

MSPO

Exhibitor Guide

How to Prepare and Maximize Your Presence



making the future save



Participation in MSPO is a strategic business opportunity

bringing together military representatives,
government officials, and leading defence industry
companies from around the world.

Due to the nature of the sector—long decision cycles,
formal procurement processes, and relationship-
driven business—success requires thorough
preparation and a structured approach.

This guide is designed to support exhibitors before,
during, and after the event.



1

Strategic Preparation



Define Clear Objectives

Establish measurable goals, such as:

- number of meetings with delegations
- new business contacts
- partnership opportunities
- product or technology exposure

TIP

Define KPIs in advance to evaluate success



Identify Target Audiences

At MSPO, key stakeholders include:

- armed forces representatives
- government delegations
- defence industry partners
- international buyers and integrators

Adapt your messaging and materials accordingly.



Prepare Your exhibition offer

- select key products or solutions
- define a clear value proposition
- prepare materials:
 - » product sheets
 - » presentations
 - » technical specifications

All materials should be available in English.



Plan Your booth strategically

Your stand should:

- reflect professionalism and credibility
- allow for business discussions
- include a space for private meetings





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Preparation timeline

2

months before the event

- define objectives and KPIs
- design and plan your booth
- prepare marketing materials
- build a contact list

1

month before the event

- launch communication (website, LinkedIn, email)
- send invitations to partners and clients
- begin scheduling meetings
- prepare your event agenda

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weeks before the event

- publish expert content and product highlights
- finalize presentations
- confirm logistics and materials
- continue booking meetings

2

weeks before the event

- confirm all scheduled meetings
- train your team (pitch, communication)
- prepare meeting scenarios
- set up lead collection system

1

week before the event

- send final reminders
- finalize logistics
- publish "See you at MSPO" announcements
- prepare daily team schedule



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During the Event



Manage meetings professionally

- follow your pre-arranged schedule
- keep meetings structured and concise
- respect time and agenda



Use a clear conversation structure

Each meeting should include:

- understanding the partner's needs
- presenting relevant solutions
- agreeing on next steps



Capture and qualify leads

- collect business cards or digital contacts
- note key details (project, timeline, interest)
- assess potential value



Represent your brand

- maintain consistent messaging
- ensure a professional appearance
- deliver high-quality interactions



Attend side events

MSPO includes:

- conferences
- presentations
- networking events

TIP

These are valuable opportunities to meet decision-makers outside your booth

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After the Event



Follow-up (within 48 hours)

- send thank-you messages
- provide requested materials
- refer to specific conversations



Segment your contacts

Group contacts into:

- high potential
- medium potential
- long-term opportunities



Continue engagement

- schedule follow-up meetings
- organize online presentations
- connect via LinkedIn



Evaluate performance

- compare results with KPIs
- assess lead quality
- identify areas for improvement

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Key success principles



Treat MSPO as a **long-term business process**



Focus on **quality, not quantity** of contacts



Preparation determines success



Most **business outcomes happen after the event**



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Final Note

Success at MSPO is driven by preparation, structure, and execution.

The most effective exhibitors:

- **plan early**
- **secure meetings** in advance
- **approach** the event as part of a long-term business process

