**TOTAL SCAN FOR EXHIBITION SELECTION MODEL TEMPLATE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |   | **Fair 1** | **Fair 2** | **Fair 3** |
| **INVARIABLES** |
| **Duration** | : from - to |   |   |   |
|  | : interval (Biannual/Annual, etc.)  |   |   |   |
| **Location** | : country |   |   |   |
|  | : city |   |   |   |
| **Identity** | : products to be displayed  |   |   |   |
| **Type**  | : international/national/regional |   |   |   |
|   | : general/specialized |   |   |   |
|   | : trade/consumer |   |   |   |
| **Status** | : position in EU*/USA/Africa/Middle East etc.* |   |   |   |
|   | : UFI (the Global Association of the Exhibition Industry) approved |   |   |   |
|   | : which edition? |   |   |   |
| **Admission** | : are we allowed to participate? |   |   |   |
| **Reputation** | : organizer |   |   |   |
|   | : exhibition |   |   |   |
| **Services** | : services provided by the organizer |   |   |   |
| **Support** | : organizer's support (discount, free booth, etc.) to national pavilions  |   |   |   |
| **PROPOSITION** |
| **Program** | : our products in the program? |   |   |   |
|  | : is there a useful conference program? |   |   |   |
| **Segmentation** | : arrangement of halls in sections? |   |   |   |
|  | : specific section for our products? |   |   |   |
|  | : specific section for national pavilions? |   |   |   |
| **Importance** | : of our products within program |   |   |   |
|   |  - gross m2 stand space coverage |   |   |   |
|   |  - no. of exhibitors from our sector |   |   |   |
|   | : of the conference program |   |   |   |
|   |  - quantity and quality of visitors |   |   |   |
| **VISITORS** |
| **Quantity** | : total no. of visitors |   |   |   |
| **Origin**  | : no. of national visitors |   |   |   |
|  | : no. of international visitors |   |   |   |
|  | : no. of countries |   |   |   |
|  | : top 3 division by nationality |   |   |   |
| **Trends** | : as to no. of visitors |   |   |   |
|  | : as to no. of national visitors |   |   |   |
|  | : as to no. of international visitors |   |   |   |
| **Activity** | : top 3 business occupation |   |   |   |
| **Position** | : importance of visiting companies/exporters/business entities |   |   |   |
| **Interests** | : no. of visitors to your section |   |   |   |
| **Job function** | : % of visitors member of your target group |   |   |   |
| **Decisive power** | : % of visitors with buying authority |   |   |   |

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| --- | --- | --- | --- | --- |
|  |   | **Fair 1** | **Fair 2** | **Fair 3** |
| **EXHIBITORS** |
| **Quantity** | : no. of direct exhibitors  |   |   |   |
|  | : no. of indirect exhibitors |   |   |   |
|  | : total no. of net m2 stand space  |   |   |   |
| **Origin**  | : no. of national exhibitors |   |   |   |
|  | : no. of international exhibitors |   |   |   |
|  | : no. of countries |   |   |   |
|  | : top 3 division by nationality |   |   |   |
| **Trends** | : as to no. of exhibitors |   |   |   |
|  | : as to no. of national exhibitors |   |   |   |
|  | : as to no. of international exhibitors |   |   |   |
|  | : as to no. of net m2 stand space |   |   |   |
| **Position** | : importance of exhibiting companies/exporters/business entities |   |   |   |
|  | : market leaders present? |   |   |   |
| **Competition** | : competing countries participate? |   |   |   |
|   | : competing companies/exporters/business entities participate? |   |   |   |
|   | : position of participating competitors |   |   |   |
| **Activity** | : top 3 company/exporter/business entity activity  |   |   |   |
|  |  |  |  |  |
| **OTHER CONSIDERATIONS** |
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***Note:*** *This Model will be used by both EPB office and Commercial Counselor, Bangladesh Mission abroad.*