

HOW-TO: Become a national pavilion exhibitor on trade fairs

Discover here your turnkey solution!

Before



1. SELECT YOUR TRADE FAIR

Manifest your interest to exhibit in one of the National Pavilions organised by the Trade Fairs Service of the Luxembourg Chamber of Commerce, via this link: <https://forms.office.com/e/9DZGpJf7Nt>, or contact us at tradefairs@cc.lu.



3. ANTICIPATE YOUR TRAVEL

Once your participation is confirmed, act promptly to secure your travel arrangements. Hotels and transport tend to fill up quickly and become more expensive over time.



5. FOCUS ON YOUR ONSITE MEETINGS

Get ahead of the curve and build your story now! Identify potential clients in advance through the platform of the trade fair and proactively reach out to them to schedule your onsite meetings.



2. REGISTER

Register directly on our website: <https://www.cc.lu/agenda/gointernational>.



4. PREPARE YOUR PROMOTION MATERIAL

The Trade & Invest team will request your marketing kit to prepare your turnkey booth (company name, logo, video, keywords). Ensure you have your branding ready!



6. OPTIMIZE YOUR VISIBILITY

Promote and announce your participation in the trade fair through social media or other channels in advance to gain traction and enhance your visibility.



7. WELCOME ON YOUR BOOTH

Take full advantage of your turnkey booth and benefit from the various services offered by the Luxembourg Chamber of Commerce and on-site Trade & Invest team assistance.

Focus on your business and make the most of these amenities!

On-site



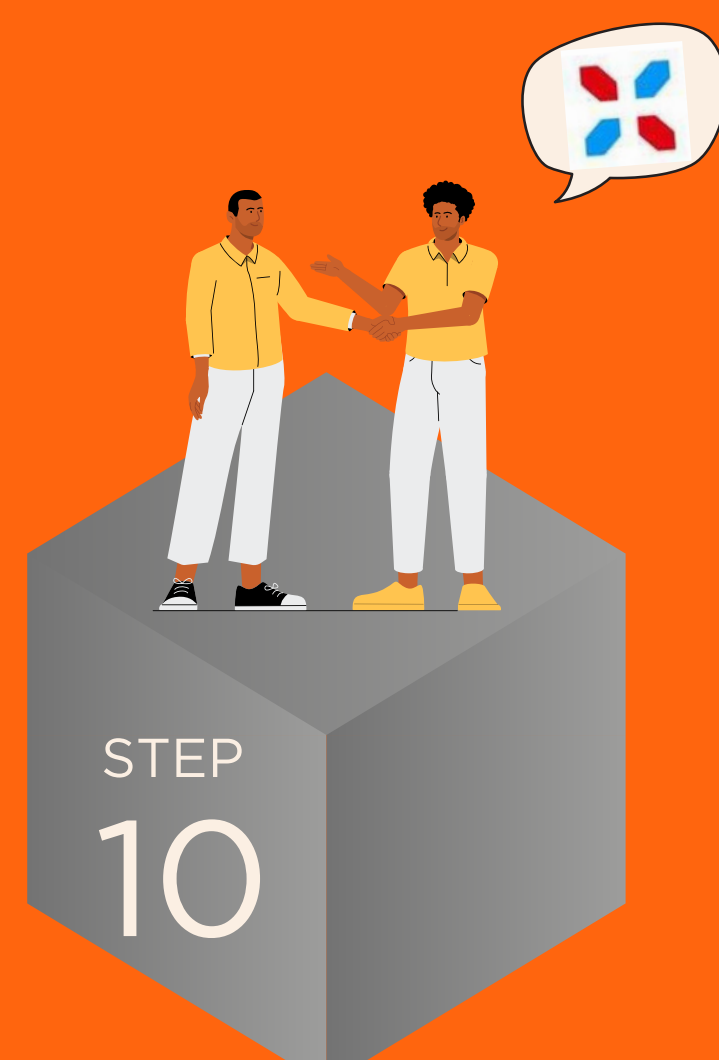
8. BE PROACTIVE!

Engage in events while ensuring a presence at your stand.



9. SHARE YOUR FEEDBACK AND RATE US!

In the spirit of continuous improvement, we invite you to share your feedback, whether positive or negative in order to serve you better at a future occasion.



10. STAY CONNECTED

Follow-up the connections you made during the trade fair proactively. Keep an eye on sector-related events and join us for your next international venture at our future events <https://www.cc.lu/agenda>.

And after?



FOR MORE INFORMATION: PLEASE CONTACT TRADEFAIRS@CC.LU