

# Why Exhibitions

(By: <http://www.agd-exhibitions.net/whyexhibitions.html#1> )

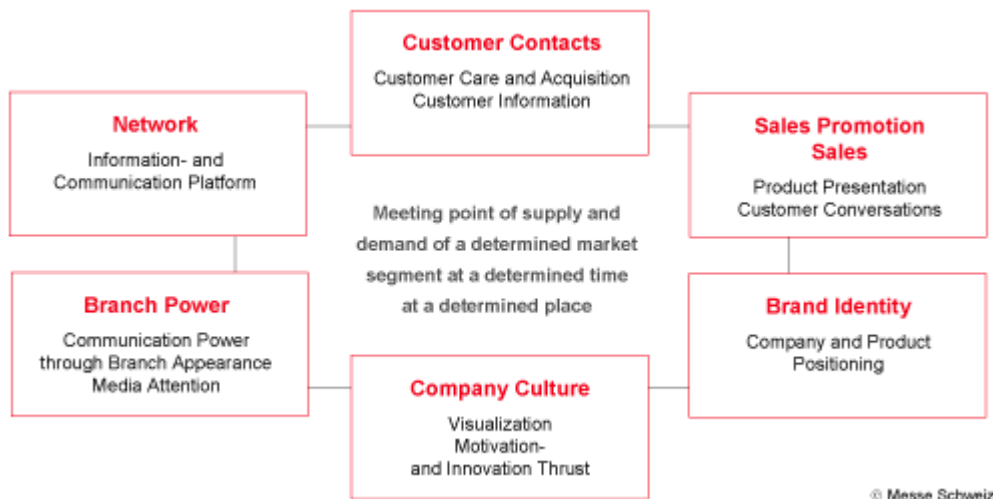
In the last few decades Conference and Exhibition Industry has experienced a rapid development rate, after its professionals had demonstrated to many sectors , foundations and organizations that events in general, and specifically conventions and trade fairs are effective tools that achieve great results within few days.

In this partition you will find several researches, articles, case studies prepared by global authorized organizations and International experts in the meetings Industry, through which you can rebuild your image about this industry and examine how it can develop your business, double your success and add great value to your organization's activity whatever it is.

## Article 1: Integrated Marketing Services of Exhibitions

Exhibitions present a range of properties like no other marketing instrument in this form and connection: they are unique platforms to develop and cherish customer relations; they offer possibilities of sales and sales promotion as well as positioning of company and product brands; they create networks between all relevant market participants; they leverage medial attention for the whole branch, in a way that can't be reached by companies on their own; they also act internally by concentrating all marketing activities in a purposeful way.

The Benefit Model not only shows the variety of benefits of an exhibition. It also represents a valuable help for defining the individual exhibition participation concepts which can be derived from the aimed benefit-emphasis.





## Article 2: Trade Fairs: A Powerful Marketing Tool

Through out the ages, trade fairs have been recognized as one of the most efficient and powerful tools for effectively doing business. As a face-to-face meeting point, fairs and exhibitions are basically a target opportunity for achieving your trade objectives. They are a cost-effective means to reach your market audience - in one time and in one place.

Among the key advantages of tradeshow participation is:

### **Customer contact:**

Tradeshows provide excellent venues for initiating contacts with new customers and developing new trade leads. Equally important they enable you to maintain and renew contacts with valued clients.

### **Product and Service Launch Platforms:**

Live presentations and Demonstrations of your products and services speak for themselves, accelerating the selling process and generating new sales.

### **Marketing Communications:**

Trade fairs focus media attention on your Company and products. Public relations efforts can be focused to raise the profile of your company image and brands.

"Trade fairs are privileged forum, offering us the opportunity to meet not only our customers and potential clients, but also the leading decision makers and journalists in our business sector."

*Françoise Sortais, Manager, Show & Event Coordination, Michelin Company, France*

**A high return/expense ratio:**

Trade shows are known to have a high return/expense ratio. An EEAA (Exhibition Association of Australia) survey showed that an average expenditure of 9% of companies' marketing budgets in trade fair events resulted in a return of 23% of business.

CEIR (centre of exhibition industry researches):

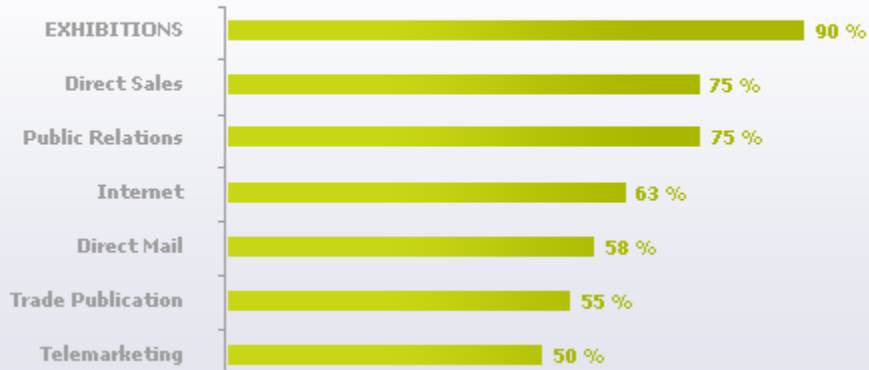
- 76% of exhibition attendees arrive with an agenda;
- 48% of exhibition leads don't require a sales call to close the deal;
- Exhibition leads cost 56% less to close than field sales calls;
- 87% of exhibition attendees say they will share information obtained at exhibitions with their immediate superiors.

"Trade shows are an important marketing link to our customers today - more so than ever before. This can be attributed to the dynamics of the business economy, which continues to fuel downsizing throughout the industry; creating attendees who go to events with a strategic basic mission: to answer the age-old question 'How can I grow my business?' As exhibitors, we must be prepared to answer that question with clean, uncluttered messages and recommendations."

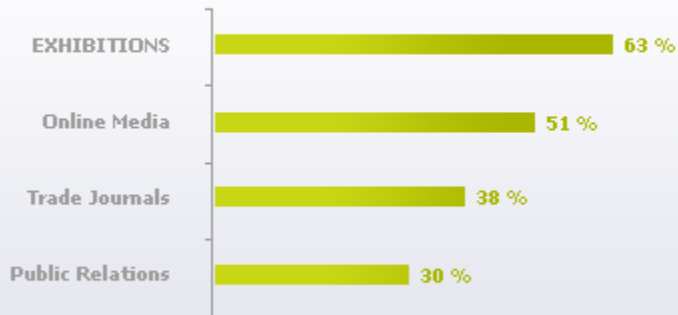
*Jerome A. Gaither, Manager, Tradeshow and Conventions, The Coca-Cola Company*



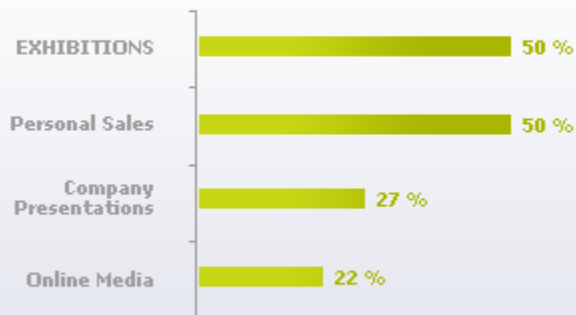
### Sources of Final Purchasing Decisions (% of surveyed attendees)



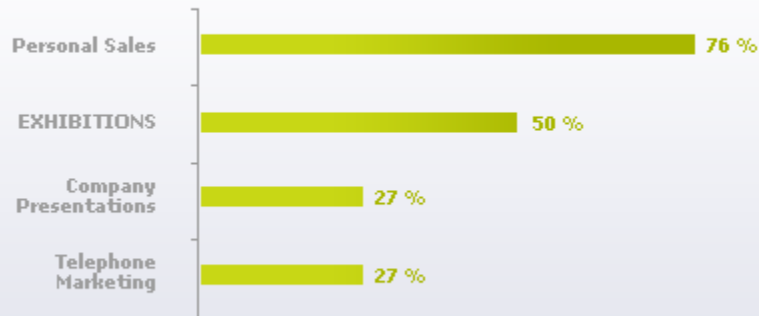
### ... Demonstrating Market Presence



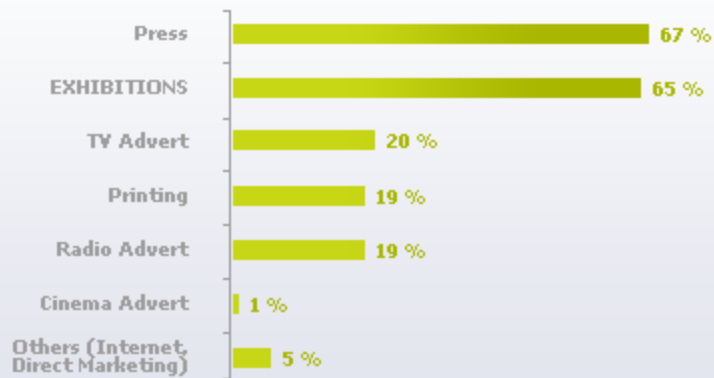
### ... Exchanging and Gathering Information



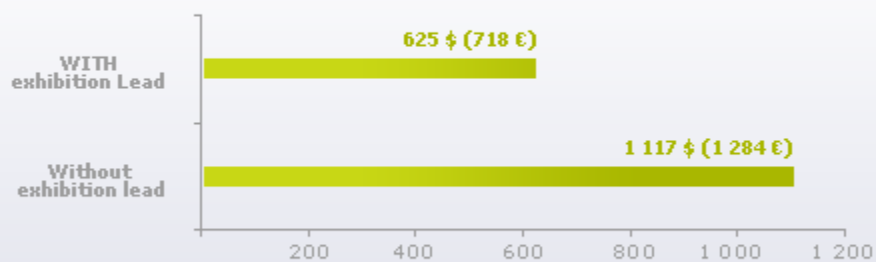
### ... Recognizing Customer Wishes



### Among these investments, which ones are the most profitable for your company?



### Cost to close a sale



### Article 3: Exhibitions are Opportunities to Assess, Learn, and Interact

Trade fairs and exhibitions are more than just a marketing tool; they are your entire marketplaces at your fingertips. As a source of market knowledge and corporate positioning they fulfill your needs in a centralized site.

- **Feedback** from your clients is available immediately giving you real-time insight into market expectations.
- **Research** market potential and assess your competition. Stay abreast of Product advances and new technology.
- **Identify** new agents and distributors and recruit new staff. Initiate new Alliances and establish joint ventures and project partnerships.

"We at United Technologies manufacture large items like aircraft engines, and exhibitions are the only effective way to show these products. There, attendees include not only top-level buyers, but also all the major players in the industry gathered in one place to compare exhibitors' products; and to get their questions answered fully and immediately."

*Sal Cavallaro, Manager, Marketing Support Systems, United Technologies Corp. USA*

Nowadays, more than ever, exhibitions are significant for the restoration of economic ties in Russia, for strengthening and broadening contacts with foreign partners, and for the advancement of domestic products and technologies to foreign markets."

*Stanislav Smirnov, President of the Chamber of Commerce and Industry of the Russian Federation, Moscow (1998)*

### Article 4: Concentrated Marketing

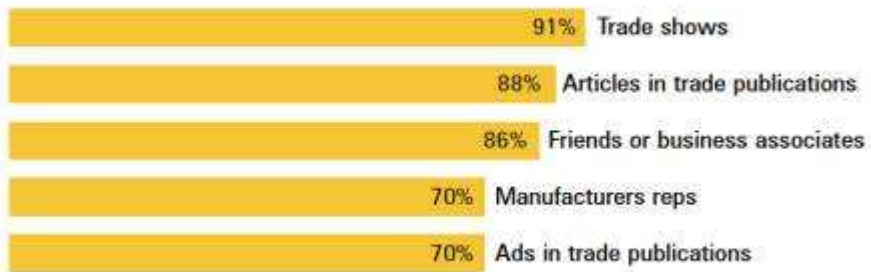
Think about your hottest prospects. What is their most valuable commodity? Their time. That's why, in business-to-business markets, it can be so hard for your sales team to get in to see them. And in consumer markets, the visitors are spending their leisure time, which is arguably even more precious.

Given the value of their time, what does it say about a prospect who invests a day to visit an exhibition? It says they're motivated. It says they have a reason to be there. It says they're serious buyers in active buying mode.

This is the power of exhibitions: no other medium concentrates your efforts on the most active buyers in your market at any given time.

## Decision-makers Prefer Trade Shows

'Extremely useful source of purchasing information':



[SOURCE: SIMMONS MARKET RESEARCH, PROVIDED BY THE CENTRE FOR EXHIBITION INDUSTRY RESEARCH, USA]