

## Quality Control and Representation at Germany's Trade Fairs

### Stay Visible at the Most Important Trade Fairs

Corporate travel policies, government restrictions, and quarantine requirements have made participation at trade fairs increasingly complex. Despite these challenges, you want to keep your brand positioned internationally without interruption and don't want to suffer from missed business opportunities.

The Commercial Service is here to help!

### Quality Booth Staffing

If you have already paid for booth space, want to remain visible, and/or cannot staff your booth, let us help.

The Commercial Service can find, train, and monitor professional representatives at trade fairs in Düsseldorf to ensure you don't lose business. Our office has a long history of hiring articulate, motivated college students and professionals to assist companies, explain product details, and collect business contact information from current and future business partners at fairs.

### How it Works

Commercial Service staff will do the following:

- Find a qualified, professional representative ("REP") to staff your exhibit booth. We have a cadre of experienced, polished go-getters who can represent your firm.
- Meet individually (virtually or in-person) with the REP to:
  - Ensure quality standards
  - Train on proper business contact etiquette
  - Discuss the exhibiting firm's products
  - Review fair schedule and administrative matters
- Visit the REP at least once during the trade fair
- Check-in with the REP at the beginning/end of each trade fair day
- Collect business cards from REP on the last day of the show, discuss any key interactions, flag contacts for follow-up, scan business cards and send to home office

### More information

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### 2020 Target Events

Messe Duesseldorf:

Caravan Salon

MEDICA

COMPAMED

Valve World Expo

Tube/Wire

## Responsibilities

### Exhibiting Firm:

- Direct Payment to the REP (approx. 200 Euros per day + local transportation costs)
- Booth Costs Such as Space Rental Fees, Stand Construction, Insurance, Entrance Fees, etc.
- Pre-show Promotion
- Shipping Arrangement of Materials/Flyers
- Any Direct Costs Associated with the Show
- Negotiate Special Needs & Expenses with REP

### Commercial Service:

- Quality Management of REP
- Assistance with Replacement REP in the Event of Sickness/Dissatisfaction
- Advice on Shipping, Customs, Show Preparations
- One In-Person or Virtual Pre-Event Meeting with Temporary REP
- Check-in with REP at Beginning/End of Each Show Day
- In-Person Meeting with REP at End of Show
- Scanned Business Cards and Follow-Up Notes Collected and Sent to Exhibiting Firm Within Five Working Days After Show

## Fees

### Commercial Service fee (plus all direct costs noted above):

- US small company: \$600
- US medium company: \$1,400
- US large company: \$1,800

(Note: to determine if you are a small, medium or large company, visit <https://www.trade.gov/us-commercial-service-user-fees> and scroll to the bottom for an explanation)