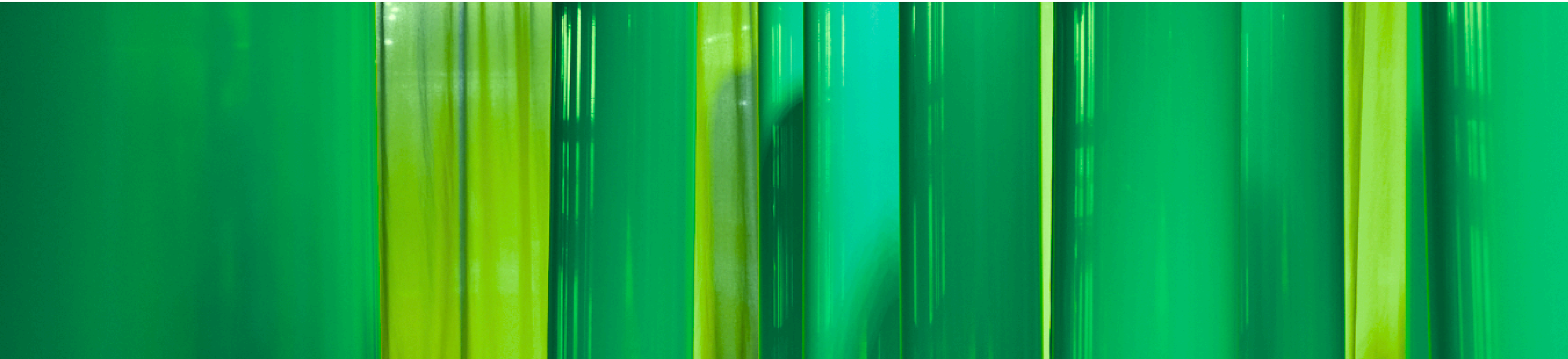
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Learn
Grow
Innovate

READY FOR THE TRADE SHOW:
THE ULTIMATE GUIDE FOR WSN EXHIBITORS

OPTIMIZE YOUR VISIBILITY TO MAKE YOUR TRADE SHOW A SUCCESS



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01 BEFORE THE SHOW

- Setting your objectives & priorities
- Defining your booth concept and design
- The exhibitor’s essentials packing list
- Communicating before the show



YOU HAVE BOOKED YOUR STAND AT THE WHO'S NEXT, BIJORCHA, INTERFILIÈRE PARIS, AND INTERNATIONAL LINGERIE SHOW TRADE SHOWS...

AND NOW?

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SETTING YOUR OBJECTIVES AND YOUR PRIORITIES

- Why did you register to exhibit?
- Name your main challenges right now.
- Try not to be too vague!
- Make sure your booth and the rest of your strategy align with your goals.



ASK YOURSELF:

What is your market positioning?

Where should your products be sold?

Who are your competitors in that market?

What's the maximum # orders you can produce?

Are you aware of the costs of shipping and importing goods?



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YOUR STAND IS THE OPEN DOOR TO YOUR BRAND'S UNIVERSE.

- Does it reflect your brand’s DNA and highlight your collection?
- Is it memorable?

"RETAIL IS DETAIL": A SMALL DETAIL CAN MAKE ALL THE DIFFERENCE.











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THE EXHIBITOR'S ESSENTIALS PACKING LIST

- Lookbook + Catalog
- Order forms and/or a sales platform (ankorstore)
- Business cards
- Active website + Social media

<u>Optional:</u>

Scanning visitor badges, gifts



PARTNER OFFER

DHL Express

WEB PROMO CODE:
FSH20

- **20%** off valid on dhlexpress.com for shipments to the following regions: USA, MENA, Asia, France

- **Drop off your package free of charge** at one of our partner drop-off points (four located near the exhibition center) or prepare your shipment for scheduled pickup.

Validity: January 12, 2026 to February 12, 2026

Easily ship your samples, prototypes, and drawings before and after the trade show!



ANNOUNCING YOUR PARTICIPATION TO THE SHOW IS NECESSARY.







...WHY SHOULD YOU REACH OUT TO BUYERS AND PROSPECTS?

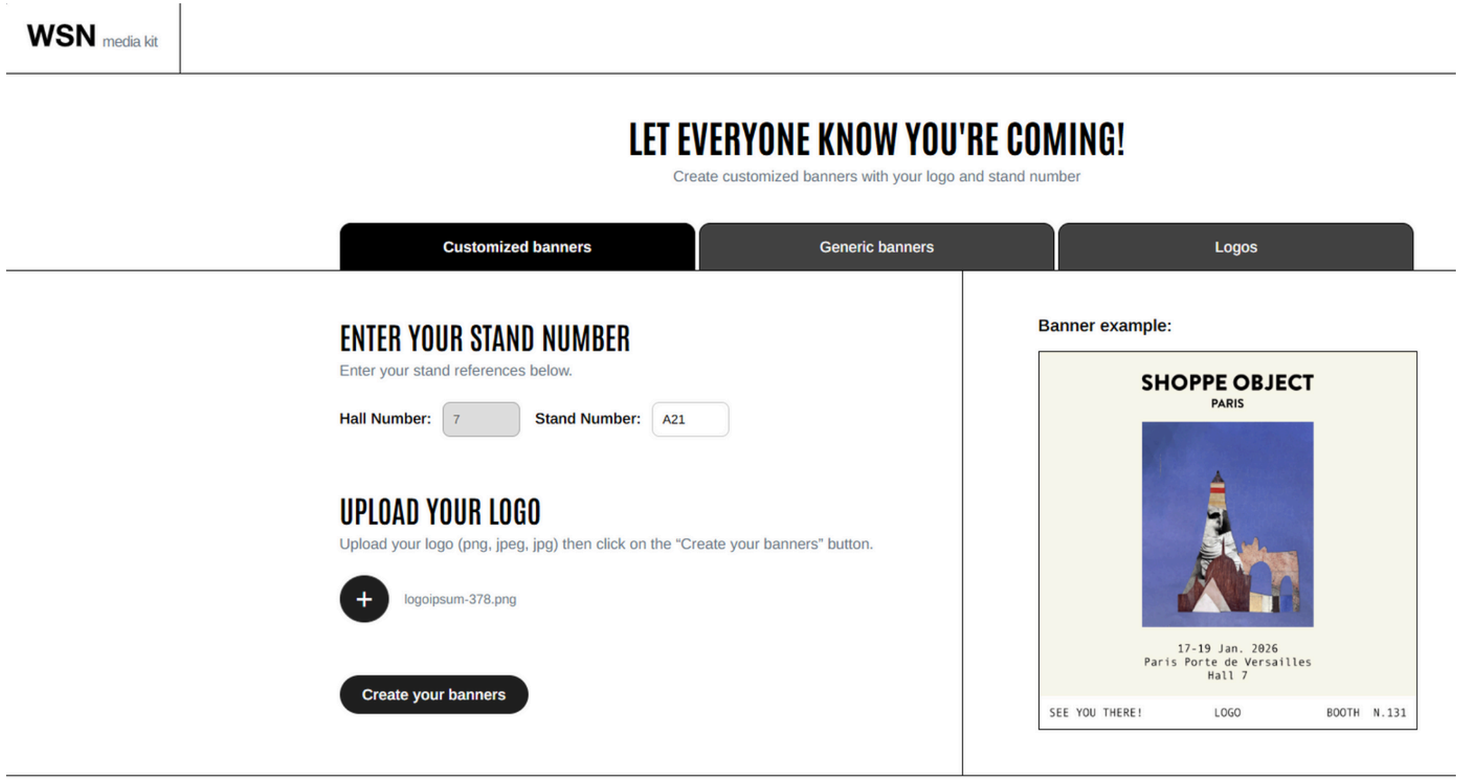
- To personally invite specific people you've target for your brand.
- To assert your presence in the market by showcasing your collections.
- To make your booth a meeting point for potential collaborators and to book meetings.



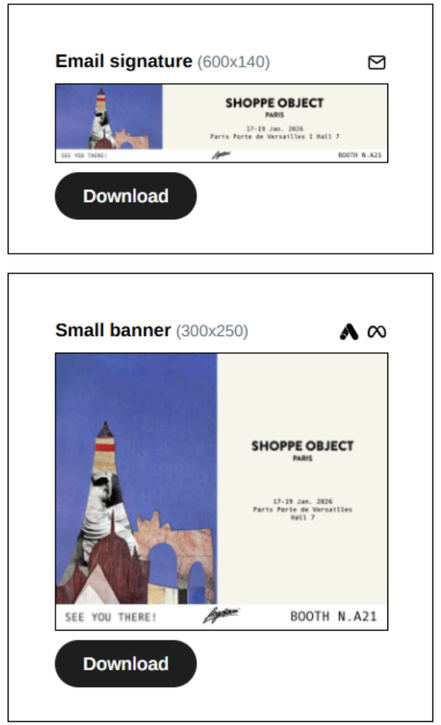
USE OUR BRANDED KIT TO CREATE IMPACTFUL INVITATIONS

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Our blank templates allow you to personalize your communications with your **stand number** and **logo.**





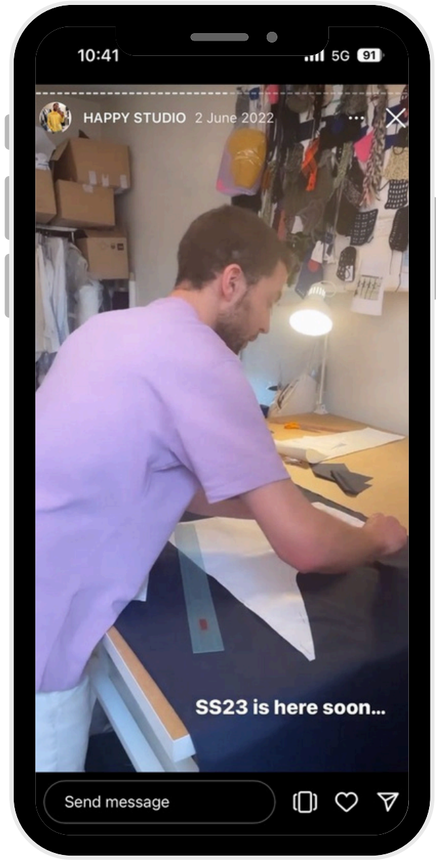


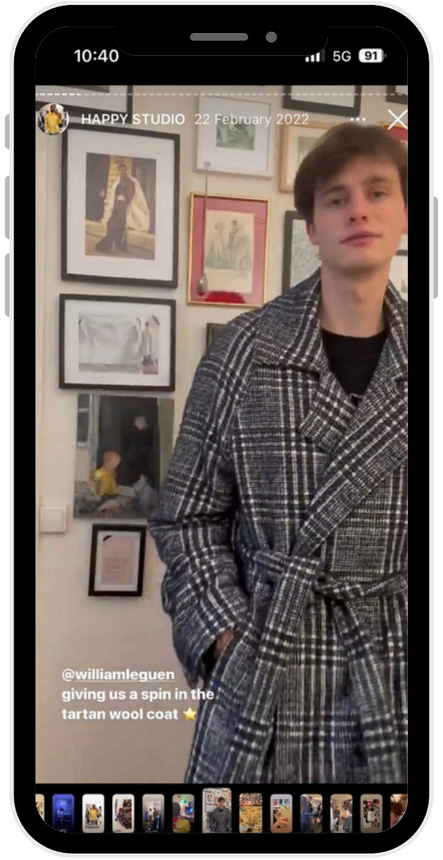
USING SOCIAL MEDIA TO BUILD ANTICIPATION

Find formats that best represent your brand identity and showcase your creations.

Here are a few content ideas:

- BTS content of event preparations
- Sneak peeks of the collection
- Footage from workshop/factory production
- Teasers of the event





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02 DURING THE SHOW

Best practices and high-impact strategies
Analyse, adapt, succeed
Communicating during the show

BOOTH STAFF AND SPEAKERS

- Who is the best placed to talk about your brand, and to close deals?
- Consider the size of your booth and adapt your team accordingly.
- If your team doesn’t speak French or English, consider bringing in a translator.











ADOPT THE RIGHT ATTITUDE

- Warm and outgoing staff, trained on how to approach people with curiosity and respect.
- Welcome visitors into your booth like you would with friends into your own home.
- Seek to remain approachable, even if you are busy.
- Treat everyone with the same regard, even if they might not be who you’re looking for.

MAKE THE MOST OF THE EVENT BEYOND YOUR BOOTH.

- Seek to meet more than just buyers: journalists, influencers, agents and other potential collaborators will be present.

- Don’t miss our animations: conferences, masterclasses, one-on-one meetings with experts, cocktail parties... and more!

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PAY ATTENTION TO HOW VISITORS INTERACT WITH YOUR BOOTH.

- Highlight items that particularly catch attention.
- Switch furniture around if traffic isn’t optimised.
- Remove some items if your booth feels too cluttered.









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ANALYSE HOW VISITORS REACT TO HEARING YOUR PITCH.

- What is their body language saying?
- Are they maintaining attention throughout your pitch?
- What kind of questions do they ask?



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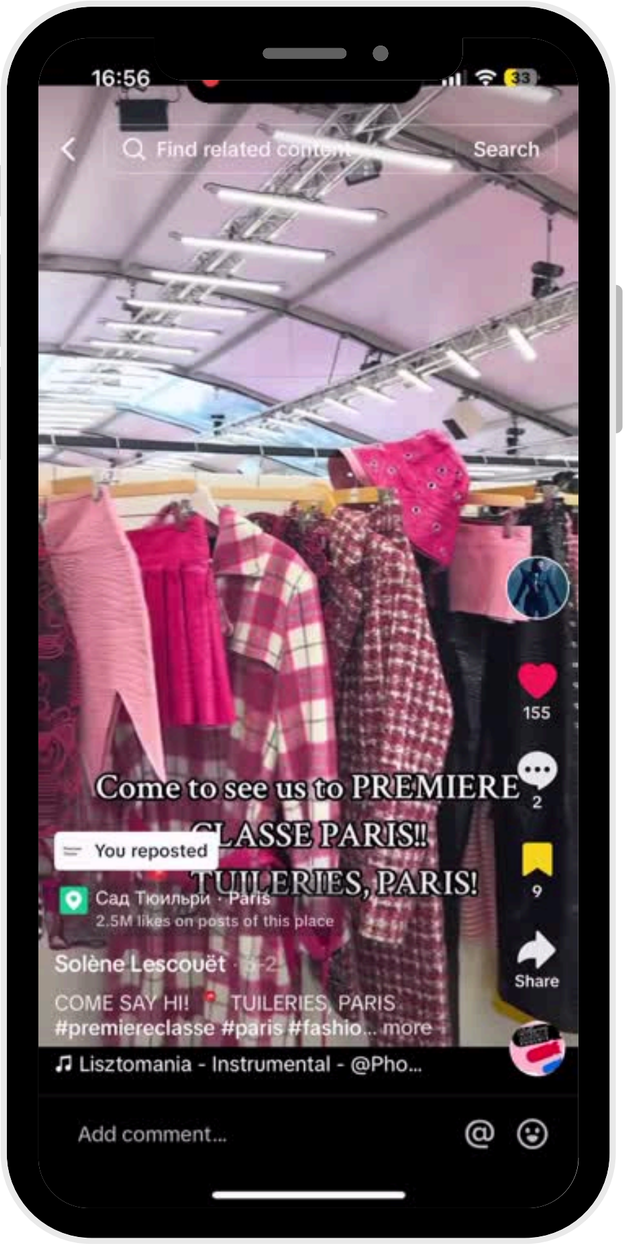


NOTICE PATTERNS IN THE TYPE OF PEOPLE WHO STOP BY YOUR BOOTH.

- What kind of buyers are they?
- Where do they come from?
- What are they interested in?

SHOWCASE YOUR PRESENCE ON THE EVENT ON YOUR SOCIAL MEDIA

- Make the most out of your display by taking pictures of your collection.
- Ideally, your social media communication will tell the story of an unmissable event, full of fruitful meetings and amazing fashion discoveries.
- Don't forget to tag us! → @whosnext.paris



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03 AFTER THE SHOW

Following up with clients and prospects
Communicating after the show

SOME B2B FOLLOW UP STATISTICS

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Only 2% of sales are made on the first contact

The first follow-up email increases the Reply Rate by **49%**

Next-day follow-ups get **11%** fewer replies

Text message follow-ups receive a **112.6%** higher conversion

BUT **77%** of B2B buyers prefer Email communication

SOURCE: SOPRO, 2023.



FOLLOWING UP WITH LEADS IS KEY TO BUILDING LASTING RELATIONSHIPS.

- During the show, take the time to write down the contact details of those interested, and by what.
- Follow up with a personalised message two or three days after the show.
- Don’t forget to invite them to your next event!

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TAKE THE TIME TO SAY THANKS AND LOOK BACK ON YOUR TIME AT THE SHOW.

- Talk about the highlights of your presence
- Reflect on what you've learnt
- Tag the people you've met, and tag us!




THANK YOU
wsn-academy@wsn.community