

THE VISITORS

- 68% come to see novelties at trade fairs
- 57% need up-to-date info before decision
- 30% come for finding new ideas
- 73% found trade fair visit useful for supporting their purchase decisions

VISITORS HAVE RANKED TRADE FAIRS AS No. 1. marketing tool e.g.in

- obtaining objective market overview
- preparing business decisions
- finding new suppliers
- new products
- facilitating personal professional development

Business chances are back

Economic crisis means also new and electrifying challenges. Come and meet, you have a new chance to upgrade your results of yesterday.

BUT WHY EXHIBIT?

BECAUSE TRADE FAIRS ARE:

- highly effective business and marketing forum
- unique place of launching new products and branding
- increases demand of products
- informs target audience
- excellent opportunity to assess real demands of target market
- set all 5 human senses to communicate corporate messages
- provides immediate feedback
- contributes to strengthen market position

AND THAT TRADE FAIRS ARE THE MOST DIRECT
PERSONAL MARKETING COMMUNICATION TOOLS

EXHIBITIONS, TRADE FAIRS ARE ALL ABOUT CUSTOMERS How do you care about them?

Come and meet your buyers, there is a need to reach them, talk to them more often!

PERSONAL AND VISIBLE

Trade fairs provide opportunities to face-to-face contacts to customers on a neutral place. Here you can not only talk to them, it is an excellent occasion to hear them, listen to them! Ask them about their current needs, problems and seek solutions for them. It is the only real marketing tool that is capable to accomplish that.

QUICK, COST EFFICIENCY

At trade fairs you can communicate your message to your whole clientele concentratedly, quickly and cost-effectively yet in person environment.

MEASURABLE INVESTMENT

You have your tools to MEASURE its return. (ROI) to get justification about your expenditure.

SOME TIPS TO MAKE THINGS EASIER:

- set realistic, measurable goals well before your participation
- marketing objectives serve your business goals. Exhibitions are probably just one element of an overall sales and marketing campaign. Ensure that your exhibition goals are fully in line with your core marketing objectives.
- do not forget about follow-up.

WHY VISITORS COME?

MOSTLY BECAUSE

- much interested to see what's new
- looking for a neutral place to tell what they need
- to evaluate products, solution offers, suppliers
- meeting existing contacts
- networking, developing business contacts

ACCORDING TO OUR RECENT INTERNATIONAL SURVEY THE VISITORS

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CENTREX International Exhibition Statistics Union and her members provide wide ranging opportunities for your success. Through matchmaking projects, meetings, on-line visitor services, networking occasions, buyer clubs we match the needs of buyers and suppliers ever more closely.

For how to make your decision and participation smooth and successful ask our colleagues to help you.

For additional hints and best practice advices visit our members' and our Union's websites, our Exhibition Knowledge Center at www.centrexstat.org

A joint issue of CENTREX Union members: