

Chapter 5: Trade Shows/Trade Fairs

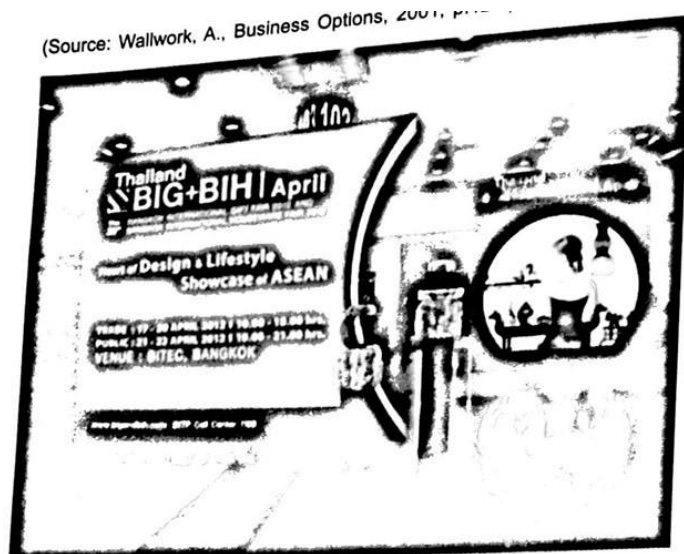


Figure 5-3 Bangkok International Gift Fair and Bangkok International Houseware Fair

Reading II

Trade Fairs and Exhibitions

Trade fairs and exhibitions are another medium that is extremely important for some industries and some countries. Often a trade fair is the first communicative step in the process of export development of the small and medium-sized company. A trade fair is a concentrated exhibition of the products of many manufacturers/exporters. They are of two general types: (1) the broad, general-type, well-established annual affairs, and (2) the specialized type, for products in specialized groups or industries. An example of the general fair, the largest of its kind, is the annual Hannover Fair in Germany, which attracts thousands of exhibitors in 20 major industry categories. An illustration of the more specialized fair is the annual Paris Air Show.

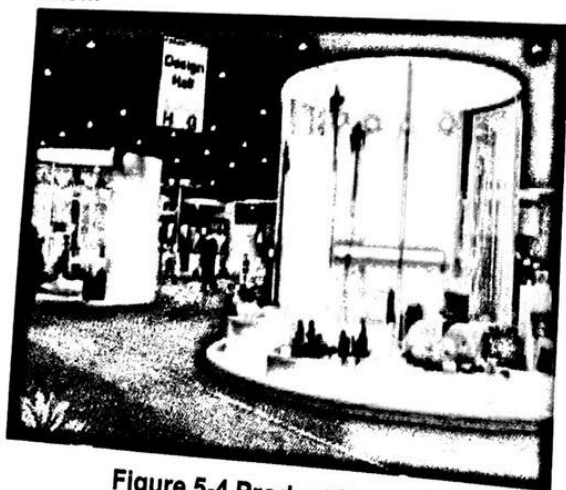


Figure 5-4 Product Display

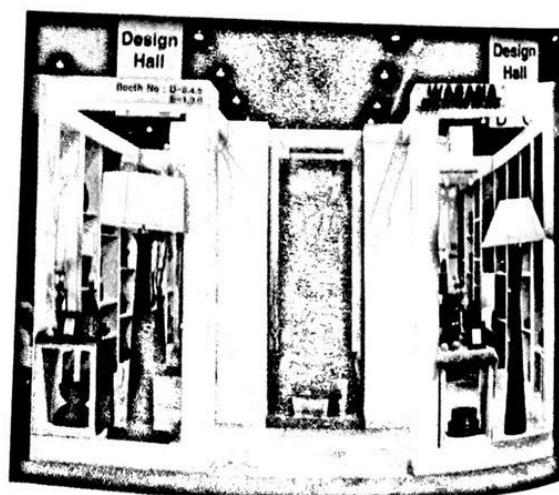


Figure 5-5 Product Display

In Thailand, there are a number of both general and specialized exhibitions organized by Department of International Trade Promotion or DITP, Ministry of Commerce, and private sectors. The Bangkok International Gift Fair and International Houseware Fair are held twice a year in April and October to promote export activities and development. The Bangkok Gems and Jewelry Fair is another Thailand's world renowned show for the jewelry business.

Trade fairs have become a big part of the selling process for many companies and industries. Although selling at a trade fair requires the same skills and knowledge as other selling, there are some elements of the process that are unique: (1) gathering names; (2) demonstrations; (3) prizes; and (4) client promotions. Gathering names of a trade fair's attendees make up a list of potential buyers. A product demonstration not only involves a prospect with the product but also gives the exporting firm the opportunity to engage the potential buyer in a conversation about his or her needs and objectives. Prizes and client promotions are means that might generate a tremendous amount of traffic, but at the same time could make it almost impossible for the booth, or the one next to it, to conduct any business.

Trade fairs are used to buy and sell products, sign contracts, and arrange for international distributorships and agent relationships. Trade fairs can be valuable not only to well-established firms – for purposes of prestige, public image, introducing new products – but also to new firms that might have no other readily available way of getting their products displayed before the right audience, at low cost. For example, a US jewelry and accessories designer, Patricia Von Muselin, participated in trade shows in 1992 at the Kobe Fashion Mart and Nagoya Import Fair in Japan. One of the objectives of such participation was to identify a high-end Japanese department store that would be interested in carrying her line of designer products.

Sometimes trade fair participation is by invitation only. Such is the case for the semi-annual Guangzhou Fair held in China. When participating in such a fair, advance preparation is crucial, including contact initiation and translation of materials into the language of the host country.

(Adapted from Albaum, G., Strandskov, J., and Duerr, E., International Marketing and Export Management, pp. 528-529.)

* added by the author



Figure 5-6 International Trade Show

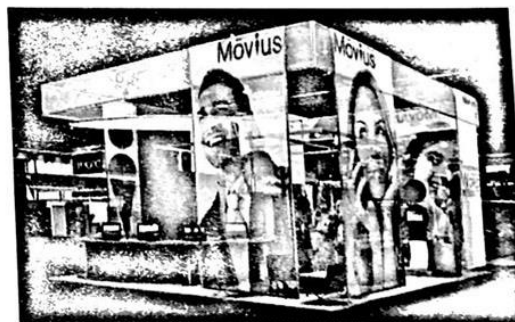


Figure 5-7 Special Booth



Figure 5-8 Product Display

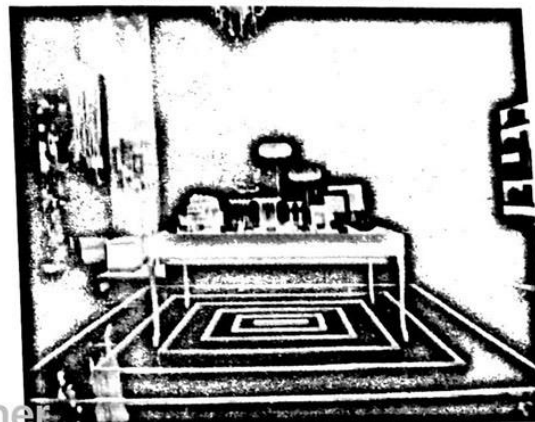


Figure 5-9 Product Display

Questions

1. Why is a trade fair extremely important for the small and medium-sized company?

.....
.....

2. How many types of trade fairs are there?

.....
.....

3. Name the four basic elements of the selling process.

.....
.....

4. What are the common procedures of business transactions in a trade fair?

.....
.....

5. Why is advance preparation so important before attending a trade fair?

.....
.....



Figure 5-10 BIOFACH, Germany

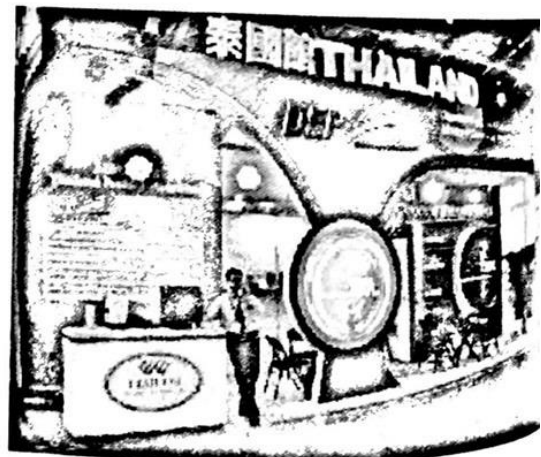


Figure 5-11 Taipei AMPA, Taiwan



Department of International Trade Promotion
Ministry of Commerce, Royal Thai Government

ThaiTradeFair

Fair Calendar

<p>January</p>  <p>Thailand Health and Beauty Show (Thai HBS 2011) Trade: 25-27 January 2012 (10:00-18:00 hrs.) Public: 28-29 January 2012 (10:00-20:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.hbsfair.com</p>	<p>August</p>  <p>Made in Thailand (MIT 2012) Trade: 15-17 Aug 2012 (10:00-18:00 hrs.) Public: 18-19 Aug 2012 (10:00-21:00 hrs.) Location: Hall 5-8, IMPACT, Bangkok, Thailand Website: www.madeinthailandfair.com</p>
<p>March</p>  <p>Thailand International Furniture Fair (TIFF 2012) Trade: 14-16 March 2012 (10:00-18:00 hrs.) Public: 17-18 March 2012 (10:00-21:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.thailandfurniturefair.com</p>	<p>September</p>  <p>Bangkok Gems & Jewelry Fair (GEMS 2012) Trade: 13-15 September 2012 Public: 16-17 September 2012 Location: IMPACT, Bangkok, Thailand Website: www.bangkokgemsfair.com</p>
 <p>Thailand International Education Expo (TIEE 2011) Trade: 30 March - 1 April 2012 Public: - Location: Royal Paragon Hall, Siam Paragon, Bangkok, Thailand Website: www.thailandeducationfair.com</p>	 <p>Thailand International Logistics Fair (TILOG 2012) Trade: 19-22 September 2012 (10:00-18:00 hrs.) Public: 19-22 September 2012 (10:00-18:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.logisticsfair.com</p>
<p>April</p>  <p>Bangkok International Gift Fair, Bangkok International Houseware Fair (April) (BIG & BIH (Apr) 2012) Trade: 17-20 April 2012 (10:00-18:00 hrs.) Public: 21-22 April 2012 (10:00-21:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.bigandbih.com</p>	<p>October</p>  <p>Bangkok International Gift Fair, Bangkok International Houseware Fair (October) (BIG & BIH (Oct) 2012) Trade: 16-19 October 2012 (10:00-18:00 hrs.) Public: 20-21 October 2012 (10:00-21:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.bigandbih.com</p>
 <p>Thailand Auto Parts & Accessories Fair (TAPA 2012) Trade: 26-28 April 2012 (10:00-18:00 hrs.) Public: 29 April 2012 (10:00 - 18:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.thailandautopartsfair.com</p>	<p>November</p>  <p>Thailand Health and Beauty Show (Thai HBS 2012) Trade: 7-9 November 2012 (10:00-18:00 hrs.) Public: 10-11 November 2012 (10:00-21:00 hrs.) Location: BITEC, Bangkok, Thailand Website: www.hbsfair.com</p>
<p>May</p>  <p>THAIFEX-World of Food Asia 2012 (THAIFEX 2012) Trade: 23-25 May 2012 (10:00-18:00 hrs.) Public: 26-27 May 2012 (10:00-20:00 hrs.) Location: IMPACT, Bangkok, Thailand Website: www.thailandfoodfair.com</p>	<p>2013</p>  <p>Bangkok Refrigeration, Heating, Ventilation, and Air-Conditioning (Bangkok RHVAC 2013) Trade: 9-11 October 2013 (10:00-18:00 hrs.) Public: 12-13 October 2013 (10:00-18:00 hrs.) Location: IMPACT, Bangkok, Thailand Website: www.bangkok-rhvac.com</p>
<p>June</p>  <p>Bangkok International Fashion Fair and Bangkok International Leather Fair (BIFF & BIL 2012) Trade: 27-29 June 2012 (10:00-18:00 hrs.) Public: 30 June - 1 July 2012 (10:00-21:00 hrs.) Location: IMPACT, Bangkok, Thailand Website: www.biffandbil.com</p>	 <p>Bangkok Electric & Electronics (BKK E&E 2013) Trade: 9-11 October 2013 (10:00-18:00 hrs.) Public: 12-13 October 2013 (10:00-18:00 hrs.) Location: IMPACT, Bangkok, Thailand Website: www.bangkok-electricfair.com</p>

CS Scanned with CamScanner

Figure 5-12 Thailand Trade Fairs Organized by the Department of International Trade Promotion



> ORDER YOUR BADGE - 57€ <
*60€ at the show

AN UNPARALLELED WORLD OF DECORATION AWAITS YOU AT MAISON&OBJET

Paris Nord Villepinte

ethic.chic.MIC - hall 1

A journey around the world, in which you will discover inspired decoration, a vintage atmosphere and industrial feel.

[Read more...](#)



textile - hall 2

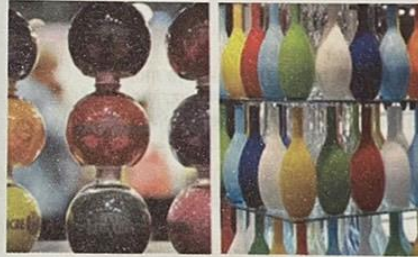
A one-of-a-kind offer of household linens bringing together noble and natural materials, colors and trendy graphic styles.

[Read more...](#)

la table - hall 3

Kitchen accessories, innovative, designer objects. An offer enriched by products from the History of taste, which keeps tableware thriving.

[Read more...](#)



craft, l'espace métiers d'art - hall 4

Thanks to the work of passionate art artisans, the best craftsmanship is offered through traditional or contemporary unique pieces.

[Read more...](#)

côté déco - halls 4, 5A et 5B

Interior decoration through four atmospheres: modern and contemporary with Actuel, a modern reinterpretation of the classic style with References, quaint historical through more urban classics with Charme, and decoration that looks to nature with inspiration jardin.

[Read more...](#)



Figure 5-14 Trade Show Catalog



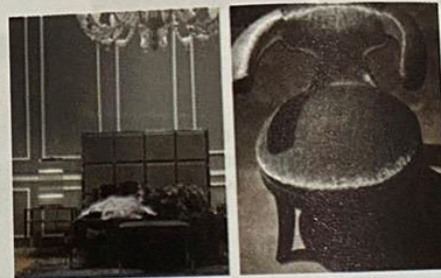
Accessoires maison - hall 6
 Discover an eclectic offer for adding the finishing touch to interior decoration: striking fashion accessories; trendy, unusual or quirky objects, and more.
[Read more...](#)

MAISON&OBJET musées - hall 6
 Cultural objects for the home, to diversify your shops' offerings.
[Read more...](#)



MEUBLE PARIS - hall 5A
 THE best in Furniture is at MEUBLE PARIS: coffee tables and modular systems, as well as a carefully chosen, innovative bedding space.
[Read more...](#)

scènes d'intérieur - hall 7
 Scènes d'intérieur brings together the most luxurious brands in decoration. A dazzling sector and a podium for the greatest designers and signatures of today.
[Read more...](#)



MAISON&OBJET éditeurs - hall 7
 Come find the finest upholstery fabric houses, with trends in natural fibers, certification, and vintage chic.
[Read more...](#)

now | design à vivre - hall 8
 Design is settling into our interiors. Simple, functional products that combine craftsmanship and eco-responsibility, innovation and technology. All the facets of design are represented.
[Read more...](#)



Figure 5-14 Trade Show Catalog

MEGA SHOW

All Asian Sourcing Shows




THE BEST SHOWS FOR SOURCING
THIS COMING OCTOBER IN HONG KONG



SEE OVER **4700** COMPANIES
FROM **30** COUNTRIES
ONLY IN HONG KONG.

Pre-Registration 

JOIN OUR  FACEBOOK FOR SPECIAL OFFERS!

- NEW** SEASON
- NEW** PRODUCTS
- NEW** OPPORTUNITIES

DON'T MISS OUT!

ALL ASIAN SOURCING SHOWS IN HONG KONG

Figure 5-15 Trade Show Catalog

MEGA SHOW PART 1 SINCE 1992
20 - 23 October 2012
 Hong Kong Convention & Exhibition Centre, Hong Kong

STAND SPACE APPLICATION FORM
攤位申請表格

PART ONE **COMPANY INFORMATION**

Please fill in this form carefully as the information provided will be used for listing in the fair catalogue. (Please fill out in block letters)
 請小心填寫此表格，貴公司所提供之資料將刊登於展覽會場刊內。(請以英文正楷填寫)

Name of Company 公司名稱: _____

Address 地址: _____

Postal Code 郵編: _____ Country 國家: _____

Tel No. 電話: _____ Fax No. 圖文傳真: _____

E-mail 電郵地址: _____

Web Site 網址: _____

Person to contact concerning your participation in the fair 有關參展事務之聯絡人

Name 姓名 (Mr /Ms): _____

Position 職位: _____

Product Brand Name(s) 產品牌子名稱: _____

EXHIBITS
 展場用品

*Please tick appropriate category box(es) and specify products. 請選擇類別及列明有關產品

Toys 玩具: _____

Gifts 禮品: _____

Premiums 贈品: _____

Household Products 家居用品: _____

GO GREEN Eco-friendly Products or Process 環保產品或生產工序: _____

Others 其他: _____

CS Scanned with CamScanner Figure 5-36 Show Application Form

PART TWO

OPTIONS FOR PARTICIPATION

BASIC STAND 基本展位					
Option 選項	Booth Size 展位面積	Price per Booth 展位價目		No. of Booth(s) 租用展位數目	Amount HK\$ / US\$ 總額
I	(3m x 3m) 九平方米	HK\$35,580.00 (US\$4,603.00)	X	=	
II	(4m x 3m) 十二平方米	HK\$47,440.00 (US\$6,137.00)	X	=	
III	(5m x 3m) 十五平方米	HK\$59,299.00 (US\$7,671.00)	X	=	
IV					

FURNISHED STAND 標準展位					
Option 選項	Booth Size 展位面積	Price per Booth 展位價目		No. of Booth(s) 租用展位數目	Amount HK\$ / US\$ 總額
I	(3m x 3m) 九平方米	HK\$38,000.00 (US\$4,916.00)	X	=	
II	(4m x 3m) 十二平方米	HK\$50,667.00 (US\$6,555.00)	X	=	
III	(5m x 3m) 十五平方米	HK\$63,333.00 (US\$8,193.00)	X	=	
IV					

RAW SPACE 展位空地					
Min 36 sq.m.	最少三十六平方米	HK\$3,637.00 (US\$471.00) / sq.m	X	Total Area 總面積	Amount HK\$ / US\$ 總額
				=	

SPECIAL LOCATION SURCHARGE 特別位置附加費				Surcharge HK\$ / US\$ 附加費
Corner location with 2-side open (min 18 sq.m) 邊角位置 (最少十八平方米)	5 % surcharge on total amount 總額百分之五	=		
Peninsula location with 3-side open (min 36 sq.m) 半島位置 (最少三十六平方米)	7.5% surcharge on total amount 總額百分之七點五	=		

PART THREE

PARTICIPATION FEE AND PAYMENT TERMS

PARTICIPATION FEE 參展費		HK\$	US\$
Amount 總額			
Special Location Surcharge 特別位置附加費			
Grand Total 總計			

A bank draft / crossed cheque equivalent to 50% of total participation fee payable to "Kenfair Exhibition (Hong Kong) Limited" should be submitted together with this completed application form. Balance payment should be made no later than April 15, 2012.

請將此項費之參展費與總額參展費50%之款項，一併交與本公司，銀行本票/支票抬頭請寫「展覽展覽(香港)有限公司」；參展費餘款須於二零一二年四月十五日以前向本公司繳付。

Your participation application will be confirmed only after receipt of: (1) duly-completed "Declaration on Exhibit Categories"; and (2) 5 product photos for online promotion at the show website (by uploading to www.hkfairstatic.com/orderform/11/110212n.jpg).

貴公司必須同時提交：(1)填妥之「參展商展品類別申請書」；及(2)用作在本展會網址推廣之用之五張產品照片(把照片上傳至 www.hkfairstatic.com/orderform/11/110212n.jpg)。貴公司的參展申請方能獲會承認辦理。

Submit your application form, payment cheque and required materials to:
請將貴公司的參展表格、參展費銀行支票及其他相關資料提交至: Kenfair Exhibition (Hong Kong) Limited, 23F., Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Hong Kong.
展覽展覽(香港)有限公司, 香港九龍灣宏匯道33號匯豐交易中心23樓
Enquiry 查詢: Tel 電話: (852) 3588 9888 Fax 傳真: (852) 3588 9888 Email 電郵: esales@hkfairhk.com

Declaration
We hereby apply for joining the 21st Hong Kong International Toys & Gifts Show and 20th Asian Gifts Premium & Household Products Show ("Mega Show Part 1"). We hereby agree to abide by the provision contained in the attached "Exhibition Rules & Regulations" set out by the Show Managers and acknowledge that such Exhibition Rules and Regulations form part of the agreement with the Show Managers to participate in Mega Show Part 1. We understand that the above information will be included into the Show Managers' database and the Show Managers and other companies appointed by the Show Managers are permitted to use our information in the promotion of Mega Show Part 1 or for other trade promotion purposes. We will not hold the Show Managers and other companies appointed by the Show Managers any responsibility for any errors or omissions.

聲明
茲申請參加第二十一屆香港國際玩具及禮品展覽及第二十屆亞洲禮品及家居用品展 ("Mega Show Part 1")，並同意遵守參展商訂定的參展規則及展覽條例。本公司明白上述資料將會儲存在參展商資料庫內，可供參展商及其他指定公司作為推廣 Mega Show Part 1 之用及其他貿易推廣用途。本公司同意參展商及其他指定公司將不為任何錯誤負責。

If you do not wish to have your information included in the promotion of the Mega Show Part 1, please put a ✓ in the box.

倘有貴公司不願將有關資料作為推廣 Mega Show Part 1 之用，請在空格內加上 ✓ 號。

Confirmed Booth No.: _____
確認展位編號

Date 日期

Authorized Signature & Company Chop
簽名及公司印



www.mega-show.com

PART FOUR

第四部份

STAND OPTIONS & PARTICIPATION FEE

BASIC STAND 基本攤位

1. **3m x 3m 九平方米**

HK\$35,580.00 (US\$4,603.00)

- | | | | |
|----------------|-------|-----------------------|--------|
| --- Fascia | 公司招牌板 | --- 2 firm spotlights | 兩枝長臂射燈 |
| --- Wall panel | 圍板 | --- 1 Square table | 一張方檯 |
| --- Carpet | 地毯 | --- 3 Folding chairs | 三張椅子 |



(1) 3m(D) x 3m(W)

2. **4m x 3m 十二平方米**

HK\$47,440.00 (US\$6,137.00)

- | | | | |
|----------------|-------|-----------------------|--------|
| --- Fascia | 公司招牌板 | --- 3 firm spotlights | 三枝長臂射燈 |
| --- Wall panel | 圍板 | --- 1 Square table | 一張方檯 |
| --- Carpet | 地毯 | --- 3 Folding chairs | 三張椅子 |



(2) 4m(D) x 3m(W)

3. **5m x 3m 十五平方米**

HK\$59,299.00 (US\$7,671.00)

- | | | | |
|----------------|-------|-----------------------|--------|
| --- Fascia | 公司招牌板 | --- 3 firm spotlights | 三枝長臂射燈 |
| --- Wall panel | 圍板 | --- 1 Square table | 一張方檯 |
| --- Carpet | 地毯 | --- 3 Folding chairs | 三張椅子 |



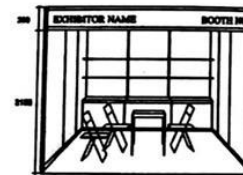
(3) 5m(D) x 3m(W)

FURNISHED STAND 豪華攤位

1. **3m x 3m 九平方米**

HK\$38,000.00 (US\$4,916.00)

- | | | | |
|-----------------------|--------|-------------------------------|--------|
| --- Fascia | 公司招牌板 | --- 1 Square table | 一張方檯 |
| --- Wall panel | 圍板 | --- 3 Folding chairs | 三張椅子 |
| --- Carpet | 地毯 | --- 3 meter lockable cabinets | 三米儲物櫃 |
| --- 3 firm spotlights | 三枝長臂射燈 | --- 6 meter display shelves | 六米陳列架 |
| --- 2 Spotlights | 兩枝射燈 | --- 3 meter ceiling beam | 三米天花鋁條 |



(1) 3m(D) x 3m(W)

2. **4m x 3m 十二平方米**

HK\$50,667.00 (US\$6,555.00)

- | | | | |
|-----------------------|--------|-------------------------------|--------|
| --- Fascia | 公司招牌板 | --- 1 Square table | 一張方檯 |
| --- Wall panel | 圍板 | --- 3 Folding chairs | 三張椅子 |
| --- Carpet | 地毯 | --- 4 meter lockable cabinets | 四米儲物櫃 |
| --- 3 firm spotlights | 三枝長臂射燈 | --- 8 meter display shelves | 八米陳列架 |
| --- 3 Spotlights | 三枝射燈 | --- 4 meter ceiling beam | 四米天花鋁條 |



(2) 4m(D) x 3m(W)

3. **5m x 3m 十五平方米**

HK\$63,333.00 (US\$8,193.00)

- | | | | |
|-----------------------|--------|-------------------------------|--------|
| --- Fascia | 公司招牌板 | --- 1 Square table | 一張方檯 |
| --- Wall panel | 圍板 | --- 3 Folding chairs | 三張椅子 |
| --- Carpet | 地毯 | --- 5 meter lockable cabinets | 五米儲物櫃 |
| --- 4 firm spotlights | 四枝長臂射燈 | --- 10 meter display shelves | 十米陳列架 |
| --- 3 Spotlights | 三枝射燈 | --- 5 meter ceiling beam | 五米天花鋁條 |



(3) 5m(D) x 3m(W)



L'Artigiano in Fiera
 17th International Crafts Selling Exhibition
 Fieramilano, Rho (Milan, Italy)
 December 1-9, 2012

The exhibition which displays the capacity of mankind to build something beautiful and good for himself and others.
 The largest international crafts village, where creativity is at the service of all, where the young present their innovative ideas and where people come together in a positive atmosphere.

Why exhibit at "L'Artigiano in Fiera"?

- To promote and sell your products
- To get to know and "test" the market
- To create new business relationships
- To compare the experiences of small business owners throughout the world
- To transmit the appeal of manual arts to the greater public

Positivity at work...

"This trade show has always been the main vehicle through which I've promoted my products over the years. Here, passion and positivity are in the air!"
 Mauro Lusso (Exhibitor Italian Area)

"I could breathe in the positive atmosphere. Growing means investing, and my participation in this event was an excellent investment!"
 Pietro Scicchitano (Restauranteur Italian Area)

"Such a fast, extremely broad... but... I saw the whole world! Beautiful, exciting and full of colors!"
 Nadia Passerone (Visitor)

"It is a sign that we must not stop, but rather take risks without compromising on the quality of our work and products."
 Pasquale Pope (Exhibitor Italian Area)

"Visit this beautiful fair! These are our moments!!! Let's make the most of them!!!"
 Marina Rancati (Visitor)



Figure 5-17 Trade Show Brochure



Visitor profile

Sex

WOMEN	57.3%
MEN	42.7%

Age

18-24	10.2%
25-34	28.2%
35-44	30.2%
45-54	21.2%
55-64	8.2%

When asked "Why did you visit this 2017?" a high level of visitors in the market for average percentage of female visitors was 57.3%.

The profile of "Artigiano in Fiera 2017" confirmed a market leading trend: increasing levels of professional and business to business participation in the event.

*Source: GlobalVantage, September 2016

LAST EDITION'S FIGURES

- Over 2,900 exhibitors
- 110 represented countries
- 44 traditional restaurants
- 6 themed food tasting areas
- 150,000 square metres
- Over 3 million visitors
- Thousands of professionals

"L'Artigiano in Fiera" is also...

AF - ABITARE LA CASA (HOME FURNISHING), dedicated to quality hand crafted furniture. Solutions for studios, one and two bedroom homes on display.

AF - MODA E SARTORIA (FASHION & TAILORING), showing the best creations by up-and-coming stylists.

AF - DESIGN & INNOVAZIONE (DESIGN & INNOVATION), a window for young craftsmen.

AF - PASSIONE CREATIVA (PASSION & CREATIVITY), where manual arts and do-it-yourself get to work

Products

- Gift items
- Clothing and accessories
- Furniture and accessories
- Goldsmith and jewellery items
- Food and wine



How to participate

Exhibitors must be craftsmen or direct importers of unique and original items.

Potential exhibitors simply need to complete the online application on the website www.artigianoinfiera.it

Exhibition costs

- euro 232.00/sq.m., including basic booth set-up (dividing walls, carpet, sign with company name, lighting, electrical power point and switch, electricity up to 5 KW)
- euro 38.00/sq.m. additional charge for open sides
- euro 250.00 registration fee (to which euro 90 is to be added for all risks insurance)
- euro 250.00 registration fee for each crafts company (in addition to the owner of the booth) or represented company in collective booths.
- 21% VAT on total*

12 sq.m., 16 sq.m. and multiple exhibition modules.

* VAT not to be applied to exhibiting companies resident outside Italy (*IVA 43/72 del 7 gennaio)

Visitor opening times and days

Weekdays (December 3, 4 and 5)
from 3.00 pm to 10.30 pm

Saturday and public holidays (December 1, 2, 7, 8 and 9)
from 10.00 am to 10.30 pm

Now: Thursday, December 6
open from 10.00 am until 10.30 pm

FREE ENTRANCE

Hotel arrangements

Numerous agreements have been made with nearby hotels, significantly reducing accommodation costs. For further information, visit the website www.artigianoinfiera.it

Exhibition Offices

GEFI

Milan Office
Viale Actole Popa, 30
20121 Milan (Italy)
Tel. +39 02 310 519 11
Fax +39 02 80 51 943

Rome Office
Via Umbro, 15
00187 Rome (Italy)
Tel. +39 06 97 8 110 52
Fax +39 06 97 8 110 61

craff@artigianoinfiera.com
www.artigianoinfiera.it





Figure 5-17 Trade Show Brochure