>Training/further training for the trade fair and congress industry .....</b>	<b>835</b>
<i>Rolf Weber</i>	
<b>Personnel development in the trade show industry .....</b>	<b>853</b>
<i>Günther Heger</i>	
<b>Exhibition booth personnel as the key to successful trade fairs.....</b>	<b>861</b>

## **Part IV: Managing special trade show events and service providers**

*Ralf G. Kleinhenz and Wolfram D. Svoboda*

- Characteristics of congress centre management ..... 875

*André Kaldenhoff and Klaus Beckmann*

- Management of experience-oriented conventions, conferences and seminars ..... 889

*Werner M. Dornscheidt, Claus Groth and Hans Werner Reinhard*

- Mega-events ..... 901

*Norbert Stoeck*

- Successfully bidding for and staging mega-events ..... 923

*Cornelia Zanger*

- Evaluating the success of trade fair events ..... 937

*Johannes Milla*

- Designing trade fair stands: Thoughts in three and four dimensions ..... 955

*Klaus-Peter Suhling*

- Trade fair catering ..... 965

*Jörg Meurer and Bülent Ayar*

- Live Com agencies and service providers ..... 981

## **Part V: How exhibitors and visitors manage their trade show activities**

*Heribert Meffert*

- Objectives and benefits of trade fair participation for firms and visitors ..... 993

*Axel W. Zundler and Marco Tesche*

- Efficiently preparing and post-processing trade fair appearances ..... 1009

*Sven Prüser*

- Trade shows as networking platforms ..... 1027

*Rüdiger Kreienkamp-Rabe*

- Trade fairs abroad – bringing success to German firms ..... 1043

## *Table of Contents*

<i>Rainer Landwehr and Martin Koers</i>	
<b>Show and exhibition management - staging the Ford car brand .....</b>	<b>1049</b>
<i>Michael Bock</i>	
<b>Motor shows as an integrated communications tool.....</b>	<b>1069</b>
<i>Stefanie Jensen and Adriana Nuneva</i>	
<b>Trade shows as an brand management instrument in the B2B sector.....</b>	<b>1083</b>
<i>Hermann Fuchslocher</i>	
<b>Outfit fairs – new millennium impact.....</b>	<b>1101</b>
<i>Charles Chow Hoi Hee</i>	
<b>Security in Trade Fairs .....</b>	<b>1117</b>
<b>General References in Trade Show Management .....</b>	<b>1123</b>
<b>Subject Index.....</b>	<b>1129</b>