

HANDOUT 2.7 A - INTERNATIONAL TOY FAIR MEMORANDUM

To: Our Marketing Representative to the International Toy Fair

Your job is to represent our company at the next International Toy Fair in Nuremberg, where you will be in charge of the company's booth. You will also present our toy fair marketing portfolio based on research. On display will be our company's top products exported to the US and other nations. You are to convince the buyers from these countries to buy/import this product. Your effective communication skills are essential!

Use this space for your notes that you will include on the display board.

International Toy Fair Display Board

- Name of our company
- Mission/vision statement and motto of our company
- Marketing team members
- Location of company in Germany. Add a map with location(s)
- Include company's web address
- Icon or logo of company
- Picture of product(s)

Use this space for your notes that you will include in the portfolio.

International Toy Fair Marketing Portfolio

- Include a one paragraph (6-8 sentence minimum) description of the following:

-History of our company

-Products of our company

-Description of the products

- At least 4 pictures with captions that relate directly to the product's quality.

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- List at least 4 reasons why children will enjoy our fabulous products.

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- Design and provide a bumper sticker for our company's products.

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