



**budeso**<sup>®</sup>  
**trade show services**  
for successful  
German exhibits

on site trade-show team ■ pre-show and post-show marketing ■ agent and distributor search

*We go the extra mile for you!*

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# budeso trade show services

## for successful German exhibits



Your company's decision to exhibit at a German trade show is a serious commitment of time, money and manpower. Germany hosts some of the biggest and most important trade shows worldwide. Around two-thirds of the world's key international trade fairs are held in Germany, and the country operates four of the five largest trade fairgrounds in the world. This is an excellent opportunity to get in contact with key European and international buyers, agents, distributors or other potential business partners.

Maximize your return at industry shows with budeso's trade show services. budeso will help you improve pre-show, onsite, and post-show sales and marketing efforts.

Trade show services include:

- booth space leasing
- pre-show marketing
- meeting scheduling with prospective buyers, key accounts and business partners
- search and screening for possible agents and distributors
- provide on site trade show team – we act as part of your company's sales team
- post-show marketing
- conduct pre- and post-show email/direct mail and outbound campaigns

budeso helps you to select the right trade show for your product or service. We send out trade show invitations on your company's behalf and we call your key accounts and hot leads for a more personal invitation. We provide a trade show team for your company and we manage all necessary follow-up calls and mailings after the trade show is over. This is a great way of getting the most out of your exhibit and at the same time save on travel, food and hotel expenses.



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