

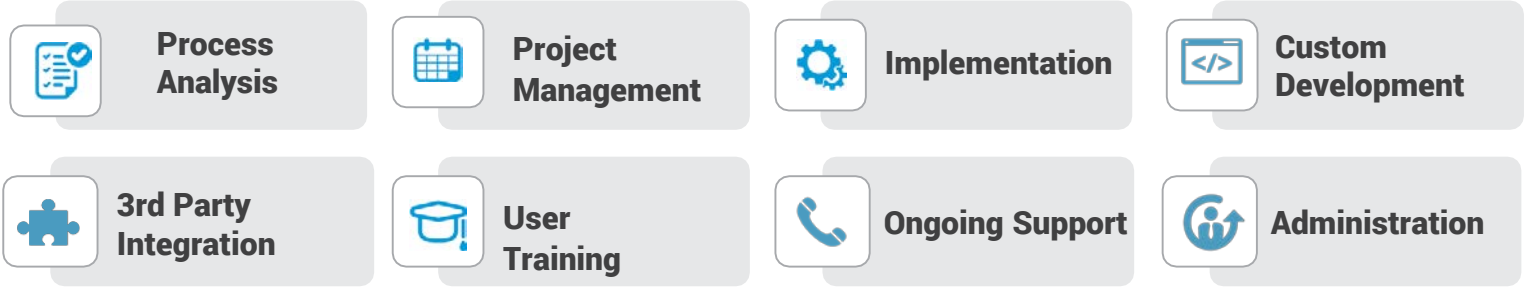


# Customer Case - Fairtrade

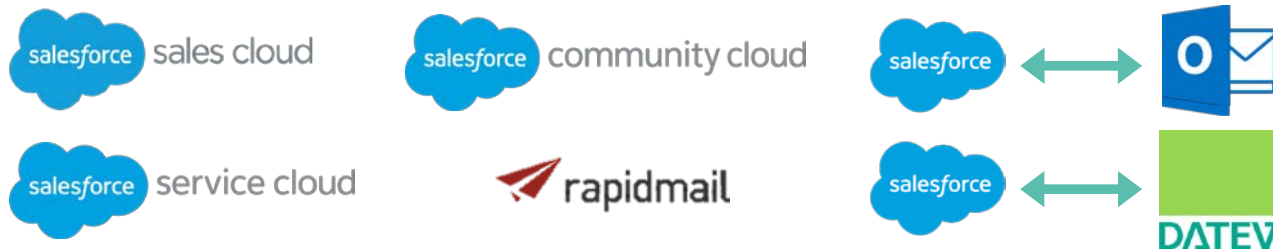


# Fairtrade: Trade show registration portal

## Services provided



## Solutions used



## Results

- Standardized and consistent Sales processes, with high transparency and data that is consolidated in one single system.
- Automated process of invoices creation and data export to DATEV
- Gaining efficiency in data collection with a custom app, where customers enter their data themselves into their system (ongoing)

### Customer Snapshot

fairtrade GmbH & Co. KG



Industry: Trade shows

Employees: 14

Products: fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

"CloudWharf noticeably helped us in deploying and building an intuitiv app for booking a stand in the most efficient way. This consolidated process comes along with Salesforce-integrations that improve transparency, usability and customer satisfaction. CloudWharf's convincing service in consulting but as well as their quick app implementation and deployment surpassed our expectations. We are looking forward to our next project and collaboration."



Paul März  
Exhibition Director at fairtrade GmbH & Co. KG

# Fairtrade: Trade show registration portal

## The processes

### The Manual process

fairtrade 25 Search... Search SIMON B.

TOPICS CASES TRADE FAIRS ORDERS

CAMPAIGNS All Active Campaigns  
1 items • Sorted by Name

CAMPAIGN NAME	START DATE	DEADLINE DATE	
agroFood	2017-03-23	2017-03-11	Book a Stand

ORDER Order #00000004 Manual process

DETAILS RELATED Chatter isn't enabled or the user doesn't have Chatter access.

Order Number	Status
Order #00000004	Stand construction

Order Name: Order 00000004: Fruit Trading AG  
agroFood

Account: Fruit Trading AG

Range of Goods

Large/Heavy Machinery

Machinery Height

Machinery Weight

Machinery Length

Machinery Width

### The Registration Process

Book your Stand

Marketing Services Exhibitor Information

Booking overview

1 m <sup>2</sup> Basic stand - four sides open	325 EUR
1 m <sup>2</sup> Inclusive modular stand construction	45 EUR
1 m <sup>2</sup> Upgrade package GORDON	163 EUR
1 kW 220V electricity only (free)	0 EUR
Your logo on all printed and digital hall plans	150 EUR
Pre- and post-show newsletter	700 EUR
Post-show e-shot	850 EUR
A3 full page	800 EUR
Wall out outside	650 EUR
Gold sponsorship	6000 EUR
1x Registration in the industry portal	195 EUR
1x Registration fee	395 EUR
Net Total: 10281 EUR	

Marketing Services

Hall plan logo

Your benefits:

- Your logo connected with your both on every hall plan of the exhibition
- From two mounts before show start

✓ Your logo on all printed and digital hall plans (150.00 EUR)

E-newsletter

Your benefits:

- Your logo with hyperlink and company description
- In one of our email newsletters to the exhibition's database of more than 18,700 industry professionals
- 200 characters, including blanks

Pre- and post-show newsletter (700.00 EUR)  
 Pre-show newsletter (450.00 EUR)  
 Post-show newsletter (450.00 EUR)  
 E-newsletters are not required

E-mail shot

Your benefits:

- One e-mail short to the exhibition's database of more than 18,700 industry professionals
- Email address of your choice as sender address
- Incoming replies are forwarded to your chosen email account directly

Exhibition manual

Stand construction

General orders Exhibitor badges Visa invitation letter Information Overview & confirmation

Please return by 2017-03-11  
Order after that deadline will be subject to a surcharge of 10%  
Click here to see more about general fair information and technical guidelines.

Stand construction - incl. booth construction

220V electricity @`

- 220V electricity(+1kW for free) (45.00 EUR/kW)
- 1kW 220V electricity only (free) (0.00 EUR/kW) [In Registration] Booked during registration

kW:

380V electricity `

- 380V electricity (45.00 EUR/kW) [In Registration] Booked during registration
- 380V electricity is not required

kW:

380V Distribution Board `



We move your business to the cloud!



## About CloudWharf:

CloudWharf is a Salesforce registered consulting and ISV partner, based in Munich, Germany.

Services offered by Cloudwharf include initial implementation of Salesforce solutions, integration with other business systems, custom Salesforce development, User Training and more.

## Konstantin Teplinskiy

*Co-founder & CEO*

Email: [teplinskiy@cloudwharf.com](mailto:teplinskiy@cloudwharf.com)

Phone: +49 172 4599 424

