



# GETTING INVOLVED IN TRADE EVENTS

## Getting Involved in Trade Shows/Sales Missions with Fáilte Ireland and Tourism Ireland

Fáilte Ireland, in conjunction with Tourism Ireland market offices are responsible for hosting a series of In-Ireland Events. We also jointly facilitate Ireland stand representation and Industry spaces at global or market-based trade shows. Tourism Ireland also hosts sales events and sales missions in-market, to a select number of in-market buyers and media in market.

These sales event opportunities are made available through the Fáilte Ireland Trade Event Portal <https://tradeportal.failteireland.ie/>

If you want to consider engaging in one of these events and perhaps are unsure which opportunities may be a right fit for your business, we recommend that you reach out to your local Fáilte Ireland programme contact who will put you in contact with the relevant member of the Business Development Unit (for Leisure Events In-Ireland or In-Market) or the Business Tourism Unit (for Meet in Ireland Business Tourism Events) for advice on the basis of your business offering, sales team experience and resources.

### **STEP 1: Register your business with Fáilte Ireland Trade Events Portal**

All Fáilte Ireland In-Ireland and In-Market events, including Sales Missions are advertised on the Fáilte Ireland Industry Trade Event Portal <https://tradeportal.failteireland.ie/>. All businesses should register on this portal with their complete business profile providing a minimum of 2 business contacts (email contacts) to receive alerts about Fáilte Ireland Trade Events. Once registered you can view the Trade events schedule by calendar month, while clicking on the event allows you see a more detailed description about each event, and who it is most suitable for. You can also look at past and future events to get a picture of when annual events are happening to allow you to try to plan resources and budget to access these, if a place at the event can be offered to you.

### **STEP 2: Express your interest for upcoming events that are a right fit**

When the event opens, you can express your interest in attending the event. The event will stay open for a defined period of time after which it is not possible to express your interest in attending.

Once the event closes the expressions of interest are reviewed in line with the specifics of the event, to ensure the right product mix and geographic mix, to ensure variety of industry and taking into account who has attended in previous years in order to optimise sales success for each business and for Ireland at the event.



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## **STEP 3: Evaluation of applications**

Once the event closes to Expressions of Interest, the applicants are reviewed and place offers follow (usually within 1 working week). The allocations of offers are considered on the basis of a range of criteria specific to each event, to ensure the right product and geographical mix are selected to ensure optimised sales success for each business and for Ireland at the event. Equally, expressions of interest are also evaluated to ensure the optimal spread of business opportunities are afforded across the Industry over the year.

## **STEP 4: Event place offers and payment**

When you receive communications that you have been awarded a place by email, you are advised of the steps to confirm payment online using a credit card and the deadline payment must be received by. If payment is not received in that window notified, you will be advised that the place offer is to be reallocated to the next available industry applicant on the wait list who has been deemed the best fit for the place.

## **STEP 5: Getting ready**

Your next step is to begin planning and preparation for your engagement with the event. Some events will have information webinars or short workshops available to you, which we strongly recommend you access to support your preparations. This will be advised to you in the letter of offer or shortly thereafter afterwards.