



EXCALIBUR
exhibits

**Passport to
International
Success**

Excalibur Exhibits Guide to Exhibiting Abroad

You finally made the decision to exhibit internationally. Now what? Whether it's navigating the maze of customs documentation or assembling an entire exhibit adhering to local regulations and restrictions, exhibiting internationally brings its own set of challenges and nuances.

Yet, international trade shows and exhibits are an absolute must for companies seeking to move ahead in the fiercely competitive global market. And – when done well – can be a gratifying experience.

So before you search for an eye mask for that long overseas flight, take a short journey with us as we navigate you through the world of international exhibiting.



First Stop: Decision Junction

Where will your exhibit be located?

Exhibiting internationally requires a substantial investment and commitment, so it's no surprise that selecting the right country and event to participate in is typically a carefully calculated decision.

However, it's not enough just to participate in the right event, you need to secure the best location within the venue to display your exhibit. Often this means reserving your space years in advance.

In many countries, socializing is considered essential to conducting business. So in addition to your exhibit space, a hospitality area where you can meet with customers, future prospects and even the media is a must.

What's your budget?

While it's obvious that costs vary greatly from country to country, it's the not so obvious expenses that inescapably sneak up on you. Maybe you didn't realize the venue in Rio de Janeiro was sans air conditioning. Or perhaps, this was your first time exhibiting in Shanghai and you learned the hard way that power strips are not allowed and you would be charged for each power outlet used. And don't forget about currency fluctuation. It's a good idea to keep an eye on the exchange rates for your vendor's currency versus the dollar. Plus, as the exchange rate fluctuates daily, the price you were quoted is often different than what you will see on the final invoice.

The possibilities are endless when it comes to the unexpected, so be sure to factor in room for unplanned expenses when establishing your budget.



To ship or build?

One of your biggest decisions will be to decide if you are going to ship your booth, or have it built at your destination. When making this decision, there are several factors to consider.

Let's say you decide to ship your booth overseas:

- Is it cost-effective to ship?
- How long will shipping take?
- How much are the duties and taxes – sometimes they are 100% of value even for temporary imports
- Will your booth meet all codes and requirements for your destination?
- If not, how much will alterations cost?

Or, maybe you will have your exhibit custom-built at your destination:

- How will you find a reliable booth builder in a foreign country?
- Will a foreign exhibit house be able to replicate your design and adhere to your branding standards?
- How will you oversee this process and ensure your booth is ready on time?

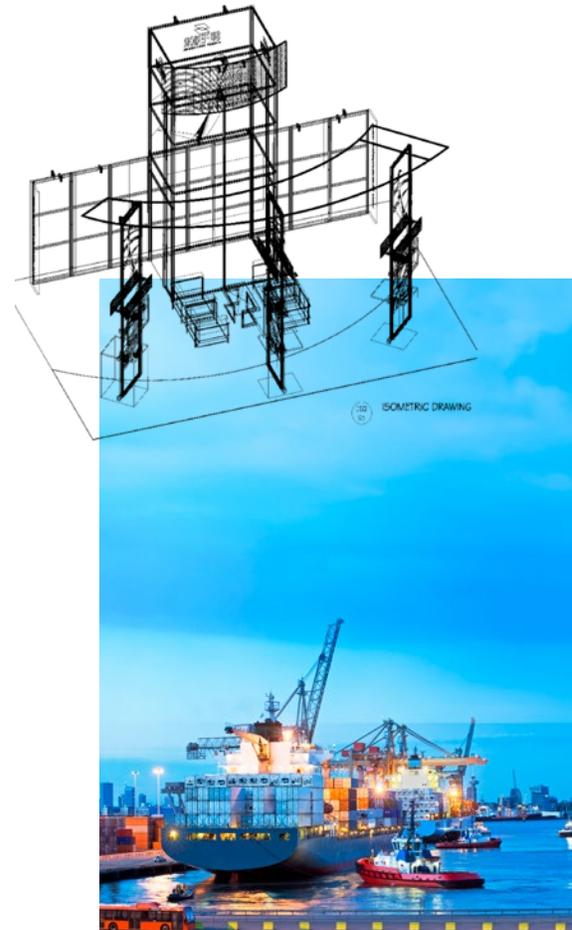
Regardless of which way you choose to go, this step is one of the most important and should be given thorough consideration to weigh the pros and cons.

And whether you ship your existing booth or have it built onsite, make sure you contact the venue ahead of time to inquire about local safety and environmental regulations your set-up will need to adhere to.

What's your marketing strategy?

The success of your event greatly depends on a robust marketing strategy. Seek out opportunities beforehand and capitalize on any complimentary promotional services or tools available through the shows organizers. You may also want to purchase promotional items to improve booth traffic and increase brand awareness.

Once you've taken the steps to draw a crowd, it's time to turn business prospects into customers. Up your chances by having knowledgeable technical staff who can thoroughly answers questions and explain the value of your products and services.



RESOURCES : PG 7 > CEIR, Exhibitor Online

Next Stop: Customs City

Don't get stuck

Even if you decide to construct your exhibit overseas, it's hard to avoid international shipments altogether. Most likely there will still be a need to ship some items. Whether it's product samples, literature and handouts or demonstration equipment, customs frustrations are the same – and unfortunately quite common.

Products that are out of compliance with country-specific laws, inaccurate documentation and packaging are among the frequent reasons shipments get held in customs.

You can help avoid customs pitfalls by working with a reputable shipping company who has experience in shipping internationally and knows the complexities of customs regulations. It's also a good idea to have someone responsible for taking inventory and tracking your shipments to verify all materials are onsite and on time.

Brush up on cultural etiquette

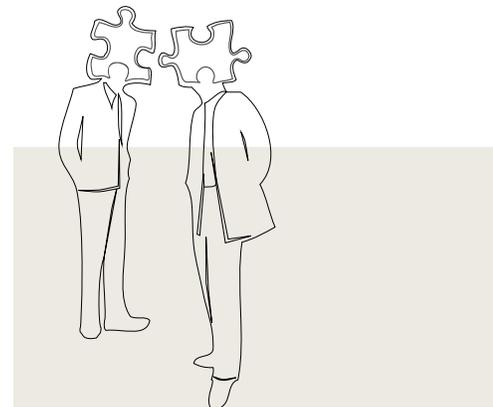
Speaking of customs, there is also the social kind. When do you shake hands? How close should you stand to someone? Should you offer a beverage?

This may all sound quite trivial, but when it comes to conducting business internationally, relationships are essential and you don't want to start one off by committing a cultural faux pas that could have been avoided.

Take some time to learn the “do and don'ts” for the country you will be visiting. It may also be helpful to hire a local translator, who in addition to helping you communicate, can clue you in to some of the cultural customs you may not be aware of.



RESOURCES : PG 7 > [Travel.State.Gov](https://www.Travel.State.Gov)



RESOURCES : PG 7 > [Vayama](https://www.Vayama.com)



Detour: Onsite-Arrangement Ville



Find dependable help

Even if you decided to ship your entire exhibit, you are still not out of the woods when it comes to hiring local help. Whether it's installing, dismantling or moving your exhibit across the show room floor, you will have to rely on local labor at some point.

The good news is that many domestic exhibit houses with international experience will quote you an all-inclusive price for their services, which can cover everything from the cost of the materials and labor to set up and tear down. Other items such as catering or decorations can often be arranged through the exhibit house also. Regardless of the service, make sure both parties understand exactly what is included and expected beforehand to avoid surprises and additional costs. Also note that exchange rates fluxuate daily, so the price quoted can change by the time the invoice is issued.

RESOURCES : PG 7 ► IAEE

Secure accommodations early

Ensuring your exhibit house comes through on their end of the bargain is just part of the challenge come show time. You also have to make certain your staff has proper accommodations including lodging and transportation. International shows draw large numbers of visitors from all over the world, often to already crowded or popular tourist destinations. Therefore it's a good idea to book flights, hotels and even transportation in advance.

RESOURCES : PG 7 ► Travel.State.Gov

Arrive: Post-show Land

It's the end of the show. The last potential customer has left and your feet are ready to part with your shoes, but as an exhibit manager your job isn't over yet. Post-show you will need to oversee the dismantling of your exhibit, take inventory and supervise the packaging of items that need to be returned to the states. It's also a good idea to carefully audit all national and international subcontractor invoices for accuracy.



Feeling Overwhelmed? We Can Help!

If you're feeling anxious about pulling off a successful international exhibition, it's understandable. With any tradeshow, there is always a curve ball or two. When you factor in the multiple challenges intrinsic to exhibiting overseas, you can rest assured something unexpected will happen.

The best way to ensure that you have a productive international exhibition is to partner with an exhibit house with overseas experience to help guide you through and avoid any pitfalls. **Excalibur Exhibits has produced hundreds of successful international exhibitions.** Our on-the-ground knowledge coupled with a carefully selected network of domestic and international partners means we can adeptly handle every aspect of your international exhibition from start to finish. With Excalibur Exhibits as your exhibit designer and onsite representative, you will be as comfortable as if you were there in person. Claim the success without the jet lag!

Excalibur Exhibits offers a complete range of tradeshow and exhibition services including:

- International exhibit strategy development, management and execution
- Award winning custom trade show display design and fabrication
- Face-to-face marketing solutions for corporate interiors
- Modular and portable trade show displays
- Custom trade show rental exhibits
- Trade show management
- Unique promotional products and promotional campaigns
- Trade show exhibit installation, dismantling and supervision worldwide
- Storage and warehousing
- Exhibit refurbishing
- Creative trade show graphic design and production
- Supplier and labor management
- Project management
- Corporate events such as client appreciation events, conferences, seminars, meetings, recruitment fairs
- Schedule and budget development
- Booth staffing management
- Pre-show promotion and planning including space selection and show services coordination
- Shipping and transportation logistics
- On-site show management
- Exhibit property management
- Financial accounting
- Invoice auditing services

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Resources

Looking for more information?

Check out five of our favorite resources.

Center for Exhibition Industry Research (CEIR)

Provides exhibition-related research studies to help you better understand the world of face-to-face marketing. Includes information on the latest experiences and trends within the industry. www.ceir.org

Exhibitor Magazine's International Exhibiting Guide

Highlights key aspects of successful exhibiting in countries across the globe. www.exhibitoronline.com

International Association of Exhibitions and Events (IAEE)

A trade association established to promote the growth and expansion of the worldwide exhibition industry, IAEE provides valuable resources for those who plan, produce and service the exhibition industry. www.iaee.com

Travel.State.Gov

Provided by the Bureau of Consular Affairs (CA), this site offers country-specific travel information for each country along with helpful information such as entry/exit requirements, customs information, travel warnings and more. <http://travel.state.gov>

Vayama

While this site primarily serves as an international travel agency, it contains a thorough guide to country-specific etiquette. www.vayama.com/etiquette/

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