

## 15. Trade Fairs and Exhibitions; Hotel Accommodation

### 15.1 Introduction

**Trade Fairs.** Trade fairs are typically held at the same place at regular intervals.

They are organized for the purpose of transacting business and therefore cater mainly for trade buyers and businesspeople, although the general public may be admitted on certain days. Some fairs are limited to the products of a particular industry, others comprise the products of various different industries.

**Exhibitions.** Exhibitions (or shows, eg the Motor Show, the Chelsea Flower Show) are mainly intended as a source of information for all those interested in the products displayed, both businesspeople and the general public. Like fairs, exhibitions may cover a narrow or wider range of products. International trade fairs and exhibitions give manufacturers an opportunity to introduce their products to trade buyers and visitors from all over the world. These events are therefore ideally suited for establishing business contacts.

**Hotel Accommodation.** In spite of the increasing use of modern telecommunications, conference facilities via satellite etc, worldwide travel has not decreased. In many cases a face-to-face discussion is still important in business negotiations. The hotel and catering trade therefore plays an important role in the GDP (gross domestic product) of many countries, not only in the tourist, but also in the business and convention sector. Many companies prefer to hold their conferences, seminars and conventions at hotels and centres located in their vicinity or in other attractive venues.



## 15.2 Model correspondence

### 15.2.1 Irish company asks for quotation for a hotel booking during a fair in Germany

**e-mail**

**Mail from:** Cheltenham.ltd@ucd.ie

**to:** schlosshotel@t-online.de **cc:**

**Subject:**

**Attachment:**

Dear Sir or Madam

Our company is taking part in the Cebit Fair in Düsseldorf and will have a stand there. The Fair takes place from 14 to 28 September 20..

From 13 to 29 September 20.. we will need 10 single rooms for non-smokers with bath or shower, including breakfast. The rooms must be equipped with a telephone which can be used day and night.

Please quote your best groupage rate for these rooms including all taxes and costs.

We look forward to your quotation.

Yours faithfully

Cheltenham Limited  
Henry P. Shears  
Advertising Department

## 15.2.2 American hotel offers rooms and conference facilities to German company



**FAO:** Mr Hans-Werner Fern  
Sträther & Ullrich GmbH  
Blumenstraße 40  
44139 Dortmund

**Fax No.** +49 (231) 4713 06  
**From:** Jennifer L. Probert  
The Bloomington Palace  
Minneapolis, MN 330748  
USA

**No. of Pages:** 2

Dear Mr Fern:

Thank you for your enquiry about the reservation of rooms and the booking of conference facilities for your meeting in Minneapolis from 7 to 12 July.

We can offer you single rooms with bath and/or shower, WC, TV and minibar for 30 people at a special rate of US\$60 per day, ie at a total price of US\$9,000. This price includes breakfast.

A conference room for about 50 people can be placed at your disposal for this period free of charge, provided all meals are taken at the hotel. The conference room is equipped with a video recorder, overhead projector, a TV-set and a flip chart. A small office is also available which has internet and e-mail facilities, telephone and fax connections. Bilingual staff (German / English) can be hired locally.

Our conditions of payment would be: 1/3 in advance, 1/3 on arrival of the guests, 1/3 on departure of the guests.

We hope our offer meets with your approval. If so, we would ask you to book early since at this time of the year booking can be difficult.

Kind regards

*Jennifer L. Probert*

Jennifer L. Probert  
Reservation Officer  
The Bloomington Palace Hotel

## 15.2.3 Invitation to participate in a fair

**BULLARD ASSOCIATES**-Public Relations • Advertising • Marketing  
P.O. Box 61567 • Sunnyvale, California 94086 U.S.A

**BULLARD ASSOCIATES**

**B**

October 26, 20..

Evans Real-Time GmbH  
Burghausener Str. 23  
D-80634 München  
Germany

Gentlemen:

We are currently putting the finishing touches on plans for the United States pavilion at SYSTEMS 20.., October 17-21.

As participants – on behalf of your parent company in New Jersey – in last year's SYSTEMS, you are very much aware of the pre-eminent position this biennial trade fair holds in the European and worldwide computer and EDP community.

We will be happy to assist you at every step of your planning and participation. Bullard Associates has ten years' experience in putting together successful American pavilions at overseas exhibitions and has organized more than a dozen "Made in America" programs in Germany alone.

Full details on SYSTEMS 20.. are given in the enclosed brochure. Space is limited, so please act promptly. We look forward to working with you on behalf of your parent company at next year's SYSTEMS.

Sincerely yours  
Bullard Associates

*James D. Schroder*

JDS: mm

Encl.

#### 15.2.4 Exhibitor announces participation

Dear Madam / Sir

We are now commencing our preparations for the 20.. Ceramitec exhibition. This year we have decided in favour of a much bigger presence, having identified Ceramitec as the most significant ceramic industry exhibition in Europe.

We are writing to you early, hoping that we can be reserved prime space; we envisage taking 4, 6 or possibly more units.

Being a British company, we have the option to join the British delegation organised by the British Ceramic Plant and Machinery Manufacturers Federation and backed financially by the British Overseas Trade Board. However, we do not wish to do this if it should in any way prejudice our location within the exhibition hall.

Could you therefore send us a plan of the layout of stands, indicating blocks of 4 or 6 still available, together with rates and other relevant information.

We would also appreciate it if you could recommend any exhibition contractors based in Munich who would be capable of designing, building and erecting a stand for this event.

Yours faithfully  
Colin Harrison & Sons Ltd

D I Ramsden  
Executive Sales Director

## 15.2.5 Request for information on fair

**Okunfe Exports Limited**

125 Market Street • Accra, Ghana

CA/EW  
10 February 20..

Ausstellungs-Messe-Kongress-GmbH  
Messedamm 22  
14055 Berlin  
Germany

Dear Sirs

Dr Delius of the Trade Section of the German Embassy in Accra has referred us to you. We understand that you are the organisers of the Overseas Import Fair "Partners for Progress", which is specifically designed to assist exporters from the Third World wishing to introduce their products to the German market.

We are dealers in a wide range of products made by West African craftsmen (pottery, leatherwork, jewellery, wood sculptures), which we buy from local artisans and export to Europe and the United States. As it seems that there is considerable demand for genuine African handiwork in Germany, we should like to get in touch with German importers interested in the products handled by us.

According to Dr Delius, displaying our products at the Overseas Import Fair "Partners for Progress" would be a useful first step. He also told us that exhibitors from developing countries can obtain financial assistance from the German government. We should therefore be pleased to receive detailed information on this fair and the assistance available to foreign exhibitors.

Yours faithfully  
Okunfe Exports Ltd  
Charles Adama