



Exhibitions: Group Stands

Participating on a group exhibition stand

January 2007

Introduction

Invest NI runs an annual programme of visits to export markets. This often includes organising group stands at major trade exhibitions.

Taking part on an Invest NI group stand can be a very effective way for you to gain first-hand experience of a particular export market and assess its potential for your business.

Exhibitions bring together a large number of people interested in a particular industry; they therefore represent an ideal opportunity to get your product in front of as large a target audience as possible.

Visitors to exhibitions can include potential customers, distributors, agents, journalists, politicians and your competitors.

How will it help me?

Exhibiting as part of a group stand will add value to your presence at major shows. It gives you exposure to international buyers and provides you with the opportunity to:

- test the market;
- gather feedback on your product or service; and
- research the competition's products and marketing methods.

You will also benefit from financial support towards the cost of attending.

Additionally, without the burden of organising a stand independently and with the support and back up provided by Invest NI staff, you are free to focus on your own objectives.

How does it work?

The overall programme of organised group stands is drawn together on a calendar year basis and is included in Invest NI's Trade Events Programme.

This is published in brochure form and also on the Invest NI website, www.investni.com/tradeeventsprogramme.

The brochure contains a list of contacts specific to each exhibition, and you apply to this person for a place on a group stand in the first instance. You can use the contact details below.

Preparation for the exhibition may include attending workshops, receiving specialist advice, and cooperating with the production of publicity material.

As part of the support of participating on a group stand you will receive financial assistance towards the cost of:

- stand space, stand construction, promotional material and transportation of products to the exhibition; and
- economy airfares and accommodation for up to two of your business' representatives.

Who is eligible?

Any Northern Ireland business that is currently exporting, or has the potential to export, is eligible to apply for place on an Invest NI group stand.

You do not need to be an Invest NI client to participate.



Becoming an Invest NI client

To qualify as an Invest NI client company your business must meet certain criteria.

You should typically be from the manufacturing or international tradeable sectors and be able to demonstrate that currently, or over the next three years, your business will have:

- total sales of over £100,000 a year;
- sales outside Northern Ireland of greater than 25 per cent of turnover **or** greater than £250,000 a year; and
- the capability and willingness to work with Invest NI.

If you are not an Invest NI client, but can satisfy the above criteria and would like to become one, please contact the Invest NI office in your area.

Full details can be found at www.investni.com.

Contact

Lynn Mills
Trade Development Services
Invest Northern Ireland
Bedford Square
Bedford Street
Belfast BT2 7ES

T: 028 9069 8056
E: lynn.mills@investni.com

If you are an Invest NI client you may also contact your Client Executive if you feel your business will benefit from this service.

nibusinessinfo.co.uk

Invest NI has launched a new online information and support facility, **nibusinessinfo.co.uk**

This web site provides all Northern Ireland businesses and entrepreneurs with free access to an extensive source of essential business information.

nibusinessinfo.co.uk provides 24x7 advice, information, guidance and signposting, with over 5,000 fact sheets and over 70 interactive tools on offer. Every aspect of setting up and running a business is covered, from the earliest days of developing a business idea to the legal issues involved in selling a business concern.

nibusinessinfo.co.uk also features case studies showing how local businesses have handled particular business challenges.

nibusinessinfo.co.uk provides you with a single point of access for all your business information needs, freeing up time for to concentrate on running operations.