

EXHIBITION & EVENT GUIDE





Dear Hiab Fans,

Our customers know Hiab as a strong and reliable partner and we need to make sure that we continue to deliver to their high expectations. The challenge ahead of us is to both keep existing customers and attract new ones in this competitive world.

The Exhibition & Event Guide will give you some tips and ideas on how to continue to build the Hiab brand when working with exhibitions and events. All of our proud product brands need to be well presented and communicated in a unified way and attention to detail is important. We hope that this guide will inspire you and make your planning easier when working with your customer activities.

Good luck,

Clas Thott
Vice President Marketing

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WHY EXHIBITIONS?

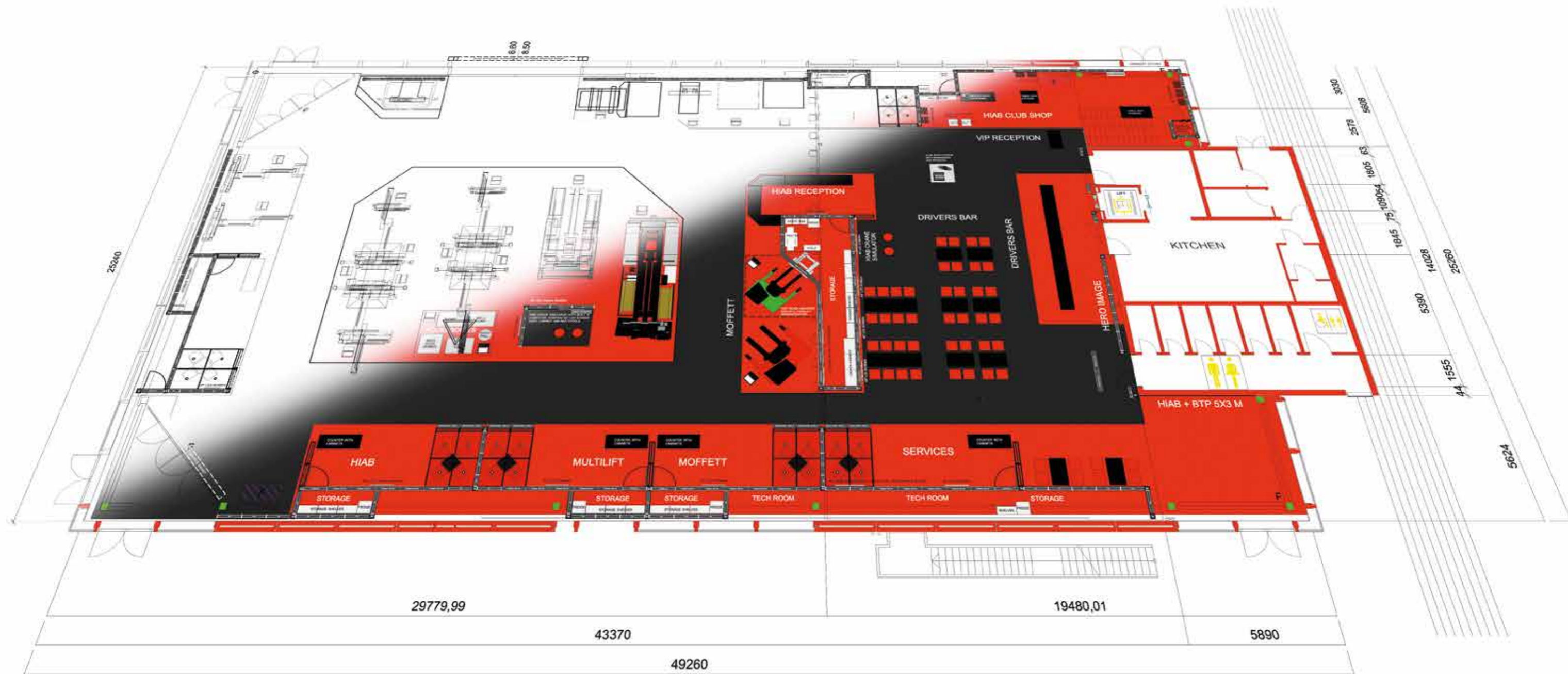
Historically, exhibitions have offered a marketplace for introduction of product news. A trade show offers a great opportunity to meet your industry, your customers and of course your competitors.

From visibility to credibility, exhibiting at a trade show has hundreds of benefits for your business. Establishing a presence there, whether big or small, gives you a powerful platform for meeting new customers, reaching out to your existing customers and building a more solid and recognisable brand.

MAXIMISE YOUR PERFORMANCE

Not only do exhibitions generate more sales leads than any other sales tool apart from companies' own websites, they also close sales effectively, help maximise your future pipeline and speed up the sales process. Even in the internet age, when information is easier to come by, you're more likely to secure a deal face-to-face at an exhibition.

And when times are tough, exhibitions offer more for your marketing budget than any other media. Only at an exhibition can you generate direct sales while simultaneously enhancing your brand image, launching new products, researching your market, building your prospect databases and maintaining relationships with your existing customers.



MAIN OBJECTIVES

- 1 What do we want to communicate, what is our message, what campaigns do we wish to highlight?
- 2 How do we attract potential customers?
- 3 How do we generate leads and ultimately sales?

When thinking about participating at an exhibition, start by establishing your strategy by choosing your objectives. These can be divided into four categories:

1

Generate leads and sales – for most companies the important reason to exhibit at an event is to sell as many products and/or services as possible and to generate sales leads. An exhibition is the perfect platform to archive this goal.

2

Brand awareness – exhibiting at an event is an effective way to create or raise market awareness.

3

Customer relations – invite your customers to your exhibition stand. Your image will be reinforced by this as well.

4

Educating customers – by doing so you are able to show off your unique know-how and introduce new products, services and innovations to generate publicity.

SETTING YOUR OBJECTIVES

Thinking about your participation in an exhibition starts months before the actual exhibition takes place. The most important thing is to define your objectives for the exhibition.

Each objective has to be complemented with three sub-goals. In this way you can determine the right target group and the intended effect of your participation in the exhibition. Ask these three questions:

- What should our main message be?
- How do we attract our potential customers?
- How do we generate leads and ultimately sales?

The exhibition goals that you chose in your strategy must be translated into an exhibition plan. Such a plan contains four main elements:

- Exhibition stand: get your stand designed and built by a professional stand building company.
- Stand crew: choose the right people to man your stand and train them properly.
- Campaign: determine the theme and appearance of your stand, make a communication plan and invite your business connections.
- Follow-up: prepare the follow-up that will take place after the exhibition so your sales department and stand crew know your expectations.

BUDGET CONSIDERATIONS

When establishing the budget be sure to consider the following:

- Rent of floor space at the exhibition
- Stand design and stand building
- Stand decoration
- Facility costs (during preparation, on site and after exhibition)
- Marketing and advertising costs
- Catering
- Other activities at the exhibition such as stand party and outside entertainments
- Unforeseen costs

Exhibition & Event checklists can be downloaded from our website www.campaignroom.hiab.com

BEFORE - PLANNING

- 1 Form a project group (internal and external)
- 2 Establish product launches, customer events...
- 3 Determine measurable goals such as new leads, number of sales...
- 4 Location – find the best suitable stand or event sight with easy accessibility, good visibility from entrance, close to an airport, close to hotels, good conference and meeting possibilities etc. Avoid stand areas outside a restaurant, coffee shop and restrooms.
- 5 Establish project plan with important deadlines
- 6 Establish project budget

DURING - EXECUTION

- 1 Activities, show, customer events, presentations, customer registration, hospitality, staff
- 2 Customer or lead selection (staff questionnaire to determine type of customer – existing, potential, lead)

AFTER - FOLLOW-UP

- 1 Establish follow-up procedure such as mail out – Thank you for visiting us....
- 2 Follow-up call from sales person (don't wait too long to establish contact)
- 3 Review and give feedback regarding the outcome of measurable goals

STAND CONCEPT DESIGN DYNAMIC VISUAL IDENTITY

This is the Hiab look and feel that we strive to accomplish. Our overall goal is to create a strong brand and a dynamic visual identity that

deliver a clear message that Hiab is the number one partner and that everything we do is BUILT TO PERFORM!




BRAND & COLOURS

HARMONY AND BALANCE


Here we give you the cornerstones for the Hiab brand that play a vital role in design creation. (For more detailed information, refer to Hiab's Visual Identity Guide)

Using the right material and quality for your exhibition and event is also important, everything contributes to creating a strong brand. The following sections describe and give you material suggestions for floors, walls and displays. Try to use these recommendations when working with your local suppliers.

Logotype




Elephant



Brand Promise

BUILT TO PERFORM

Colours



Typeface

ABC

PMS Black CU	PMS 485	PMS 1-1 C	Folio Bold Condensed
CMYK 0%, 0%, 0%, 100%	CMYK 0%, 100%, 100%, 0%	CMYK 0%, 0%, 0%, 0%	
RGB 0, 0, 0	RGB 213, 43, 30	RGB 255, 255, 255	
Vinyl Black	Vinyl 3M Scotchlite 00-368	Vinyl White	
RAL 9005 (Jet black)	Vinyl reflective	RAL 9016 (traffic white)	
	3M Scotchlite 680-10	gloss 70 ± 10	
	RAL 3020 (Traffic red)	NCS S 1002-G50Y	
	gloss 70 ± 10		
	NCS S 0585-R80B		


COMMUNICATION ELEMENTS

DELIVERING A STRONG MESSAGE

Getting a strong message across in your exhibition or event is a vital part of Hiab's brand and sales strategy. Use Hiab's images that you will find in our Media Gallery.

Placements and size might differ depending on the conditions, however, they always play a vital role in creating the overall quality, look and feel. Please visit:

www.hiab.com/en/global/about-us/brandroom.



Example of Hero images

Having the Hiab brand in focus is essential, as is working with the right colours. Hiab's base colour set might offer just a few options, however, these colours come in a number of forms and shapes. Blending matte with glossy colours changes the overall appearance drastically. Adding texture to colour will also add to the overall look and feel. Ask your local designer to have this in mind when designing for you.

HOW & WHY

A small exhibition or event still requires your full attention to deliver the Hiab brand and main message in a professional way. For instance, when you are in need of a portable display, easy to install and dismantle, go and take a look at Hiab's Club Shop where you can order roll-ups communicating Hiab and all the sub-brands. The Hiab Club Shop is a good place to start when looking for inspiration.

However, sometimes you need to go the extra mile. In this case, find a local supplier that can offer a portable pop-up system that is easy to set up and dismantle or ask for a custom solution tailor-made to your needs. The latter will probably require external help. In this section you will find various set-ups that hopefully give you inspiration when defining your own activity objectives.



Use our brand colours if possible when choosing your furniture.

HOW & WHY

An indoor exhibition or event needs to be carefully planned. We recommend that you try to find an exhibition area that offers a back wall (peninsula stand), which allows you to create great impact and make a bold statement. Many times we tend to choose an island stand, but this requires extra effort and unnecessary costs to function well due to four-sided communications.

To make sure that our customers feel that they are in Hiab's world with our product offerings in focus, we recommend a back wall. Keep the exhibit as open as possible. Define the overall flow into your hall and make sure the main message faces that way. Also make sure that your products are illuminated in a professional way, with extra focus on your news areas. Take care of your all customers, existing and new. Define how and where you will host them. If possible always find a spot for the Club Shop offerings, it adds brand value and offers extra earning potential.



Illumination is extremely important to get right. By using the truss structure both as a graphics holder together with proper lighting increases the overall brand feeling. Ask your lighting supplier if they have any recommendations for coloured gel when lighting products and graphics.



Product crane podium designed and constructed with a steel frame that hides hydraulic tanks together with black aluminium sheet panels so you can display cranes in an extended position.



Use a high-grade carpet to emphasise overall brand quality. Use the red carpet as a contrast to the often black products and in office areas to create a warm feeling. The black carpet should be used to mark aisles and other areas of interest.

Product specification display. Can be designed with graphics or with interactive LCD screen.



HOW & WHY

The larger the exhibition, the more important the planning becomes. Here, you'll find a design in its own hall. The reason is simple. You have complete control of the customer experience and have the opportunity to wash away any competitor impressions. Think big in all areas. Focus on the customer flow, mark aisle and product segment areas with different colours. Use red carpet underneath products and black in aisles. As mentioned before, always use high-grade carpet to create the right brand feel.

Define a hospitality area and product displays and make sure your products are professionally illuminated with extra focus on any news. Define the right spots for the sales activities, drivers'- VIP bars and, of course, a Club Shop space worthy of the name. Use hero and Club Shop images to decorate the areas. Activities inside and outside are vital. Try to find an outdoor area close to your indoor exhibit that offers activities like the WCC (World Crane Championship) or other Hiab products in action. Nothing beats a hands-on experience. As an indoor activity, pick a centre spot with a large screen and a stage showing live images from the outdoor session, a crane simulation or a product news presentation. Make sure that the presenters are professional and can interact with the audience in a positive way.

The Hiab reception should if possible be designed as shown with a clear logotype and brand promise. If possible, use a large screen with moving images showing image films and various daily scheduled activities. Plan for easily accessible storage with shelves and other back-office needs.



The VIP meeting room for cosy and relaxed sales conversations.



Double-sided free standing pylon display for Hiab's hero images.

HOW & WHY

At an outdoor exhibition think action and shelter for your customers. This is Hiab's environment and this is when the products perform at their best. Static displays may be considered when other options are not available. Even when there is less space than shown on this page the focal points are still the same. Important areas are Hiab branding icons represented by flags, pylons and banners on the tent sides.

Try to create different aisles with gravel where your customers can walk without stepping into mud or dirt. Provide a hospitality area inside the tent (see detailed rendering from inside) as shown. Inside the tent you will find a reception area, drivers' bar, Club Shop and other sales areas or activities. Depending on season, consider outdoor seating with parasols. A WCC (World Crane Championship) is shown to the left side of the image, although this could be any activity with any of Hiab's products. The most important thing is that all action areas are secured. Safety first!

This interior setup takes the tools we have from the indoor design and adapting them to a tent solution. Consider this option during the warm season but plan for cold evenings and rain.



Use flag banners to increase the brand impact factor.



When possible, create some ACTION at your exhibition or event.

Creative ideas:

- Hand out a cap with the crane
- Put an egg on top of a traffic cone
- Place pallets in a perfect stack
- Hit targets with a can

Whatever you do, create an attraction and make sure to follow up the action with a sales pitch!

Secure your action area! Use a set-up like this or rent a fence and dress it with branded banners.



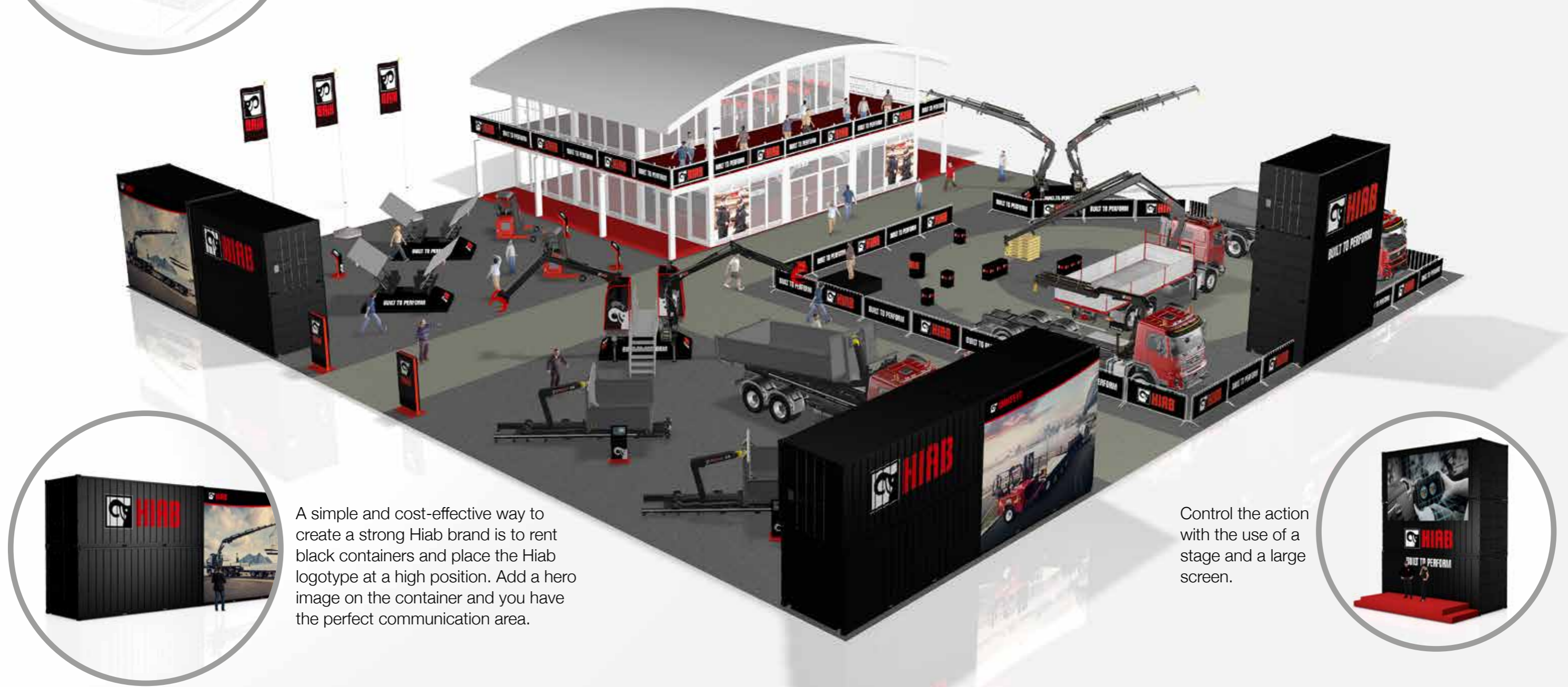
HOW & WHY



This two-story pavilion shows how a high-end installation and a professional hospitality area with a VIP balcony can add to creating a powerful brand experience.

This is an outdoor exhibition offering the full Hiab product range, delivering a very strong brand message to competitors and customers. The design in this section is divided into several areas using a number of different materials. The main focus is on the front section where activities will take place inside a branded fence protected area, which from time to time will be closed for safety reasons. One such activity is the hourly Hiab WCC (World Crane Championship).

At the centre of the activity area is a large screen. Powerful branding is achieved by using specially made Hiab containers for maximum impact, 8 meter flagpoles, pylons at the entrances and fabric banners on the hospitality building. The large two-level rental hospitality building provides closed sales offices, a reception, a drivers' bar, a large Club Shop and a balcony with a view towards the activity area, primarily for invited VIP customers.



A simple and cost-effective way to create a strong Hiab brand is to rent black containers and place the Hiab logotype at a high position. Add a hero image on the container and you have the perfect communication area.

Control the action with the use of a stage and a large screen.



CUSTOMER EVENT

COMPACT AND POWERFUL

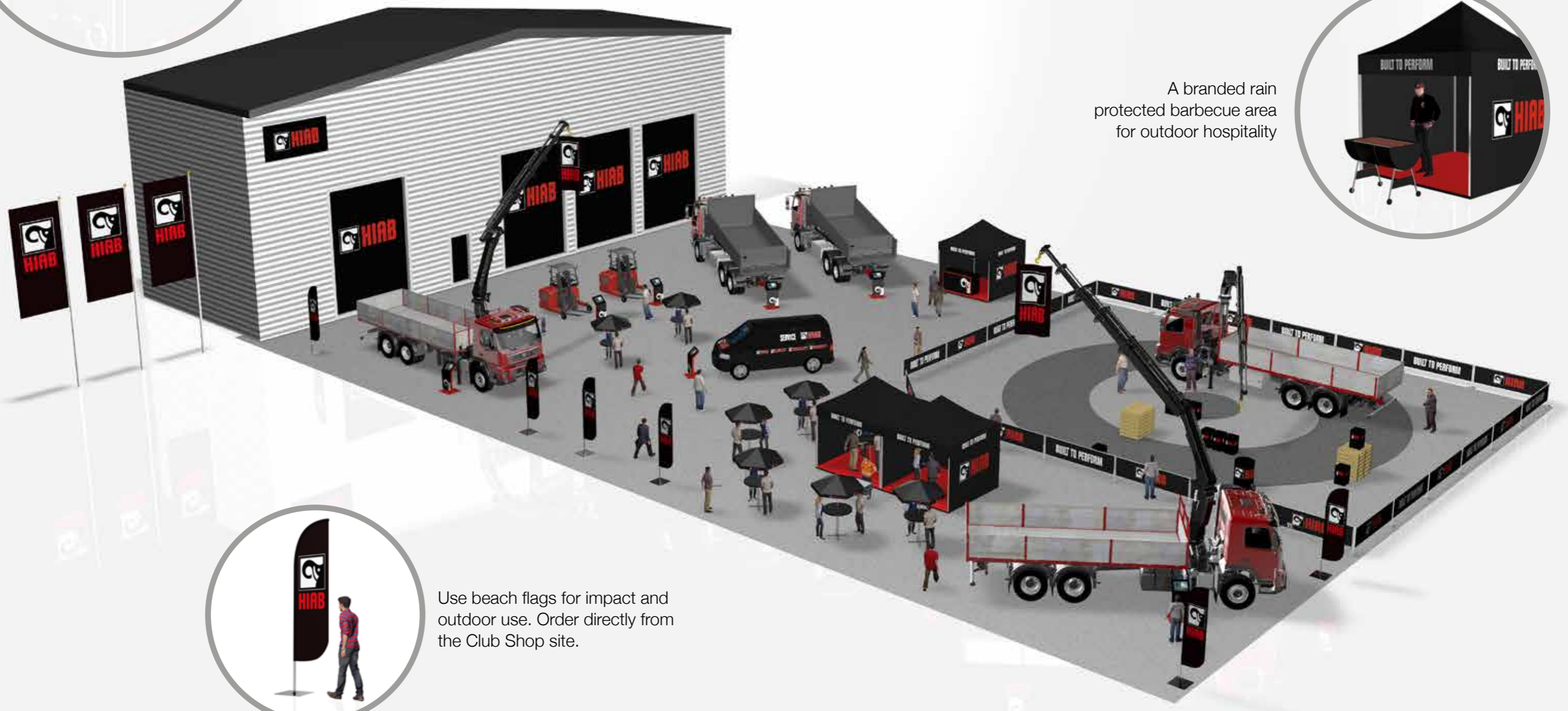


Use the tent as a product information area, for customer hospitality with food services or just as rain protection. It's easy to install and dismantle. The Hiab branded 3x3 metre tent can be purchased or rented from the Club Shop where all the different business areas brands can be found.

HOW & WHY

Invite your customers to a hands-on sales event that boosts the Hiab brand and your sales in an environment you control. The design has a focus on hands-on activities where your customers experience all Hiab's products. As always we recommend the use of WCC (World Crane Championship) as the main attraction, although it does not need to be this exact set-up.

Fell free to be creative and use your own ideas. At the Hiab Club Shop web site, you will, in addition to the tent, find beach flags (offered in different sizes), and flags to be hoisted from cranes. Our food suggestion is to set up barbecue stations serving meat, hot dogs, soft drinks and coffee. When offering seating outdoors, think weather protection.



A branded rain protected barbecue area for outdoor hospitality



Use beach flags for impact and outdoor use. Order directly from the Club Shop site.

DURING EXHIBITION & EVENT EXECUTION

Before the exhibition opens its doors, you have to make sure your crew is prepared and your stand is checked. Make sure everyone in the stand knows their tasks and responsibilities. Also discuss the dress code and the proper way to address the visitors.

Your stand has to be ready when the exhibition begins. Make sure all your equipment is working properly and the catering is taking care of. Also check your inventory. Do you have all office and kitchen supplies along with sufficient promotional materials?

1

Use morning pep-talks to get all on-board and repeat the **main objectives**

2

Make sure that all staff members understand their **mission**

3

Ensure staff rotation and **availability** during the day

4

Make sure that your sales staff have **booked meetings** with customers all days

5

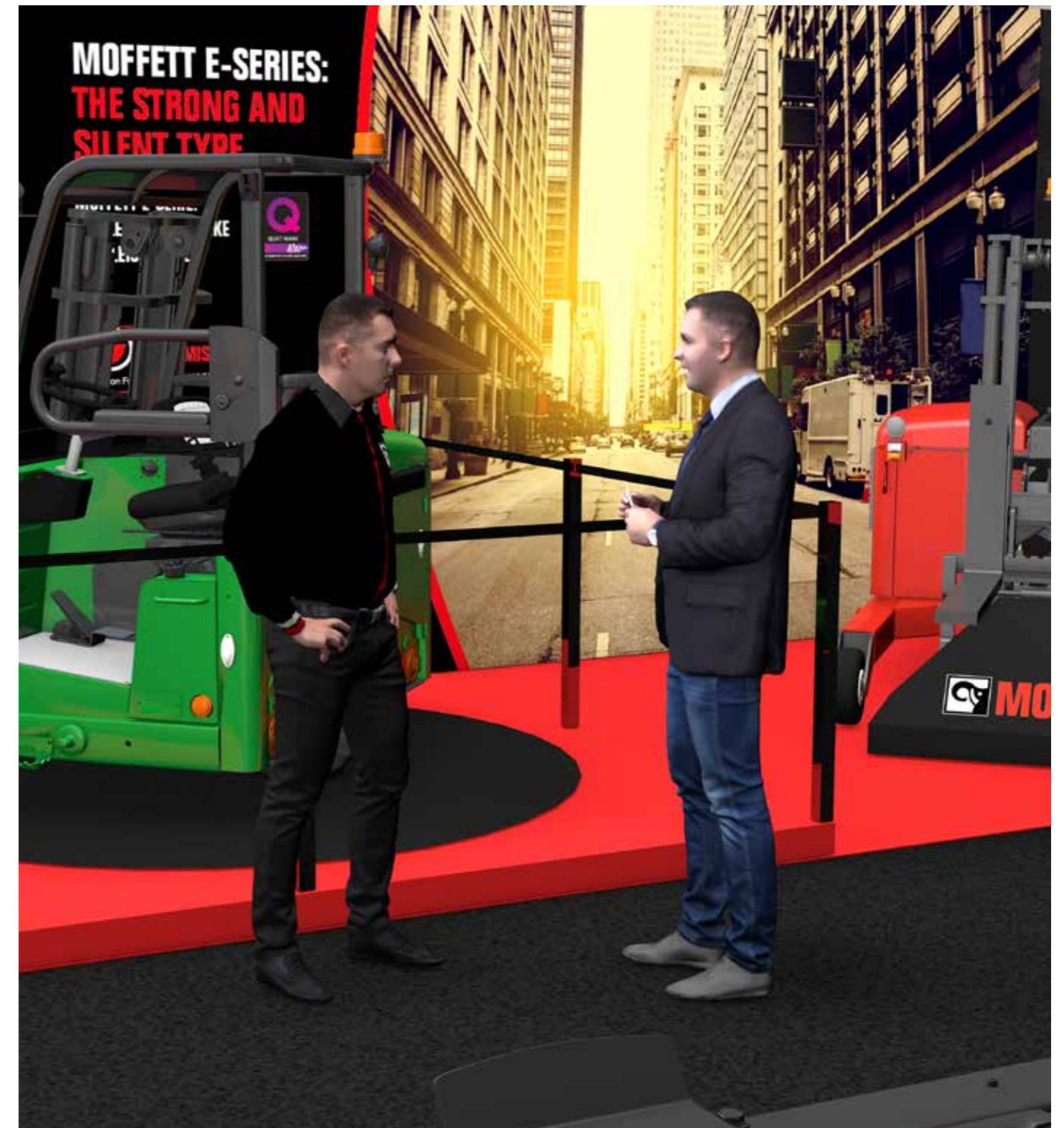
Collect **customer leads** and make sure to connect with the person of interest as soon as possible

Exhibition & Event checklists can be downloaded from our website
www.campaignroom.hiab.com

POINTS TO CONSIDER SEIZE THE OPPORTUNITY

Use the opportunity to add other activities during the exhibition to get the maximum effect from the investment already made for the core activity. Consider these ideas as useful add-ons:

- When possible, create a show with your products in action.
- Invite the press, maybe an information and breakfast activity.
- Add a key customer evening event for a more in-depth information tour.
- Combine the key customer event with a stand party.



When the exhibition is finished, your work isn't. In the weeks following the exhibition, you have to proceed with the follow-up and evaluation.

1

This is the time to **follow up** on possible leads you gathered during the exhibition.

2

Send all the visitors to your stand a **personal note** to thank them for their visit.

3

Send or e-mail the **information** that visitors applied for during the exhibition.

4

Confirm **appointments** you made during the exhibition.

5

Call or visit possible leads.

6

A successful exhibition is the result of a joint effort. Don't forget to share and **celebrate** this success with everyone.

Without an evaluation you will never know whether you did a good job or not or what aspects of your participation at the event you need to improve at your next event. Make sure to do the following:

- Internal evaluation: evaluate the achievement of your goals, the quantity and quality of your visitors and your stand crew
- External evaluation: discuss the process with your stand builder and suppliers. Are both parties satisfied?
- Communication: it's important to communicate the outcome of the evaluations with all the persons involved in the exhibition



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HIAB CLUB SHOP

STRENGTHEN OUR BRAND



Display clothes on a rack that is slightly tilted towards the customer which not only makes it easier to find the right size, but also makes the clothes more appealing.



Don't forget to add at least one mirror. Without it you might miss a sales opportunity.



A lockable glass cupboard is to prefer when you need to display theft-prone goods like watches, mobile shells, exclusive pins, etc.

HOW & WHY

The Club Shop is an important part of strengthening Hiab's brand and attracting brand ambassadors. In this section you will see an installation meant to be incorporated in a large indoor or outdoor exhibition or event. However, if you take a closer look it uses elements that can be singled out and used in smaller installations. The glass display unit is actually built in a cost effective way by using a standard glass cupboard with an added black wooden base and top.

The cloth racks and mannequins have Hiab's design look and feel, but try to rent something local and give it the right touch. The backwall with images can be made out of any material or rental system. The most important thing is that your design incorporates the Club Shop from the beginning and that you see the added value in doing so. Please login at Hiab's Club Shop web site www.shop.hiab.com for more information and take a look at the pre-defined packages that most likely will probably meet most of your needs.



CLUB SHOP

EXHIBITION MATERIAL

From a brand perspective it's important to work with the Hiab brand on the vital spots at all times. At our web shop you will find a selection of branded exhibition and event support material that can be purchased or rented.

The selection on these two pages only displays some of the branded items available in our shop. Please visit www.shop.hiab.com for more details and information.



Beach flag HIAB small, 290 cm, medium 340 cm, large 509 cm



Flag horizontal and vertical



Flag vertical with banner bar



Tent to rent or buy



Roll up HIAB and all other Hiab brands



Promotion pop-up table



Sports towel



Umbrella black/red



Water bottles 33 cl



Paper cups



Lanyard



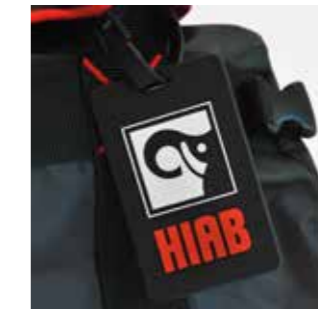
HIAB decal



Lanyards pocket small and large



Air freshener



Luggage tag



Cooler bag



Chewies soft candy fruit



USB 8 GB HIAB



Name tag



Reflective black vest



Ice scraper



Key ring with bottle opener



Tattoo



Iphone 5 cover



Cap BUILT TO PERFORM



Cap 2016



Cap baseball



I love HIAB pin



Pique polo shirt Barcelona, woman and men



Softshell vest, woman and men



Softshell jacket, woman and men



Beanie black with HIAB logo embroidered



New touch pen



Gift bag



Totebag (fabric)



Hiab crane simulator for rent

HOW & WHY

To ensure that all markets deliver a cohesive brand experience we need to deliver the right brand image and quality at all times. In this section, you will find design concepts to guide you when designing and planning your exhibition or event.

The various elements displayed on this page are meant to inspire and guide your local supplier based on the resources you have for your specific exhibition or customer event.



When possible, create some ACTION at your exhibition or event.

Creative ideas:

- Hand out a cap with the crane
- Put an egg on top of a traffic cone
- Place pallets in a perfect stack
- Hit targets with a can

Whatever you do, create an attraction and make sure to follow up with a sales pitch!



Product podium
W. 4000 x D. 2400 x H. 810
Counter-weight podium with hydraulic tanks



Pop-up display
W. 3482 x D. 320 x H. 2224



Product specification display
W. 650 x D. 580 x H. 1200
LCD screen or graphics panel



Pop-up counter
W. 1060 x D. 395 x H. 1020



Information counter
(modular system, 2 units shown)
W. 1680 x D. 700 x H. 1000

All measurements in this section are indicated in metric millimetres and the numbers you see correspond to Width x Depth x Height.



Hiab brand pylon
W. 1000 x D. 200 x H. 2000
Baseplate
W. 1100 x D. 700 x H. 8



Hiab pylon display
W. 2000 x D. 200 x H. 3000
Baseplate
W. 2100 x D. 1100 x H. 8



Glass cupboard
W. 450 x D. 400 x H. 1800



Drivers bar furniture
W. 1800 x D. 800 x H. 1000



Bar furniture
W. 2000 x D. 2000 x H. 1000



Outdoor furniture
W. 2000 x D. 2000 x H. 2400

EXHIBITION CHECKLIST

PLANNING THE EVENT

We understand the complexity of an exhibition or customer event. So before starting your project consider the following points.

To make life easier we have summarized years of experience in a long checklist available on our website www.campaignroom.hiab.com.

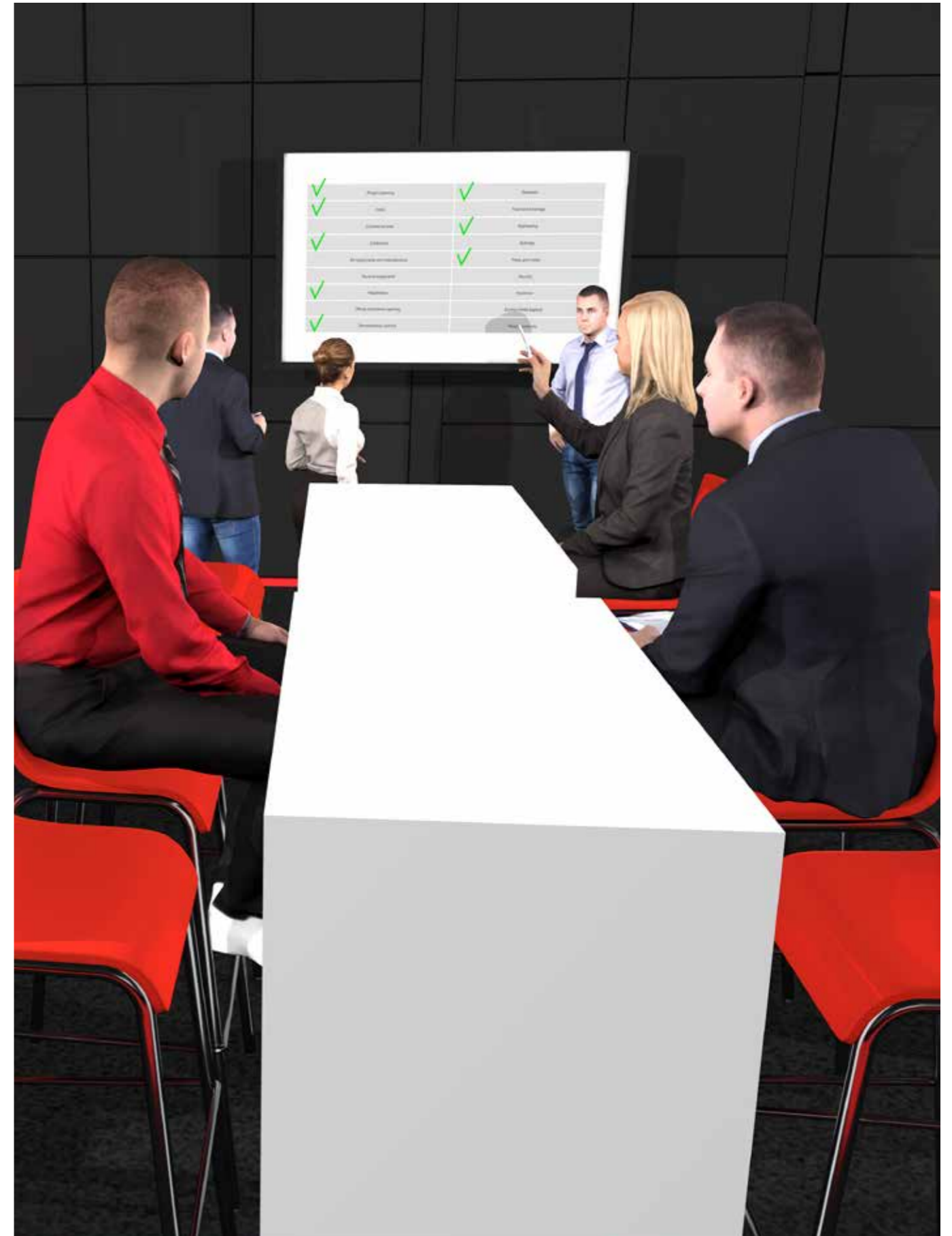
In this checklist you'll find the most common and vital checkpoints for an exhibition or customer event. Specially formatted, the list makes it easy to grab any focus point and drag it into a new custom checklist. Below you'll find the starting point for an exhibition project.

Project plan	Speakers
Hotel	Food and beverage
Conference area	Sightseeing
Exhibitions	Activities
AV-equipments and miscellaneous	Press and media
Travel arrangements	Security
Registration	Insurance
Official conference opening	Environmental aspects
Demonstration (action)	Project summary

Exhibition & Event checklists can be downloaded from our website www.campaignroom.hiab.com

IN FOCUS

CUSTOMER CARE, LEADS AND SALES



BUILT TO PERFORM

Hiab is the world leading provider of on-road load handling equipment. Customer satisfaction is the highest priority for us. Hiab's product range includes HIAB loader cranes, JONSERED recycling and forestry cranes, LOGLIFT forestry cranes, MOFFETT truck-mounted forklifts and MULTILIFT demountables, as well as DEL, WALTCO and ZEPRO tail lifts. www.hiab.com
Hiab is part of Cargotec. www.cargotec.com

