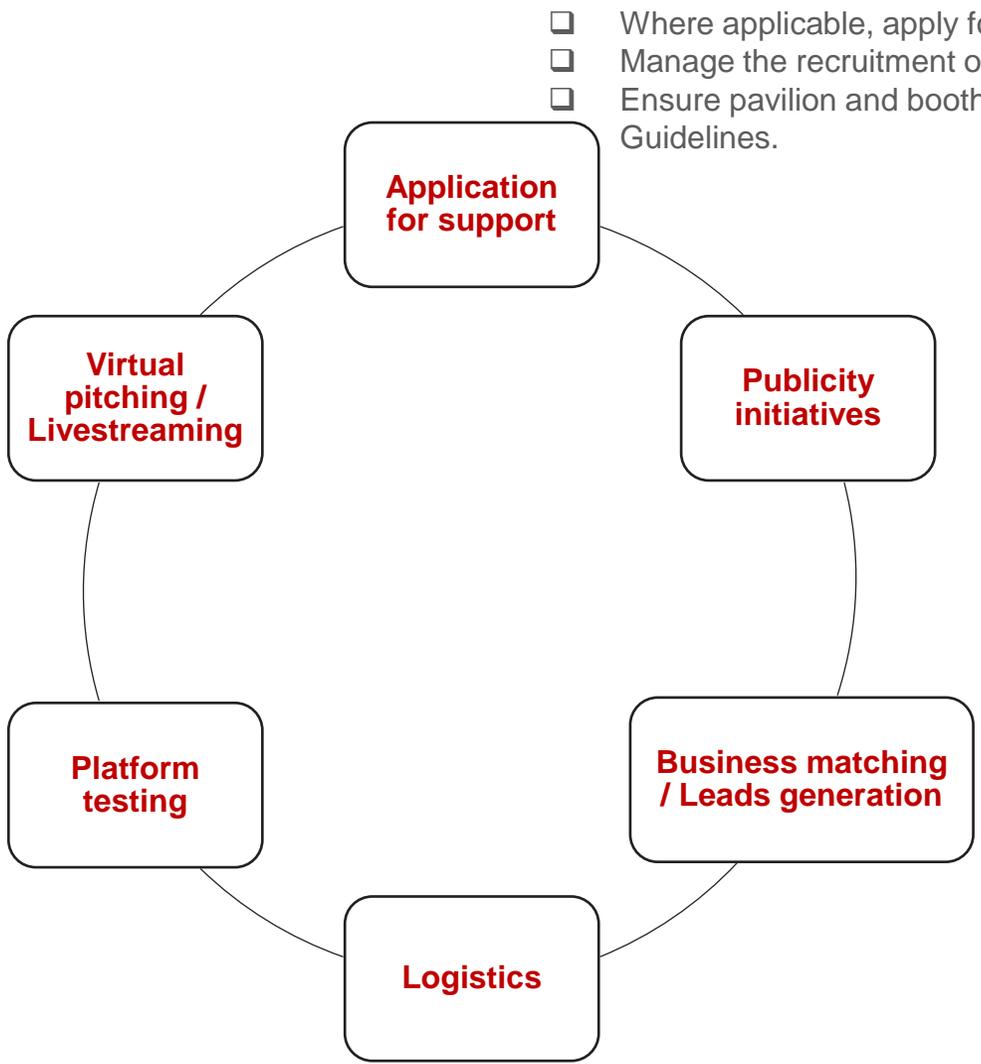


Virtual Trade Fair Checklist For Trade Associations and Chambers

You may refer to the Virtual Trade Fair Guide [here](#) for more information on virtual trade fairs.



- Curate and engage Training Providers** to help companies adopt strategies to connect with a virtual audience through digital tools.
- Booking of physical livestream facilities** may be required if companies need a space to practice virtual pitching or conduct livestreaming activities.
- Organise a Platform Training session with step-by-step guides** for exhibitors to familiarise themselves with the platform and digital functions.
- Verify compatibility of platform** with different devices/ iOS and livestream equipment that exhibitors may have.



- Where applicable, apply for ESG support via LEAD.
- Manage the recruitment of participating companies.
- Ensure pavilion and booth designs are aligned to Singapore Pavilion Design Guidelines.

- Curate and engage Digital Marketing vendors** to develop digital collaterals and a digital marketing strategy for companies. Depending on the capabilities of the exhibitors, different vendors should be identified.
- Explore other outreach opportunities** that companies can leverage to publicise the event / booth.
- Clarify with Event Organiser (EO) on the level of customisation** allowed for exhibitor booths. Exhibitors with differentiated and customised booths attract more visitors.
- Identify exhibitor's target profile** and match them with potential customers to facilitate connections (e.g. business matching sessions, provide POC details).
- Obtain pre-event data** if pre-registered visitor information is available. Exhibitors should leverage data to feature products that interest potential customers in their virtual booth page.

- Engage Logistics Providers** for transport of samples/ materials to potential customers pre and post-event.

Virtual Trade Fair Checklist For Trade Associations and Chambers

Pre-Event **Actual Event** Post-Event



Technical support

- ❑ Check with EO on troubleshooting support provided for exhibitors in the event of tech issues. Where possible, **FAQs** or **step-by-step guides** can be prepared to help troubleshoot issues beforehand.

Manning of booth

- ❑ Ensure that exhibitor reps who are manning the company virtual chatroom are **prepared to answer queries** and are **familiar with chat features**.
- ❑ For customers in different time zones, ensure that there are reps manning the booth at active time periods.

Translation services

- ❑ If **translation services** are required, check if exhibitors possess this capability or if EO can provide the service. Alternatively, a shared resource may need to be procured.

Pre-Event Actual Event **Post-Event**



Data analytics

- ❑ Check with EO if **visitor data to booth / conference / pitching session** can be provided for exhibitors to understand visitor demographics and interest.
- ❑ Encourage companies to **follow up on lead generated asap**.

Claims

- ❑ Engage an auditor for claims audit, and submit supporting documents in Incentive Portal.
- ❑ Consolidate company feedback via Micepad.