**TOTAL SCAN FOR EXHIBITION SELECTION MODEL TEMPLATE**

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| --- | --- | --- | --- | --- |
|  |  | **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.*