RPG Trade Show Standards 2026

Purpose

This standard covers how RPGMotor Works plans, staffs and runs trade shows, from a 3 x 3 m stand at a regional fair to the main booth at Hannover Messe. It applies to employees, channel partners exhibiting under our brand and the agencies that build for us.
Owner: Derek Tran, Events Manager. Questions go to marketing@rpgmotor-works.com.

Show calendar

The global calendar is set every September for the following year. Core shows are Hannover Messe, automatica, SPS, IMTS, Automate, EV Tech Expo Europe, MD&M West, Drives & Controls and IMTEX.

- Divisions can propose additional shows by 1 October
- Shows added later need a business case and a budget owner

Planning timeline

WORKING BACK FROM OPENING DAY

- 6 months: space booked, booth size and layout agreed
- 4 months: products and demos chosen, hardware requested from the plants
- 3 months: graphics briefed; staffing plan and hotel blocks confirmed
- 8 weeks: final graphics approved by Brand, print files to Kessler Druck
- 6 weeks: hardware crated and shipped
- 2 weeks: staff briefing, BoothScan accounts set up

Booth system and graphics

Booths are built from the modular RPG booth system: Stator Navy walls, Aluminium frame, white ceiling ring with the horizontal logo. Back walls carry one message per panel and one large product image.

- Logo high on the back wall and on the ceiling ring, visible from 30 m
- RPG Red under 15 percent of any wall
- Panel copy no longer than 12 words

Product displays

Show fewer products, better. Each plinth holds one product family, lit from above, with a short label giving the family name, the key figure and a QR code to the product page.

- Sectioned motors are the best display we have; ask the plants early
- Never show a product that isn't released without written approval from the division head

Live demos

Demos show a motor doing a real job: a RoboTorq arm picking parts, a ServoXcel axis running a tight motion profile, DriveSense flagging a bearing fault before it fails.

- Every demo has a trained owner on each shift
- Guarding and emergency stops as on a customer line

Badges and name tags

Wear the show badge and the RPG name tag at all times on the floor. Name tags show first name, last name and job title in Barlow SemiBold, with the Rotor on the left.

- Order name tags with your shirt order
- Never lend your show badge to anyone

Greeting visitors

Stand at the edge of the booth facing the aisle. Open with a question about the visitor's work, listen and then match a product or demo to what they told you.

- Two minutes is enough to qualify a visitor; book a meeting if more is needed
- Hand over to a colleague by name, never walk away mid-conversation

Lead capture with BoothScan

All leads are captured in BoothScan on the booth tablets or your phone. Scan the visitor's badge, then add their application, timeline, the products they asked about and the next step.

- A lead without notes is not a lead
- No paper forms, business card bowls or spreadsheets
- Leads sync to the CRM each night and go to the owning sales rep the next morning

Customer meetings

Larger booths include a closed meeting room for pre-booked customer meetings. Book it through the show calendar. Walk-in use is allowed only when the room is free and the show lead agrees.

- Meetings run no longer than 45 minutes
- Clear the table and wipe the screen after every meeting

Literature

We bring little print. Each family has one A4 overview sheet; everything else is a QR code to the website. Keep a small stock of the current product catalog for distributors.

- Print quantities agreed with the show lead
- Leftover literature is recycled after the show, not shipped back

Giveaways

Giveaways come from the approved range at Bluefield Merch and carry the Rotor or the horizontal logo, never a product name.

- Useful, durable items only: torque bit sets, cable ties, notebooks
- No sweets, plush toys or single-use plastics
- Hand them out after a conversation, not from a bowl

Social media at shows

Sofia Romano's team posts from the official accounts. Booth staff are welcome to post from their own accounts as long as they follow the social media guidelines.

Follow-up within 48 hours

Every qualified lead hears from RPGMotor Works within 48 hours of the show closing. The owning sales rep sends a personal email that refers to the conversation in BoothScan and proposes a clear next step.

- Generic thank-you mailers do not count as follow-up
- Sales Directors review open leads one week after each show

Show report

Within two weeks, the show lead files a short report: leads captured and qualified, meetings held, cost per qualified lead, what worked and what to change next year. Events keeps the reports with the booth drawings for the next planning round.