

Young IFA Lesson Materials

Project Day at IFA 2019

Lesson input and worksheets

Grades 7–13



Module 5

How do you create the wow factor? Trade show events, marketing and staging

Companies want to raise their profile at IFA, enhance their brand image, launch products and of course boost their sales figures. Exhibitors' stands and promotions at IFA play a central role in attracting public attention and creating a wow factor. This IFA project day will help you understand how a large trade show is organized – and how companies use staging to maximum effect.

IFA takes place every year at the Berlin ExpoCenter City and STATION-Berlin. Berlin's exhibition grounds offer 170,000 sqm of hall space spread across 26 exhibition halls, including CityCube Berlin, the multifunctional trade fair, convention and event arena, and the 10,000-sqm Summer Garden. IFA is organized by Messe Berlin, a service provider that organizes and manages regional, national and international trade shows, exhibitions, conventions and events.

IFA – The Global Innovation Show

Many of the world's most important retailers, buyers and experts from industry and the media come together at the world's leading trade show for Consumer and Home Electronics – IFA in Berlin. In 2018, 1,814 international exhibitors attended IFA. The 245,000 visitors included 150,000 trade visitors – almost half of them from abroad. 6,000 journalists from 75 countries reported for 160 countries from IFA 2018. As the leading international trade show in its sector, IFA 2018 achieved an order volume of €4.7 billion – a new record.

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The importance of trade fair staging

Of course, IFA can only be successful if the exhibitors present attractive products in an interesting way. The construction of exhibition stands and the promotions that take place during the trade show play a decisive role in attracting the largest crowds possible. Direct contact with customers means that companies can identify customer needs, refresh relationships with existing customers and explore new business opportunities. Many exhibitors organize events, such as competitions or autograph sessions, in order to attract visitors to their stands. In many cases, visitors can even try out the latest products.

Corporate Design

The design of a company's trade show appearance is based on its corporate design. Every company uses specific logos, colors, fonts, images, layouts and linguistic features to create a brand identity that consumers intuitively recognize.

Four types of trade show stands

Depending on the location within the exhibition hall, there are four types of stand with different levels of exposure:

- **Row stand:** one side is open; three sides are shared with neighboring stands
- **Corner stand:** at the end of a row of stands; shares two sides with neighboring stands; two sides are open
- **Peninsula stand:** combination of two corner stands; three sides are open; one side is shared with a neighboring stand
- **Block stand:** stands alone and is also called an island stand; all four sides are open

Areas of a trade show stand

- **Orientation area:** attractive promotions or products are placed in the outer area of the stand
- **Presentation area:** directly behind the orientation area, companies display the products they want to show the public
- **Meeting area:** a more private area for more involved talks or negotiations; often away from the more public areas
- **Functional area:** for storage and catering; not publicly accessible

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Worksheet 1/2

Analyze how companies present themselves at IFA 2019!

Pick an exhibition hall and find out how it is laid out: Which companies are exhibiting here? Why are these companies gathered in this hall?

Pick one company at the trade show: What does the company want to sell? How are the products presented? What fascinates you about this stand? What would you do differently?
