

Support Services to *Trade show Organizers*



CatalConsulting

With more than 10 years of sales, marketing and organisation experience in trade events, CatalConsulting, is your privileged adviser and partner to boost your success to the export.

With a preference for the European markets CatalConsulting is operating nationwide as well as worldwide. In fact, thanks to its generated networking, we are able to help our clients overseas. Our clients are small to medium sized



Logically, our experience brought us to strengthen our offer to trade shows organizers supplying them with a full range of services which is appropriate and cost-effective.

Nowadays and in order for us to scope and stay close to our clients, our team count with a consultant-associate based in Paris.

Our expertise at your service in the following sectors:

The wood industry, its derivatives and technology (woodworking machinery, semi-finished products, composites materials, upholstery and components related to decoration, interior design and house equipment), food industry, agriculture and tourism.

Our flexible and experienced team is ready to help you to achieve all your projects. Contact us for a free quote.

The Success keys to increase brand image and company success in France and Spain



1. Contact office, Back-Office

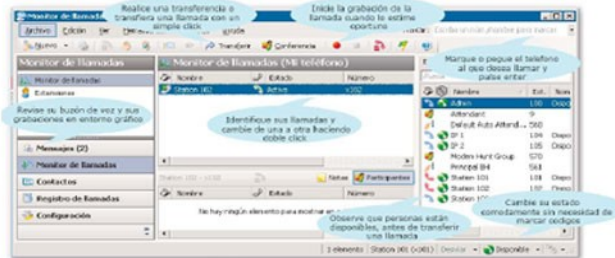
All exhibitors, visitors, associations and press must have a close contact office with qualified staff speaking their own language where they will meet with all necessary attention.



2. Analysis of markets

All information you want to know: the potential of your event in France or in Spain, numbers and profiles of exhibitors /visitors, supplying or buying market or even both. All main figures and data's will be provided by CatalConsulting Team

Depending on the results, Catalconsulting provides its clients with advices on the required inversion in the next steps.



3.- 3. Call Centre and Back-Office

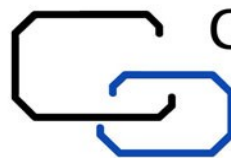
- Call Centre: information, promotion, surveys, invitations...
- Multilingual tele-operators
- Back office services: mailings, newsletters or fax...
- Development of Database and filters targeting requested profiles. Permanent updating of database: telephone, internet, trade press, Chambers of Commerce, etc.

We work for your project



4. Marketing actions

- Database, calls, e-mailings (Cf. 2)
- Planning of actions by clusters (sales area), by company size (Small to medium sized firms), by strategic priority.
- Management of sales network: recruitment and training of sales representatives.
- Partnership with main players of targeted sector: networking.



CatalConsulting

Consultoría Desarrollo Empresarial

Cabinet Conseil Développement Entreprise

Business Development Consulting

5. Visitors recruitment, VIP profiles

- Database, calls, e-mailing (Cf. 2)
- Organisation of institutional, politic delegations, trade association and buyers
- International trade missions

6. Exhibition on trade shows

- Catalconsulting is taking part as exhibitor to the most efficient trade shows
- Management of infrastructure with qualified staff promoting and communicating on your event.

7. Communication, Digital Press & PR

- Media plan
- Organisation of press conferences
- PR with institutional, trade associations

8. Full project management Services

- Organisation and set-up
- Invoicing
- Logistic
- Supplier's Management
- Back-office
- Etc.

