

ORGANISED BY :



MATELEC

International Trade Fair for the Electrical and Electronics Industry

MADRID
23 - 26
October
2012

IFEMA CALL CENTRE

CALLS FROM SPAIN	
EXHIBITORS	902 22 15 15
EXPOSITORES	902 22 16 16
INTERNACIONAL CALLS (34) 91 722 30 00	
IFEMA	Feria de Madrid 28042 Madrid Spain

C.I.F. O-2873018-B

www.matelec.ifema.es

Fill and send to matelec@ifema.es - Fax: +34 91 722 58 07

TAILOR MADE TRADE FAIR; a sales tool which fits the needs of each exhibitor

Maximising the profitability of every exhibitor at the fair is the goal of MATELEC. Through the concept of the Tailor Made Trade Fair, **we organise the participation** of each exhibiting company according to their particular **needs** and reinvest fair resources in **specific activities** adapted to their **business model**.

Please use this document to **define clearly your goals** and needs in relation to your participation in the fair, and MATELEC management will send you a proposal with specific, personalised **actions and tools** for before, during and after the fair, in order to gain the **greatest possible publicity and profitability** from your participation and multiply your business opportunities.

If you need further information or have any questions, get in touch with the MATELEC team for it **to give you personal advice**.

EXHIBITING COMPANY DETAILS

FIRST NAME _____ TAX IDENTIFICATION N. _____
 CONTACT PERSON _____ POSITION _____
 EMAIL _____ TEL _____ FAX _____

EXHIBITING ACTIVITY

- Manufacturer Installer Exporter Buyers Group Trade Press
 Distributor Integrator Importer Services Associations & Organizations

AIMS OF YOUR PARTICIPATION

Indicate from 1 (little interest) a 3 (high interest)

COMMERCIAL : CUSTOMER & SALES MANAGEMENT

- Public relations with current clients. Profile _____ 1|2|3
 Present new products/services. Type _____ 1|2|3
 To increase distributors portfolio _____ 1|2|3
 Products training. Public profile _____ 1|2|3
 To increase suppliers portfolio. Profile _____ 1|2|3
 To increase sales _____ 1|2|3
 Open up new markets. Indicate markets/country
 Spanish _____ 1|2|3
 Foreign _____ 1|2|3

IMAGE & COMMUNICATION

- To strengthen company / brand image _____ 1|2|3
 To present innovations. Define _____ 1|2|3
 Events & presentations to clients _____ 1|2|3
 To be in contact with the market _____ 1|2|3
 To be in contact with the press _____ 1|2|3
 To be part of the market tendency _____ 1|2|3

What do you need from MATELEC to be the most useful tool for your business?

The personal information you provide will enter into an IFEMA computer file domiciled at Feria de Madrid, 28042 Madrid, in order to process your participation in the exhibition. By sending us your information you expressly authorise its use in periodic communications, including electronic ones, with the purpose of informing you of exhibitions and their activities, content and services. Moreover, you authorise the sending of your information, on the undertaking of confidentiality, to those companies which help IFEMA to organise fairs by rendering secondary services, with the exclusive purpose of forwarding you information about these services and attending to your orders. You may exercise your right to access, amend, challenge and cancel your personal details by writing to IFEMA: Protección de Datos: apartado de correos 67.067, 28080 Madrid, or by e-mailing: protecciondedatos@ifema.es with reference in both cases "Exhibitor" in the subject, name and ID number of the sender.